COSMOPOLIS OF EXCITEMENT
At Pavilion Damansara Heights Mall, we aim to inspire moments that rekindle relationships, renew perspectives and reinvigorate the zest of life.
Pavilion Damansara Heights uplifts the passion for life, catering to sophisticated cosmopolitans with great fervour for quality lifestyle. Spanning across an exceptional 36 acres of prime freehold real estate, it is situated in one of the most affluent and exclusive neighbourhoods in the Klang Valley. The bustling cosmopolis comprises Corporate Towers, Luxury Residences and a Retail Mall, charting an impressive presence in the city skyline.
Step into a world of dazzling experiences and immerse in an ambience of excitement and exuberance. Pavilion Damansara Heights Mall is a premium lifestyle destination that sets the standard for exceptional dining, contemporary retail and customized leisure indulgences. Evoke the senses and treat them to refined delights.
Kuala Lumpur, the capital of Malaysia, is one of the powerful players in Asia’s economic growth. The strong emergence of the high to middle income groups continues to power the Malaysian economy with their increasing spending ability.

A vibrant mix of cultures and modernity, Kuala Lumpur is taking bold steps towards positioning itself as the top-of-mind destination with world-class facilities and infrastructures. With a target to boost private consumption and investment, Malaysia is set to become a high-income nation.
Desire for Damansara Heights shares fame with global cities such as Sunset Park in New York City, Botafogo in Rio De Janeiro and Tooting in London and was listed in the “10 of the WORLD’S COOLEST NEIGHBOURHOODS to visit in 2017” by Lonely Planet.

One of the most affluent neighbourhood in Kuala Lumpur, located five kilometres from the city centre, Damansara Heights is a highly sought-after residential and business address. Upscale living is par for the course in this highly desirable neighbourhood, filled with sprawling private bungalows, impressive villas and link-homes.

Affluence

NATIONAL GROWTH

6.3% Forecasted Malaysia GDP Growth rate in 2022

RM377.42 Billion Projected Gross National Income 2021

33.4 Million Population in Malaysia 2021

RM5,873 National Household Income Average 2021

RM6,660 Petaling District highest Income average 2021

Sources:
- Department of Statistics Malaysia
- The Edge Malaysia publication
"Kuala Lumpur's impressive score comes from its winning combination of high quality shopping, affordable prices and reliable sales."

– CNN
Pavilion Damansara Heights is built around the essence of connectivity. With the integration of modern transportation, infrastructure and a vast network of roads and highways, shoppers can enjoy superb accessibility with a functional ingress and egress system.

- Centrally located to optimise the vast network of integrated roads and major highways—SPRING Highway, Penchala Link and Federal Highway.
- Highly accessible from Kuala Lumpur and Petaling Jaya and surrounding catchment areas through Jalan Maarof, Jalan Damansara, Jalan Duta and Jalan Semantan.
- Seamlessly connected to the Pavilion Damansara Heights MRT station which serves a corridor of 1.2 million estimated population along Sungai Buloh to Kajang.
- Pavilion Damansara Heights MRT station is only two stations away from KL Sentral and five stations away from Pavilion Bukit Bintang MRT station.
Pavilion Damansara Heights aspires to be the ultimate expression of cosmopolitan living. Sophisticated in their way of life, Damansara Heights residents live a quality lifestyle with their equally well-travelled and educated community, forming the perfect primary catchment of consumers for the mall.

Surrounded by affluent secondary neighbourhoods of Bangsar, Mont’ Kiara and Bukit Tunku - all situated within a 5km radius, the mall’s catchment is estimated above 1 million.

The progressive consumer growth of exuberant locals and expatriates will garner Pavilion Damansara Heights its stature as a premium lifestyle cosmopolis.

### Demographic Profile Chart

- **Chinese**: 41%
- **Malay**: 34%
- **Others**: 24%

### Average Household Size
- **3.7 Persons**

### Average Age
- **29 yrs**: Greater Kuala Lumpur
- **32 yrs**: Damansara Heights

6% higher than Greater Kuala Lumpur

### Average Retail Spend Per Capita
- **RM15,000 per month**
Weaving arts, nature, and leisure into its design philosophy, Pavilion Damansara Heights bring about an era of elevated differentiation. Timeless in architecture and functional in space design, the retail spaces will be optimized to create opportunities for retailers to showcase their brand storytelling, products and services.

Innovation in space planning will foster meaningful synergy between commercial and communal spaces, bringing people together in a positive environment that evokes delight and joy.

With rising awareness and urgency to address global environmental issues, Pavilion Damansara Heights is certified with the prestigious Building and Construction Authority (BCA) Green Mark Award* that benefits both the environment and its communities. Raising the standards for buildings that are kinder to the environment and meeting the demands for lifestyles that are green, healthy and smart, Pavilion Damansara Heights features:

- Energy efficient appliances and fittings, including lighting, air conditioning, lifts and escalators.
- Water fittings and fixtures that promote water usage efficiency and conservation.
- Use of certified, low volatile organic compounds (VOC) paints and environmental friendly adhesives in the mall.
- Well-designed spaces with good ambient sound levels to promote calm and pleasant shopping experiences.
- Well-ventilated car parks.

(*Provisional)
A new dimension of excitement prevails as the mall promises a calendar of interesting experiences and events. Community engagement and enjoyment at the Centre Court will spark inspiration with new launches and celebrations.

With omni-channel marketing to drive loyalty and technological advancements to enhance convenience, Pavilion Damansara Heights Mall is poised to be the ultimate customer-centric destination for exceptional dining, contemporary retail and customised leisure indulgence.
Indulgences at Pavilion Damansara Heights Mall are elevated to new peaks with the latest entertainment and leisure trends and new-to-market experiences.

Multitainment has become increasingly popular and the mall will unveil cinemas and fitness centres to engage the senses through a total immersive experience. Beyond just creating an invigorating ambience for indulgences, the total experience will be built around exceptional levels of quality and service.
In Pavilion Damansara Heights Mall, good food is taken to the next level with curated selection, personalisation and customisation of curated dining experiences.

Detailed interiors flaunt the exquisite beauty of civic arts and culture, balanced by bold expressions of upscale designs.

Diners are bound to be delighted by the exceptional dining experiences as they spark a connection over an outstanding meal or build a social connection with the aspirational crowd.
This is a place to indulge in quality time with family and friends, a place with comprehensive range of products to meet your shopping needs. A centre for all things essential and constantly evolving to give shoppers more than what they have searched for. Enjoy a hearty meal, immerse in connecting with your peers and ticking off items on your grocery list.

FULFILLING EVERY WISH

LEVEL 1

SUPERMARKET & CASUAL DINING
LEVEL 2
PREMIUM FASHION & BEAUTY

The highest plateau of craftsmanship infuses functionality and durability into made-to-last gorgeous pieces that enhances the wearer’s character and style. When it comes to pleasing the aesthetic senses, elegance is accentuated in the attention to details.

The discerning look is chic, bold and elegant – you will enjoy the attention of bespoke services while casually shopping or dining al fresco.

INDULGE IN
STYLE
Curated from all over the world a selection of the most sought-after range, hot on the high-street fashion labels and the best of international trends, Pavilion Damansara Heights Mall will be the new destination of style and self-expression. Devoted to creating the relevant retail and tenant mix, the mall will offer brands of refined taste complemented with personalised shopping experiences.
Pavilion Damansara Heights Mall offers bespoke lifestyle and leisure experiential spaces where friends and families spend quality time exploring shared activities that inspire new ideas and foster deeper connections. Expect to lose track of time as shops around here are the pick of the crop, promising not only the essentials, but also the exceptional. There is nothing more therapeutic to the mind and soul than indulging in sessions that spark happiness.

CONNECTING LIFESTYLES

LEVEL 4
LIFESTYLE
Adding a distinctive personality to the mall is the 500m gastronome boulevard where refined taste and flavours beckons. In this age where dining and entertainment makes an interesting combination of the senses, Pavilion Damansara Heights Mall will evoke the curiosity for good food, ambience and entertainment.

‘Duality’ will be the way of life at this boulevard where food and art will thrive. Localised internationalism will take centre stage with cafes, restaurants and spaces elevating the mall’s stature as a premium lifestyle destination.
Multitainment has become increasingly popular over the recent years and the trend forward is to bring in new-to-market brands in the region that rejuvenate the retail scene. Personalised offers and tailored suggestions are the backbone to a customer-driven business that animates the core of a mall for all occasions.

A new lifestyle showcase takes the form of immersive fitness in the mall, a total environment that transports fitness aficionados to different worlds, literally and figuratively. State-of-the-art cinema halls are bound to excite the senses, where the audience not only watch a movie, they will feel as though they are part of the story.
The world of Pavilion Damansara Heights Mall warmly embraces all who step onto its grounds. Buildings in this development are exceptionally designed to complement by employing internationally acknowledged best practices. It’s all about striking the perfect harmony of work, live and play through integrated designs with the aim to elevate all interests and indulgences.
With civic arts, music, culture and international events, the mall differentiates itself by delivering delightful shopping and exceptional dining experiences, evolving with shoppers’ ever-changing lifestyle interests.

Pavilion Damansara Heights is more than just a destination. It is an experience evolving with shoppers’ contemporary lifestyle, interests and indulgences.
In 2001, a small group of visionary design professionals embarked on a mission to improve the design landscape of Kuala Lumpur. They made their name known in 2007 with the launch of Pavilion Kuala Lumpur, setting the industry benchmark in master planning, design and construction management of a mixed-use development project in the heart of the capital's shopping district.

Since then, the team has grown to comprise talented individuals from all over the world to form Pavilion Damansara Design Studio. A truly-independent multidisciplinary design house, Pavilion Damansara Design Studio (Pavilion Damansara Design Studio - KLPDS) provides a wide range of skills and services to a multitude of clients in the areas of:

- Master Planning and Urban Design
- Architecture
- Interior Design
- Retail Design Management
- Project Management
- Product Design and Conceptual Branding

THE RETAIL PLANNER
Kuala Lumpur Pavilion Sdn Bhd is the retail planner for Pavilion Kuala Lumpur, one of Malaysia’s top and most successful shopping malls. The management team will oversee the retail planning of Pavilion Damansara Heights. The team distinguished itself by building Pavilion Kuala Lumpur into one of the most successful brands and retail centres in the region through its high level of professionalism and passion.

With cumulative experiences of more than 100 years, the management team’s expertise lies in property management, urban and retail planning, leasing, marketing, operations and centre management. Forming an integrated professional service critical to the success of a shopping mall, the management team continues to charter growth and progress for the mall industry in the region.

THE DEVELOPER
Impian Ekspresi is currently redeveloping the Damansara Town Centre (DTC) Complex into Pavilion Damansara Heights, an integrated development project. Impian Ekspresi completed the purchase of the DTC Complex from Bukit Damansara Development Sdn Bhd in November 2013. Spanning 15.95 acres in total, Pavilion Damansara Heights includes an adjacent 6.35 acres of land acquired by Jendela Mayang Sdn Bhd in November 2014, which will be developed into Pavilion Damansara Heights Phase 2.

THE PARTNERS
Pavilion Damansara Heights is a joint venture between the Pavilion Group, a world-class property developer, and Canada Pension Plan Investment Board (CPP Investments), a professional investment management organization that manages the Canada Pension Plan fund.

One of the many iconic projects of the Pavilion Group includes the globally acclaimed Pavilion Kuala Lumpur Lifestyle Mall that has garnered over 50 local and international awards.

THE COLLABORATORS
Incorporated on 5 May 2000, Impian Ekspresi is a world-class property developer, and Canada Pension Plan Investment Board (CPP Investments), a professional investment management organization that manages the Canada Pension Plan fund.

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<thead>
<tr>
<th>PROJECT PROFILE</th>
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<tr>
<td><strong>DEVELOPMENT</strong></td>
</tr>
<tr>
<td>Total Land Area</td>
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</table>
| Number of Carpark Bays (for Shopping Mall) | Phase 1: more than 1,000  
Phase 2: more than 800 |

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<tr>
<th><strong>RETAIL</strong></th>
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<tr>
<td>Total Gross Floor Area</td>
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| Total Nett Lettable Area | Phase 1: 1,353,361 sq. ft.  
Phase 2: 526,733 sq. ft. |
| Total Number of Floors | 6 |
| Total Number of Retail Shops | Approximately 380 |

<table>
<thead>
<tr>
<th><strong>RESIDENTIAL</strong></th>
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<tbody>
<tr>
<td>Number of Towers</td>
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| Total Number of Units | 165 Crown Residences  
581 Regent Suites  
54 Imperial Residences  
490 Royal Suites  
Total 1,958 |

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<tr>
<th><strong>4-STAR HOTEL</strong></th>
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<tbody>
<tr>
<td>Gross Floor Area</td>
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<tr>
<td>Total Number of Rooms</td>
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<table>
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<tr>
<th><strong>CORPORATE TOWER</strong></th>
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</table>
| Total Number of Salable Floors | CT1 22  
CT2 15  
CT3, CT3A, CT5 10  
CT6, CT7, CT8 8  
CT9 12  
CT10 17 |

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All information contained herein is correct at date of printing and subject to change without notice.  
The Management of Pavilion Damansara Heights reserves the absolute right to amend, postpone, modify, omit, delete or disregard any information contained herein without giving any reasons or reasons.

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