

SALES PRESENTATION

PLAY • DRINK • EAT

CAROUSEL &CO.



ABOUT US

WHERE PLAY MEETS THE CITY

Carousel & Co. is Kuala Lumpur's new social entertainment restaurant and bar, located at Avenue K near the Petronas Twin Towers in the city's iconic Golden Triangle.

Designed for urban explorers, office crowds, and weekend seekers, it blends play, dining, and drinks into one vibrant destination where play truly meets the city.

Backed by HB Leisure, the global leader in skill games, Carousel & Co. brings the thrill of giant skill games, handcrafted cocktails, and shareable comfort food into a dynamic downtown setting — creating an experience that feels energetic, social, and uniquely KL.









WHERE OUR STORY BEGINS

Born from Legacy, Built for the Future

Backed by HB Leisure (HBL), the global leader in skill-based games since 1927, Carousel & Co. brings nearly a century of playful expertise into a bold new era of social entertainment.
Where immersive gameplay, elevated hospitality, and high-energy connection come together under one vibrant roof — all powered by HBL's DNA that has thrilled millions worldwide.
Kuala Lumpur is the first in Southeast Asia to experience this new generation of fun.
Carousel & Co. — where the world's best in skill games meets the city's most exciting new hangout.



OUR VALUES

01

PLAY WITH PURPOSE

We bring a century of experience in creating games that aren't just fun — they're intuitive, rewarding, and designed to spark connection. Our expertise ensures every guest experience is built on quality, fairness, and joy.

02

INNOVATE THE EXPERIENCE

We don't just follow trends — we set them. By blending timeless carnival charm with modern technology and design, we create immersive, shareable moments that feel fresh, exciting, and effortlessly social.

03

HOSPITALITY FROM THE HEART

Warmth is at the core of everything we do. Whether it's a welcoming smile, outstanding service, or remembering a guest's name, we treat everyone like family — because we believe hospitality should feel human.

04

CELEBRATE TOGETHERNESS

Games are better when shared, and meals are best when surrounded by laughter. We champion friendly competition, collective joy, and unforgettable group moments — from team-building to spontaneous celebrations.

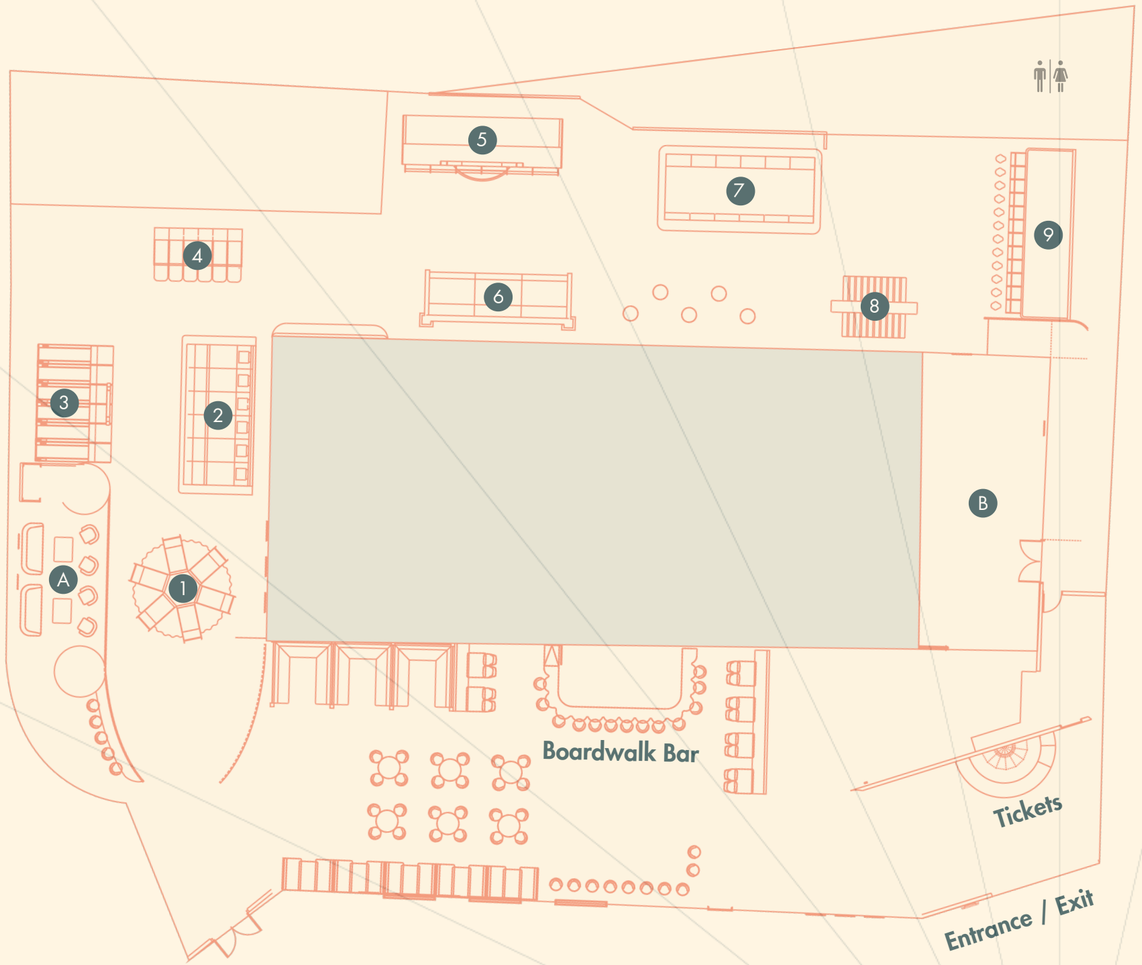
05

THINK GLOBAL, FEEL LOCAL

Our roots are international, but every venue has its own heartbeat. We embrace local cultures, flavours, and talent — creating spaces that feel authentically local, yet powered by world-class standards.

VENUE LAYOUT

BOARDWALK



Mall

Mall

Total capacity approximately 200 (seated + standing)

Larger-than-life Carnival Games

1. **PEARL**
2. **CORN CASCADE**
3. **ROLLFAST**
4. **HIGH FLYERS**
5. **SNACK ATTACK!**
6. **FEEDING FRENZY**
7. **HOOP HUSTLE**
8. **CHIPS AHOY!**
9. **HOOFERS**

Unique Event Spaces

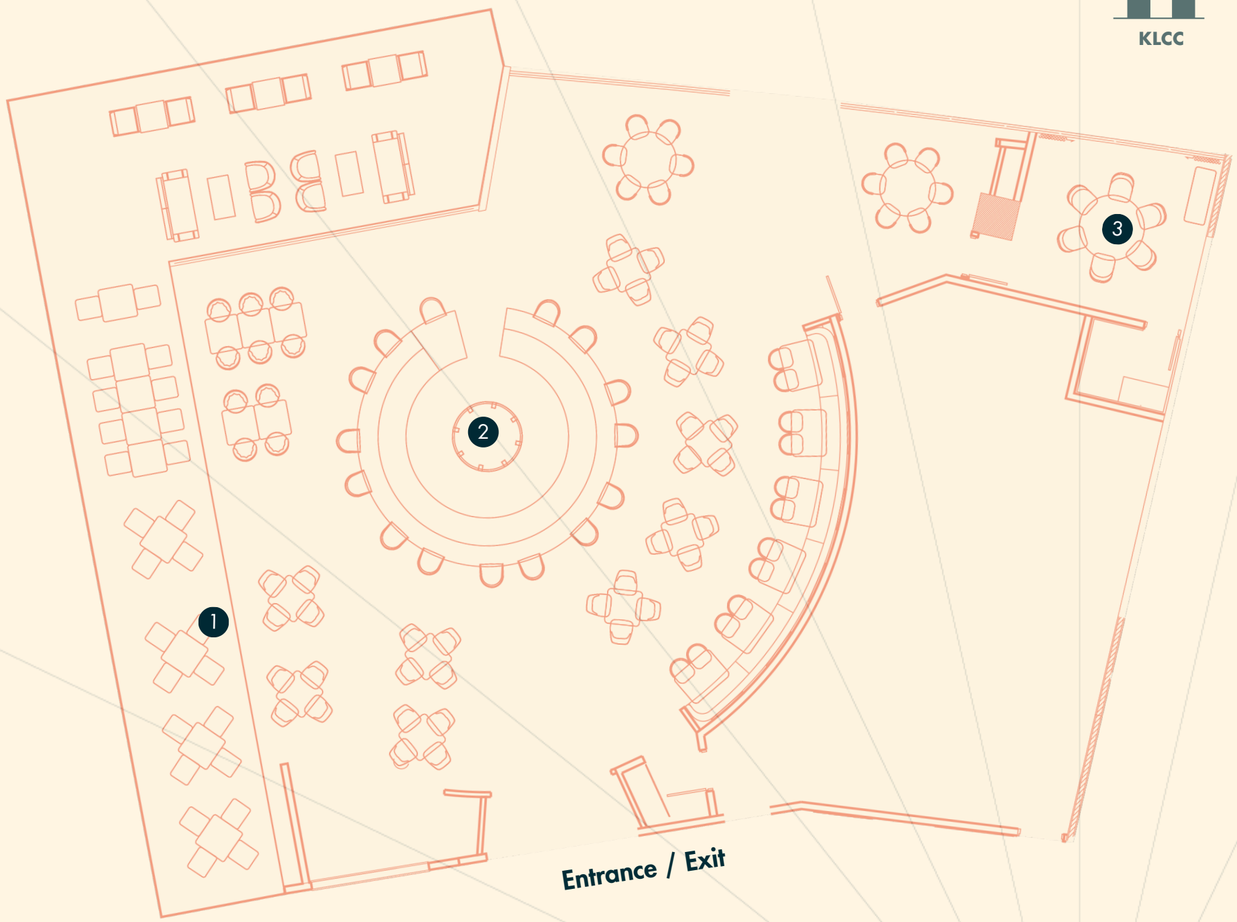
- A **THE PIER LOUNGE**
- B **BIG TOP**

Rooftop at Avenue K, Level 4, L4-2

VENUE LAYOUT

CAROUSEL

KLCC



Mall

Mall

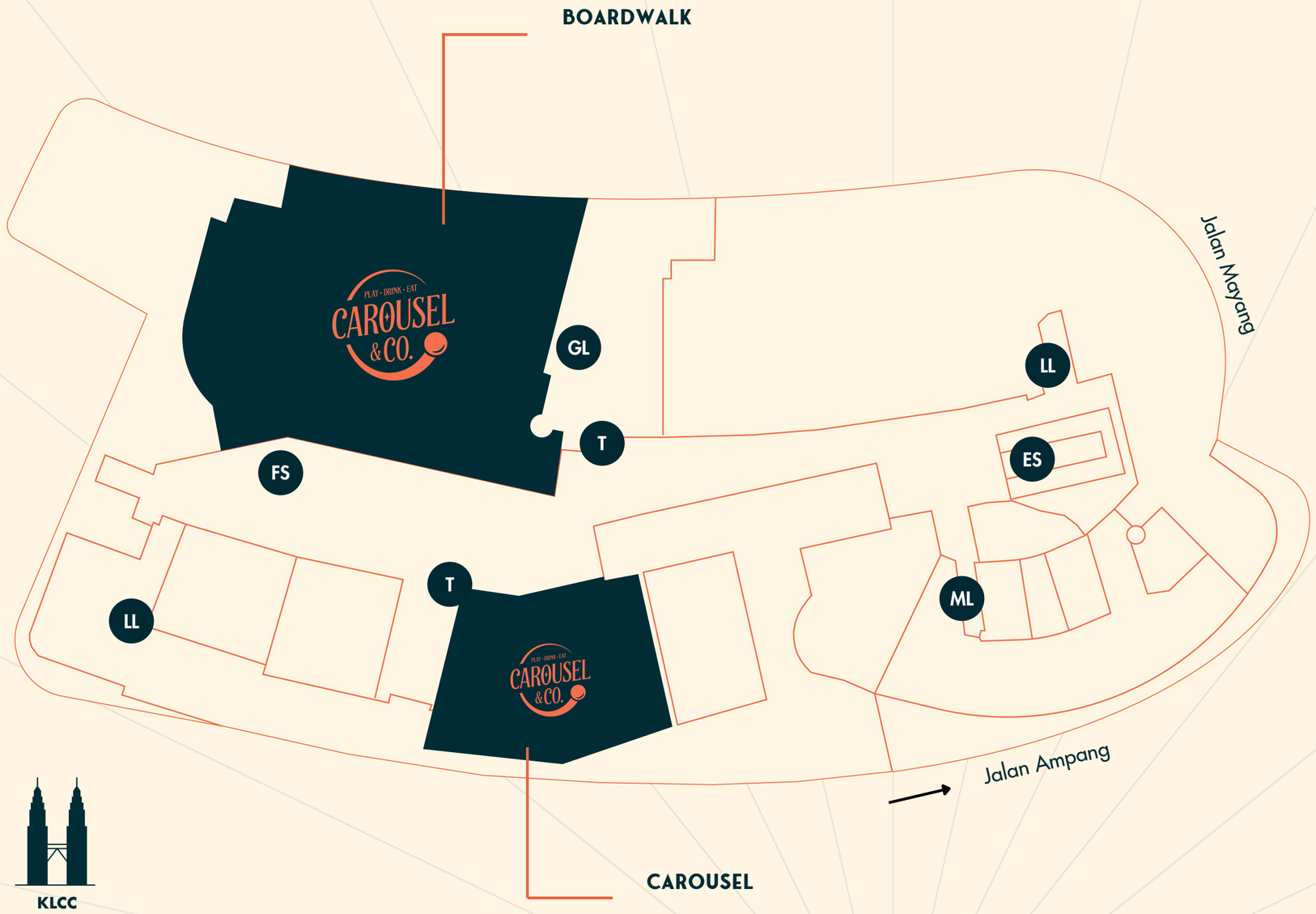
Total capacity approximately 200 (seated + standing)
for indoor and outdoor

Unique Event Spaces

1. **BALLOON TERRACE**
2. **CAROUSEL BAR**
3. **HB'S**

Rooftop at Avenue K, Level 4, L4-6

FIND US AT AVENUE K



Avenue K Venue Layout

- ML **MAIN LIFT**
- ES **ESCALATOR**
- T **TOILETS**
- LL **LIFT LOBBY**
- FS **FEATURE STAIRS**
- GL **GOODS LIFT**

ABOVE at Avenue K, Level 4

3 WAYS TO CELEBRATE

Your plan, your people; we'll bring the fun

THE PITCH

Great for corporate teams looking to mix business with a dash of fun!
Great for networking lunches, team building sessions, or client appreciation events.

Comes with a game session on us; because all work and no play isn't our style.

THE PLAY

Let the good times roll! Whether it's a birthday, reunion, bridal shower, or bachelor night, this package brings together festive vibes, food, and fun.

Includes one complimentary game session to kick off the celebration!

THE POUR

Free-flow drinks, anyone?

Add this to your package for unlimited selected alcoholic beverages and toast to a night of non-stop fun.

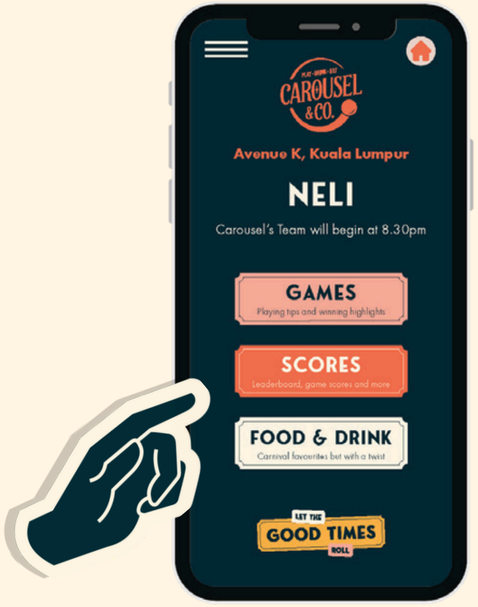




9 INTERACTIVE GIANT GAMES

Nostalgia meets your night out.

Each challenge is a tech-enhanced reimagining of classic carnival games complete with digital scoring, real-time tracking and live leaderboards. Perfect for teams, dates or friendly rivals.



1



Guide your horse to the finish line and outpace your rivals. Speed's the name of the game!

2



Fire your cannon, pump that balloon, and race your way to the skies. Fast hands take the crown!

3



Line up, launch, and aim for perfection. The smoother the roll, the bigger the bragging rights!

4



Race against time to fill those buckets before the lids snap shut. It is a popcorn showdown!

5



Drop the ball, time your roll, and aim for the score. Precision pays off every time!

6



Go wild and bash your way through a feast of targets. The hungrier you are, the higher you score!

7



Sink those shots like a pro and keep the rhythm alive. Every hoop gets you closer to glory!

8



Defend your chips from those cheeky seagulls. Swing quick or watch them fly away with your win!

9



Toss fish fast before those pelicans snap. It is feeding time and they are not waiting!

BUILD YOUR PERFECT

FUN-FILLED EVENT AT CAROUSEL & CO.!

Looking to plan a team-building day, a client appreciation event, or your very own private celebration? At Carousel & Co., we make it easy and exciting to craft an unforgettable experience.

01

CHOOSE YOUR EVENT PACKAGE

Select the package that best suits your event needs.
Alcoholic beverages available as an add-on option.
From casual bites to full feasts, our carnival-inspired menus ensure everyone leaves satisfied.

02

KICK OFF WITH GAMES

Break the ice and spark some healthy competition with our larger-than-life carnival games.
Whether it's just for laughs or a full-on high-score showdown, it's the perfect way to energise your group and get the good times rolling.

03

ELEVATE THE EXPERIENCE

Take your event to the next level with our additional amenities:
Themed-decor, seamless on-site management and team-play formats.
Add-on prizes from our merchandise list to boost excitement and reward winners.

04

GET THE ESSENTIALS

Everything you need for a smooth event.
Standard catering options, games experience, on-site support and no-fuss essentials to keep your event running effortlessly.


6 UNIQUE SPACES
FOR EVERY
KIND OF GATHERING

BOARDWALK

Games, Games & More Games! | approx. 200 guests
169 m²

The lively heart of Carousel & Co.
Nine larger-than life skill games, crowd-pleasing bites and carnival energy fill this dynamic themed space.

Built for team-building, social activations and fun corporate challenges, yet equally engaging for the everyday crowd enjoying after-work drinks or weekend playtime.







THE PIER LOUNGE

Semi-Private Corner | approx. 12 guests
18m^2

Overlooking the giant games area,
this elevated nook offers
a front-row view of the action.

Perfect for team celebrations, client sessions,
bachelor nights or gatherings, it's also a
comfortable stop for seeking a casual hangout
between games or
a relaxed setting for informal meetups.

BIG TOP

Private Event Space | approx. 50 guests
62 m^2

A bold, versatile venue made for impact.
Playful lighting, flexible layouts and a high-energy ambience that nods to vintage carnival style, make it a go-to for themed dinners, product launches, private parties or brand showcases.

Just as easily, it hosts casual celebrations and creative gatherings that bring colleagues, friends or communities together.



CAROUSEL BAR

Iconic Bar Experience | approx. 80 guests
163 m²

Inspired by a classic carnival ride, this circular bar is the heartbeat of Carousel & Co., buzzing with handcrafted cocktails and shareable bites.

By day, a social stop for after-work meetups and weekend wind-downs; by night, it turns into a lively stage for cocktail receptions, networking socials, afterparties or brand mixers.

A hub for both the everyday crowd and event organizers seeking energy and style.





HB'S

Private Dining Room | approx. 6 guests
18 m^2

Plush interiors, a private restroom and a round table made for real talk set the tone for private dinners, business negotiations, intimate birthdays, proposal nights or executive meetings that need privacy with skyline views.

Suitable for both everyday dining and closed-door corporate sessions.



BALLOON TERRACE

Rooftop Deck | approx. 40 guests
71 m^2

An open-air alfresco dining area filled with whimsical charm.
Beneath softly glowing hot-air-balloon lights, guests can sip, snack and soak in the KL skyline and PETRONAS Twin Tower views.

This terrace setting suits romantic dates, team drinks, sundowners, bridal showers or post-dinner gatherings with flexible layouts for casual evenings and semi-formal corporate functions.







EAT LIKE YOU MEAN IT

Our food philosophy is simple. Familiar, satisfying, and never boring. Think elevated comfort bites, generous plates and flavours that hit just right. Designed for sharing, stealing off each other's plates and that moment someone says "okay, last one" but reaches in anyway.

Expect warm bread, juicy things, crunchy things, and sauces you will talk about later. Play first. Eat first. Your call. We respect priorities!

- Feel-good comfort classics
- Playful presentation (never gimmicks!)
- Built for sharing, engineered for cravings
- Delicious enough to be social currency





RAISE YOUR GLASS

Fun comes shaken, stirred or chilled.
Story-worthy sips designed for cheers, chatter and comebacks.
Every drink on our menu has a bit of play in it - bold, refreshing and made to match your mood.
From cocktail shakers to soda spritzers, everything's mixed with intention and a dash of mischief.
Whether you're here to celebrate, unwind or simply sip between games, there's always something worth toasting to.

- Bartender crafted, not copy pasted cocktails
- Easy sipping, conversation friendly drinks
- Spritzes, spirits and beers that travel well with stories
- Elegant options for the "just chilling" crowd







CLIENT TESTIMONIALS

"STAFF WERE KIND AND ATTENTIVE!"

"Had a team celebration here, and it was a wonderful experience! The Sales Manager did an excellent job arranging a customised plan and accommodating all my requests throughout the planning process. Floor manager took great care of us at the venue and made sure everything ran smoothly. All the staff at Carousel & Co. were kind and attentive. The drinks were great, and the food was spot on! The games are best enjoyed before dinner, as there is so much to do that you can easily lose track of time."

AGUSTIN K. | OCBC

"THE GAMES ARE REALLY HUGE AND SO MUCH FUN!"

"The whole place is carnival inspired but feels like a next level carnival upgrade. I'd recommend not playing all the games at once so you can really enjoy the experience. We took our time and had some drinks & bites in between. The Carousel Bar is also very beautiful, we had a second round at the outdoor seating with stunning KLCC view."

OLIVIA. C | PETRONAS

CLIENT TESTIMONIALS

"THE INTERACTIVE GAMES WERE ONE OF THE HIGHLIGHTS OF THE NIGHT!"

"We had such a great experience working with Carousel & Co. for our Annual Dinner and Appreciation Night! The skill games they introduced during dinner were a big hit — our staff and guests had so much fun and really enjoyed the extra excitement throughout the evening.

Everything was well organised and ran smoothly, thanks to their professionalism and attention to detail. We've received lots of positive feedback, with many saying the interactive games were one of the highlights of the night.

Big thanks to the team for their amazing support — we definitely look forward to working together again!"

LI MOI | SEMICO

"A COZY DINING SPACE SERVING DELICIOUS IN-HOUSE FOOD"

"Carousel & Co was an absolute blast for Jalex Group! As the team behind the complete fit-out works for this vibrant destination, we had the privilege of being among the first to experience it.

From the moment 62 Jalexians arrived, the place was buzzing with energy and nostalgic vibes. With nine game stations offering plenty of fun for everyone, a cozy dining space serving delicious in-house food, and the unique drinks at the iconic Carousel Bar, there was never a dull moment.

Our corporate activity day at Carousel & Co was a day filled with laughter, friendly competition, and team bonding."

ANNETTE C. | Jalex

CLIENT

YOU'RE IN GOOD COMPANY

A selection of organizations we've had the pleasure of working with.



Shell · BCG · TikTok Shop · Luxasia · AIA · Ambank
Shopee Mobile · Manulife · Sephora · International School of Kuala Lumpur
Hitachi Energy · Standard Chartered Bank · Touch 'n Go · Exxonmobil · Crocs · and more

Selected organizations we've previously supported for events. Logos are used with permission.

PLAY • DRINK • EAT

CAROUSEL & CO.

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