



30 JUN, 2024

10Star Cinemas to open cinema at ITCC

Borneo Post (KK), Malaysia



Yaacob (fifth from left), Sylvia (fourth from left), Benjamin (third from left), Alexander (second from left), and Onn (second from right) at the MoU ceremony.

10Star Cinemas to open cinema at ITCC

PENAMPANG: 10Star Cinemas Sdn Bhd will be setting up its seventh community cinema at ITCC Shopping Mall (ITCC) here.

MAA Group Executive Chairman Tunku Dato Yaacob Khyra said the community cinema at the ITCC Shopping Mall will be able to seat 1,000 people and will be opening its doors to the public next year.

10Star Cinemas has already established two community cinemas in Sandakan, two in Tawau, one in Papar and one in Kota Marudu.

Its Kota Marudu cinema was launched on Saturday.

Yaacob added that the cinema is a community project as they strive to bring entertainment to underserved communities in

Sabah.

“Our mission is to be a community cinema to communities with no access to entertainment,” he said.

He also said that Sabah has great potential and so far, the support they have garnered in the state has been very encouraging.

On Friday, a Memorandum of Understanding (MoU) was signed between ITCC Shopping Mall and 10Star Cinemas Sdn Bhd towards that aim.

ITCC Shopping Mall general manager Benjamin Malakun said the MoU signified the next step for the mall to have a cinema under the 10Star Cinema brand.

He said renovations will be starting in the next few months and the opening of the 10Star

Cinemas @ ITCC Shopping Mall in Penampang will be before the blockbuster period, which is sometime in March or April 2025.

“With this new addition of 10Star Cinemas as our cinema anchor tenant in ITCC Shopping Mall, we aim to improve our occupancy rate from the current 80 percent to 100 percent within one year,” he said.

Also present at the signing ceremony were Sabanilam Enterprise Sdn Bhd managing director Datin Seri Panglima Sylvia Malakun, Malakun Holdings Sdn Bhd Group General Manager Alexander Hugo Malakun and 10Star Cinemas Sdn Bhd Chief Executive Officer Onn Norshal Hamzah.



30 JUN, 2024

10Star Cinemas to open cinema at ITCC

Borneo Post (KK), Malaysia

Page 2 of 2

SUMMARIES

PENAMPANG: IOStar Cinemas Sdn Bhd will be setting up its seventh community cinema at ITCC Shopping Mall (ITCC) here. MAA Group Executive Chairman Tungku Dato Yaacob Khyra said the community cinema at the ITCC Shopping Mall will be able to seat 1,000 people and will be opening its doors to the public next year. IOStar Cinemas has already established two community cinemas in Sandakan, two in Tawau, one in Papar and one in Kota Marudu.