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## Chi Fitness and Loudspeaker Ink MoU With Mitraland's Pier 8

Nov 18, 2016

*"From the very start our goal was to cater to the improving lifestyles of Klang residents, offering everything from seafood dining to new lifestyle experiences. As a bespoke, neighbourhood retail space, Pier 8 has the opportunity to become a part of their daily lives", says Chuah Theong Yee, Chief Executive Officer of Mitraland Group.*

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Mitraland Group today signed a Memorandum of Understanding (MoU) with two key tenants Chi Fitness and Loudspeaker for its new maritime-themed, bespoke retail destination Pier 8 that is expected to be completed in Q1, 2020 together with Gravit8's Phase 2A serviced apartments.

Timbalan Yang Dipertua, Majlis Perbandaran Klang, Tuan Adi Faizal bin Ahmad Tamizi witnessed the ceremony which was held at the Gravit8 Sales Gallery.

Built adjacent to an 8 acre place making lake, a future focal point for Klang South, Pier 8 will be Klang's latest suburban, trendy hotspot with unique, dynamic spaces for leisure, dining and entertainment for surrounding southern Klang communities.

Located within Gravit8, a 15-acre freehold mixed-use development, Pier 8 will be a maritime food haven and Klang's first seafood hub. It will also feature a first of its kind in Klang – an in-mall salt water aquarium which will showcase a variety of ocean life and double up as an occasional live underwater performance arena. The aquarium will also serve as an educational component where both children and adults can learn about fascinating marine life.

"Pier 8 will provide the perfect niche lifestyle retail space for the underserved Klang market. Our partners recognize the tremendous growth potential of the fast-growing southern Klang corridor thanks to a growing number of nearby townships such as Bandar Bukit Tinggi, Bandar Botanic, Bayuemas and Bandar Parklands. We believe it is this growth potential that has attracted both Chi Fitness and Loud Speaker to become our first key tenants," said Dato' Johan Ariffin, Chairman of Mitraland Group.

"Pier 8, like its namesake, represents a safe harbour for tenants to showcase their products and services, a place for their trade to grow. After all, we are already connected to major highways and established amenities," he added.

Based on the market study carried out by Research Inc in 2014, a total catchment of approximately 90,000 households, with a population of over 370,000 people and RM 2 billion in annual household retail expenditure, are currently within a 15-minute drive radius of Gravit8. There will be a substantial growth to the population and household income of the

### UPCOMING EVENTS

- 02 - 04 Dec**  
KK Coffee Festival  
at Suria Sabah Shopping Ma.
- 03 - 05 Mar**  
PH Expo 2017 Kota Kinab  
at Sabah Trade Centre
- 28 - 30 Apr**  
PH Expo 2017 Sandakan  
at Yu Yuan Secondary Schoo
- 05 - 07 May**  
PH Expo 2017 Tawau  
at Dewan Calvary

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surrounding areas once the development is completed in 2020. The location is also expected to benefit from the proposed LRT 3 line extension that will be completed by August 2020.

A lot of attention has been given to ensure that Pier 8 focuses on bringing family and friends together all under one roof. With a Nett Lettable Area (NLA) of approximately 150,000 square feet spread over two levels and 700 parking bays, Pier 8 will also feature interesting design elements including a maritime street walk which features al-fresco dining and a selection of gourmet F&B options, open air performance spaces and a wealth of lush landscaping. GDP Architects, an award winning architectural firm are responsible for the design of Pier 8.

Mr. Chuah Theong Yee, Group CEO of Mitraland added "We want Pier8 at Gravit8 to be synonymous with great food, amazing ambiance coupled with an unforgettable experience".

When combined with the larger Gravit8 masterplan, residents of Gravit8 and the surrounding areas will enjoy a vibrant lifestyle with incredible F&B fare.

"From the very start our goal was to cater to the improving lifestyles of Klang residents, offering everything from seafood dining to new lifestyle experiences. As a bespoke, neighbourhood retail space, Pier 8 has the opportunity to become a part of their daily lives," Theong Yee said.

Gravit8 which has a Gross Development Value of RM 1.3 billion also consists of serviced apartments, speciality retail outlets, a mall, corporate offices, small offices/versatile offices (SoVos) and a 150 to 200 room boutique hotel.

Gravit8 is a 10 to 15-minute drive from Kota Kemuning and is conveniently located along Jalan Klang-Banting, opposite the proposed Johan Setia LRT station. It is also next to the Shah Alam Expressway (Kesas) towards Port Klang and is accessible by Federal Highway, North Klang Valley Expressway (NKVE) and the South Klang Valley Expressway (SKVE).



Group Shot: (from left) Randy Bozenan, Director of CH Fitness, Dato Johan Ariffin, Chairman of Mitraland Group, Tuan Adi Faizal bin Ahmad Tamizi, Timbalan Yang Dipertua, Majlis Perbandaran Klang, Chuah Tong Yee, Group CEO Mitraland Group and Damien Soh, CEO of Loudspeaker