



TOWNPLACE SOHO – a brand new residential leasing project in Central

中环全新住宅租赁项目TOWNPLACE SOHO

TOWNPLACE, the Group's new residential leasing brand, offers projects in prime locations, with inviting designs, flexible leasing options, comprehensive Duo Social Space with amenities and the latest smart home technology. All of these features appeal to the lifestyle preferences of millennials – addressing their needs for building highly personalized homes and communities. The portfolio includes TOWNPLACE KENNEDY TOWN in Kennedy Town (previously called The Kennedy on Belcher's) which was well received at its recent launch, and the latest project, TOWNPLACE SOHO, on Caine Road, Central.



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Flexible leasing options and Duo Social Space

TOWNPLACE has introduced comprehensive, flexible leasing options, covering leasing terms, furnishings and hospitality services. Leasing terms can be as short as one month or as long as several years. There are three leasing options and two branded furniture styles to accommodate the diverse preferences of residents. Serviced Apartments provide complete hotel-style furnishings and services. There are also Furnished Apartments and Unfurnished Apartments. Residents may even opt to include individual home or hospitality services to personalize their living space.

TOWNPLACE residents can access the nearly 2,790 square metres (30,000 square feet) of Duo Social Space across both projects and enjoy their comprehensive facilities. TOWNPLACE SOHO, for instance, has a three-storey communal space for leisure and work, including a swimming pool, gym, sky garden and landscaped garden. The brand features a Community Team, which organizes a variety of exciting events for residents to help build a privileged community for millennials.

New smart home system to create hassle-free living

Technology is applied in various ways to enhance the residents' overall quality of life. For instance, all TOWNPLACE SOHO apartments are equipped with a smart home system. Through a dedicated mobile app or the pre-set Google Home Mini smart speaker in the living room, residents can control the lighting, air-conditioning and television at home anytime, anywhere. Scene modes are also supported for energy-saving purposes. All apartments are secured with hotel-class

electronic locks, which can be controlled via the mobile app and unlocked using the verification function on the resident's smart phone for enhanced security. Each apartment also has a built-in wireless mobile phone charger. High-speed Wi-Fi covers all apartments, as well as the communal space for leisure and work. Residents can arrange hospitality services and book facilities via the mobile app for added convenience.

TOWNPLACE SOHO in a prime location features exquisite apartments

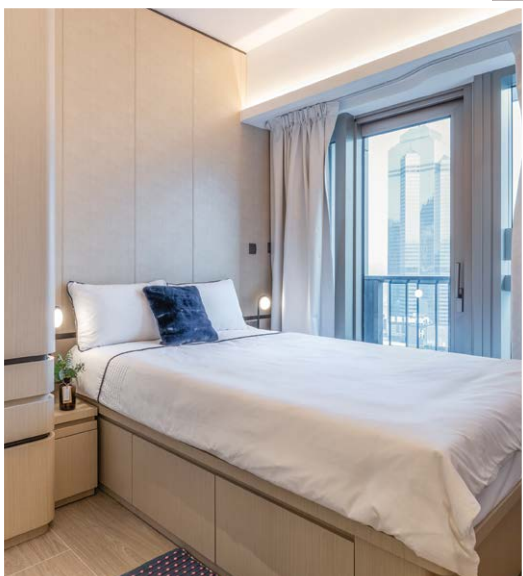
TOWNPLACE SOHO on Caine Road, Central, is just a few minutes' walk to major shopping malls and small specialty shops. Lan Kwai Fong is about a three-minute walk away. The project is next to arts and cultural destinations, like Tai Kwun and PMQ, and also close to transport connections.

TOWNPLACE SOHO provides 293 apartments, ranging from 27 to 101 square metres (286 to 1,092 square feet) saleable, and from studios to four-bedroom apartments. Studios and one-bedroom apartments make up about 60% of the total. Special units are also available to suit the different needs of individuals and families. All apartments have a balcony and floor-to-ceiling windows providing wide views, some with a harbour view and some with a city view of Central.

Leasing of TOWNPLACE SOHO started in phases in the first quarter, with an encouraging response expected from millennials.

TOWNPLACE, a brand new residential leasing brand, has two projects in its portfolio, TOWNPLACE KENNEDY TOWN in Kennedy Town (see above) and TOWNPLACE SOHO on Caine Road, Central

全新住宅租赁品牌TOWNPLACE本舍共有两个项目：位于坚尼地城的TOWNPLACE KENNEDY TOWN (见上图) 和位于中环坚道的TOWNPLACE SOHO



TOWNPLACE SOHO provides inviting designs and flexible leasing options to fit the lifestyle and preferences of millennials
TOWNPLACE SOHO提供别致设计及多元化租赁模式，迎合新世代的生活模式及喜好

集团日前推出全新住宅租赁品牌——“TOWNPLACE本舍”。品牌通过选址、别致设计、多元化租赁模式、具备完善设施的共享空间以及崭新智能家居科技等，全方位迎合新世代对自主生活模式的追求，让他们构建出高度个人化的家居及社区。项目包括之前推出并备受市场欢迎，位于坚尼地城的TOWNPLACE KENNEDY TOWN（前称隽庭），以及最新位于中环坚道的TOWNPLACE SOHO。

多元化租赁模式 通行两大据点共享空间

TOWNPLACE本舍引入多元化弹性自选租赁模式，在租期、家具配套及酒店式服务方面提供选项。租期短至一个月至以年计，更有三种租赁方案及配置两大品牌家具风格供选择，迎合住客不同喜好。其中“服务式住宅”单位配备完善酒店式设备及服务；另有“附设家具单位”及“自置家具单位”，住客也可按需要自选各项家居或酒店式服务，打造自主生活空间。

TOWNPLACE本舍住客可通行两个项目近2,790平方米（30,000平方呎）的共享空间，享用多元化的设施。其中TOWNPLACE SOHO共有三层共享休憩及工作空间，设有游泳池、健身室、空中花园及庭园等。品牌更设有Community Team，按住客需要安排多元化的精彩活动，构建一个新世代的专属社区。

崭新智能家居系统 全面提升生活品质

项目在多个细节处引入应用科技，全面提升住客的生活品质。以TOWNPLACE SOHO为例，所有单位均设置智能家居系统，住客只需通过专属手机应用程序，或客厅预置的Google Home Mini智能扬声器，即可随时随地控制单位内的灯光、冷气机及电视等，也可默认不同情景模式，节省能源。所有单位配备酒店式电子门锁，住客可通过手机应用程序，再配合其智能手机上的认证技术解锁，提高安保性。另外，单位备有嵌入式手机无线充电座，高速Wi-Fi网络覆盖所有单位以及共享休憩及工作空间。住客可通过手机应用程序，安排家居服务及预约设施，轻松方便。

TOWNPLACE SOHO位处优越地段 主打精巧单位

TOWNPLACE SOHO位于中环坚道，大型商场及特色小店仅在数分钟路程之内。步行约三分钟即可抵达兰桂坊，毗邻大馆、PMQ元创方等艺术及文化地标，各项交通设施也近在咫尺。

TOWNPLACE SOHO提供293个单位，实用面积介于27至101平方米（286至1,092平方呎），涵盖开放式至四房户型；开放式及一房单位共占总数约60%。另设特色单位照顾个别人士或家庭住客的需要。所有单位设有景观开阔的露台及落地玻璃，部分单位更可眺望维港海景及中区一带城市景致。

TOWNPLACE SOHO已于第一季开始分期招租，定可吸引新一代年轻客群。