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## **UMLand Brings Premium Lifestyle Shopping to Bandar Seri Alam with New Shopping Destination**

**Johor Bahru, 23 October 2018** - United Malaysian Land Bhd (UMLand) held a lease signing ceremony for Seri Alam Mall, a new upcoming shopping centre located within Bandar Seri Alam. Construction of the new Seri Alam Mall is expected to begin in Q1 2019.

The signing ceremony, which took place at UMLand Seri Alam's Sales Gallery marked the next phase of the latest project from the award-winning property developer with over 20 years of experience in the property sector. Several key tenants from the food and beverage industry as well as home decor and entertainment companies were present to sign leases with the new shopping mall as part of their bid to highlight their occupancy and attract new tenants.

Seri Alam Mall is estimated to cost more than RM100 million in development with established areas for general service and retail stores, entertainment, restaurants, and lifestyle living. The new key tenants for Seri Alam Mall include TGV Cinemas, Village Grocer supermarket, Bread Talk, Toast Box, Morganfield's, Gogirou Korean BBQ, Macgregor's Irish Pub, and Romantika Home Decor.

"The new Seri Alam Mall will greatly serve the needs of Bandar Seri Alam's and Greater Pasir Gudang's bustling population of 220,000. We are excited to see so many key tenants ready and willing to sign leases with Seri Alam Mall, which is targeted to be completed in Q1 2021," said Dennis Ng, Group Managing Director. "This lease signing ceremony reflects our tenants' confidence in UMLand as a property developer as well as the prospective success of Seri Alam Mall for new local businesses and brands who want to cater to a wider audience."

With over 46,000 square meters of space and over 1,000 parking lots, Seri Alam Mall is primed to be the next leisure and lifestyle shopping destination due to its strategic location within the vicinity of Bandar Seri Alam. It is also anticipated to serve future developments along the Eastern Gate of Johor. The mall will have a dynamic family and youth-centric shopping experience and will feature edutainment facilities and conveniences such as cinemas, fitness centres, karaoke studios, spa, department stores, and an array of alfresco dining options.

As part of UMLand's goal of creating sustainable retail development, the upcoming retail mall will be restricted to 3 floors with large walking spaces for a more comfortable shopping experience. The ground level of the mall is well-integrated with the surrounding pedestrian nexus, and comes with a high-level pedestrian bridge to draw footfall from housing developments across the street.

The new shopping mall will be a welcome addition to Bandar Seri Alam, which is also known as the City of Knowledge due to the presence of several educational institutions such as University Kuala Lumpur, Universiti Teknologi Mara, Asia Metropolitan University, Maktab Rendah Sains Mara, Sekolah Seni Malaysia, Excelsior International School and Nam Heng Chinese Primary school. The growing township currently enjoys several facilities and amenities including the Regency Specialist Hospital, Today's Market and a Tesco hypermarket.

For more information on UMLand's projects, visit [www.umland.com.my](http://www.umland.com.my).

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#### **About United Malayan Land Bhd (UMLand)**

UMLand is the award-winning Malaysian developer behind the successes of several residential townships and niche developments across the country.

The company has two divisions handling Township Development and Niche Projects respectively. It also has a hospitality division that operates Suasana Suites serviced apartments, a construction division under UMLand Builders Sdn Bhd, and an F&B division under UMLand Lifestyle Sdn Bhd.

UMLand's Township division manages five townships namely: Bandar Seri Alam (Iskandar Malaysia), Taman Seri Austin (Iskandar Malaysia), Bandar Seri Putra (Bangi, Selangor) Mahkota Hills (Semenyih, Selangor) and the upcoming world-class integrated biotech park in Pasir Gudang, Iskandar Halal Park, a joint venture initiative with Perbadanan Islam Johor Holdings (PIJH), a Johor state government arm.

UMLand's Niche division has completed several residential developments in Kuala Lumpur and Johor. These include Suasana Sentral Loft (KL Sentral, KL), Suasana Bangsar (Bangsar, KL), Seri Bukit Ceylon (Bukit Ceylon, KL), Suasana Bukit Ceylon (Bukit Ceylon, KL), and Somerset Puteri Harbour (Iskandar Puteri, Johor).

UMLand's Suasana Iskandar Malaysia is the iconic residential development which comprises of a 35-storey serviced apartment tower, the very first Amari hotel in Malaysia, managed by ONYX Hospitality Group, and is complemented by Zenith Lifestyle Centre, a two-level international and specialty dining, avantgarde entertainment, premium wellness right in the middle of Johor Bahru City Centre. Medini Lakeside in Medini Iskandar Malaysia is an integrated development comprising UMCity (a mixed-use commercial development) and Viridea Lakeside (a green residential development). Meanwhile in the heart of Kuala Lumpur, Star Residences is a joint venture initiative with Symphony Life Berhad to develop an upmarket serviced residences in the center of KL City.

With a strong track record spanning across two decades, UMLand continues to embrace excellence and innovation as its main tenets to drive growth.

Incorporated in the 4th quarter of 2017, UML Lifestyle Sdn Bhd is the Food & Beverage (F&B) arm of UMLand Bhd. The subsidiary provides its support and oversees the operations of its companies – Avenue Ambience Sdn Bhd and Jjang Restaurant Sdn Bhd. UML Lifestyle Sdn Bhd is the appointed Master Franchisee for BreadTalk & Toast Box Malaysia following the joint venture with Bread Talk Pte Ltd, a Singaporean multinational food and beverage corporation.

The Group, with over 1,800 acres of undeveloped land bank across Malaysia, aims to be a caring and responsible developer that not only builds quality property units for investors and homemakers, but also units that will see its value enhanced as the community grows and living standards improve. With advances in technology, UMLand is also embarking on building smart cities to complement the lifestyle needs of the modern community.

In 2015, UMLand bagged the “Best Office Development Asia Pacific” at the International Property Awards in London for its flagship project the UMCity Medini Lakeside development.

More information at [www.umland.com.my](http://www.umland.com.my)

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