



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 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商場為ITC綜合發展項目首個開業的零售部分，備受市場矚目



The street front of One ITC mall embraces world-leading premium brands, delivering an exceptional shopping experience in Xujiahui
One ITC商場沿街盡是世界頂級高端品牌商店，為徐家匯帶來超凡購物新體驗

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 7.6 million square feet, including over four million square feet of top-grade offices, more than 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 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.

上海徐家匯One ITC商場

集團位於上海徐家匯商業區核心地段的ITC綜合發展項目，最近邁進另一新里程，ITC一期的高端時尚One ITC商場於2019年12月中旬開始試業。市場反應熱烈，尤其是首次進駐內地市場的商戶。奢華時尚的One ITC商場把世界級高端零售商戶、奢華時尚品牌及餐飲品牌引入徐家匯商業區，為區內注入年輕活力及時尚潮流，引領整個區域迭代升級，加上位置優越及坐享完善交通網絡，勢必成為上海以至整個內地市場矚目嶄新的商業地標。

超奢華時尚品牌集中地

One ITC商場坐落區內其中一條最繁盛的幹道華山路，總樓面面積約340,000平方呎，共有五層零售餐飲樓層，匯聚逾138個國際高端品牌，其中一成品牌為首次進駐內地或上海，逾五成品牌為首度進駐徐家匯商業區。商場引入多元化商戶，集合高端國際級時尚服飾品牌、奢華珠寶首飾品牌、環球化妝及護膚品牌、一線童裝品牌及人氣網紅特色餐飲等，全方位滿足獨具國際視野、追求潮流和品味生活的千禧世代的專屬購物需求，打造獨具未來感、年輕活力，展現多元化及極富創新的全新零售格局。

One ITC商場匯聚不少超奢華時尚品牌，沿街180米風景線雲集一系列國際一線奢華品牌旗艦店，其精致的店鋪設計，充分顯現商場的奢華時尚定位。當中包括多個首次進駐內地市場的尊貴品牌及設計獨特的品牌。

One ITC商場亦特別打造運動及潮牌網紅專區，引領動感潮流風。多元化商戶組合提供高品質、多維度購物體驗。

食肆方面，One ITC商場集結中、西、日及東南亞名菜、著名高評分餐廳、熱門咖啡店、當地人喜愛的茶飲店及輕食店等。多間特色餐飲店更是首次登陸內地或上海，為顧客提供別具新鮮感的美食體驗。

除多元化的商戶組合外，One ITC商場還設有不同主題的休閒空間，提供多姿多采的消閒體驗。L1及LG1戶外設有Co-Fun區，展示藝術主題裝置，並設有高科技設施，為顧客帶來好玩互動的體驗。L3則有Co-Garden露天花園，為繁盛的綜合發展項目帶來一分恬靜愜意的休閒空間。

運用智慧科技 與千禧世代連繫

One ITC商場致力應用智慧科技，為顧客提供優質服務。商場將新興科技應用於推廣活動中，讓顧客一邊購物，一邊體驗最新、最潮的互動科技，融入千禧世代的文化及潮流。

One ITC商場內設施不僅匠心獨運，更融入高科技互動元素。當中包括運用逾50,000顆LED燈打造多個燈光匯演區域、趣味互動電子鏡面，以及體貼顧客需要的超豪華型格洗手間及育嬰室。

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The five retail and food and beverage floors are virtually fully let

五層零售餐飲樓層，商舖接近全部租出





商場透過社交網絡及手機應用程式發放最新商場資訊及優惠，並為顧客設立會員計劃，緊貼新世代的需要。顧客關注「One ITC」商場官方微信服務號，即可透過智能電話，使用一站式導航及店鋪搜索等服務。顧客可免費註冊成為One ITC會員，享受多元化的獎賞及優惠。會員甚至可在網上自助登記積分，輕鬆方便，更可憑積分換領禮品、免費泊車券以及購物和餐飲優惠券，亦可優先參與商場舉辦的各類藝術展覽及明星活動，甚至專享個別商戶提供的專屬禮遇及貴賓服務等，盡享消費便利。One ITC商場顧客更可享受現代化的簡便泊車服務，只需透過商場的智能泊車系統，在智能電話上一鍵尋車，即可輕易在250多個停車位中找回座駕。

浦西大型綜合發展項目一員

One ITC商場為集團在徐家匯商業區核心地段發展的龐大綜合發展項目ITC的一部分。ITC項目總樓面面積達760萬平方呎，分三期發展，匯聚逾400萬平方呎頂級寫字樓、超過300萬平方呎優質零售樓面及一間豪華酒店。One ITC商場坐落華山路，位置優越，坐享完善交通網絡。商場毗鄰徐家匯地鐵站，該站為地鐵1號線、9號線、11號線及兩條擬建地鐵線的交匯站。由商場前往上海虹橋國際機場及上海浦東國際機場瞬間即達，交通便捷。ITC亦設有多條有蓋行人天橋，連繫鄰近商業大廈及歷史地標，出入方便。

New technology is applied to make promotions fun and attract customer interaction
推廣活動應用新興科技，吸引顧客參與互動，增添趣味

ITC一期由兩座甲級寫字樓及奢華時尚的商場組成。寫字樓於2017年落成，獲不少知名跨國企業遷入。ITC二期位於恭城路，包括一座甲級寫字樓及約43,000平方呎零售樓面。寫字樓於2018年落成，整幢由著名運動用品品牌承租；而ITC二期商場餐飲部分即將於今年開業。ITC的餘下期數位處虹橋路及宜山北路，將提供國際級商場、豪華酒店及兩幢甲級寫字樓。當中，樓高220米的甲級寫字樓預計於2021年底落成，而樓高達370米的大樓更有望成為浦西最高摩天大廈。

ITC整個項目預計在2023年底前全面完成，屆時勢將成為上海市深受追捧的地標物業之一，同時帶動經濟活動，進一步提升整個徐家匯的競爭力。



One ITC mall has introduced various specialty restaurants that are check-in hotspots
One ITC 商場引入多間特色餐廳，不少均為熱門打卡點



Art installations in the Co-Fun zone in the L1 outdoor area
位於L1戶外的Co-Fun區，設有藝術主題裝置