

One ITC mall in Xujiahui, Shanghai

ITC, the Group's integrated development in Shanghai Xujiahui's core commercial hub, has marked another milestone with the soft opening of the grand luxury One ITC mall in One ITC in mid-December 2019. The new mall has been well-received, especially with tenants who are new to the mainland market. One ITC mall has introduced top-notch international retailers, trendy luxury brands and restaurants to the Xujiahui business district, injecting youthful energy and up-and-coming fashion into the neighbourhood – providing an upgrade for the whole area. Nestled in a strategic location with a comprehensive transportation network, the grand luxury One ITC mall is poised to become a new commercial landmark for not only Shanghai but the entire mainland market.

A destination for luxury, trendy labels

Located on Huashan Road, one of the most vibrant thoroughfares in the district, One ITC mall boasts a gross floor area of about 32,000 square metres (340,000 square feet). Five retail and food and beverage floors house over 138 top international brands – 10% of which are new to the mainland or Shanghai, and over 50% of which are making their debut in the Xujiahui business district. This comprehensive tenant mix includes top international fashion brands, luxury

jewellery brands, world-famous beauty and skin-care labels, top-tier children's brands, and highly sought-after KOL restaurants. The portfolio has been designed to fully satisfy the shopping needs of millennials with global perspectives who are seeking the latest trends and lifestyle, providing a brand-new retail landscape with futuristic, youthful energy, brimming with variety and innovation.

One ITC mall houses many trendy luxury brands. The 180-metre long scenic street front showcases an array of international, industry-leading luxury brand flagship stores. Their sophisticated store designs are a testament to the mall's grand luxury positioning. Street-front shops include many exclusive and unique designs that are new to the mainland market.

One ITC mall has dedicated a sportswear, streetwear and KOL zone, setting a dynamic trend. The diverse tenant mix provides a premium, multi-dimensional shopping experience.

For food and beverages, One ITC mall has a variety of choices, including Chinese, Western, Japanese and South-east Asian cuisines, well-known, highly-rated restaurants, popular cafés, locally-beloved bubble tea shops and light-refreshment kiosks.

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One ITC mall, the first retail component opening in the ITC integrated complex, is under the spotlight

One ITC商场为ITC综合发展项目首个开业的零售部分，备受市场瞩目



The street front of One ITC mall embraces world-leading premium brands, delivering an exceptional shopping experience in Xujiahui
One ITC商场沿街尽是世界顶级高端品牌商店·为徐家汇带来超凡购物新体验

For a number of specialty restaurants, this is their debut on the mainland or in Shanghai, presenting a brand-new gourmet experience to customers.

Apart from an integrated tenant mix, One ITC mall features open space with different themes for a dynamic leisure experience. The Co-Fun zone in the L1 and LG1 outdoor areas features art installations and high-tech facilities for fun interactive engagement. The Co-Garden on L3 presents a serene, relaxed leisure area amid the hustle and bustle of the integrated complex.

Engaging millennials via smart technology

One ITC mall leverages smart technology to provide a premium customer service experience. Advanced technology is applied in promotional campaigns, where customers can experience the latest, hottest interactive technology while shopping – appealing to the millennial culture and interests.

The facilities at One ITC mall are thoughtfully designed with high-tech interactive elements. Over 50,000 LED lights are deployed to stage light show zones. Digital mirrors create fun interactive experiences, while deluxe, stylish restrooms and baby-changing rooms ensure customer needs are satisfied in comfort.

The mall distributes the latest news and offers on social media and mobile apps. A VIC Club loyalty programme has been set up to better serve the

younger generation. By following the One ITC mall WeChat official account, customers have access to services like one-stop navigation and a store locator on their mobile phones. Customers can enjoy comprehensive rewards and privileges when they register as One ITC VIC Club members for free. Members can also easily self-register to get online bonus points that can be redeemed for gifts, free parking vouchers, and shopping and dining vouchers. VIC Club members also enjoy priority access to the mall's art exhibitions and events hosted by popular celebrities, as well as exclusive offers and VIP privileges from selected tenants. Even parking is modernized and simplified for One ITC mall customers. They can simply tap the mall's Smart Parking system on their smart phones to locate their car among the 250-plus parking bays.

Part of the mega integrated complex in Puxi

One ITC mall is part of ITC, the Group's mega integrated development in the core of the Xujiahui commercial hub. The three-phase ITC project spans a gross floor area of 706,100 square metres (7.6 million square feet), including over 371,600 square metres (four million square feet) of top-grade offices, more than 278,700 square metres (three million square feet) of prime retail space and a luxury hotel. Strategically located on Huashan Road, One ITC mall is well-connected by a comprehensive transportation network. The mall is adjacent to Xujiahui metro station, which

is an interchange station for Lines 1, 9 and 11, and two more planned metro lines. Travel to Shanghai Hongqiao International Airport and Shanghai Pudong International Airport is fast and convenient. The ITC covered footbridges are connected to the surrounding commercial buildings and historical landmarks for easy access.

One ITC comprises two grade-A office towers and a grand luxury mall. The offices have been taken up by renowned multinational tenants since their completion in 2017. Two ITC includes a grade-A office tower and some 4,000 square metres (43,000 square feet) of retail space along Gongcheng Road. The office tower was fully leased by a famous sports brand upon completion in 2018. The restaurants in Two ITC mall are scheduled to open in this year. The remaining phase of ITC, on Hongqiao Road at North Yishan Road, will consist of a world-class shopping mall, a luxury hotel and two grade-A office towers. The 220-metre grade-A office building is slated for completion by the end of 2021. The 370-metre skyscraper is likely to become the tallest building in Puxi.

Upon full completion, scheduled for late 2023, the ITC development is set to become one of the most sought-after landmarks in Shanghai, fuelling business activity and further strengthening the overall competitive edge of Xujiahui.

上海徐家汇One ITC商场

集团位于上海徐家汇商业区核心地段的ITC综合发展项目，最近迈进另一新里程，ITC一期的高端时尚One ITC商场于2019年12月中旬开始试业。市场反应热烈，尤其是首次进驻内地市场的商户。奢华时尚的One ITC商场把世界级高端零售商户、奢华时尚品牌及餐饮品牌引入徐家汇商业区，为区内注入年轻活力及时尚潮流，引领整个区域迭代升级，加上位置优越及坐享完善交通网络，势必成为上海以至整个内地市场瞩目崭新的商业地标。

超奢华时尚品牌集中地

One ITC商场坐落区内其中一条最繁盛的干道华山路，总楼面面积约32,000平方米（340,000平方呎），共有五层零售餐饮楼层，汇聚逾138个国际高端品牌，其中一成品牌为首次进驻内地或上海，逾五成品牌为首度进驻徐家汇商业区。商场引入多元化商户，集合高端国际级时尚服饰品牌、奢华珠宝首饰品牌、全球知名美妆及护肤品牌、一线童装品牌及人气网红特色餐饮等，全方位满足独具国际视野、追求潮流和品味生活的千禧世代的专属购物需求，打造独具未来感、年轻活力，展现多元化及极富创新的全新零售格局。

One ITC商场汇聚不少超奢华时尚品牌，沿街180米风景线云集一系列国际一线奢华品牌旗舰店，其精致的店铺设计，充分显现商场的奢华时尚定位。其中包括多个首次进驻内地市场的尊贵品牌及设计独特的品牌。

One ITC商场还特别打造运动及潮牌网红专区，引领动感潮流风。多元化商户组合提供高质量、多维度购物体验。

餐饮方面，One ITC商场集结中、西、日及东南亚名菜、著名高分餐厅、热门咖啡店、当地人喜爱的茶饮店及轻食店等。多间特色餐饮店更是首次登陆内地或上海，为顾客提供别具新鲜感的美食体验。

除多元化的商户组合外，One ITC商场还设有不同主题的休闲空间，提供多姿多彩的休闲体验。L1及LG1户外设有Co-Fun区，展示艺术主题装置，并设有高科技设施，为顾客带来好玩互动的体验。L3则有Co-Garden露天花园，为繁盛的综合发展项目带来一分恬静惬意的休闲空间。

运用智能科技 与千禧世代连结

One ITC商场致力应用智能科技，为顾客提供优质服务。商场将新兴科技应用于推广活动中，让顾客一边购物，一边体验最新、最潮的互动科技，融入千禧世代的文化及潮流。

One ITC商场内设施不仅匠心独运，更融入高科技互动元素。其中包括运用逾50,000颗LED灯打造多个灯光汇演区域、趣味互动电子镜面，以及体贴顾客需求的超豪华型格洗手间及育婴室。

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The five retail and food and beverage floors are virtually fully let
五层零售餐饮楼层，商铺接近全部租出





商场透过社交网络及手机应用程序发放最新商场信息及优惠，并为顾客设立会员计划，紧贴新世代需要。顾客关注“One ITC”商场官方微信服务号，即可通过智能电话，使用一站式导航及店铺搜索等服务。顾客可免费注册成为One ITC会员，享受多元化的奖赏及优惠。会员甚至可在网上自助登记积分，轻松方便，更可凭积分换领礼品、免费泊车券以及购物和餐饮优惠券，还可优先参与商场举办的各类艺术展览及明星活动，更有专享个别商户提供的专属礼遇及贵宾服务等，尽享消费便利。One ITC商场顾客更可享受现代化的简便泊车服务，只需通过商场的智能泊车系统，在智能电话上一键寻车，即可轻易在250多个停车位中找回座驾。

浦西大型综合发展项目一员

One ITC商场为集团在徐家汇商业区核心地段发展的庞大综合发展项目ITC的一部分。ITC项目总楼面面积达706,100平方米（760万平方呎），分三期发展，汇聚逾371,600平方米（400万平方呎）顶级写字楼、超过278,700平方米（300万平方呎）优质零售楼面及一间豪华酒店。One ITC商场坐落华山路，位置优越，坐享完善交通网络。商场毗邻徐家汇地铁站，该站为地铁1号线、9号线、11号线及两条拟建地铁线的交汇站。由商场前往上海虹桥国际机场及上海浦东国际机场瞬间即达，交通便捷。ITC还设有多条有盖行人天桥，连接邻近商业大厦及历史地标，出入方便。

New technology is applied to make promotions fun and attract customer interaction
推广活动应用新兴科技，吸引顾客参与互动，增添趣味

ITC一期由两座甲级写字楼及奢华时尚的商场组成。写字楼于2017年落成，获不少知名跨国企业迁入。ITC二期位于恭城路，包括一座甲级写字楼及约4,000平方米（43,000平方呎）零售楼面。写字楼于2018年落成，整幢由著名运动用品品牌承租；而ITC二期商场餐饮部分即将于今年开业。ITC的余下期数地处虹桥路及宜山北路，将提供国际级商场、豪华酒店及两幢甲级写字楼。其中，楼高220米的甲级写字楼预计于2021年底前落成，而楼高达370米的大楼更有望成为浦西最高摩天大楼。

ITC整个项目预计在2023年底前全面完成，届时势将成为上海市深受追捧的地标物业之一，同时带动经济活动，进一步提升整个徐家汇的竞争力。



One ITC mall has introduced various specialty restaurants that are check-in hotspots
One ITC 商场引入多间特色餐厅，不少均为热门打卡点



Art installations in the Co-Fun zone in the L1 outdoor area
位于L1户外的Co-Fun区，设有艺术主题装置