



**FOR IMMEDIATE RELEASE**

**JAN 15, 2015.**

**Mall to turn into mini ‘Korean town’ for fans**

GEORGE TOWN: Fans of all things Korean can rejoice soon when a Korean company successfully brings in Korean retailers to occupy Penang Times Square here.

Jaebok Holdings Sdn Bhd, a Korean company based in Malaysia, is in the midst of discussion with Korean retailers to showcase the best in Korean food, cosmetics, fashion, accessories, dance, K-Pop and more at Phase Two of Penang Times Square.

At the agency appointment agreement signing ceremony in Ivory Tower yesterday, Jaebok Holdings Sdn Bhd chairman Lee Jonggi said they have brought in some 30 retailers for a site visit.

“We hope to turn it into a mini ‘Korean town’ where shoppers need not have to travel all the way to Korea to get their favourite items.

“They can purchase Korean-made merchandise or catch skincare and cosmetic workshops.

“Food lovers will also have the opportunity to savour authentic Korean culinary once these retailers agree to come in,” he said.

Also present during the signing ceremony were Penang state executive councillors Chow Kon Yeow and Phee Boon Poh, Ivory Properties Group Berhad executive director Datuk Ooi Chin Loo, Ivory Associates Sdn Bhd director Ron Loh, Penang Times Square general manager C C Yeap and Jaebok Holdings Sdn Bhd chief executive officer Casey Jung.

The agreement defines the scope, terms and conditions between Ivory Gleneary Sdn Bhd and Jaebok Holdings Sdn Bhd in the latter’s appointment as an agent solely to source for prospective and reputable Korean tenants to lease the commercial retail lots in Phase Two of the mall.

In an unrelated development, Ooi said the management has transformed part of Level Three in Penang Times Square Phase One into POPCITY.

“POPCITY showcases a shopping zone where online bloggers are setting up pop-up stores as physical stores for their online shop to sell their items, the game zone featuring archery combat and inline skating as well as chillax zone featuring a café and free hotspot for public to hang out.

“An opening party will be held this Saturday (Jan 17) from 11 am to 9pm where there will also be beauty talk and makeover tutorials by some of our invited celebrities.”



**IVORY PROPERTIES GROUP BERHAD**

(a company listed on the Main Market of Bursa Malaysia Securities Bhd)

Ivory Tower @ Penang Times Square,  
81-11-1, Jalan Dato Keramat, 10150 George Town, Penang, Malaysia.

Tel: 6(04)-210 8000 Fax: 6(04)-227 0000/227 7888

E-mail: [contact@ivory.com.my](mailto:contact@ivory.com.my)

[www.ivory.com.my](http://www.ivory.com.my)

“Among them are fashion model Daniel Mehr, Miss Malaysia Grand International 2013 Michelle Madeleine Moey, Miss Malaysia Global Queen 2010 Joelle Tan and online fashion model Natelynn Tiow,” he said.

For details, call 04-2109020.

**-ENDS-**

For media enquiries,

Ann Tan (017-6800253)

Kate Teoh (016-4885830)