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PAVILION KL WINS BEST SHOPPING MALL IN THE KUALA LUMPUR MAYOR'S TOURISM AWARDS 2017

MALAYSIA, Kuala Lumpur, 26 May 2017 –PAVILION KUALA LUMPUR, Malaysia's premier shopping destination, has once again uphold its status as the Best Shopping Mall in Kuala Lumpur. Pavilion KL won the Platinum Award at the Kuala Lumpur Mayor's Tourism Awards 2017, which recognises the city's most innovative industry players for achieving the highest in standards of service delivery for tourism.

"This is the third time consecutively that Pavilion KL was awarded the Platinum Award for Shopping Mall category. We are honoured with this award and this is a testament to the high standards of shopping experience and engagement that we offer. We will continue to deliver excellence and innovation for our mall and position Kuala Lumpur as an exciting shopping destination," says Dato' Joyce Yap, CEO Retail of Pavilion KL.

Under the 'Best Shopping Mall' category, Pavilion KL was judged based on the mall's attributes, layout, design, retail mix, facilities, ambience, customer service, operations, sustainability and marketing. The mall also received the highest point for online voting, a judging criteria for the Award.

PAVILION

KUALA LUMPUR

An epicentre of events and celebrations, Pavilion KL attracts over 30 million visitors each year and continues to excite and delights its visitors. With its progressive marketing strategy on shopping tourism and the enhancement in its retail, tenant mix and mall facilities, the mall continues to evolve and stay relevant to the needs of the consumers.

The mall recently introduced free high-speed WIFI to all shoppers, making every visit by tourists and locals highly experiential. Connectivity is the key to driving convenience and experience. Pavilion KL is also now seamlessly connected in retail experience to Pavilion Elite, which boasts of 60 new brands including COS, ABC Cooking Studio, HUAWEI and new flagship and concept stores. The mall is also connected via a new underpass to Fahrenheit88.

As a leading shopping destination in Malaysia, Pavilion KL has received over 36 local and international accolades for the unique experiences they have created and promoted, to position the mall as the defining authority in fashion, dining and urban leisure. In the recent years, Pavilion KL was voted the 'Best Shopping Mall' by Going Places Readers' Choice Awards 2016, as well as 'Best Shopping Experience' by the Expatriate Lifestyle Best of Malaysia Awards 2016.

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For media enquiries, please contact:

Milk PR Sdn Bhd (+60-3) 2161-0171

- Iman Ridzwan, iman@milkpr.com.my
- Maggie Wong, maggie.wong@milkpr.com.my

Pavilion Kuala Lumpur (+60-3) 2118-8282

- Joe Ann Teh, ext. 214, joeann@pavilion-kl.com
- Lara Rowena, ext. 229, lararowena@pavilion-kl.com

About Pavilion Kuala Lumpur

Pavilion Kuala Lumpur is an award-winning, world-class mixed-use urban development located in the heart of Bukit Bintang, the shopping district of Malaysia. Pavilion Kuala Lumpur blends the best of the international and local retail world with over 550 stores and eight themed precincts. Attracting over 30 million visitors annually, this premier shopping destination is a duty-free shopping paradise and the defining authority in fashion, dining and urban leisure. Visit www.pavilion-kl.com for updates on the latest trends, offers and events.