Company Name : **Asian Pac Holdings Berhad**
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Asian Pac To Develop RM281.3mil Shopping Mall, Retail Precinct In Kuantan



Asian Pac Holdings Bhd is expanding into the East Coast with a proposed RM281.3 million retail and lifestyle development in KotaSAS, Kuantan, comprising the township's first shopping mall and a lifestyle shoplot precinct.

KUALA LUMPUR: Asian Pac Holdings Bhd is expanding into the East Coast with a proposed RM281.3 million retail and lifestyle development in KotaSAS, Kuantan, comprising the township's first shopping mall and a lifestyle shoplot precinct.

The project, undertaken through its subsidiary Everest Pioneer Sdn Bhd in collaboration with KotaSAS Sdn Bhd, a wholly owned subsidiary of Tanah Makmur Bhd, could generate a future gross development value (GDV) of up to RM2 billion.

Located within KotaSAS's central business district and within walking distance of the East Coast Rail Link (ECRL) station, the development will support the township's transit-oriented development plans.

Asian Pac executive director Michael Mah said the project aimed to create a destination that brings together commercial activities, community engagement and business opportunities.

"We see an opportunity to build on that foundation and create a destination where people come together, businesses grow and the community experiences something new," he said in a statement.

Mah said the company's decade-long experience in operating Imago Shopping Mall in Kota Kinabalu would support its efforts to establish a retail destination that contributes to Kuantan's urban development.

The proposed precinct will comprise retail, food and beverage, leisure and commercial spaces, with a pedestrian-friendly layout connecting the mall, shoplots and surrounding neighbourhoods.

The development is expected to create jobs during construction and operations while providing commercial space for local entrepreneurs, retailers and service providers.

Tanah Makmur group chief executive officer Datuk Shahrul Nizam Abdul Aziz said the project would support KotaSAS's next phase of growth as Bandar Baru Kuantan.

He said the proximity of the ECRL station presented an opportunity to translate improved regional connectivity into economic benefits for businesses and residents.

The development is also expected to attract regional and national brands, broaden opportunities for local businesses and strengthen KotaSAS's commercial appeal, Shahrul added.

The ECRL is targeted to commence commercial operations in Dec 2026, improving connectivity between the Klang Valley and East Coast destinations.

KotaSAS spans approximately 876.14 hectares and has more than 21,000 residents. It also houses Pusat Pentadbiran Sultan Ahmad Shah, Pahang's state administrative centre.