

For Immediate Release

## Kuala Lumpur's New Social Heart, The Exchange TRX, Opens to the Public

*The dynamic retail and lifestyle destination sets new benchmarks for innovation, sustainability, and community-centric design.*

**Kuala Lumpur, 29 November 2023** – A new chapter unfolds today in the heart of Kuala Lumpur, as The Exchange TRX opens its doors, inviting the community to discover the future of experiential retail, sustainable urban living, and vibrant cultural expression.

Part of the 17-acre lifestyle quarter of TRX, The Exchange TRX brings international placemaking and sustainability standards to Malaysia, strategically located in the nation's first dedicated international financial district (IFC).

With more than 400 stores spread across 1.3 million sq. ft. of nett lettable area (NLA), The Exchange TRX redefines the retail landscape with the introduction of global firsts and new-to-market brands. It is also the first retail asset in Malaysia to achieve LEED Gold Certification, in a nod to its commitment towards building sustainability.

As the new social heart of the city, The Exchange TRX goes beyond the traditional retail experience with a sprawling 10-acre public-activated park on its rooftop. The first major green space in the city in over two decades, the park is home to a unique ecosystem of over 150,000 plantings with 95 per cent comprising native or naturalised species. Open year round, TRX City Park will be free for all to discover, supporting Malaysia's 2040 vision of achieving inclusive and sustainable growth. It will also serve as one of Kuala Lumpur's most scenic locations to host festivals, concerts, movie premieres, international exhibitions and more.

The Exchange TRX is jointly developed by Lendlease, a globally integrated real estate group based in Australia and TRX City Sdn Bhd, the master developer of the Tun Razak Exchange.

"Our ambition for The Exchange TRX is really to create a truly exceptional and transformative space that not only sets new standards in the retail industry but also a landmark that represents the heart of Kuala Lumpur's vibrant community and Malaysians' exemplary service and hospitality," says Mitch Wilson, Project Director of The Exchange TRX and Head of Retail of Lendlease Malaysia.

"As with all Lendlease developments, our goal is to create world-class, sustainable, and community-focused destinations that not only meets but exceeds the expectations of consumers, enriches the local culture, and makes a significant and positive impact on the country's retail and economic landscape. We want The Exchange TRX to be known for having enhanced the community's quality of life and contributed to the city and country's growth and identity," he adds.

TRX City Chief Executive Officer Dato' Azmar Talib said the opening of the retail and lifestyle hubs within TRX marks a pivotal moment for the IFC enhancing its vibrancy, seamlessly integrating commerce, lifestyle, and innovation.

"The launch of The Exchange TRX marks a significant milestone in our journey towards establishing a truly dynamic and vibrant heart of the Tun Razak Exchange. It aligns with our vision to create an IFC that resonates on a global scale."

"The amalgamation of top-tier retail experiences, contemporary lifestyle amenities and an iconic public realm, amplifies its allure, positioning TRX among the premier destinations for business and leisure in the region," he said.

The Exchange TRX also celebrates both local and international cuisine with unique dining outlets across five dining precincts. Food Exchange brings together the best of the traditional hawker scene, featuring beloved local delicacies and snacks. Concourse Dining will feature international food offerings while Park Dining consists of six unique dining experiences with garden-inspired interiors providing a perfect backdrop for private and corporate events. Premium Dining combines gastronomy and aesthetics to present an exquisite, luxurious dining ambience, whilst the alfresco Dining Terrace serves as an ideal place for socialising.

Amongst the diverse array of vendors at The Exchange TRX is American hotdog, hamburger and milkshake giant, Shake Shack's first-ever store in Malaysia. The incredible lineup also includes sophomore stores for: Bacha Coffee, the Moroccan coffee brand established in 1910; Italian confectioner and gelateria, Venchi; Japanese noodle restaurant, Kanbe Ramen, which will debut a refreshed park dining concept; as well as proudly Malaysian cult favourite, Paolo Paolo Gelato.

Meeting the market's increasingly sophisticated demands for retail and leisure, the opening of The Exchange TRX marks the national debut of brands such as Gentle Monster, Alo Yoga, Molton Brown and more. Guests can also look forward to exciting statement stores such as Louis Vuitton, Chanel and Gucci. Other exciting brands include essentials — the niche luxury fragrance destination for brands such as Penhaligon's, Santa Maria Novella, Matiere Premiere and more; Italian fragrance brand, Acqua di Parma; as well as the largest HOKA store in Kuala Lumpur.

To provide consumers with a seamless shopping experience, several retailers will also integrate e-commerce platforms with their brick-and-mortar stores, providing customers with options like click-and-collect, same-day delivery and in-store digital experiences.

In line with digital aspirations on the enterprise front, The Exchange TRX has partnered with retail data insights platform Podium Property Insights (PPI) that will revolutionise the way the mall tracks and drives performance in terms of sales, marketing, operations, and sustainability targets. PPI will help The Exchange TRX activate the value of the precinct by unlocking actionable insights about the interaction of people, spaces, and places.

A hyper-connected node of urban and cultural activity, The Exchange TRX is leveraging Tun Razak Exchange's superb vehicular and pedestrian access and is adjoined with the largest and only MRT interchange station, Tun Razak Exchange MRT Station. The financial district provides seamless connectivity to a network of highways such as MEX and SPE, providing convenient access to key destinations in the Klang Valley as well as access through the SMART Tunnel, allowing visitors to bypass surface road traffic.

Within the precinct, The Exchange TRX's pedestrian network of walkways provides walkability and accessibility throughout the development with connectivity to the park, retail, residences, hotel, and office spaces. Additionally, TRX is also connected to Bukit Bintang and KLCC via a pedestrian walkway, extending Kuala Lumpur's shopping belt.

To coincide with this momentous occasion and with the festive season just around the corner, The Exchange TRX marks its opening with a magnificent Christmas campaign led by brand partners Chanel and United Overseas Bank (UOB). Running till 31 December 2023, visitors will be enchanted by a magical wonderland replete with festive decorations including a 60 ft. Christmas tree, exciting gift redemptions and activities.

In the spirit of giving and as testament to their interest and care for the wider community, The Exchange TRX will also organise a donation drive and children's day out in collaboration with Suriana Welfare Society — a registered NGO that seeks to address social issues involving disadvantaged children and their families.

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### **About Lendlease**

Lendlease is a globally integrated real estate group with operations in Australia, Asia, Europe, and the United States. We create places where communities thrive. We are headquartered in Sydney, Australia and listed on the Australian Securities Exchange. Our core capabilities are reflected in our operating segments of Investments, Development and Construction. The combination of these three segments provides us with a sustainable competitive advantage in delivering innovative integrated solutions for our customers. For more information, please visit: [www.lendlease.com](http://www.lendlease.com).

### **About TRX City Sdn Bhd**

TRX City Sdn Bhd (TRXC) is wholly owned by the Malaysian Ministry of Finance and is the master developer of Tun Razak Exchange (TRX), Malaysia's International Financial Centre. TRXC ensures global best practices, developers' innovative master plans, and integrates smart, sustainable, well-connected, and future-proofed infrastructure. As the company that leads the project from vision to execution, TRXC undertakes all planning, marketing, enhancement, management, and infrastructure provisions for the project. For more information, visit [www.trx.my](http://www.trx.my).

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