



MEDIA RELEASE

FOUR STATIONS TO KICK OFF MRT CORP'S STATION NAMING RIGHTS PROGRAMME

Kuala Lumpur, 11 July 2017: Four stations of the soon to be fully opened MRT Sungai Buloh-Kajang (SBK) Line have been selected to start off Mass Rapid Transit Corporation Sdn Bhd's (MRT Corp) Station Naming Rights Programme.

The station naming rights, which will allow a licensee's name, logo or product branding to be associated with a station, were awarded to the four companies recently by MRT Corp.

The stations, with their respective licensees and station names, are as follows:

NO	STATION	LICENSEE	NAME UNDER STATION NAMING RIGHTS
1.	Pusat Bandar Damansara	Jendela Mayang Sdn Bhd	Pavilion Damansara Heights – Pusat Bandar Damansara
2.	Semantan	Manulife Insurance Bhd	Manulife - Semantan
3.	Bukit Bintang	Kuala Lumpur Pavilion Sdn Bhd	Pavilion Kuala Lumpur – Bukit Bintang
4.	Maluri	Aeon Co. (M) Bhd	Aeon - Maluri

Jendela Mayang is the developer of the Pavilion Damansara Heights, a new integrated development comprising luxury residences, corporate towers and a shopping complex located at the former Pusat Bandar Damansara, adjacent to the Pusat Bandar Damansara MRT Station.

Insurance company Manulife has its Malaysian headquarters at Jalan Gelenggang, Bukit Damansara, which is near the Semantan Station. The Pavilion Kuala Lumpur Shopping Complex is located near the Bukit Bintang MRT Station while the Aeon Maluri Shopping Centre is next to the Maluri MRT Station.



Under the programme, a licensee is accorded the right for its name, logo or product brand to be associated with a particular station on the SBK Line by having it prefixed to the station's name.

These will then appear on all signage in stations, trains and other locations, as well as on collaterals such as brochures and websites.

In addition to that, the licensee will be given prominent branding space on the outside façade of the station or inside the station when external space is not available.

MRT Corp Director of Commercial and Land Management Dato' Haris Fadzilah Hassan said the licensees stand to gain a lot from the Station Naming Rights Programme due to the expected high volume of commuters as well as the good visibility of the MRT stations.

"Their names or brands have the potential to become household names when associated with MRT stations that are expected to serve 400,000 daily commuters." he said.

Haris said the successful licensees were selected following a tender exercise which was carried out earlier this year.

He added that the licensing duration for each station ranged from three years to a maximum of 10 years. He added that the successful licensees were selected based on the highest bids with licensing fees for stations starting at RM1.5 million for a minimum of three years, or RM1.2 million per year for a minimum period of five years.

The revenue generated from the Station Naming Rights Programme, which is categorised as non-fare revenue, belongs to MRT Corp.

Haris said these four stations were just the first batch to be accorded station naming rights and MRT Corp will open up further requests for proposal for other stations in the future.

Phase Two of the SBK Line from the Semantan Station to the Kajang Station will be operational from 17 July 2017. Phase One from the Sungai Buloh Station to the Semantan Station was opened to the public on 16 December 2016. Ridership of the SBK Line is estimated to reach 400,000 users per day.

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