



KEY ENGINE OF GROWTH FOR THE NEW KUALA LUMPUR

The Tun Razak Exchange (TRX) has garnered much attention since its inception. Set to become the international financial district of Kuala Lumpur, its master developer — TRX City Sdn Bhd — wants to build more than just buildings in this district.

As an international financial hub set to be the key engine of growth and a new catalyst for Kuala Lumpur, CEO Datuk Azmar Talib says the developer aspires to take Kuala Lumpur to another level through TRX, just as KLCC did for the city 20 years ago.

“As a government-backed economic enabler, we are able to do things beyond what is typical. We are able to create a city-changing project, not just in terms of reorienting KL’s business

centre, but also in influencing the habits of the city’s residents.” This has attracted major international investors and financial institutions, putting it on the road to becoming the best international business address in Malaysia.

Set up as a city within a city, TRX will have more than just gleaming offices. It is a complete ecosystem, a social and lifestyle destination with parks, hotels, residences, a retail hub and a cultural centre.

INFRASTRUCTURE AND CONNECTIVITY

For it to live up its vision as the new nexus in Kuala Lumpur, TRX needs to be the most accessible district in the city, whether one travels by train, by road or on foot.

To achieve this, the master developer is investing about RM3 billion in infrastructure, including the upgrading

of existing roads and construction of new roads and pedestrian links going into and out of the district.

“Doing infrastructure for a project of this magnitude right in the city centre is not easy, especially when we have to work beyond our boundaries. Within the site itself, we have multiple plot developers working at the same time, so the coordination is massive.”

But it is necessary to make the city centre one of the best connected in the region. TRX will have direct connections to major highways and main roads, including MEX, SMART and the upcoming Setiawangsa Pantai Expressway, that will link the TRX district to 12 different Klang Valley highways. TRX’s direct connection to the MEX highway enables an efficient 35-minute

journey to Kuala Lumpur International Airport, enhancing international connectivity for its occupiers and tourists.

In addition, TRX City is collaborating with Kuala Lumpur City Hall to upgrade the roads around TRX, including the widening of Jalan Tun Razak, under the traffic dispersal project. Apart from improving traffic flow in the city centre, this will also allow traffic direct access into the district, bypassing the congestion in the city.

TRX and City Hall are also working together to uplift the streetscape along Jalan Gading, Jalan Utara and Jalan Barat, which will provide a pedestrian link from TRX to Bukit Bintang that will further be connected to an on-site MRT interchange. The only interchange in the city, the TRX MRT station hosts the Sungai Buloh-Kajang and Sungai Buloh-Serdang-Putrajaya MRT lines, allowing one to travel from any last point of the two MRT lines and reach TRX within 45 minutes, making TRX an important transit-oriented development in Kuala Lumpur.

Azmar says Kuala Lumpur’s Golden Triangle has yet to reach its full potential as one district, as some parts of it are not connected well and movement from one point to another is not seamless.

“We believe the face of the Golden Triangle will change with enhanced connectivity and easing of congestion with the MRT and new roads. As this region’s next big business and lifestyle destination, which is supported by a world-class infrastructure, TRX is set to transform Kuala Lumpur into a sustainable and livable global city,” he says.

SUSTAINABILITY

Another key differentiator for the financial district is sustainability. TRX’s flagship sustainability feature is its on-site wastewater treatment and recycling plant, run by Veolia Environment, that will cut the demand for potable water by half after recycling at least 80% of the district’s waste water.

In addition, almost a quarter of the district will comprise greenery and open spaces.



Azmar: As a government-backed economic enabler, we are able to do things beyond what is typical

This includes the 10-acre public park that sits atop the lifestyle precinct, The Exchange TRX, and more than four acres of pocket greenery and walkways that will define the new Kuala Lumpur.

Azmar says that TRX is designed as an open district with porous boundaries that encourage people to walk into and around the neighbourhood.

“This is why the master plan prioritises the public realm, which will help create a business district that will function beyond business hours. TRX City Park will be a place where the people of KL can meet and spend time with their families and catch events, cultural performances and sporting activities.”

Apart from green sustainability, TRX is also designed to allow the building owners to participate in how the district is managed and sustain its functionality and economic value. They are part of the body that determines the type, quality and cost of services to sustain TRX as an international business district.

THE FUTURE

The area adjoining TRX, Imbi, has been enjoying the spillover effects. Imbi has seen a massive facelift and urban regeneration over the years. And this is expected to continue as more buildings in TRX are completed soon.

Metro Homes Realty Bhd executive director See Kok Loong sees a bright future for the Imbi area because of TRX.

“My estimate is that property prices should double within five years because of TRX, which is the new financial

hub for Malaysia. Many corporates will move in there and it will create a triangle of finance, tourist and shopping, together with Bukit Bintang.

“Overall, I foresee the tenant mix at the shops in Imbi changing once TRX is more developed. In the next five years, a new landscape will come.”

TRX welcomed its first office — the 27-storey Menara Prudential — in July last year, and The Exchange 106 is expecting its first phase of tenants imminently. The new HSBC headquarters, an estimated RM1 billion investment, is targeted to be completed this year, along with its neighbour, Affin Bank’s new headquarters.

Menara Prudential is developed by IJM Bhd, while the Exchange 106, the new landmark for Kuala Lumpur, is jointly owned by the Ministry of Finance and Mulia Property Development Sdn Bhd.

The district’s retail hub, The Exchange TRX, as well as TRX City Park on the rooftop, will be operational from 2021. Dubbed the social heart of TRX, this jointly developed project by Lendlease and TRX City is on a 17-acre tract and comprise a large-scale lifestyle retail and entertainment destination, residential towers and a business hotel.

So far, TRX City has commercialised about 70% of the land in TRX, a target that was hit earlier than expected.

“TRX has reached its critical mass level and we are not in a rush to commercialise the balance of the plots right now, as we also would like to enjoy the upside once the project starts operating. We are selective in whom we bring into TRX, parties that can help support TRX’s vision as a financial hub are encouraged,” Azmar says.

“TRX is now KL’s property value benchmark. The feather in our cap is certainly the world-class investors that have chosen us. We are also being careful not to create a speculative market in TRX.”

Azmar hopes that the nation’s financial and capital market regulators take the opportunity to use and develop TRX as a platform to develop an international financial hub that can accommodate international players serving beyond Malaysia’s borders.

THE EXCHANGE TRX – KL'S FIRST WORLD-CLASS LIFESTYLE DESTINATION

International property and infrastructure group Lendlease is developing its largest integrated development in Asia - the new lifestyle epicentre of Kuala Lumpur, The Exchange TRX. Global in vision and international in placemaking design and sustainability standards, The Exchange TRX will encompass a large-scale retail destination crowned by the 10-acre TRX Park, 6 premier residential towers, an international hotel, a campus style office, and a range of cultural and leisure offerings.

The 17-acre lifestyle precinct sits at the heart of the city defining Tun Razak Exchange, Malaysia's first master planned international financial and lifestyle centre benchmarked against global financial hubs such as London's Canary Wharf, Singapore's Marina Bay and Hong Kong's International Commerce Centre.

Lendlease has over 60 years of experience with a strong global track record in urban regeneration and a global development pipeline approaching AUD100 billion. This international experience and core expertise in shaping cities and creating connected communities will deliver a world class experiential lifestyle

destination with The Exchange TRX.

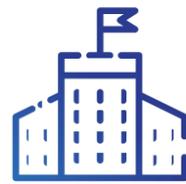
A distinct feature of The Exchange TRX is its seamless connection between The Exchange TRX Retail and the TRX Park, delivering a one of a kind 'Mall in a Park, Park in a Mall' experience. The park is the first-of-its-kind that is fully integrated to the retail, surrounding offices and residential, offering a unique opportunity to break down barriers between the indoors and outdoors.

The TRX Park will be an activated space that offers open green spaces with cascading greenery, water features, playscapes, eco-trails and beautiful shaded areas that allows for anything from quiet contemplation, children's play and distinct dining experiences, to being Kuala Lumpur's most scenic location to host red carpet galas, international festivals, concerts, movie premieres, exhibitions and more.

Another key feature of the development is its purpose-built connectivity. The Tun Razak Exchange (TRX) MRT station – the largest underground and only interchange station for MRT lines 1 and 2 – is connected directly into The Exchange TRX Retail. The Exchange TRX will also enjoy a direct access to and from the Smart Tunnel



THE EXCHANGE TRX The New Heart of The City at a Glance



17-acre Integrated lifestyle development, with 5 key components, approx RM10bil GDV, targeted for completion by year 2026



The Park
10-acre rooftop park, seamlessly integrate to all components



Retail
1.3 million sqft net lettable area with Mall in Park experience targeted for completion by 2021



Residences
6 residential towers targeted for completion by 2026 over 3 phases



Hotel
approx. 400 rooms
upscale international hotel



Offices
Campus style – Grade A office, Targeting LEED and GBI gold standard



Tun Razak Exchange will support up to 45,000 workers within a sustainable and efficient city



bypassing surface road traffic and translating into smooth and quick entry into the development. Further supported by easy connection to a network of highways such as MEX, SPE and Jalan Tun Razak, The Exchange TRX enjoys unrivalled links to key destinations across the Klang Valley.

Lendlease's vision is to create the best places for people today and generations to come. As a pioneer in sustainability, it has designed a sustainability framework for The Exchange TRX that will deliver a thriving sustainable world class precinct built for the future. On top of efforts to design, share, reduce or recycle to minimise the impact that constructing and operating its buildings will have on the planet, it also aims to leave a positive social legacy through skilling, employment opportunities and community initiatives.

The Exchange TRX Retail is progressing well with very positive response from retailers across all categories. Expected to complete by end-2021, The Exchange TRX's anchor tenants include Malaysia's first and only Seibu Luxury Concept Store, a leading Japanese departmental store; an upscale supermarket brand by Hong Kong's Dairy Farm Group; and a new concept in cinema and entertainment by Golden Screen Cinemas.

The Exchange TRX's residential component - TRX Residences, will introduce world-class urban integrated living. Future residents can expect a living environment that adopts global standards and lifestyles. It will be launched in early-2020 and developed over three phases. Interested parties may register at www.trxresidences.my for more information.



The iconic Exchange 106 has won an Award of Excellence for the 'Best Tall Building 400 meters and above' for the CTBUH 2020 Awards Program, which recognises the very best tall buildings, urban contributions, technologies, and innovations emerging recently in cities around the world.

THE EXCHANGE 106 MORE THAN JUST A BEAUTIFUL BUILDING

“This beauty has brains too” is what Exchange 106, General Manager, Patrick Honan says of Exchange 106, Malaysia’s newest icon. The 106-storey skyscraper will set a new benchmark for office buildings in the region – not just because of its strategic location within the Tun Razak Exchange (TRX) but also the hardware that makes it a state-of-the-art, premium office building.

“The office tower complies with Green Building Index, Leadership in Energy and Environmental Design and Multimedia Super Corridor standards. It is finished with the finest grade marble floors and walls, and high-performance insulated glass,” he says.

Sitting on a 3.4 acre parcel, The Exchange 106 has a net-lettable area of 2.67 million sq ft.

Its various amenities include a 5-star Hotel-style drop-off and triple-volume main lobby, a bronze sculpture with water feature, light forest art installations, reception with a self-registration guest management system, secondary covered drop-off area with landscaping, two floors of retail and F&B outlets, a banking hall, a sky lobby at Level 57 with premium world class F&B outlets, turnstile access control with destination call lifts call lifts as well as 2,200 parking bays with a camera-based car park guidance system

in over six basement levels and two VIP levels. There is a direct link to the Tun Razak Exchange MRT Station.

There will also be access from the lobby to a public park as well as direct links to TRX Exchange mall.

To ensure smooth in-building mobile coverage, Mulia Group has invested in related infrastructure so that telecommunications companies can install their base transceivers to immediately allow mobile coverage throughout the whole building.

HARDWARE AND SOFTWARE

With Mulia Group’s “going further” philosophy, it has made heavy investments in software such as building management systems, security systems, carpark systems and lift controls.

The developer is bringing its hospitality practices – the service culture from its hotels, an intrinsic part of the group – to The Exchange 106. The iconic office building will have resident managers and housekeepers to attend to all tenant and guest needs.

People are also equally important to Mulia Group and this will be showcased in The Exchange 106 as well. Honan explains that the singular difference allows The Exchange 106 to carve a lane for itself. “There will be the front desk personnel greeting and assisting guests, the auxiliary police



helping guests to where they need to be, the housekeeper smilingly ensuring that the washroom is never less than sparkling as well as the technicians working through the night to ensure zero downtime,” he adds.

The tower’s list of features does not end there. There is the columnless office space with 360° views, the centre core service corridor where occupants can access all common area services, the acoustically treated ceiling boards as well as the wudhu facilities in every common washroom.

For chief development officer Ali Moghaddasi, TRX is a brilliantly planned master development with a series of very controlled principles as to what each precinct represents, and with lofty goals as to how to achieve the

“Smart City” principles it propounds.

“The details of connectivity and sustainability have been thought out to the smallest detail. To be not just part of this master plan but to be the centrepiece and defining structure was irresistible. It was an opportunity not to be missed.”

Apart from the “Smart City” principles, TRX also features seamless traffic connectivity (connection of the main onsite roadways and tunnels directly to Maju Expressway), sustainability criteria (building design, building systems and efficient energy use), wide lighting, 24-hour security, green and pedestrian-friendly ground plan as well as universal accessibility.

With all the unique features, The Exchange 106 has attracted various tenants, including a Fortune 500 consultancy company, online travel agencies, multinational marketing and outsourcing companies, as well as multinational co-working and serviced office operator.

In its flagship development of The Exchange 106, Mulia Group has put together the best of what it has learnt over the past 40 years. From exterior to interior, from hardware to software, from the building to the people that populate it, Mulia Group strives to create a world-class office tower for the present and the future.



Patrick Honan
- Exchange 106,
General Manager