

Press Release

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MERIDIAN BERHAD LAUNCHED MALAYSIA TOURISM CITY PROJECT IN KUALA LINGGI

KUALA LUMPUR, 7th May 2019 – YB Datuk Mohamaddin bin Ketapi, Minister of Tourism, Arts and Culture Malaysia, together with Dato Seth Yap, Executive Director of Meridian Berhad (**“Meridian”**) have officially launched the Malaysia Tourism City (**“MTC”**), a flagship project under Meridian. The MTC land is located at Kuala Linggi, which sits across 622.13 acres will be transformed into an integrated tourism destination.

By leveraging on Dato’ Seth’s expertise in property tourism with proven track record from his private entity namely the World’s First Monopoly Themed Hotel, the Monopoly Mansion and M101 Skywheel the 1st integrated development in the world designed by Studio F. A Porsche, he aims to establish MTC to become the leading regional tourist destination in Malaysia. The preliminary plan for land use will be allocated for leisure & entertainment, commercial, retail, residential and other public uses.

Dato’ Seth expressed: “Our ultimate goal for MTC is to increase the arrival of tourists and prolong the overnight stay. In 2018, the average tourist arrival in Malaysia was 28 million, and 15 Million for Melaka of which an average of 1.5 Million stays overnight in Melaka. With MTC we target to increase another 2 Million tourists arrival and another additional 1.5 Million overnight stay tourists in Melaka thereby create a multiplier effect on tourist receipt up to an additional RM5 billion per annum.”

During the launch of MTC, under the witness of **YB Datuk Mohamaddin bin Ketapi, Minister of Tourism and Culture Malaysia**, Dato Seth under his own capacity has also symbolically signed a licensing agreement with Natalie Chan, Regional Director of Hasbro Live! (**“Hasbro”**), the largest toy maker in the world with 1,000 over Intellectual Properties with beloved brand names such as NERF, MY LITTLE PONY, MR POTATO HEAD, PLAY-DOH, BATTLESHIP, MONOPOLY, ELEFUN & FRIEND AND MOUSETRAP, . The Hasbro licensing agreement was secured under Dato’ Seth’s private entity, M101 Holdings Sdn Bhd (**“M101”**) back in 2018.

Dato’ Seth intends to bring over the said licensing rights to MTC by developing the World’s First Hasbro Water Theme Park together with Meridian. He will also use his best effort to make the water theme park as a key catalyst of MTC. The collaboration framework is yet to finalize between Meridian and M101, and details of the collaboration will be announced in due course.

“By signing the agreement, we will be partnering with Hasbro to develop the world’s first Hasbro themed water Theme Park, which is to be an iconic branded attraction that will be an essential anchor at the heart of the MTC master plan. The water park will be 20 acres in size, offering a wide range of branded new rides that are not available in other parks of the world.” Dato’ Seth further added.

Minister of Tourism and Culture Malaysia, YB Datuk Mohamaddin bin Ketapi asserted: “With these new developments, we are optimistic that it would bring in greater inflow of tourists for the country. This does not only encourage spending in our local businesses, it also coherently increases the employment opportunities.”
