

# SHKP

 新鴻基地產  
Sun Hung Kai Properties

新地季刊  
Quarterly

Vol 100 | Q2 2021

Leveraging 5G technology in the Group's businesses,  
taking Hong Kong a step closer to becoming a 5G smart city

集團業務運用5G技術 齊建香港5G智慧城市





以心建家 Building Homes with Heart



Leveraging 5G technology in the Group's businesses, taking Hong Kong a step closer to becoming a 5G smart city  
集團業務運用5G技術 齊建香港5G智慧城市

The photographs, images, drawings or sketches shown in this article represent the artist's imaginative impression of the development concerned only. They are not drawn to scale and/or may have been edited and processed with computerized imaging techniques. The developer also advises purchasers to conduct on-site visit for a better understanding of the development site, its surrounding environment and the public facilities nearby.

本文章內載列的相片、圖像、繪圖或素描顯示的純屬畫家對該發展地盤之想像感覺。有關圖片並非按照比例繪畫或 / 及可能經過電腦圖像修飾處理。準買家如欲了解本發展項目的詳情，發展商建議買方到該發展地盤作實地考察，以獲取對該發展地盤以及其周圍地區的公共設施及環境較佳的了解。



# Contents

Vol 100 | Q2 2021

PDF



eBook



A Publication of  
Sun Hung Kai Properties Limited  
新鴻基地產發展有限公司刊物

45/F, Sun Hung Kai Centre, 30 Harbour  
Road, Hong Kong  
香港灣道30號新鴻基中心45樓  
Tel 電話 : (852) 2827 8111  
Fax 傳真 : (852) 2827 2862  
Website 網址 : www.shkp.com  
E-mail 電子郵件 : shkp@shkp.com

Editor's Note 編者按 :

The *SHKP Quarterly* serves to provide updates on the Group's different businesses, with the aim of maintaining transparency and high standards of corporate governance. It is not intended as a promotional material.

本刊旨在為投資者提供集團業務的最新資訊，維持企業高透明度及良好的企業管治。本刊內容涵蓋集團業務的不同範疇，相關資料陳述並非用作宣傳推廣。

All rights reserved 版權所有，不得轉載



## Feature Story

- 4 Leveraging 5G technology in the Group's businesses, taking Hong Kong a step closer to becoming a 5G smart city  
集團業務運用5G技術 齊建香港5G智慧城市

## Business News - Hong Kong

- 8 Luxury St Michel residences in Sha Tin now for sale by tender  
沙田豪華住宅瓏珀山現正招標發售
- 11 Phase 1 - Wetland Seasons Park in Tin Shui Wai presents sustainable living for the new generation  
天水圍第1期Wetland Seasons Park 打造新世代可持續發展生活模式
- 14 Regency Bay II in Tuen Mun continues to see brisk sales  
屯門御海灣II 延續佳績

## Business News - Mainland

- 17 Shanghai malls jointly introduce the 'SHKP i club' premium integrated-loyalty programme  
上海商場聯手推出「新地尊享會」高端綜合會員計劃
- 18 Completion of luxury residences in Shanghai Arch Phase 2 in Shanghai  
上海豪華住宅濱江凱旋門二期交樓

## Corporate News

- 20 New sites in Guangzhou and Hong Kong  
集團在粵港兩地新增地皮
- 21 Hong Kong Business Aviation Centre to expand at Hong Kong International Airport  
香港商用航空中心將原址擴建

## Profile

- 22 Josephine Lam: SmarTone leads the industry in 5G development, and collaborates closely with the Group to drive digital transformation and contribute to Hong Kong's transition to a smart city  
林寶彤：SmarTone 5G發展領先業界 配合集團一起推動數碼轉型及引領香港智慧城市發展

## Sustainability

- 26 The Group supports Earth Hour for the 13th consecutive year  
集團連續第13年支持「地球一小時」

Building Homes with Heart Caring Initiative gives blessings to the elderly at Tuen Ng Festival  
「以心建家送暖行動」為長者送上端陽祝福

- 27 SHKP Reading Club's Read & Share programme introduces a reading promotion sponsorship scheme  
新聞會「閱讀·分享」校園計劃新增閱讀推廣贊助

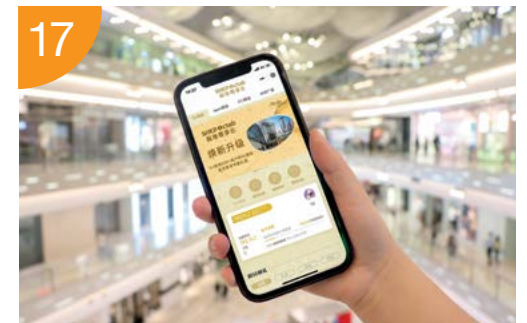
The Group receives recognition for supporting poverty relief in the country  
集團支持國家扶貧 工作成果獲得肯定

## News in Brief

- 28 The Group rolls out the Day Day Lucky Draw to encourage the public to get the jab soon  
「齊齊打疫苗 日日有獎抽」 集團鼓勵及早接種疫苗
- 29 The Group is named Asia Pacific's Best Real Estate Company for the 15th time  
集團第15年榮獲「亞太區最佳地產公司」殊榮
- East Point City, Landmark North and PopWalk receive the Best of Mob-Ex – Brand of the Year grand award  
東港城、上水廣場及天晉匯榮獲「手機市場推廣卓越大獎—年度最佳品牌」大獎
- 30 ICC Light and Music Show presents Mother's Day and Father's Day specials  
「ICC聲光耀維港」母親節和父親節特別版

Group former Executive Director Kwong Chun passes away  
集團前執行董事鄺準辭世

Sun Hung Kai Real Estate Agency Limited appoints Director  
新鴻基地產代理有限公司委任董事







The public can experience the latest 5G applications in the SmarTone 5G LAB  
SmarTone [5G LAB] 設有多個展區，公眾可親身體驗最新 5G 科技應用



The digital signages at Metroplaza's restroom entrances leverage the 5G network and sensors to show the restroom's real-time occupancy, reducing queuing time  
新都會廣場洗手間外設有電子顯示屏，運用5G網絡及感應器，提供洗手間的即時使用情況，有助縮短等候時間



The Tai Lam Tunnel utilises the 5G SmarTransport Safety Monitoring System, which enhances traffic safety and operational efficiency  
大欖隧道採用5G智慧交通安全管理系統，提升交通安全及營運效率

#### 5G Smart Construction

For construction, Group subsidiaries Yee Fai Construction and SmarTone jointly developed SmartWorks to enhance occupational safety and worker health, leveraging the 5G network to further optimize operational workflow. The Group's How Ming Street development in Kwun Tong was the first construction site to apply SmartWorks.

SmartWorks is an end-to-end solution, supported by the ultra-high speed, low latency 5G network for better construction safety and operational efficiency. It uses cloud and IoT technology to create a smart site management that helps safeguard workers and facilitate effective operations by employing image analysis, AI and machine learning.

Smart applications in SmartWorks included Smart Helmet, SmartHealth Station, Environment Station, Dump Truck Management, Danger Alert & Access Control, and Safety Alert System for Temporary Lift Shaft Gate. SmartWorks utilises various IoT sensors to automatically monitor temperature, humidity, water leakage, air quality, motion detection, etc. In abnormal situation, alerts are issued for operations staff to follow up immediately, thus enhancing site safety, worker health and operational efficiency. The system was awarded First Prize in the Construction Safety category in the CIC Construction Innovation Award 2019.

#### 5G Smart Transport

In November 2020, the Tai Lam Tunnel, which is operated by Group subsidiary Route 3 (CPS) Company Limited, implemented the first 5G SmarTransport Safety Monitoring System for vehicular tunnels and highways in Hong Kong. The system ensures that passengers, hikers, cyclists or animals are prevented from entering the tunnel area and related facilities.

Taking advantage of the fast uplink of the 5G network, combined with AI analytics, the system provides instant detection and identification of jaywalkers, such as hikers and cyclists, trespassing the tunnel area, triggering real-time alerts in the control room for an appropriate response. This removes reliance on physical monitoring and provides added safety to road-users while significantly enhancing traffic safety and tunnel operational efficiency.

#### SmarTone 5G LAB

SmarTone 5G LAB on the ICC's Sky100 Hong Kong Observation Deck features Hong Kong's latest 5G applications and emerging applications on a global scale. The 5G LAB aspires to inform the public of the latest trends on 5G's development in Hong Kong and shows how 5G infrastructure supports Hong Kong's development as a smart city and digital hub.

The interactive showcases in the 5G LAB present innovative 5G applications to the public, including SmarTransport Safety Monitoring System, Smart Construction, Smart Mall, Smart Health, Smart Home and more. In addition, visitors can experience the daily life applications, such as real-time 5G tele-operated driving, 5G VR cycling, VR experience, 5G robots, etc. to appreciate and learn about the wide adoption of 5G innovation.



Even for restrooms without attendants, the mall operations team can remotely monitor the use of restroom supplies through the 5G cloud management platform and refill them as needed  
洗手間即使沒有駐廁員工，商場管理團隊仍可透過5G雲端管理平台，遙控監察洗手間用品的使用情況，適時安排補充

## Leveraging 5G technology in the Group's businesses, taking Hong Kong a step closer to becoming a 5G smart city

'Continuous Improvement' is one of the Group's key corporate values, and to put it into practice, the Group has introduced innovative technologies and ideas to keep up with the market trends, and to enhance work efficiency and service quality. Since Group subsidiary SmarTone's 5G service launch in mid-2020, some of the Group's business units have integrated SmarTone 5G and other advanced technologies such as artificial intelligence (AI) analytics and Internet of Things (IoT) in various enterprise solutions, including 5G Smart Malls, 5G Smart Construction System SmartWorks and 5G SmarTransport Safety Monitoring System for the Tai Lam Tunnel, to enhance customer experience and operational efficiency for the management companies. The SmarTone 5G network provides nearly full coverage of Hong Kong, covering all MTR stations, key commercial buildings and shopping malls, and popular country parks, campsites and hiking trails, providing an ultra-high speed 5G network experience for users. Meanwhile, SmarTone has leveraged the high-speed, low latency, mass connectivity characteristics of 5G to implement a series of innovative 5G services and applications for different industries, driving Hong Kong towards becoming a smart city and further integrating it into the Greater Bay Area.

#### 5G Smart Malls

The Group has introduced 5G technology in its malls, delivering a brand new shopping experience to customers. Early this year, Metroplaza rolled out 5G Smart Restrooms to shorten queuing time. This relaxing, fluid shopping and leisure experience helps stimulate foot traffic in the mall. In addition, other SHKP Malls, such as MOKO, will also introduce 5G smart applications to enhance operational efficiency.

5G Smart Restrooms are equipped with a high-speed 5G network and multiple sensors installed inside the restrooms, whose data is sent to cloud servers in real time. The digital signages at restroom entrances indicate the real-time occupancy of restrooms, which effectively diverts customers to less busy restrooms for a shorter queuing time.

5G Smart Restrooms also expedite operations for the management offices. The restrooms include indoor air quality sensors that measure five major air quality parameters: temperature, humidity, PM2.5 (fine suspended particulates), H2S (hydrogen sulphide) and NH3 (ammonia). Through the 5G network, the collected data is sent to the 5G cloud management platform for analysis, monitoring the overall cleanliness and air quality of the restrooms. In addition, the mall operations team can monitor the restroom supplies through the 5G cloud management platform, which sends out alerts when the stock of paper towels, toilet paper, antiseptic soap, etc. drops to a certain level. The mall operations team can then refill the supplies immediately, which is particularly useful for accessible restrooms and nursery rooms where attendants are absent. Through the 5G cloud management platform, operations staff can access information like restroom traffic and air quality to effectively enhance restroom cleanliness, operational efficiency and service quality, and formulate operation solutions that best fit customers' needs.



## 集團業務運用5G技術

## 齊建香港5G智慧城市

「與時並進」是集團的主要企業理念之一，旨在按市場需要引入創新科技新意念，以提升工作效率及服務質素。集團旗下SmarTone自2020年中推出5G服務後，集團旗下部分業務已率先引入SmarTone 5G，配合其他先進技術，如人工智能分析及物聯網技術等，推出不少企業應用方案，包括5G智慧商場、5G智慧建築「智安建」及大欖隧道的5G智慧交通安全管理系統，為顧客提供更佳體驗，亦為管理公司提升營運效率。現時SmarTone 5G網絡接近覆蓋全港，包括全線港鐵線、主要商業大廈及商場以及熱門郊野公園、露營營地及行山徑等，為用戶帶來極速5G網絡體驗。與此同時，SmarTone亦運用5G的超高速、低時延及泛連接特性，為不同行業推出一系列創新5G服務及應用，協助推動香港成為智慧城市，與大灣區進一步融合。

### 5G智慧商場

集團將5G技術引入旗下商場，為顧客提供嶄新的購物體驗。今年初新都會廣場引進5G智慧洗手間，縮短輪候時間，締造一個安心、靈活的消閒購物體驗，同時可帶動商場人流。此外，其他新地商場（如新世紀廣場）亦將陸續引入5G智能應用，提升營運效率。

5G智慧洗手間透過高速5G網絡及連接多個裝置於商場樓層洗手間內的感應器，將數據即時傳送至雲端分析，配合於洗手間走廊入口的電子顯示屏，為顧客提供即時使用情況，有效分流顧客到使用率較低的洗手間，縮短輪候時間。

5G智慧洗手間亦可為管理公司提升營運效率。洗手間內裝置室內空氣質素感應器，以收集溫度、濕度、PM2.5（微細懸浮粒子）、H2S（硫化氫）及NH3（氨）五大空氣質素指標。有關資料透過5G網絡，即時上傳至雲端管理平台作數據收集及分析之用，方便監察洗手間的整體衛生情況及空氣質素。另外，商場管理團隊可透過5G雲端管理平台監察洗手間用品，當洗手間內的抹手紙、廁紙及消毒皂液等用品的消耗量達至一定水平時，系統將作出提示。商場管理團隊即可適時安排補充，對沒有駐廁員工的傷健洗手間及育嬰室尤其方便。商場管理團隊更可透過5G雲端管理平台，掌握洗手間人流及空氣質素等資料，有效提升洗手間整潔度、營運效率及服務質素，制訂更貼合顧客需要的營運方案。

### 5G智慧建築

在建築工程方面，集團旗下怡輝建築與SmarTone合作研發「智安建」系統。系統採用5G網絡，優化建築流程，加強保障建築地盤工人的健康及安全。集團的觀塘巧明街發展項目為首個引入「智安建」系統的建築地盤。

「智安建」系統為端對端方案，運用5G網絡的超高速及低時延特點，來提升建築安全及營運效率。系統以雲端和物聯網技術為基礎，配合影像分析、人工智能及機器學習，推行地盤全面化智能管理，提升工人安全及營運效率。

「智安建」系統的智能應用包括智能頭盔、健康監察站、環境監察站、泥頭車管理、安全預警系統及進出管制以及臨時升降機閘門安全警報系統。「智安建」系統提供多個物聯網感應器，可自動監察特定範疇，包括溫度和濕度、漏水、空氣質素及動態偵測等。如發生不尋常的情況時，系統會發出警報通知操作人員即時跟進，提升職安健水平及營運效率。該系統亦在「2019建造業議會創新獎」中，榮獲建造安全組第一名。

SmartWorks' Smart Helmet is equipped with sensors to track the worker's real-time location and health. The Smart Helmet can trigger an emergency alert to safeguard workers  
「智安建」的智能頭盔內置多個感應器，可監察工人實時位置及健康狀況；在緊急情況下發出警報，保障工人安全



SmartWorks offers the Safety Alert System for Temporary Lift Shaft Gate to mitigate the risk of workers falling from lift shafts. The alert system deploys mobile-IoT technology, together with sensors, a network platform and a mobile app  
「智安建」提供臨時升降機閘門安全警報系統，運用流動物聯網技術連接感應器、網絡平台及手機應用程式，減低工人從升降機槽下墮的風險

### 5G智慧交通

集團旗下三號幹線（郊野公園段）有限公司營運的大欖隧道，於去年11月開始採用全港首個用於行車隧道和公路的5G智慧交通安全管理系統，以防止行人、行山人士、單車使用者或動物誤闖隧道範圍及相關設施。

系統運用5G網絡的高速上行連接，配合人工智能分析，實時偵測識別誤入隧道範圍的非道路使用者，如行山人士或單車使用者，即時發出警報到控制室以便採取相應行動，減少倚賴人手監察隧道情況，保障道路使用者的安全，同時大大提升交通安全及隧道的營運效率。

### SmarTone 5G LAB

SmarTone現透過於環球貿易廣場的天際100香港觀景台內的「5G LAB」，展示香港最新的5G科技應用及世界新興的科技應用，讓公眾了解本港5G的最新發展趨勢，以及5G基建如何支持香港發展成智慧城市和創新科技中心。

「5G LAB」透過不同的互動展示，向公眾介紹5G創新應用，包括智慧交通安全管理系統、智慧建築、智慧商場、智慧醫療及智慧家居等。另外，亦設有不少日常生活應用，如實時遙距5G駕駛、5G虛擬實境單車、虛擬實境體驗及5G機械人等，讓大眾親身感受及認識5G網絡帶來的創新普及應用。



The 5G LAB offers a real-time 5G tele-driving, allowing visitors at the Sky100 Hong Kong Observation Deck to remotely control real cars in Cyberport to compete with opponents  
「5G LAB」設有實時遙距5G駕駛，參加者可在天際100香港觀景台遙距控制遠在數碼港的實體車輛，與其他車手實時競技



The VR scaffolding freefall in the 5G LAB uses VR technology to create a thrilling experience comparable to that of standing on top of a teetering scaffolding  
「5G LAB」的棚架體驗利用虛擬實境技術，讓參加者感受站在搖搖欲墜的棚架上的離心力





# Luxury St Michel residences in Sha Tin now for sale by tender

## 沙田豪華住宅瓏珀山現正招標發售



The above image was taken from some height above the Phase on 17 July 2020 and has been processed with computerized imaging techniques. The general appearance of the Phase of the Development has been merged and added by computer rendering techniques and processed with computerized imaging techniques, in order to illustrate the general appearance of the environment, structures and facilities surrounding the Phase of the Development. The image does not illustrate the final appearance or view of or from the Phase of the Development or any part thereof and is for reference only. The Phase of the Development was still under construction when the image was taken. The approved building plans of all the phases might be revised from time to time and the details of the Phase upon completion may be different from the information contained in this photo and are subject to the plans finally approved by the relevant Government departments. There will be other completed and/or uncompleted buildings and facilities surrounding the Phase of the Development and the district and surrounding environment, buildings and facilities might change from time to time. The Vendor does not give any offer, representation, undertaking or warranty whatsoever, whether express or implied, as to the environment, buildings and facilities in the district or surrounding the Phase of the Development. The Vendor also advises prospective purchasers to conduct on-site visit(s) for a better understanding of the development site, its surrounding environment and the public facilities nearby.

以上相片於2020年7月17日於期數附近上空拍攝，並經電腦修飾處理，發展項目期數之大概外觀以電腦模擬效果合成加入並經電腦修飾處理，以展示發展項目期數大約之周邊環境、建築物及設施，並非作展示發展項目期數或其任何部分最後完成之外觀或其景觀，僅供參考。拍攝時，發展項目期數仍在興建中。發展項目所有期數的批准建築圖則會不時修改，落成後之詳情亦可能與相片所述者不同，一切以政府相關部門最後批准之圖則為準。發展項目期數四周將會有其他建成及／或未建成之建築物及設施，且區內及周邊環境、建築物及設施會不時改變，賣方對發展項目期數區內及周邊環境、建築物及設施並不作出不論明示或隱含之要約、陳述、承諾或保證。賣方亦建議準買家到有關發展地盤作實地考察，以對該發展地盤、其周邊地區環境及附近的公共設施有較佳了解。

The Group is developing low-density luxury residences in the St Michel Development in two phases in mid-levels, Sha Tin South. The Development is nestled in a natural location overlooking bustling Sha Tin<sup>1</sup>, set against an emerald backdrop<sup>1</sup> with the neighbouring Lion Rock Country Park<sup>2</sup> adjoining Ma On Shan Country Park<sup>3</sup>. The living environment will provide a sense of tranquillity and utmost privacy. The Development also benefits from a complete railway and road network, setting a benchmark for deluxe residences in the district. Phase 1 of the Development, St Michel, has been launched for sale by tender since its initial release in April 2021.

### Low-density layout for luxury living

The Development is being built with top-notch building materials and fine craftsmanship to create classy, contemporary living space. St Michel has a low-density layout plan, and the Phase provides 196 luxury residential units in three blocks of 19-storey residential towers. Typical floor units range from about 920 to 1,500 square feet<sup>4</sup> in terms of saleable area. The layout varies from three bedrooms with an en-suite and utility room to four bedrooms with two en-suites and a utility room. There will also be special units to suit the needs of different buyers.

### Residents' clubhouse combines modern aesthetics with smart greenery

Designed and decorated by a renowned Japanese interior design company, the residents' clubhouse<sup>5</sup> will have modern aesthetic characteristics, featuring a cosy living environment integrated with the natural greenery. The residents' clubhouse<sup>5</sup> and communal gardens will span over 50,000 square feet<sup>6</sup>, with comprehensive indoor and outdoor facilities, including an observation deck<sup>5</sup>, an outdoor stargazing garden<sup>5</sup>, an approximately 25-metre-long indoor heated swimming pool with scenic views<sup>5</sup>, an indoor sports ground<sup>5</sup>, a 24-hour indoor gymnasium<sup>5,9</sup>, and banquet rooms<sup>5</sup> and VIP rooms<sup>5</sup> with different layouts. The residents' clubhouse<sup>5</sup> will have large outdoor space and amenities, offering an approximately 7,000-square-foot children's outdoor playground<sup>5</sup> and five outdoor or semi-outdoor landscaped zones<sup>5</sup>: a tea house<sup>5</sup>, a barbecue house<sup>5</sup>, a gymnasium<sup>5</sup>, a reading room<sup>5</sup> and an outdoor cinema<sup>5</sup>.

### Blessed with a complete railway and road network

The property management service will provide a seven-seater sedan service<sup>7</sup>, which takes only approximately 3 minutes 28 seconds<sup>8</sup> to get to MTR City One Station. The project offers swift access to the city core – only about a 4-minute 11-second<sup>8</sup> drive to the Tate's Cairn Tunnel Toll Plaza (Kowloon bound) and about a 4-minute 53-second<sup>8</sup> drive to the Lion Rock Tunnel Toll Plaza (Kowloon bound).

集團座落於沙田南半山的低密度豪宅發展項目瓏珀山發展項目分兩期發展。發展項目坐擁渾然天成的地理位置，前俯瞰沙田市的繁華景致<sup>1</sup>，後被翠綠山巒環抱<sup>1</sup>，相傍獅子山郊野公園<sup>2</sup>，其連接馬鞍山郊野公園<sup>3</sup>，盡享清幽愜意且高私隱度的生活空間。發展項目同時享有完善鐵路及道路網絡，勢必成為區內頂級豪華住宅項目指標。發展項目第1期瓏珀山自今年四月推出，一直以招標方式出售。

### 低密度設計 大宅風範

發展項目選用頂級建築材料，細節精雕細琢，打造高貴時尚的生活空間。瓏珀山採用低密度的建築群設計，發展項目期數由三幢19層高的住宅大樓組成，合共提供196個豪華住宅單位。標準分層單位實用面積由約920至1,500平方呎<sup>4</sup>不等，戶型涵蓋三房一套連工作間至四房兩套連工作間，另備有特色單位迎合不同買家需求。

### 住客會所融合現代美學與綠色智慧

住客會所<sup>5</sup>由著名日本室內設計事務所設計及裝潢，注入現代美學風格，盡顯與自然綠意融合的愜意生活。住客會所<sup>5</sup>連戶外綠化園林總面積逾50,000平方呎<sup>6</sup>，室內外設施完備，包括觀景台<sup>5</sup>、戶外觀星園<sup>5</sup>、約25米長觀景室內恆溫游泳池<sup>5</sup>、室內運動場<sup>5</sup>、24小時室內健身室<sup>5,9</sup>及不同間隔的宴會廳<sup>5</sup>及貴賓廳<sup>5</sup>。住客會所<sup>5</sup>特意擴大戶外空間及配套，提供約7,000平方呎戶外兒童遊樂場<sup>5</sup>，另設有五大戶外或半戶外園林區<sup>5</sup>，包括品茶房<sup>5</sup>、燒烤區<sup>5</sup>、健身室<sup>5</sup>、閱讀室<sup>5</sup>及戶外影院<sup>5</sup>。

### 完善鐵路及道路網絡

物業管理團隊特別提供七人轎車服務<sup>7</sup>，只需約3分鐘28秒<sup>8</sup>即可直達港鐵第一城站。由項目駕車前往大老山隧道收費亭（往九龍方向）及獅子山隧道收費亭（往九龍方向）分別只需約4分鐘11秒<sup>8</sup>及約4分鐘53秒<sup>8</sup>，快捷連繫都會核心。



#### Notes

1. The above is only a general description of the surrounding environment of the Phase of the Development and does not represent that all units will enjoy the relevant views. The views described are subject to the floor on which the unit is located, the orientation of the unit and the surrounding structures and environment. They are not applicable to all units and the surrounding structures and environment may change from time to time. The Vendor does not make any offer, representation, undertaking or warranty whatsoever, whether express or implied, regarding the views and surrounding environment.
2. Lion Rock Country Park covers a wide upland region set between North Kowloon and Sha Tin. The park borders on Kam Shan Country Park to the west by a boundary line on Tai Po Road, and commands a total area of 557 hectares. Source of information: [https://www.afcd.gov.hk/tc\\_chi/country/cou\\_vis/cou\\_vis\\_cou\\_l/cou\\_vis\\_cou\\_lr.html](https://www.afcd.gov.hk/tc_chi/country/cou_vis/cou_vis_cou_l/cou_vis_cou_lr.html). Information retrieved on 7 April 2021.
3. Ma On Shan Country Park commands a site of 2,880 hectares in the Eastern New Territories. It forms a wide green belt for leisure and recreation activities in the Ma On Shan region with the neighbouring Sai Kung West Country Park and Lion Rock Country Park. Source of information: [https://www.afcd.gov.hk/tc\\_chi/country/cou\\_vis/cou\\_vis\\_cou\\_l/cou\\_vis\\_cou\\_lr.html](https://www.afcd.gov.hk/tc_chi/country/cou_vis/cou_vis_cou_l/cou_vis_cou_lr.html). Information retrieved on 7 April 2021.
4. The saleable area and the floor area of a balcony, a utility platform and a verandah (if any) are calculated in accordance with Section 8 of the Residential Properties (First-hand Sales) Ordinance. The saleable area excludes the area of every one of the items specified in Part 1 of Schedule 2 of the Residential Properties (First-hand Sales) Ordinance. The areas as specified in square feet above are converted at a rate of 1 square metre=10.764 square feet and rounded off to the nearest square foot. Figures shown in square feet may be slightly different from those shown in square metre.
5. The clubhouse/recreational facilities may not be immediately available for use at the time of handover of the Phase of the Development. Some of the facilities and/or services belong to or are situated at other Phase(s) of the Development and shall not be available for use before completion of construction of such Phase(s) and all the necessary preparations for such use. Some of the facilities and/or services may be subject to the consents or licenses from the Government departments, or additional payments may be chargeable to the users. The promotional names that appear in this advertisement/promotional material will not appear in any preliminary agreement for sale and purchase, formal agreement for sale and purchase, assignment or any other title documents relating to the residential properties. The names of the abovementioned facilities in this advertisement/promotional material are subject to confirmation, and such names might be different when the clubhouse facilities are open for use. The Vendor reserves the rights to amend the aforesaid and any facilities, design, fees or usage not yet set out. The Vendor reserves the right to revise and alter the clubhouse facilities and its layouts, materials, furniture, design, floor plans, usage, specifications and colour thereof, without prior notice. Uses and opening hours (including change in usage, if any) of the clubhouse facilities are subject to the restrictions set out in the relevant stipulations of legislation, land grants and the deed of mutual covenant (DMC), as well as actual site constraints.
6. The actual area of the clubhouse and landscapes is subject to the final plans and/or documents approved by relevant Government departments. The Vendor reserves the rights to amend and revise the area of the clubhouse and landscapes.
7. This service contract is for a period of 2 years, commencing on the date of execution of the St Michel Deed of Mutual Covenant incorporating Management Agreement. Management service and other abovementioned services are provided by the manager of the Phase or other contract-engaged third party companies, subject to terms and conditions. The manager or contract-engaged third party companies may solely determine the fees, terms of use, operation hours and service period for the provision of management service or other abovementioned services, but subject to the terms in the deed of mutual covenant, service contract or other relevant legal documents. The services and/or facilities may not be available for immediate use at the time of handover of the Phase of the Development. In case of any dispute, the decision of the management company or contract-engaged third party companies shall be final.
8. The abovementioned journey time is estimated using the shortest route and within marked speed limits, excluding the procedures (if applicable) and the waiting time caused by traffic congestion and traffic light signals. The estimated time stated is for reference only, affected by and subject to the actual traffic and road conditions.

Name of the Phase of the Development: Phase 1 (“the Phase”) of St Michel Development (“the Development”) (Crown Tower, Queen Tower 1 and Queen Tower 2 of the residential development in the Phase are called “St Michel”)

District: Shatin

Name of Street and Street Number of the Phase: 33 To Shek Street<sup>#</sup>

The website address designated by the Vendor for the Phase: [www.stmichel.com.hk/p1](http://www.stmichel.com.hk/p1)

The photographs, images, drawings or sketches shown in this advertisement/promotional material represent an artist's impression of the development concerned only. They are not drawn to scale and/or may have been edited and processed with computerized imaging techniques. Prospective purchasers should make reference to the sales brochure for details of the development. The Vendor also advises prospective purchasers to conduct an on-site visit for a better understanding of the development site, its surrounding environment and the public facilities nearby.

Vendor: Mainco Limited

Holding companies of the Vendor: Champion Sino Holdings Limited, Time Effort Limited, Sun Hung Kai Properties Limited

Authorized Person for the Phase: Lai Chi Leung Henry

The firm or corporation of which the Authorized Person for the Phase is a proprietor, director or employee in his professional capacity: Archiplus International (HK) Limited

Building contractor for the Phase: Chun Fai Construction Company Limited

The firm of solicitors acting for the owner in relation to the sale of residential properties in the Phase: Woo Kwan Lee & Lo, Mayer Brown

Authorized institution that has made a loan, or has undertaken to provide finance, for the construction of the Phase: The Hongkong and Shanghai Banking Corporation Limited

Any other person who has made a loan for the construction of the Phase: Sun Hung Kai Properties Holding Investment Limited  
The estimated material date for the Phase as provided by the Authorized Person for the Phase to the best of the Vendor's knowledge: 31st May 2022 ("Material date" means the date on which the conditions of the land grant are complied with in respect of the Phase. The estimated material date is subject to any extension of time that is permitted under the agreement for sale and purchase.)

This advertisement is published by the Vendor or by another person with the consent of the Vendor.

Prospective purchasers are advised to refer to the sales brochure for any information on the Phase.

<sup>#</sup> The provisional street number is subject to confirmation when the Phase is completed.

All contents of this advertisement/promotional material do not constitute and shall not be constituted as constituting any offer, representation, undertaking or warranty, whether express or implied.

Date of Printing: 19 July 2021

#### 備註

1. 上述僅為發展項目期數周邊環境的大概描述，並不代表所有單位同時享有相關景觀。所述景觀受單位所處層數、座向及周邊建築物及環境影響，並非適用於所有單位，且周邊建築物及環境會不時改變。賣方對景觀及周邊環境並不作出任何不論明示或隱含之要約、陳述、承諾或保證。
2. 獅子山郊野公園範圍包括北九龍與沙田之間的山嶺地帶，西端毗鄰金山郊野公園，以大埔公路作為分界線，總面積為 557公頃。相關資料來源自[https://www.afcd.gov.hk/tc\\_chi/country/cou\\_vis/cou\\_vis\\_cou\\_l/cou\\_vis\\_cou\\_lr.html](https://www.afcd.gov.hk/tc_chi/country/cou_vis/cou_vis_cou_l/cou_vis_cou_lr.html)，資料擷取日期為2021年4月7日。
3. 馬鞍山郊野公園位於新界東部，佔地2,880公頃，其與西貢西郊野公園及獅子山郊野公園連接，形成面積連闊的康樂地帶。相關資料來源自[https://www.afcd.gov.hk/tc\\_chi/country/cou\\_vis/cou\\_vis\\_cou\\_l/cou\\_vis\\_cou\\_lr.html](https://www.afcd.gov.hk/tc_chi/country/cou_vis/cou_vis_cou_l/cou_vis_cou_lr.html)，資料擷取日期為2021年4月7日。
4. 實用面積以及露台、工作平台及陽台（如有）的樓面面積，是按照《一手住宅物業銷售條例》第8條計算得出的。實用面積不包括《一手住宅物業銷售條例》附表2第1部所指明的每一項的面積。上述以平方呎所列之面積，均以1平方米=10.764平方呎換算，並以四捨五入至整數平方呎，以平方呎與以平方米之數字可能有些微差異。
5. 會所/康樂設施於發展項目期數入伙時未必能即時啟用。部分設施及/或服務屬於或位於發展項目其他期數，於該期數並未落成及準備妥當前不可使用。部分設施及/或服務以政府部門之審批同意或許可為準，使用者或須另外繳費。本廣告/宣傳資料內出現的宣傳名稱，將不會在住宅物業的臨時買賣合約、正式買賣合約、轉讓契或任何其他業權契據中顯示。本廣告/宣傳資料內所述之設施名稱待定，所有名稱未必與會所日後啟用時的設施名稱相同。賣方保留一切修改以上及一切未列舉之設施、設計、收費及用途權力。賣方保留修訂及更改會所設施及其間隔、用料、傢俬、設計、布局、用途、規格及顏色等的權利，而無須另行通知。會所不同設施之開放時間及使用（以及更改用途，如有）受相關法律、批地文件及公契條款及現場環境狀況限制。
6. 會所及園林的實際面積以政府相關部門最後批准之圖則及/或文件為準。賣方保留修訂及更改會所及園林的面積的權利。
7. 此服務為期2年合約，由瓏珀山公契及管理合約之簽立日期起計。管理服務及其他上述服務將由期數的管理人或其他合約聘用的第三方公司所提供，詳情受制於條款及細則。管理人或合約聘用的第三方公司可自行決定就其管理服務或其他上述服務之收費、使用條款、營運時間及服務期限，惟須受公契、服務合約或其他相關法律文件所訂立的條款規限。服務及/或設施於發展項目期數入伙時未必能即時啟用。如有任何爭議，管理公司或合約聘用的第三方公司保留最終決定權。
8. 上述的預計行車時間是按最短路線及合法車速計算，並不包括辦理手續（如適用）及因交通擠塞及燈號所等候的時間。所述預計時間僅供參考，並受實際交通及路面情況影響及限制。

發展項目期數名稱：瓏珀山發展項目（「發展項目」）的第1期（「期數」）（期數中住宅發展項目的Crown Tower、Queen Tower 1及Queen Tower 2稱為「瓏珀山」）

區域：沙田

期數的街道名稱及門牌號數：多石街33號<sup>#</sup>

賣方就期數指定的互聯網網站的網址：

[www.stmichel.com.hk/p1](http://www.stmichel.com.hk/p1)

本廣告/ 宣傳資料內載列的相片、圖像、繪圖或素描顯示純屬畫家對有關發展項目之想像。有關相片、圖像、繪圖或素描並非按照比例繪畫及/ 或可能經過電腦修飾處理。準買家如欲了解發展項目的詳情，請參閱售樓說明書。賣方亦建議準買家到有關發展地盤作實地考察，以對該發展地盤、其周邊地區環境及附近的公共設施有較佳了解。

賣方：Mainco Limited

賣方的控權公司：Champion Sino Holdings Limited、Time Effort Limited、新鴻基地產發展有限公司

期數的認可人士：賴志良

期數的認可人士以其專業身份擔任經營人、董事或僱員的商號或法團：亞設貝佳國際（香港）有限公司

期數的承建商：駿輝建築有限公司

就期數的住宅物業的出售而代表擁有人人事的律師事務所：胡關李羅律師行、孖士打律師行  
已為期數的建造提供貸款或已承諾為該項建造提供融資的認可機構：香港上海滙豐銀行有限公司

已為期數的建造提供貸款的任何其他人：Sun Hung Kai Properties Holding Investment Limited

盡賣方所知，由期數的認可人士提供的期數之預計關鍵日期：2022年5月31日（「關鍵日期」指批地文件的條件就期數而獲符合的日期。預計關鍵日期是受到買賣合約所允許的任何延期所規限的。）

本廣告由賣方發布或在賣方的同意下由另一人發布。

賣方建議準買方參閱有關售樓說明書，以了解期數的資料。

<sup>#</sup> 此臨時門牌號數有待期數建成時確認。

本廣告／宣傳資料及其所有內容僅供參考，並不構成亦不得被詮釋成作出任何不論明示或隱含之要約、陳述、承諾或保證。

印製日期：2021年7月19日



## Phase 1 — Wetland Seasons Park in Tin Shui Wai presents sustainable living for the new generation

### 天水圍第1期Wetland Seasons Park 打造新世代可持續發展生活模式

The Group completed the Phase 1 — Wetland Seasons Park in Tin Shui Wai, with owners taking possession of their new residential units. The Development features sustainable living, blending in well with the community and the environment. It integrates the scenic environment of Wetland Park along its boundary, offering green, healthy and smart living for residents.



Wetland Seasons Park's Sky Club<sup>1</sup> is the only sky clubhouse in the district, offering a panoramic view of Wetland Park (This photo was taken on 20 April 2021 at Sky Club<sup>1&5</sup>.)  
Wetland Seasons Park設有區內獨一無二的空中會所「Sky Club」<sup>1</sup>，住戶可全方位飽覽濕地公園的自然景致（相片乃於2021年4月20日拍攝於「Sky Club」<sup>1&5</sup>。）



### Integrated with the natural ecology

As Wetland Seasons Park, which is right next to Hong Kong Wetland Park, is located in the Wetland Buffer Area, the Group implemented a number of measures at the design and construction stages to minimize its impact on the wetland ecology.

The Development adopted a stepped layout design. The towers closest to Wetland Park are the lowest, and the ones closest to Tin Shui Wai Town Centre are capped at 10 storeys. This ensures that the prevailing winds from Wetland Park blowing towards Tin Shui Wai Town Centre remain unblocked, flowing in a bottom-up manner. The Development has six ventilation breezeways, with the main breezeway 35 metres wide, to ensure that Tin Shui Wai Town Centre enjoys sufficient natural wind. Earth tones were used in the façade to help it blend in with the wetland environment. Construction measures included noise barriers over six metres high, an independent sewage-treatment system, pre-cast concrete paving slabs on the haul road, and other measures to minimize the impact of the construction work on the environment.

### Wellness counts

The Wetland Seasons Park residents' clubhouse<sup>1</sup> and landscapes span approximately 210,000 square feet. The landscape design adopted the 'Shakkei' (borrowed scenery) concept, using the natural ecological view of Wetland Park as

the backdrop. Accompanied by various types of trees and terrain, the design extends the neighbouring natural environment of Wetland Park to the interior garden of the Development.

The residents' clubhouse will feature the only sky clubhouse<sup>2</sup> in the district, offering scenic views of Wetland Park and the movements of migratory birds<sup>2</sup>. Residents can enjoy the clubhouse facilities while learning related knowledge.

### Smart homes for the new generation

Each unit in Wetland Seasons Park is equipped with CAT<sup>3</sup> data cables<sup>3</sup> and a Wi-Fi system<sup>3</sup>. After connecting to the specified Internet service provider, residents can seamlessly link all the smart household equipment and the Internet. Moreover, the project's dedicated mobile application, Smart Community App<sup>4</sup>, provides residents with touchless door control and lift buttons, and performs various services.

**集團位於天水圍的第1期Wetland Seasons Park最近落成，業主現正陸續收樓。發展項目強調社區與環境共融的可持續生活，透過融入周邊濕地公園的優美環境，為住客提供綠色健康的智能安樂窩。**

### 結合自然生態

Wetland Seasons Park位於香港濕地公園旁邊，更位處濕地緩衝區，故此在設計及施工時採取了多項措施，以盡量減低對濕地生態環境的影響。

在設計上，發展項目採取階梯式設計，最接近濕地公園的樓宇高度最低，最接近天水圍市中心的亦只有10層，確保由濕地公園方向吹向天水圍市中心的盛行風可以由下而上不受阻擋地導向天水圍市中心。發展項目設有六條通風廊，主通風廊闊達35米，讓天水圍市中心有足夠自然風。建築物外牆以大地色調為主，以配合濕地環境。另外，施工期間設置逾六米高的隔音屏障、獨立污水處理系統、工地車路面使用預製石矢板組等，以減低工程對環境的影響。

### 注重心康體健

Wetland Seasons Park的住客會所<sup>1</sup>連園林面積約210,000平方呎。園林以「借景」手法，以濕地公園的自然生態景觀為背景，配以各種樹木及地型，將外圍濕地公園的自然環境延伸至內園。

住客會所設有區內唯一的空中會所<sup>1</sup>，可俯瞰濕地公園景致及季候鳥的動態景觀<sup>2</sup>，讓住客享受會所設施的同時，亦可了解到相關知識。

### 新世代智能家居

Wetland Seasons Park每個單位均預設CAT<sup>3</sup>數據線<sup>3</sup>及Wi-Fi系統<sup>3</sup>，住戶只需接駁指定互聯網供應商，即可無縫連接全屋智能設備及互聯網。同時專為住戶設計手機應用程式「Smart Community App」<sup>4</sup>，協助住客免觸開門及掣粒，並使用各項服務。

#### 備註

1. 「Club Seasons」及「Sky Club」為發展項目的住客會所。發展項目的住客會所內的部分設施及/或服務的使用或操作可能受制於會所守則及設施的使用守則及政府有關部門發出之同意書或許可證，或需額外付款。會所各區域及設施的名稱為推廣名稱並僅於推廣資料中顯示，將不會在公契、臨時買賣合約、買賣合約、轉讓契或其他業權契據中顯示。有關發展項目的詳細資料，請參考售樓說明書。住客會所內的設施及落成日期以屋宇署、地政總署及/或其他相關政府部門之最終批核為準，於發展項目住宅物業入伙時未必能即時啟用。
2. 上述僅為發展項目周邊環境的大概描述，並不代表所有單位同時享有相關景觀。單位景觀受單位所處層數、座向及周邊建築物及環境影響，並非適用於所有單位。且周邊建築物及環境會不時改變。賣方對實際住宅單位之現場景觀並無任何陳述、承諾或保證（無論明示或暗示）。準買家如欲了解有關發展項目的詳情，請參閱售樓說明書。賣方亦建議準買家到該物業發展項目地盤作實地考察，以對該發展項目地盤、其周邊地區環境及附近的公共設施有較佳了解。
3. 住宅物業的裝置、裝修物料及設備以買賣合約內規定者為準。賣方保留權利更改及/或以其他裝置、裝修物料及設備代替本廣告/宣傳資料內所述之裝置、裝修物料及設備，一切以政府相關部門最後批准及買賣合約規定為準。賣方承諾如在發展項目中沒有安裝指明的品牌名稱或產品型號的設備，便會安裝品質相若的設備。
4. 「Smart Community App」為流動智能電話的應用程式，仍處於開發階段，其功能及覆蓋的服務可能不時作出修改、增加、刪減或調整，而無須事先通知賣方。服務將由發展項目的管理人或其他合約聘用的第三方公司所提供，詳情受制於條款及細則。管理人或合約聘用的第三方公司可自行決定就其管理服務或其他服務之收費、使用條款、營運時間及服務期限，惟須受公契、服務合約或其他相關法律文件所訂立的條款規範。服務及/或設施於發展項目入伙時未必能即時啟用。如有任何爭議，管理公司或合約聘用的第三方公司保留最終決定權。以上資料並不構成或不應被視作為賣方對任何有關設施及/或服務的使用、操作及/或提供之要約、陳述、承諾或保證（不論明示或隱含）。
5. 相片經電腦修飾處理，所展示的設施、布局、間隔、規格、尺寸、顏色、用料、裝置、裝修物料、設備、燈光效果、傢俬、裝飾物、植物、園景及其他物件等未必會在發展項目或其附近範圍內出現。相片僅供參考，並不構成亦不得詮釋或作出任何不論明示或隱含之要約、陳述、承諾或保證。準買家如欲了解有關發展項目的詳情，請參閱售樓說明書。賣方建議準買家到有關發展地盤作實地考察，以對該發展地盤、其周邊地區環境及附近的公共設施有較佳了解。

Name of the Phase of the Development: Phase 1 ("Phase 1") of Wetland Lot No.34 Development ("the Development") (Tower 6, Tower 10, Tower 16, Tower 17, Tower 20 to Tower 23, Villa 8 to Villa 11 and House 1 to House 3, House 5 to House 11 of the residential development in Phase 1 are called "Wetland Seasons Park")

Name of the Phase of the Development: Phase 2 ("Phase 2") of Wetland Lot No.34 Development ("the Development") (Tower 2, Tower 3, Tower 5, Tower 11, Tower 12, Tower 15, Tower 18 and Tower 19, Villa 1 to Villa 3 and Villa 5 to Villa 7 of the residential development in Phase 2 are called "Wetland Seasons Park")

Name of the Phase of the Development: Phase 3 ("Phase 3") of Wetland Lot No.34 Development ("the Development") (Tower 1, Tower 7, Tower 8 and Tower 9 of the residential development in Phase 3 are called "Wetland Seasons Park")

District: Tin Shui Wai

Name of Street and Street Number of Phase 1, Phase 2 and Phase 3 of the Development: 9 Wetland Park Road

The website address designated by the Vendor for Phase 1 of the Development: [www.wetlandseasonspark.com.hk](http://www.wetlandseasonspark.com.hk)

The website address designated by the Vendor for Phase 2 of the Development: [www.wetlandseasonspark2.com.hk](http://www.wetlandseasonspark2.com.hk)

The website address designated by the Vendor for Phase 3 of the Development: [www.wetlandseasonspark3.com.hk](http://www.wetlandseasonspark3.com.hk)

The photographs, images, drawings or sketches shown in this advertisement/promotional material represent an artist's impression of the development concerned only. They are not drawn to scale and/or may have been edited and processed with computerized imaging techniques. Prospective purchasers should make reference to the sales brochure for details of the development. The Vendor also advises prospective purchasers to conduct an on-site visit for a better understanding of the development site, its surrounding environment and the public facilities nearby.

Vendor: Pacific Gold Limited  
Holding companies of the Vendor: Newray Ventures Limited, Time Effort Limited, Sun Hung Kai Properties Limited  
Authorized Person for Phase 1, Phase 2 and Phase 3 of the Development: Ronald P.C. Liang  
The firm or corporation of which the Authorized Person for Phase 1, Phase 2 and Phase 3 of the Development is a proprietor, director or employee in his professional capacity: LWK & Partners (HK) Limited  
Building contractor for Phase 1, Phase 2 and Phase 3 of the Development: Chun Fai Construction Company Limited  
The firms of solicitors acting for the owner in relation to the sale of residential properties in Phase 1, Phase 2 and Phase 3 of the Development: Woo Kwan Lee & Lo, Sit, Fung, Kwong & Shum, Mayer Brown  
Authorized institution that has made a loan, or has undertaken to provide finance, for the construction of Phase 1, Phase 2 and Phase 3 of the Development: The Hongkong and Shanghai Banking Corporation Limited  
Any other person who has made a loan for the construction of Phase 1, Phase 2 and Phase 3 of the Development: Sun Hung Kai Properties Holding Investment Limited  
The estimated material date for Phase 2 and Phase 3 of the Development as provided by the Authorized Person for Phase 2 and Phase 3 of the Development to the best of the Vendor's knowledge: 15th July 2021 (Phase 2) and 30th November 2021 (Phase 3) ("Material date" means the date on which the conditions of the land grant are complied with in respect of Phase 2 and Phase 3 (as the case may be) of the Development. The estimated material date is subject to any extension of time that is permitted under the agreement for sale and purchase.)  
This advertisement is published by the Vendor or by another person with the consent of the Vendor.  
Prospective purchasers are advised to refer to the sales brochure for any information on the Development or Phase 1, Phase 2 and Phase 3 of the Development.  
Date of Printing: 19 July 2021

發展項目期數名稱: Wetland Lot No.34 Development發展項目（「發展項目」）的第1期（「第1期」）（第1期中住宅發展項目的第6座、第10座、第16座、第17座、第20座至第23座、別墅8至別墅11及洋房1至洋房3、洋房5至洋房11稱為「Wetland Seasons Park」）

發展項目期數名稱: Wetland Lot No.34 Development發展項目（「發展項目」）的第2期（「第2期」）（第2期中住宅發展項目的第2座、第3座、第5座、第11座、第12座、第15座、第18座及第19座、別墅1至別墅3及別墅5至別墅7稱為「Wetland Seasons Park」）

發展項目期數名稱: Wetland Lot No.34 Development發展項目（「發展項目」）的第3期（「第3期」）（第3期中住宅發展項目的第1座、第7座、第8座及第9座稱為「Wetland Seasons Park」）

區域: 天水圍

發展項目第1期、第2期及第3期的街道名稱及門牌號數: 濕地公園路9號

賣方就發展項目第1期指定的互聯網網站的網址: [www.wetlandseasonspark.com.hk](http://www.wetlandseasonspark.com.hk)

賣方就發展項目第2期指定的互聯網網站的網址: [www.wetlandseasonspark2.com.hk](http://www.wetlandseasonspark2.com.hk)

賣方就發展項目第3期指定的互聯網網站的網址: [www.wetlandseasonspark3.com.hk](http://www.wetlandseasonspark3.com.hk)

本廣告/宣傳資料內載列的相片、圖像、繪圖或素描顯示純屬畫家對有關發展項目之想像。有關相片、圖像、繪圖或素描並非按照比例繪畫及/或可能經過電腦修飾處理。準買家如欲了解發展項目的詳情，請參閱售樓說明書。賣方亦建議準買家到有關發展地盤作實地考察，以對該發展地盤、其周邊地區環境及附近的公共設施有較佳了解。

賣方: Pacific Gold Limited  
賣方的控股公司: Newray Ventures Limited、Time Effort Limited、新鴻基地產發展有限公司  
發展項目第1期、第2期及第3期的認可人士: 梁鵬程  
發展項目第1期、第2期及第3期的認可人士以其專業身份擔任經營人、董事或僱員的商號或法團: 梁黃顧建築師(香港)事務所有限公司  
發展項目第1期、第2期及第3期的承建商: 駿輝建築有限公司  
就發展項目第1期、第2期及第3期中的住宅物業的出售而代表擁有人行事的律師事務所: 胡關李羅律師行、薛馮鄺岑律師行、孖士打律師行  
已為發展項目第1期、第2期及第3期的建造提供貸款或已承諾為該項建造提供融資的認可機構: 香港上海滙豐銀行有限公司  
已為發展項目第1期、第2期及第3期的建造提供貸款的任何其他人: Sun Hung Kai Properties Holding Investment Limited  
盡賣方所知，由發展項目第2期及第3期的認可人士提供的發展項目第2期及第3期之預計關鍵日期: 2021年7月15日(第2期)及2021年11月30日(第3期)（「關鍵日期」指批地文件的條件就發展項目第2期及第3期(視乎情況而言)而獲符合的日期。預計關鍵日期是受到買賣合約所允許的任何延期所限制的。）  
本廣告由賣方發布或在賣方的同意下由另一人發布。  
賣方建議準買方參閱有關售樓說明書，以了解發展項目或發展項目第1期、第2期及第3期的資料。  
印製日期: 2021年7月19日

#### Notes

1. Club Seasons and Sky Club are the residents' clubhouses of the Development. The use or operation of some of the facilities and/or services in the residents' clubhouses of the Development may be subject to the rules and regulations of the clubhouses and facilities and to the consent or license from the relevant government and shall not be, or subject to additional payments. The names of the clubhouse zones and facilities are promotional names that appear in promotional materials only, and will not appear in the Deed of Mutual Covenant, preliminary agreement for sale and purchase, agreement for sale and purchase, assignment or other title documents relating to the residential properties. Please refer to the Sales Brochure for details of the Development. Facilities in the residents' clubhouses and the date of completion thereof are subject to final approval by the Buildings Department, Lands Department and/or other relevant Government departments, and may not be available for immediate use at the time of handover of the residential properties in the Development.
2. The above is only a general description of the surrounding environment of the Development and does not represent that all units will enjoy the relevant views. The views of the unit are subject to the floor on which the unit is located, the orientation of the unit and the surrounding structures and environment. They are not applicable to all units and the surrounding structures and environment may change from time to time. The Vendor does not make any representation, undertaking or warranty whatsoever, whether express or implied, regarding the on-site views of the actual residential unit. Prospective purchasers should make reference to the Sales Brochure for details of the Development. The Vendor also advises prospective purchasers to conduct on-site visit(s) for a better understanding of the Development site, its surrounding environment and the public facilities nearby.
3. Fittings, finishes and appliances in the residential properties are subject to the provisions in the agreement for sale and purchase. The Vendor reserves the rights to revise and and/or replace the fittings, finishes and appliances stated in this advertisement/promotional material with other fittings, finishes and appliances, subject to the final approval by the relevant Government departments and the provisions in the agreement for sale and purchase. The Vendor undertakes that if appliances of the specified brand name or model number are not installed in the Development, appliances of comparable quality will be installed.
4. The "Smart Community App" is a smartphone application in the course of development; its functionalities and services may be modified, increased, deleted or adjusted from time to time without prior notice to any purchaser. The services will be provided by the manager of the Development or other contract-engaged third party companies, and are subject to terms and conditions. The manager or contract-engaged third party companies may solely determine the fees, terms of use, operation hours and service period of the managed service or other services, but subject to the terms in the Deed of Mutual Covenant, service contract or other relevant legal documents. The services and/or facilities may not be available for immediate use at the time of handover of the residential properties in the Development. In case of any dispute, the decision of the management company or contract-engaged third party companies shall be final. The abovementioned information does not constitute and shall not be construed as any offer, representation, undertaking or warranty of the usage, operations and/or provisions of any relevant facilities and/or services on the part of the Vendor.
5. The photos have been processed with computerized imaging techniques and the facilities, layout, partitions, specifications, measurements, colours, materials, fittings, finishes, appliances, lighting effects, furniture, decorative items, plants, landscaping and other objects shown therein are for reference only and may not appear in or the view may not be seen in or from the Development or its surrounding area. The photos are for reference only and shall not constitute or be construed as any offer, representation, undertaking or warranty whatsoever, whether express or implied by the Vendor. Prospective purchasers should make reference to the sales brochure for details of the Development. The Vendor also advises prospective purchasers to conduct on-site visit(s) for a better understanding of the development site, its surrounding environment and the public facilities nearby.





The above image was taken from some height above the Phase of the Development on 28 July 2020 and has been processed with computerized imaging techniques. The general appearance of the Phase of the Development has been merged and added by computer rendering techniques and processed with computerized imaging techniques, in order to illustrate the general appearance of the environment, structures and facilities surrounding the Phase of the Development. The image does not illustrate the final appearance or view of or from the Phase of the Development or any part thereof and is for reference only. The Phase of the Development was still under construction when the image was taken. The Vendor also advises prospective purchasers to conduct on-site visit(s) for a better understanding of the development site, its surrounding environment and the public facilities nearby. The Vendor does not make any offer, undertaking, representation or warranty whatsoever, whether express or implied, as to the environment, structures and facilities surrounding the Phase of the Development.

以上相片於2020年07月28日於發展項目期數附近上空拍攝，並經電腦修飾處理，發展項目期數之大概外觀以電腦模擬效果合成加入並經電腦修飾處理，以展示發展項目期數大約之周邊環境、建築物及設施，並非作展示發展項目期數或其任何部分最後完成之外觀或其景觀，僅供參考。拍攝時，發展項目期數仍在興建中。賣方亦建議準買家到有關發展地盤作實地考察，以對該發展地盤、其周邊地區環境及附近的公共設施有較佳了解。賣方對發展項目期數的周邊環境、建築物及設施並不作出不論明示或隱含之要約、承諾、陳述或保證。

## Regency Bay II in Tuen Mun continues to see brisk sales 屯門御海灣 II 延續佳績

Regency Bay, the Group's south-facing<sup>1</sup> waterfront landmark residences in Tuen Mun South, is now under development. Strategically located in the Greater Bay Area, it is the newest residential development closest to the Tuen Mun–Chek Lap Kok Tunnel<sup>2</sup>. Regency Bay is poised to benefit from its multifaceted, convenient location and comprehensive transportation network.

Following the strong sales of Phase 1, Phase 2, Regency Bay II, has seen an encouraging response since its initial release in April 2021. As at 7 July 2021, Regency Bay II recorded a contracted sales of almost HK\$2,000 million.

### Waterfront landmark residences

The Development faces a panoramic view of six major bays in Tuen Mun South<sup>1</sup>, presenting a south-facing waterfront view of superb scenery<sup>1</sup>. Beneath the residences will be over 20,000 square feet of retail shops. Regency Bay II will have 406 premium residential units, ranging from 255 to 731 square feet in saleable area<sup>3</sup>, with studio to three-bedroom layouts. Special units will also be available to provide a variety of choices to buyers.

The Development's residential clubhouse<sup>4</sup> and communal gardens will span over 33,000 square feet. The waterfront clubhouse<sup>5</sup> will have a wide range of facilities, including a 24-hour complimentary gym and yoga room, independent spa rooms, a director's house, an outdoor swimming pool, a poolside BBQ area, a children's playground and more.

### Strategically located in the Greater Bay Area with fast access to two railway lines and the Tuen Mun–Chek Lap Kok Tunnel

Regency Bay II is well served by a comprehensive transportation network. It enjoys convenient access to two railway lines. It is within walking distance of Tuen Mun Swimming Pool Light Rail Stop<sup>6</sup>, offering a speedy link to West Rail Line and the entire MTR network, enabling fast connection to Hong Kong and Kowloon's core business districts; and sits adjacent to the proposed West Rail Line Station expansion close to the Tuen Mun Swimming Pool<sup>7</sup>. It is also only a few minutes<sup>8</sup> away from bus stops and mini-bus stations for access to many leisure and business hotspots.

集團現正於屯門南發展臨海向南<sup>1</sup>地標式住宅發展項目御海灣。御海灣位處大灣區策略位置，為最接近屯赤隧道的最新住宅發展項目<sup>2</sup>，坐擁多元便捷的地利優勢，四通八達的交通網絡。

延續第1期的銷售佳績，第2期御海灣II於今年四月推出後，深受市場歡迎。截至2021年7月7日，御海灣II錄得合約銷售總額近20億港元。

### 臨海地標式住宅

發展項目前臨屯門南遼闊海景<sup>1</sup>，匯聚六大海灣，坐享臨海向南優越景致<sup>1</sup>，更設有逾20,000平方呎的基座商舖。御海灣II提供406個優質住宅單位，實用面積<sup>3</sup>由255至731平方呎，間隔由開放式至三房不等，另設特色單位，為買家提供不同選擇。

發展項目的住客會所<sup>4</sup>連園林面積逾33,000平方呎。臨海會所<sup>5</sup>設施多元化，包括24小時開放免費健身館及瑜珈室、獨立水療室、董事屋、室外游泳池、池畔燒烤區及兒童遊樂園等。

### 大灣區策略位置 兼享雙鐵及屯赤隧道優勢

御海灣II享有完善交通配套，坐擁雙鐵優勢，信步即達輕鐵線屯門泳池站<sup>6</sup>，迅速連繫西鐵線及整個港鐵網絡，瞬達港九核心商業圈；及毗鄰屯門游泳池地段更擬增設全新西鐵站<sup>7</sup>。此外，只需短短數分鐘<sup>8</sup>，即可乘搭多條巴士線及多條專線小巴線往返各消閒商業熱點。

御海灣II座落於千億基建<sup>8</sup>的核心，盡享大灣區地利優勢。發展項目毗鄰豁免收費的屯赤隧道<sup>2</sup>，由屯門南駕車約10分鐘即達香港國際機場<sup>9</sup>；同時連繫港澳大橋，接通粵港澳大灣區，打造一小時生活圈<sup>10</sup>。另外，住客可沿港珠澳大橋抵達24小時通關的人工島香港口岸；經屯門繞道（擬建中）<sup>11</sup>接連元朗公路及深港西部通道連繫深圳灣口岸，便捷往來深圳寶安機場。此外，憑藉屯門繞道（擬建中）<sup>11</sup>接連深港西部通道，能直達深圳市南山區中央商務區<sup>12</sup>，發揮協同經濟效應。區內大型基建亦進一步發揮往返大灣區鄰近城市的便利，瞬捷貫通「港、深、珠、澳」四地<sup>10</sup>。

### Notes

1. The views described are not applicable to all units. The Phase of the Development and its surrounding environment, buildings and facilities may change from time to time. The views to be enjoyed by the unit upon completion are subject to its orientation, the floor on which the unit is located, surrounding environment, buildings and facilities. The Vendor does not make any offer, undertaking, representation or warranty whatsoever, whether express or implied.

2. Regency Bay Development is the newest development to be situated close to the Tuen Mun–Chek Lap Kok Tunnel. Tuen Mun–Chek Lap Kok Tunnel is also known as Tuen Mun–Chek Lap Kok Link. The newest residential development refers to the residential development first launched in 2020.

3. The saleable area of a residential property, and the floor area of a balcony, a utility platform and a verandah (if any) are calculated in accordance with Section 8 of the Residential Properties (First-hand Sales) Ordinance.

4. All owners of residential properties in the Development, residents and their guests will have access to the residential clubhouse and recreational facilities, but subject to the terms in the deed of mutual covenant, terms and requirements of relevant Government licenses and regulations, and payments may be chargeable to the users. The clubhouse and recreational facilities may not be available for use at the time of handover of the residential properties of the Development, subject to the approvals from relevant Government departments.

5. The residential clubhouse and/or recreational facilities in the Development may not be immediately available for use at the time of handover of the Phase of the Development. Some of the facilities and/or services may be subject to the consents or licenses from the Government departments. The promotional names that appear in this advertisement/promotional material will not appear in any preliminary agreement for sale and purchase, formal agreement for sale and purchase, assignment or any other title documents relating to the residential properties. The names of the above-mentioned facilities in this advertisement/promotional material are subject to confirmation, and such names might be different when the clubhouse facilities are open for use. The Vendor reserves the rights to amend the aforesaid and any facilities, design, fees or usage not yet set out. The services referred to in this advertisement/promotional material will be provided by the manager of the Phase of the Development or other contract-engaged third party companies, and are subject to terms and conditions. The manager or contract-engaged third party companies may amend, revise, insert or delete the terms and conditions for the provision of the related service including but not limited to the fees, operation hours and service period without further notice. The provision of such services is subject to the terms in the deed of mutual covenant, service contract or other relevant legal documents. These services may not be immediately available for use at the time of handover of the residential properties in the Phase of the Development. In case of any dispute, the decision of the management company or contract-engaged third party companies shall be final.

6. The walking times above are measured by the staff departing from the entrance of Tower 2 of Regency Bay during the on-site trials on 3 January 2020 and 14 January 2021. They are subject to the actual road conditions.

7. The proposed Tuen Mun South Extension will extend the current West Rail Line from Tuen Mun Station southwards and provide two additional stations. One of which is proposed to be stationed at Area 16 to further strengthen the neighbourhood's swift access to and from the city's commercial cores. Source: Legislative Council Paper – Tuen Mun South Extension: [https://www.legco.gov.hk/yr19-20/chinese/panels/tp/tp\\_rdp/papers/tp\\_rdp20200605cb4-646-1-c.pdf](https://www.legco.gov.hk/yr19-20/chinese/panels/tp/tp_rdp/papers/tp_rdp20200605cb4-646-1-c.pdf) (Date of reference: 13 February 2021)

8. Infrastructures worth \$100 billion include the construction costs of Tuen Mun–Chek Lap Kok Link (approx. \$1.91 billion and \$44.8 billion), Lung Kwu Tan Reclamation and the Re-planning of Tuen Mun West Area (approx. \$179 million), Tuen Mun South Extension (approx. \$11.4 billion), Hong Kong–Zhuhai–Macao Bridge Main Bridge (approx. RMB15.73 billion), Hong Kong–Zhuhai–Macao Bridge Hong Kong Link Road (approx. \$25.047 billion), Hong Kong–Zhuhai–Macao Bridge Hong Kong Port (approx. \$35.895 billion) and Hong Kong section of the Hong Kong–Shenzhen Western Corridor (approx. \$3.2 billion). Source: Tuen Mun–Chek Lap Kok Link website: [https://www.hyd.gov.hk/tc/road\\_and\\_railway/hzmb\\_projects/tmckl/index.html](https://www.hyd.gov.hk/tc/road_and_railway/hzmb_projects/tmckl/index.html) (Date of reference: 13 February 2021), Source: Legislative Council Paper – Planning and Engineering Study for Lung Kwu Tan Reclamation and the Re-planning of Tuen Mun West Area: <https://www.legco.gov.hk/yr19-20/chinese/panels/dev/papers/dev20200120cb1-328-3-c.pdf> (Date of reference: 13 February 2021), Source: news.gov.hk Tuen Mun South Extension: [https://www.news.gov.hk/chi/2020/06/20200605/20200605\\_102551\\_712.html?type=ticker](https://www.news.gov.hk/chi/2020/06/20200605/20200605_102551_712.html?type=ticker) (Date of reference: 13 February 2021), Source: Shenzhen Bay Bridge website: [https://www.hyd.gov.hk/tc/publications\\_and\\_publicity/publications/hyd\\_factsheets/doc/C\\_Shenzhen\\_Bay\\_Bridge.pdf](https://www.hyd.gov.hk/tc/publications_and_publicity/publications/hyd_factsheets/doc/C_Shenzhen_Bay_Bridge.pdf) (Date of reference: 13 February 2021) and Source: Hong Kong–Zhuhai–Macao Bridge website: [https://hzmb.hk/tchi/about\\_overview\\_01.html](https://hzmb.hk/tchi/about_overview_01.html) (Date of reference: 13 February 2021).

9. Source: Highways Department – Tuen Mun–Chek Lap Kok Link website: [https://www.hyd.gov.hk/tc/road\\_and\\_railway/hzmb\\_projects/tmckl/index.html](https://www.hyd.gov.hk/tc/road_and_railway/hzmb_projects/tmckl/index.html) (Date of reference: 13 February 2021)

10. Source: Greater Bay Area website: <https://www.bayarea.gov.hk/tc/home/index.html> (Date of reference: 12 January 2021)

11. Source: Tuen Mun Traffic and Transport Committee Document 2021 No. 5: [https://www.districtcouncils.gov.hk/tm/doc/2020\\_2023/tc/committee\\_meetings\\_doc/ttc/20081/ttc\\_2021\\_005.pdf](https://www.districtcouncils.gov.hk/tm/doc/2020_2023/tc/committee_meetings_doc/ttc/20081/ttc_2021_005.pdf) (Date of reference: 1 March 2021)

12. Source: The People's Government of Shenzhen Nanshan website: <http://www.szns.gov.cn> (Date of reference: 5 May 2021) and Source: Capital University of Economics and Business CBD Development Research Base website: <https://cbd.cueb.edu.cn/zkx/49399.htm> (Date of reference: 5 May 2021)

Situated in the core of infrastructure projects worth HK\$100 billion<sup>8</sup>, Regency Bay II is set to benefit from its Greater Bay Area location. The Development is next to the toll-free Tuen Mun–Chek Lap Kok Tunnel<sup>2</sup>, Hong Kong International Airport is only about a 10-minute drive away from Tuen Mun South<sup>9</sup>. It is also connected to the Hong Kong–Zhuhai–Macao Bridge, facilitating easy travel between the Guangdong–Hong Kong–Macao Greater Bay Area, creating a one-hour living circle<sup>10</sup>. Residents can also take the Hong Kong–Zhuhai–Macao Bridge to the Artificial Island of Hong Kong Port 24 hours a day, or take the Tuen Mun Bypass (proposed)<sup>11</sup> to the Yuen Long Highway and Hong Kong–Shenzhen Western Corridor, connections to both Shenzhen Bay Port and Shenzhen Bao'an International Airport can be made with ease. With the Tuen Mun Bypass (proposed)<sup>11</sup> connecting to the Hong Kong–Shenzhen Western Corridor, the Development will enjoy direct access to the Central Business District in Shenzhen's Nanshan District<sup>12</sup>, providing an added economic boost. The major infrastructure projects in the district will further enhance travelling to neighbouring Greater Bay Area cities, enabling speedy linkage between Hong Kong, Shenzhen, Zhuhai and Macau<sup>10</sup>.



備註

1. 所述景觀並非適用於所有單位。發展項目期數及其周邊環境、建築物及設施可能不時改變，落成後的單位所享有之景觀受其座向、樓層、周邊環境、建築物及設施所影響，賣方並不作出不論明示或隱含之要約、承諾、陳述或保證。
2. 御海灣發展項目乃最接近屯赤隧道的最新發展項目。屯赤隧道即屯門至赤鱗角連接路。最新發展住宅項目指於2020年內首次發售的住宅發展項目。
3. 住宅物業的實用面積、以及露台、工作平台及陽台（如有）的樓面面積，是按照《一手住宅物業銷售條例》第8條計算得出的。
4. 所有發展項目內的住宅物業的業主、住客及其賓客均可使用住客會所及康樂設施，惟須遵守公契、相關政府牌照、規例的條款及規定，並可能須支付費用。會所及康樂設施於發展項目內的住宅物業入伙時將未必可以啟用，以相關政府部門批准為準。
5. 發展項目的住客會所及/或康樂設施於發展項目期數入伙時未必即時啟用。部份設施及/或服務以政府部門之審批同意或許可為準。本廣告/宣傳資料內出現的宣傳名稱，將不會在住宅物業的臨時買賣合約、正式買賣合約、轉讓契或任何其他業權契據中顯示。本廣告/宣傳資料內所述之設施名稱待定，所有名稱未必與會所日後啟用時的設施名稱相同。賣方保留一切修改以上及一切未列舉之設施、設計、收費及用途權利。本廣告/宣傳資料載列的服務將由發展項目期數的管理人或其他合約聘用的第三者公司所提供，詳情受制於條款及細則。管理人或合約聘用的第三者公司可自行就有關服務之服務條款及細則作出修訂、更改或增減，包括及不限於收費、營運時間及服務期限，而不作另行通知，惟服務須受公契、服務合約或其他相關法律文件所訂立的條款規限。服務於發展項目期數住宅物業入伙時未必能即時啟用。如有任何爭議，管理公司或合約聘用的第三者公司保留最終決定權。
6. 以上步行時間由工作人員於2020年01月03日及2021年01月14日，由項目第1期第2座出入口出發，實地步行測試得出，所需時間受實際路面狀況限制。
7. 擬議中的屯門南延線將現有的西鐵線從屯門站向南延伸，並增設兩個車站，其中一車站擬設在16區，進一步強化區內居民瞬間往返城中商業核心。資料來源：立法會文件 - 屯門南延線：https://www.legco.gov.hk/yr19-20/chinese/panels/tp\_rdp/papers/tp\_rdp20200605cb4-646-1-c.pdf（參考日期：2021年02月13日）
8. 千億基建包括耗資約19.1億及448億元的屯門至赤鱗角連接路、約1.79億元的龍鼓灘填海和屯門西地區的重新規劃、約114億元的屯門南延線、約157.3億元（人民幣）的港珠澳大橋主橋、約250.47億元的港珠澳大橋香港接線、約358.95億元的港珠澳大橋香港口岸及約32億元的深港西部通道香港段工程造價。資料來源：屯門至赤鱗角連接路網站：https://www.hyd.gov.hk/tc/road\_and\_railway/hzmb\_projects/tmckl/index.html（參考日期：2021年02月13日）、資料來源：立法會文件 - 龍鼓灘填海和重新規劃屯門西地區的規劃及工程研究：https://www.legco.gov.hk/yr19-20/chinese/panels/dev/papers/dev20200120cb1-328-3-c.pdf（參考日期：2021年02月13日）、資料來源：政府新聞網屯門南延線：https://www.news.gov.hk/chi/2020/06/20200605/20200605\_102551\_712.html?type=ticker（參考日期：2021年02月13日）、資料來源：深圳灣公路大橋網站：https://www.hyd.gov.hk/tc/publications\_and\_publicity/publications/hyd\_factsheets/doc/C\_Shenzen\_Bay\_Bridge.pdf（參考日期：2021年02月13日）及資料來源：港珠澳大橋網站：https://hzmb.hk/tchi/about\_overview\_01.html（參考日期：2021年02月13日）。
9. 資料來源：路政署－屯門至赤鱗角連接路網站：https://www.hyd.gov.hk/tc/road\_and\_railway/hzmb\_projects/tmckl/index.html（參考日期：2021年02月13日）
10. 資料來源：粵港澳大灣區網站：https://www.bayarea.gov.hk/tc/home/index.html（參考日期：2021年01月12日）
11. 資料來源：屯門交通及運輸委員會文件2021年第5號：https://www.districtcouncils.gov.hk/tm/doc/2020\_2023/tc/committee\_meetings\_doc/ttc/20081/ttc\_2021\_005.pdf（參考日期：2021年03月01日）
12. 資料來源：深圳市南山區人民政府網站：http://www.szns.gov.cn（參考日期：2021年5月5日）及資料來源：首都經濟貿易大學CBD發展研究基地網站：https://cbd.cueb.edu.cn/zlxz/49399.htm（參考日期：2021年5月5日）

Name of the Phase of the Development: Phase 1 (“Phase 1”) of Regency Bay Development (“the Development”) (Tower 2 in Phase 1 is called “Regency Bay”)

Name of the Phase of the Development: Phase 2 (“Phase 2”) of Regency Bay Development (“the Development”) (Tower 1 in Phase 2 is called “Regency Bay II”)

District: Tuen Mun

Name of Street and Street Number of Phase 1 and Phase 2 of the Development: 23 Hoi Wong Road

Website address designated by the Vendor for Phase 1 of the Development: www.regencybay.com.hk

Website address designated by the Vendor for Phase 2 of the Development: www.regencybay2.com.hk

The photographs, images, drawings or sketches shown in this advertisement/promotional material represent an artist's impression of the development concerned only. They are not drawn to scale and/or may have been edited and processed with computerized imaging techniques. Prospective purchasers should make reference to the sales brochure for details of the development. The vendor also advises prospective purchasers to conduct an on-site visit for a better understanding of the development site, its surrounding environment and the public facilities nearby.

Vendor: Kong Smart Investment Limited  
Holding Companies of the Vendor: Lomita Holdings Limited, Time Effort Limited, Sun Hung Kai Properties Limited  
Authorized Person for Phase 1 and Phase 2 of the Development: Wong Ka Man Carmen  
The firm or corporation of which the Authorized Person for Phase 1 and Phase 2 of the Development is a proprietor, director or employee in his or her professional capacity: Sun Hung Kai Architects and Engineers Limited  
Building Contractor for Phase 1 and Phase 2 of the Development: Chun Fai Construction Company Limited  
The firm of Solicitors acting for the owner in relation to the sale of residential properties in Phase 1 and Phase 2 of the Development: Mayer Brown  
Authorized institution that has made a loan, or has undertaken to provide finance, for the construction of Phase 1 and Phase 2 of the Development: The Hongkong and Shanghai Banking Corporation Limited (the relevant undertaking for Phase 1 of the Development has been cancelled).  
Any other person who has made a loan for the construction of Phase 1 and Phase 2 of the Development: Sun Hung Kai Properties Holding Investment Limited  
Prospective purchasers are advised to refer to the sales brochure for any information on the Development or Phase 1 and Phase 2 of the Development.  
Phase 1 and Phase 2 are both called “the Phase”.  
This advertisement is published by the Vendor or by another person with the consent of the Vendor.  
Date of Printing: 19 July 2021

發展項目期數名稱：御海灣發展項目（「發展項目」）的第1期（「第1期」）（第1期中的第2座稱為「御海灣」）

發展項目期數名稱：御海灣發展項目（「發展項目」）的第2期（「第2期」）（第2期中的第1座稱為「御海灣II」）

區域：屯門

本發展項目第1期及第2期的街道名稱及門牌號數：海皇路23號

賣方就本發展項目第1期指定的互聯網網站的網址：www.regencybay.com.hk

賣方就本發展項目第2期指定的互聯網網站的網址：www.regencybay2.com.hk

本廣告/宣傳資料內載列的相片、圖像、繪圖或素描顯示純屬畫家對有關發展項目之想像。有關相片、圖像、繪圖或素描並非按照比例繪畫及/或可能經過電腦修飾處理。準買家如欲了解發展項目的詳情，請參閱售樓說明書。賣方亦建議準買家到有關發展地盤作實地考察，以對該發展地盤、其周邊地區環境及附近的公共設施有較佳了解。

賣方：廣峻投資有限公司  
賣方的控股公司：Lomita Holdings Limited、Time Effort Limited、新鴻基地產發展有限公司  
本發展項目第1期及第2期的認可人士：黃嘉雯  
本發展項目第1期及第2期的認可人士以其專業身分擔任經營人、董事或僱員的商號或法團：新鴻基建築設計有限公司  
本發展項目第1期及第2期的承建商：駿輝建築有限公司  
就本發展項目第1期及第2期中的住宅物業的出售而代表擁有入行事的律師事務所：孖士打律師行  
已為本發展項目第1期及第2期的建造提供貸款或已承諾為該項建造提供融資的認可機構：香港上海滙豐銀行有限公司（本發展項目第1期的有關承諾書已經取消）。  
已為本發展項目第1期及第2期的建造提供貸款的任何其他人：Sun Hung Kai Properties Holding Investment Limited  
賣方建議準買方參閱有關售樓說明書，以了解本發展項目或本發展項目第1期及第2期的資料。  
第1期及第2期均稱為「期數」。  
本廣告由賣方或在賣方的同意下由另一人發布。  
印製日期：2021年7月19日



## Shanghai malls jointly introduce the ‘SHKP i club’ premium integrated-loyalty programme

### 上海商場聯手推出「新地尊享會」高端綜合會員計劃

The Group's Shanghai shopping malls have joined together to start the ‘SHKP i club’ programme. The aim of the premium integrated-loyalty programme is to deliver a superior, more convenient cross-mall consumption and shopping experience to customers, covering Shanghai IFC Mall, IAPM, One ITC mall, Two ITC mall and Shanghai Central Plaza. The participating malls consolidated their individual membership programmes into an upgraded, integrated-loyalty programme across malls, to strengthen the synergy among the landmark commercial integrated projects.



Shanghai IFC Mall, IAPM, One ITC mall, Two ITC mall and Shanghai Central Plaza join hands to roll out the ‘SHKP i club’ premium integrated-loyalty programme, creating a better business environment for merchants and building closer ties with customers  
上海國金中心商場、環貿IAPM、One ITC商場、Two ITC商場和上海中環廣場聯手推出「新地尊享會」高端綜合會員計劃，為商戶創造更佳的營商環境，與顧客建立更緊密的連繫

#### Earn bonus points and redeem privileges for shopping across malls via a one-stop self-service platform

‘SHKP i club’ members can earn bonus points at over 600 merchants in the five participating malls, and enjoy year-round privileges from over 100 brands. Customers can register as members with spending receipts at the participating malls through the malls’ WeChat mini-programme, where members can register for bonus points and redeem their bonus points for rewards. Members can also pay parking fees, enjoy free parking, or use their bonus points to reduce parking fees through their mobile phones.

The five malls also kicked off ‘cloud shopping’ at their online stores, presenting popular merchandise from quality merchants. Customers can therefore enjoy shopping with bonus points earned for both online and offline shopping.

#### Privileged membership offers personalized member's benefits

To provide personalized service and privileges for attentive service, the ‘SHKP i club’ programme membership is divided into five tiers, based on the member's accumulated spending in the calendar year. Personalized privileges include previews of new products and VIP shopping, reservations for queue-jumping entry, reserved parking lots and valet parking service, gift ordering, and more. Members will also have the opportunity to participate in various brand events in the malls, new product launch parties, art exhibitions and other privileged interactions.

最近，集團位於上海的商場聯手推出「新地尊享會」高端綜合會員計劃，為顧客帶來更優質、更便捷的跨商場消費購物體驗。參與計劃的上海國金中心商場、環貿IAPM、One ITC商場、Two ITC商場和上海中環廣場將各自的會員制度整合為一，升級為跨商場的綜合會員計劃，加強各地標商業綜合項目的協同效應。

#### 跨商場消費、賺取積分、換領獎賞 一站式自助平台

「新地尊享會」會員可在參與計劃的五大商場內逾600個商戶統一賺取積分，享用逾100個品牌提供的全年專屬禮遇。顧客只需於參與計劃的商場消費，透過商場的微信小程序平台，登記成為會員，即可在系統內自助登記積分及換領獎賞。會員亦可透過手機自助辦理「停車繳費」、享用免費泊車或以積分扣減泊車費用等優惠。

五大商場更與優質商戶合作，在網上商城展示熱賣商品，供顧客線上「雲購物」，讓顧客的線上、線下消費均可賺取積分，盡情享受購物樂趣。

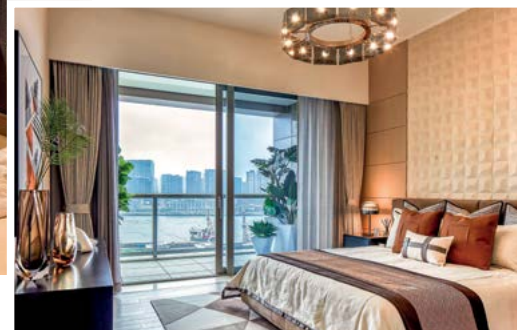
#### 尊尚會籍 會員禮遇個人化

「新地尊享會」計劃根據會員於日歷年內的累積消費金額，劃分五個會籍等級，提供個人化的服務及禮遇，建立貼心的服務體驗。個人化的禮遇包括新產品預覽及優先購物、預約免排隊入店、享用專屬泊車位與代客泊車服務以及禮品訂製等。會員更有機會參與商場品牌的各類活動、新品發布會以及藝術展覽等專屬互動體驗。





All units in Shanghai Arch Phase 2 have a balcony facing the river and a smart home system. 濱江凱旋門二期戶戶設有朝江陽台，兼備智能家居系統。



## Completion of luxury residences in Shanghai Arch Phase 2 in Shanghai

### 上海豪華住宅濱江凱旋門二期交樓

Shanghai Arch, the Group's luxury residential development in the Shanghai Lujiazui central business district, will provide about 1.5 million square feet of residences in three phases. Shanghai Arch Phase 2 was completed in March 2021, with owners taking possession of their new units. During handover, the Group provided thoughtful presents and excellent service. The property management company had a professional handover team go through the property inspection process with the new owners. The owners were very delighted with their superb new homes and premium facilities, as well as the attentive, caring property management service.

#### A direct view of the Huangpu River from a prime location

Shanghai Arch is nestled on Pu Ming Road, which is a traditional luxury neighbourhood with convenient access. The overall development has a fan-shaped layout to maximize the magnificent view of the Huangpu River and the famous historical buildings along the Bund. The development features premium construction materials and top-notch facilities to provide a discerning lifestyle, setting a new standard for luxury residences in the city.

#### Refined living with upgraded facilities

Located in the centre of the development, Shanghai Arch Phase 2 is surrounded by scenic landscapes to the north and south, generating a comfortable ambience. Phase 2 provides 175

residential units, with typical units ranging from about 1,464 to 2,637 square feet. Sky penthouses and special garden units are also available.

The residential units feature well thought out facilities, including a number of equipment upgrades, providing a more refined lifestyle for discerning residents. The master bedrooms have walk-in wardrobes for added luxury. The air-conditioners have PM2.5 (fine suspended particulates) filters to ensure good indoor air quality. Whole-house water-softener systems help safeguard residents' well-being. And water underfloor heating has been adopted for extra comfort.

The kitchens complement the luxury residences with complimentary top

international brands of kitchen electrical appliances, dishwashers, kitchen cabinets and wine cellars. In addition, all residential units have a smart home system. The WiFi network reaches every corner of the units, providing convenient Internet access.

#### Prestigious private clubhouse

Shanghai Arch features an 86,000-square-foot riverside clubhouse. Created by a renowned interior designer, the clubhouse provides a wide range of luxury facilities for fitness, leisure and banquets, including a heated swimming pool with a skylight glass dome roof, spa rooms, river view banquet rooms, a kick-boxing room, an indoor multi-purpose sports hall, a snooker room, a karaoke room, a piano room, a children's playground and an outdoor rooftop garden.

濱江凱旋門為集團在上海陸家嘴中央商務區的豪華住宅發展項目，分三期發展，共提供約150萬平方呎的住宅樓面。濱江凱旋門二期於今年三月落成，業主現正陸續收樓。集團在交樓期間提供貼心的禮物和優質服務，而物業管理公司則派出專業交樓小組陪伴業主檢查物業。業主對卓越的物業質素和設施，以及殷勤體貼的物業管理服務感到非常滿意。

#### 黃金地段 一線江景

濱江凱旋門位於浦明路，屬傳統豪宅區，交通便利。發展項目整體規劃以扇形設計，務求盡收黃浦江一線江景及外灘沿岸著名歷史建築的美景。項目選用優質建築材料，配套設施卓越，帶出高級生活品味，為市內的豪華住宅訂下新標準。

#### 品味生活 升級配置

濱江凱旋門二期位於項目核心位置，南北均有花園圍繞，環境舒適宜人。二期共提供175個住宅單位。標準單位面積由約1,464至2,637平方呎，另設有頂層天際屋和特色花園單位。

住宅單位配套細心體貼，當中包括多個升級配置，為住客帶來更優質的品味生活。主人房配置步入式衣櫃，充分體現豪宅氣派。冷氣機具備PM2.5（微細懸浮粒子）過濾功能，有效保障室內空氣質素。全屋設有軟水系統，貼心照顧住客健康。地暖採用水暖系統，更添舒適。

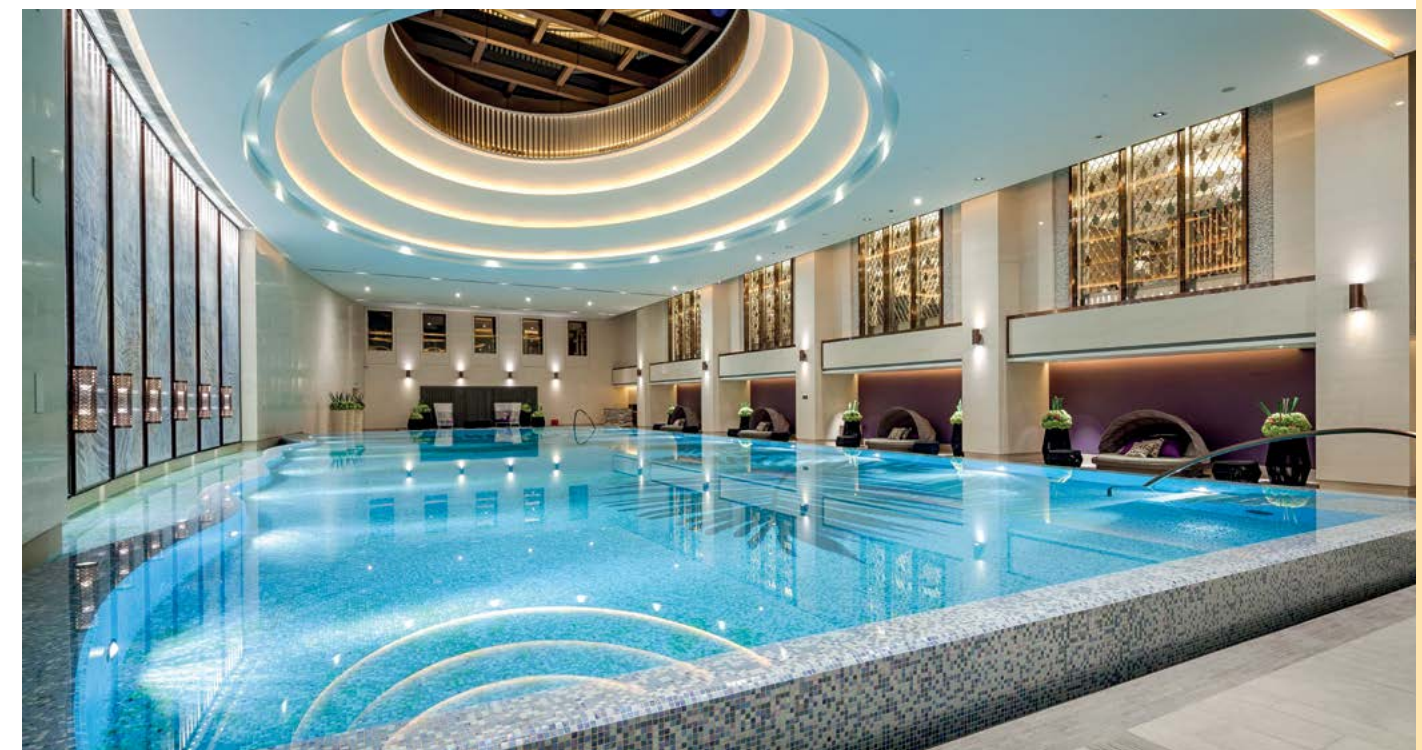


Residents can enjoy sweating in the kick-boxing room. 住客可在拳擊健身房盡情揮灑汗水。

廚房貫徹豪宅風範，附送國際頂級品牌廚房電器、洗碗機、廚櫃及酒櫃。另外，所有住宅單位配備智能家居系統，WiFi網絡全面覆蓋單位內每個角落，上網加倍方便。

#### 尊貴私人會所

濱江凱旋門坐擁86,000平方呎大型臨江會所，由著名室內設計師主理。會所提供豪華配套設施，全面滿足健身、休閒及宴客等不同需要。多元化設施包括設有穹頂天窗的恆溫泳池、水療室、江景宴會廳、拳擊健身房、室內多用途球場、桌球室、卡拉OK室、鋼琴房、兒童遊樂室及頂層室外花園等。



The heated swimming pool in the Shanghai Arch private clubhouse has a skylight glass dome roof. 濱江凱旋門私人會所設有穹頂天窗的恆溫泳池。





The sites adjacent to the Guangzhou South Railway Station, which will be developed into Guangzhou South Railway Station New Town, comprising office towers, a shopping mall, a hotel, residential units, serviced apartments and public transport facilities  
廣州南站地皮將發展為「廣州南站新城」，匯聚寫字樓、商場、酒店、住宅、服務式公寓及公共交通設施等

## New sites in Guangzhou and Hong Kong

### 集團在粵港兩地新增地皮

The Group has continued to replenish its land bank, with new additions in April: integrated development sites adjacent to the Guangzhou South Railway Station and a residential-cum-retail site in Kwu Tung, New Territories.

#### Sites adjacent to the Guangzhou South Railway Station

The Group won the bid for sites adjacent to the Guangzhou South Railway Station, which will be developed into a major Transit-Oriented Development (TOD) integrated landmark, aka Guangzhou South Railway Station New Town. The Guangzhou South Railway Station is strategically located in the heart of the '9+2' city cluster, making it the country's busiest High Speed Rail station. According to the 2019 figures, its average daily passenger flow exceeded 500,000, and its annual arrivals and departures totalled 188 million passengers. As the Intercity Rail Plan of the Greater Bay Area picks up pace, the Guangzhou South Railway Station is set to become an integrated station-city transport hub, efficiently connected to four High Speed Rail lines, three intercity rail lines, four metro lines, long-distance coaches, buses, etc. after full completion, offering convenient access to Greater Bay Area cities and the rest of the country.

Based on the master plan 'commercial on the east, transport on the west', the landmark project involves office towers, a shopping mall, a hotel, residential units, serviced apartments and public transport facilities. Walkways and transport interchange spaces will seamlessly link up the offices and shopping mall with the Guangzhou South Railway Station. About 5.3 million square feet of floor area space will be put up for sale (including office towers and residences); and the remaining approximately four million square feet (including a shopping mall, a hotel and a portion of the office towers) will be held over the long-term to further strengthen the Group's investment-property portfolio in the Greater Bay Area. Scheduled for completion in phases starting from 2025, the project is poised to create synergy with the project atop the High Speed Rail Hong Kong West Kowloon Station.

#### Residential-cum-retail site in the Kwu Tung North New Development Area

The Group acquired Fanling Sheung Shui Town Lot No. 279 at Area 25, Kwu Tung, New Territories, which was the first site put up for sale by government tender in the Kwu Tung North New Development Area. It has a maximum gross floor area of about 1.2 million square feet. In close proximity to the planned MTR Kwu Tung Station, the site will be developed into small-to medium-sized residential units, a shopping centre and a public transport interchange. The completed project will enhance the neighbourhood amenities for livelihood and employment.

**集團繼續補充土地儲備，在四月期間，新增廣州南站核心區綜合發展地皮及新界古洞住宅及零售用地。**

#### 廣州南站核心區地皮

集團投得廣州南站核心區地皮，將發展為大型交通樞紐綜合地標項目，打造為「廣州南站新城」。廣州南站地理位置優越，位於「9+2」城市群的中心，是全國最繁忙的高鐵站。根據2019數據計算，每日平均客流量逾500,000人次，全年客運量達1.88億人次。隨著「軌道上的大灣區」加速推進，廣州南站將成為「站城一體」的綜合交通樞紐，有效貫通四條高鐵線、三條城際軌道線、四條地鐵線、長途汽車客運及公交等，全天候便捷穿梭大灣區內城市，通達至全國各地城市。

項目將以「東商務、西交通」作整體規劃，涉及寫字樓、商場、酒店、住宅、服務式公寓及公共交通設施等；以行人通道和轉乘空間，把寫字樓和商場與廣州南站無縫連接起

來。項目預計可出售樓面面積約530萬平方呎（包括寫字樓和住宅），餘下約400萬平方呎（商場、酒店及部分寫字樓等）留作長期持有，進一步擴大集團在大灣區的物業投資組合。項目預計於2025年起分階段落成，勢可與香港高鐵西九龍站項目發揮協同效應。

#### 古洞北新發展區住宅及零售地

集團購入新界古洞第25區的粉嶺上水市地段第279號用地，屬於古洞北新發展區首幅政府招標地。地皮最高可建樓面面積約120萬平方呎，鄰近已規劃的港鐵古洞站。項目將興建中小型住宅單位、商場及公共運輸交匯處。落成後，將可完善區內的生活及就業配套。



The new residential-cum-retail site in Kwu Tung, New Territories  
新增的新界古洞住宅及零售地皮

## Hong Kong Business Aviation Centre to expand at Hong Kong International Airport

### 香港商用航空中心將原址擴建

Group subsidiary Hong Kong Business Aviation Centre (HKBAC) signed an agreement with the Airport Authority Hong Kong for an in-situ expansion. The initiative will strengthen Hong Kong's capacity to provide top-of-class business aviation services, underpinning the city's position as an international aviation hub and leveraging its Double Gateway advantage to connect with other cities in the Greater Bay Area and the rest of the world.

The expansion will proceed in two parts. The first involves the refurbishment and expansion of the existing Executive Terminal Building (ETB) with an upgrade of the co-located customs, immigration and quarantine (CIQ) section, and a new all-weather canopy stretching from the ETB to shield and serve both aircraft and passengers. The second part of the expansion features a new Support Terminal with expanded facilities to cope with emerging demands from charter flights and group travel flights, and additional offices for the other Business Aviation stakeholders. Both parts are scheduled to be launched in 2025.

The expansion is expected to enhance customer service and customer experience, and provide an opportunity for more digitalisation and continuous innovation to enhance HKBAC's reputation as Asia's best fixed-base operator, known for safety, service and style. In the new normal, increased attention will also be paid to enhancing hygiene and safety, as well as flexibility and privacy for clients, whether on board or in HKBAC premises.

集團旗下的香港商用航空中心早前與香港機場管理局簽署協議，於原址擴建，以強化本港提供頂尖商用航空服務的能力，並鞏固香港作為國際航空樞紐的地位，利用「雙門戶」優勢，更好地聯繫大灣區以及世界各地。



Witnessed by Airport Authority Hong Kong Chairman Jack So (second right, back), Airport Authority Hong Kong Chief Executive Officer Fred Lam (far right, back), Group Chairman & Managing Director Raymond Kwok (centre, back), HKBAC Director Michael Kadoorie and Philip L. Kadoorie (second and far left, back); Airport Authority Hong Kong Executive Director, Commercial Cissy Chan (right, front) and Hong Kong Business Aviation Centre Chairman Allen Fung (left, front) sign the agreement for the in-situ expansion at HKBAC 在香港機場管理局主席蘇澤光（後排右二）、香港機場管理局行政總裁林天福（後排最右）、集團主席兼董事總經理郭炳聯（後排中）、香港商用航空中心董事米高嘉道理及斐歷嘉道理（後排左二及最左）見證下，香港機場管理局商務執行總監陳正思（前排右）及香港商用航空中心主席馮玉麟（前排左）簽訂香港商用航空中心的原址擴建協議

擴建計劃分為兩部分：第一部分包括翻新和擴建現時的候機大樓，提升大樓內的清關、出入境及檢疫設施，亦會增設由候機大樓向外延伸的蓋蓬，為飛機和乘客提供無縫服務。第二部分主要興建一棟全新客運大樓，擴充設施以應對由包機和團體旅行等帶動的新客運需求，與此同時，為商用航空一眾同業提供更多辦公空間。兩個部分均預期於2025年落成。

此次擴建不但可加強客戶服務和客戶體驗，同時亦帶來數碼化和持續創新的契機，讓香港商用航空中心不斷提升安全水平、延續非凡及妥貼服務的往績，並保持亞洲最佳公務機營運基地的美譽。在新常態下，香港商用航空中心會致力確保旅客在飛機上或中心內的衛生、安全以及提供更具彈性和私隱度高的服務。





Josephine Lam  
林寶彤  
Head of Marketing & Sales of  
SmarTone  
SmarTone市務及銷售部主管

## Josephine Lam: SmarTone leads the industry in 5G development, and collaborates closely with the Group to drive digital transformation and contribute to Hong Kong's transition to a smart city

Competition in the local telecommunications industry has always been fierce, and SmarTone has long enjoyed the trust of its customers by providing quality network and customer services. Josephine Lam, Head of Marketing & Sales of SmarTone, said the company has experienced different eras of mobile communication since its beginnings in 1992. "We are now in the 5G era, and its ultra-high-speed, low-latency, and mass connectivity features provide users with a faster network experience, making everyday life more convenient and businesses more digital and this presents many new opportunities for SmarTone."

### SmarTone's 5G network leads the market Provides caring customer services

Hong Kong's 5G service was launched in mid-2020, attaining the third highest network coverage in the world after only a short period of time, trailing only the Mainland and South Korea. The SmarTone 5G network provides nearly full coverage of Hong Kong, leveraging the industry-leading Dynamic Sharing Spectrum technology. It is Hong Kong's only mobile operator that provides 5G coverage in the Tai Lam Tunnel. With its high quality 5G network, SmarTone was selected as the 'Consumers' Best Preferred Mobile Service Operator for 5G' in an independent market survey.

Josephine said SmarTone has integrated AI and big data analytics when building its 5G network, enabling it to deliver a superior network experience. "Through big data analytics, we know which time periods and which areas have the

highest demand for 5G. Through our AI systems, we automatically allocate spectrum resources to relevant areas according to traffic demand, giving users a good network experience anytime, anywhere, even in remote hiking hotspots. In just one year, we accumulated over 100,000 5G users. Nearly 70% of our new customers have opted for our 5G service. This growth is encouraging, and we believe it will help the company increase its monthly average revenue per user (ARPU) in the long run."

In addition, SmarTone has launched the innovative SmarTone Home 5G Broadband service, ushering in an exceptional new era in home broadband where landlines are no longer necessary and service can be added whenever needed. Due to geographical constraints, 20% of households in Hong Kong lie outside of the fibre-optic network coverage, suffer from slow speed and unstable

connection, or do not have access to an affordable home broadband service. SmarTone uses 5G technology to address the pain points of these fixed network broadband users, providing a stable, smooth and more flexible home 5G broadband service. The coronavirus pandemic has given rise to work from home and eLearning arrangements, and SmarTone's Home 5G Broadband is a more convenient 'private broadband' option that helps fulfil their growing need of bandwidth.

### Growing 5G enterprise solutions to create Group-wide synergy

The most promising thing about the development of 5G is its potential to change lives and business models. To fully explore the new opportunities at hand, SmarTone's professional Enterprise Solutions Team is committed to helping enterprise clients and partners improve their operational efficiency and customer experience

through the use of 5G technology. Josephine said that in recent years, SmarTone has actively cooperated with departments and subsidiaries of the SHKP Group, engaging in projects such as the SmartWorks solution, developed for the Construction Department. This system improves site safety and efficiency. It also won the First Prize in the Construction Safety Category of the Construction Industry Council Construction Innovation Award. In addition, SmarTone developed Hong Kong's first 5G SmartTransport Safety Monitoring System in cooperation with Route 3 (CPS), using technologies such as IoT motion-detection cameras, AI analytics and cloud-based video analytics platforms to instantly detect and identify jaywalkers, triggering real-time alerts to safeguard road users and improve tunnel traffic safety.

"In recent years, SmarTone has worked actively with hotels in the Group to introduce Smart Hotel management systems. For example, a smart self-check-in and check-out system was implemented at ALVA HOTEL BY ROYAL in Sha Tin; a smart in-room control system was also installed, allowing guests to control room appliances, lighting and temperature with an iPad." SmarTone has also partnered with SHKP shopping malls to introduce Smart Restroom. With the high-speed 5G network and multiple sensors installed in mall restrooms, the availability of restrooms on each floor can be displayed on screens at restroom entrances to direct foot traffic and shorten queuing time.

Josephine said the potential of enterprise solutions is promising. "SmarTone has created a powerful synergistic effect within the Group, and our team is actively communicating with various departments and subsidiaries, using 5G, together with other advanced technology applications, to resolve different operational 'pain points' and assist in accelerating the Group's digital transformation," she said. "The successful application of these enterprise solutions has provided good examples to help us identify new opportunities. We are currently in discussions with government departments and organisations about how we can apply 5G in related business areas. I believe that with the increasing popularity of 5G applications, the demand for 5G enterprise solutions in the market will intensify."

### Launching 5G LAB to help strengthen the ecosystem

Two months ago, SmarTone launched its 5G LAB, which measures about 5,000 square feet.

“Moving from 4G to 5G not only brought about faster internet, but also big differences in people's lives and businesses. In the 5G era, SmarTone has assumed the role of 'system integrator' in developing a wide variety of 5G applications and driving Hong Kong's 5G digital transformation into a smart city. 從4G到5G，不僅令網絡速度躍進，同時為市民生活甚至企業帶來全方位的改變。在5G時代，SmarTone擔當「系統整合者」的角色，開發多元化5G應用，推動香港5G數碼化轉型，邁向成為智慧城市。”

Located on the Sky100 Hong Kong Observation Deck at the International Commerce Centre, this exhibition showcases how Hong Kong is leading the way with 5G development and the infinite possibilities of 5G technology. In addition to demonstrating SmarTone's 5G enterprise solution applications, the 5G LAB also features the latest everyday 5G applications, as well as an area for start-ups to showcase their innovative ideas. Josephine said that another purpose in setting up the exhibition was to stimulate local young people's interest and creativity regarding this innovative technology, "Our team is committed to taking on the role of driving the growth of 5G in Hong Kong, working together with interested parties to strengthen the 5G ecosystem in Hong Kong, and encouraging the industry's 5G application development."

The 5G LAB will continue to display 5G enterprise applications that SmarTone developed jointly with different businesses in the Group, including Kowloon Motor Bus (KMB). Through SmarTone's 5G network, KMB can conduct a statistical analysis of the number of passengers riding on buses, giving passengers real-time bus occupancy updates via the KMB mobile app. It also allows the bus company to stay apprised of queue lengths at bus stops and immediately adjust bus schedules to handle the passenger flow, improving both the passenger experience and the operational efficiency of the bus company. The 5G LAB will also display 5G smart retail solutions for the YATA Department Store, using new technologies to improve the customer shopping experience.

### Working for the future

Prior to taking on the mantle of Head of Marketing & Sales at SmarTone, Josephine was the Group's Marketing Director, working on major projects including the establishment of brand positioning and marketing strategy of YOHO Town, and operations of the Sky100 Hong Kong Observation Deck. She said these different projects showed her the Group's commitment to bringing about a vision of change for the future, "YOHO Town at that time, for example, was about creating a youthful culture of life and community that would bring fashion and vitality to local areas. Similarly, when I was running the Sky100 Hong Kong Observation

Deck, the Group wanted to give Hong Kong a tourist tower comparable to those in other major international cities, so that more travellers and citizens could enjoy the different features of Hong Kong." In developing its 5G business today, SmarTone's mission is to build a smart city for all, she said. "We are transitioning from being a 'mobile operator' to a 'system integrator', working with the Group and various industries to promote digital transformation and do our bit to grow Hong Kong into a smart city."

### Stay curious and keep a finger on the pulse of the market

With the growth of the telecommunications industry tying in more and more closely with new technology applications, the demands on the SmarTone team are naturally increasing. She said that the company has always enjoyed the trust of its customers. In addition to providing a fast and stable network, the company's professional service team offers thoughtful and attentive customer service. Under the new 5G normal, the market now has different needs, and the team needs to keep its finger on the pulse to keep up with new trends and technological requirements. The company will therefore recruit new talents in cybersecurity, big data analytics and e-commerce to capitalize on new opportunities and provide SmarTone customers with a different experience.

When it comes to team building and training, Josephine also has her own golden rule. "I place a great deal of importance on cultivating the curiosity of my colleagues, as it encourages continuous learning," she said. Since her team needs to work with different business partners to develop enterprise solutions, they are often scheduled for cross-industry exchanges as a part of their in-house training. "We arranged for the teams to visit technology companies on the mainland once to learn about new applications, such as fish farming and drone irrigation. Although this seems irrelevant to the business, we encourage our teams to look beyond their own perspective and understand new trends in technology, which naturally helps to inspire creativity, springing new services for our customers."



## 林寶彤：SmarTone 5G發展領先業界 配合集團一起推動數碼轉型及引領香港智慧城市發展



Josephine explains that the aim of establishing the 5G LAB is to display the features of some of Hong Kong's latest 5G applications, inform the public of the latest trends in 5G development in Hong Kong, and show how the 5G infrastructure will support Hong Kong's development as a smart city and a digital hub. 林寶彤解釋，成立「5G LAB」的目的，旨在透過展出香港最新的5G科技應用，讓公眾了解香港5G的領先發展，以及5G如何支持香港發展成智慧城市和創新科技中心。

本地電訊業向來競爭激烈，SmarTone憑著優質的網絡及客戶服務，一直得到顧客信任。SmarTone市務及銷售部主管林寶彤指出，公司自1992年成立以來，經歷流動通訊發展的不同時代。她表示：「現時已進入5G時代，其超高速、低時延及泛連接的特性，不僅令大眾得到更快的上網體驗，同時為日常生活帶來更多方便，企業更趨數碼化，這亦為SmarTone迎來不少新機遇。」

### 5G網絡領先市場 貼心客戶服務

香港5G服務自去年中開始起動，網絡覆蓋率在短時間內已達至全球第三位，僅次於內地和南韓。數碼通5G網絡現已接近覆蓋全港，並採用創先的動態頻譜共享技術，亦是全港唯一網絡商於大欖隧道提供5G覆蓋。憑著優質的5G網絡，令SmarTone在一個獨立市場調查中，被消費者評為首選的5G網絡。

林寶彤表示SmarTone在建構5G網絡時，結合了人工智能和大數據分析，故此能提供更優質的網絡服務：「透過大數據分析，我們掌握了哪個時段和地區較多人使用5G服務；並透過人工智能系

統，自動將頻譜資源分配到相關地區，令用戶無論任何時間、身處何地，即使在行山熱點，都可以得到良好的網絡體驗。在短短一年時間，我們已累積了十多萬個5G用戶；新客戶中有接近七成是選用5G服務，增長數字令人鼓舞，相信長遠有助公司提升每月每戶平均收入（ARPU）。」

此外，SmarTone亦創新推出「Home 5G寬頻服務」，帶來破格家居寬頻新時代，毋須上門安裝及拉線，亦可以隨時按需要即加服務。事實上，全港有兩成家庭，因為居住地點所限，光纖網絡未及覆蓋，又或者網速和穩定性不理想，

或未能使用價錢合理的家居寬頻服務。SmarTone藉著5G技術為固網寬頻的苦主提供穩定暢順的家居5G寬頻服務，比固網寬頻更加方便靈活。由於受到疫情影響，很多人需要在家工作及上網課，上網需求大增，SmarTone「Home 5G寬頻服務」就可以成為他們的「私人寬頻」，提供更多一個更方便的選擇。

### 發展5G企業方案業務 與集團業務形成協同效應

5G發展最令市場憧憬的，是其改變生活和營商模式的潛力。為了迎接當中的新機遇，SmarTone的專業企業方案團



Josephine enjoys challenges and set herself the goal of learning a new skill every year. She was involved in dragon boating last year and is learning to play the piano this year. 林寶彤喜歡接受挑戰，更為自己訂下每年學一種新技能的目標。去年她學習划龍舟，今年則學彈鋼琴。

隊，致力透過5G科技，協助企業客戶及合作夥伴提升營運效率及客戶體驗。林寶彤表示，近年SmarTone積極與新鴻基地產集團多個部門和附屬公司合作，例如為建築部研發的「SmartWorks智安健」系統，提升安全水平和工作效率，更榮獲「建造業議會創新獎」建造安全組第一名。另外，SmarTone又與三號幹線（郊野公園段）合作開發全港首個「5G智慧交通安全管理系統」，通過物聯網動態偵測相機、人工智能及雲端視像分析平台等技術，實時偵測及識別誤入隧道範圍的人士，保障道路使用者安全。

「SmarTone近年亦與集團旗下酒店合作，引進智慧酒店管理系統。例如於沙田帝逸酒店引入智能自助登記入住及退房系統；房間亦採用智能控制系統，住客可利用平板電腦控制設施、燈光和溫度。」另外，SmarTone亦與集團旗下商場合作引進智慧洗手間系統，透過高速的5G網絡及連接多個裝置於商場樓層洗手間內的感應器，於洗手間入口的屏幕上顯示各樓層洗手間的使用情況，以收分流之效。

林寶彤表示，企業方案業務的潛力令人期待：「SmarTone 5G跟集團產生了強大的協同效應，我們的團隊積極與集團各部門和附屬公司溝通，共同利用5G配合其他先進技術的應用去解決營運上不同的『痛點』，配合集團一起推動數碼轉型；另一方面，這些成功應用的企業方案，亦成為良好示範，有助我們尋找機遇。現時我們正與政府部門和機構洽談如何於相關的業務範疇上應用5G。相信隨著5G應用日漸普及，市場上對5G企業方案的需求會更加殷切。」

### 開設5G LAB助擴大生態圈

SmarTone於兩個月前在環球貿易廣場的天際100香港觀景台，開設了面積約5,000平方呎的「5G LAB」，展示香港領先的5G發展步伐及展示5G的無限可能性。館內除陳列SmarTone 5G企業方案應用外，還展出5G於日常生活的最新應用，以及劃出一個區域讓初創公司展示其創新意念。林寶彤表示，設立這個展覽館另一目的希望激發本地青年人對創科的興趣及發揮創意：「我們的團隊致力肩負起帶動香港5G發展的角色，共同壯大香港的5G生態圈，推動業界開發更多5G應用方案。」

5G LAB將會繼續展示跟集團旗下不同業務合作開發的5G企業應用，包括跟九龍巴士推出透過SmarTone的5G網絡，將巴士車廂內乘客人數作出統計及分析，讓乘客可實時於手機應用程式知悉車廂的客量情況；而巴士公司亦可掌握巴士站候車人數，即時調動班次配合乘客流量，為乘客帶來更佳乘搭體驗及為巴士公司提升營運效率。另外，亦將展示一田百貨的5G智能零售方案，以嶄新技術提升客戶消費體驗。

### 為未來而努力

在成為SmarTone的市務及銷售部主管之前，林寶彤亦曾在集團擔任市務總監，參與過多個主要的項目，當中包括創立元朗YOHO Town的品牌定位及市場策略，以及天際100香港觀景台的營運。她表示自己在不同項目上，均看到集團致力為未來帶來改變的願景：「就像當年YOHO Town，其實是要創造一個年輕的生活文

化和社群，為社區注入時尚與活力；同樣營運天際100香港觀景台時，集團希望為香港帶來一個能媲美其他國際城市的觀光塔，讓更多旅客和市民，欣賞到香港不同的特色美景。」至於SmarTone現時發展5G業務，亦本著建設智慧城市的使命。「我們正從一個『流動網絡供應商』，轉變成『系統整合者』，與集團和各行業共同合作，促進數碼轉型，為香港智慧城市發展出一分力。」

### 保持好奇心 掌握市場脈搏

現時電訊業發展與新科技應用關係愈趨密切，對SmarTone團隊的要求自然日益提高。林寶彤坦言，公司一直深得客戶的信任，除了提供高速而穩定的網絡外，還有一班專業的服務團隊為顧客提供安心及貼心的服務。而於5G新常態下，市場催生出更多不同需求，為配合新趨勢及科技要求，公司團隊亦需要與時並進，將招募網絡保安、大數據分析和電子商貿等各方面的人才，以把握新機遇及為客戶帶來不一樣的體驗。

對於建立及培訓團隊，林寶彤也有一套哲學。「我重視培養同事的好奇心，因為這樣才能驅使人不斷學習。」她表示由於同事需要與不同的企業夥伴合作研發企業方案，所以在內部培訓中，會不時安排他們進行跨行業的交流。「我們曾安排同事到內地考察科技公司，了解以人工智能系統養魚及無人機灌溉農作物等新科技應用。雖然這跟公司業務看似沒有關係，但我們鼓勵同事要突破自己的眼界，掌握科技新趨勢，自然有助啟發創意，為客戶帶來更多新服務。」



## The Group supports Earth Hour for the 13th consecutive year

集團連續第13年支持「地球一小時」



ICC (photo above), together with some 310 of the Group's properties, participate in this year's Earth Hour lights-off campaign  
環球貿易廣場（上圖）連同集團其他310多座物業參與今年的「地球一小時」全球熄燈行動

The Group is committed to the promotion of healthy and sustainable living. This year, the Group continued to participate in Earth Hour, a worldwide lights-off campaign organized by the World Wide Fund for Nature, for the 13th straight year. For yet another year, the Group was one of the corporations with the largest number of participants in Hong Kong. Over 310 office and industrial buildings, shopping malls and residential projects owned or managed by the Group switched off their non-essential lights for an hour on the event evening, putting energy saving into practice. Apart from local properties, the mainland peers also took part, including major integrated landmarks such as Shanghai IFC, Shanghai ICC, ITC and Nanjing IFC, as well as the flagship malls and residential projects in Beijing and Guangzhou.

集團一向致力提倡健康及可持續生活，今年連續第13年支持由世界自然基金會主辦的「地球一小時」全球熄燈行動，繼續成為本港最多參與大廈的企業之一。活動當晚，集團旗下擁有或管理的超過310座商廈、工廈、商場及住宅，齊齊把非必要的燈關掉一小時，以行動實踐環保節能。除了本港物業外，內地大型地標綜合項目如上海國金中心、上海環貿廣場、ITC與南京國金中心，以及北京與廣州等地的旗艦商場和住宅項目均有參與活動。

## Building Homes with Heart Caring Initiative gives blessings to the elderly at Tuen Ng Festival

「以心建家送暖行動」為長者送上端陽祝福

The Group reaches out to the community through its Building Homes with Heart Caring Initiative, spreading love and care to the elderly at traditional festivals. To celebrate the Tuen Ng Festival, the Building Homes with Heart Caring Initiative organized a Tuen Ng Festival sharing activity. A total of 3,000 goodie bags were distributed to underprivileged singleton elderly and senior couples in Sai Kung and Tsuen Wan to help them enjoy a healthy, happy festival. The goodie bags contained healthy rice dumplings, packaged food and personal protection supplies.

The SHKP volunteers also spread their festive cheer to the elderly residents under the Redevelopment of Pak Tin Estate – Neighbourhood Support Programme and the elderly in Sham Shui Po. Although visits to the elderly have been suspended amid the pandemic, the volunteers found other ways to show they care. They learned how to make rice dumpling handicrafts through video conferencing and distributed the mini rice dumplings they made with love and blessings to the elderly in the neighbourhood, along with the goodie bags, to brighten up their days during the pandemic.

集團透過「以心建家送暖行動」關懷社區，並在傳統節日為長者送暖。在端午佳節前夕，「以心建家送暖行動」舉辦了「暖暖愛心賀端陽」活動，為西貢及荃灣基層獨居長者及長者戶送上3,000份福袋。內裡載有應節健康糰、食糧及防疫物品，讓長者度過健康愉快的節日。

集團義工亦為「白田邨重建－友情人鄰里」計劃及深水埗區長者送上佳節祝福。在疫情下，義工雖然未能進行家訪，但仍無阻各人對長者的關懷。一班義工特別透過視訊會議，在網上學習製作祝福糰子，再將小手作連同福袋送給區內長者，為他們在抗疫期間打氣。



To celebrate the Tuen Ng Festival, the Building Homes with Heart Caring Initiative continues to distribute goodie bags to the underprivileged elderly amid the pandemic  
疫情期間，「以心建家送暖行動」繼續為基層長者送上福袋，讓他們歡度端午節



The SHKP volunteers make rice dumpling handicrafts with love and blessings for the elderly  
集團義工親手作祝福糰子給長者，全部滿載愛與祝福

## SHKP Reading Club's Read & Share programme introduces a reading promotion sponsorship scheme

新閱會「閱讀·分享」校園計劃新增閱讀推廣贊助



(top) Students from Christian Alliance SW Chan Memorial College connect reading with daily knowledge and share what they learn with other students in the neighbourhood through the 'Apprentice x Storyteller' project; (bottom) reading slogan, designed by students from TWGHS Lui Yun Choy Memorial College  
（上圖）宣道會陳朱素華紀念中學同學透過「學師仔x講故佬」項目，將閱讀轉化成生活實踐，並與區內學童分享學習成果；（下圖）東華三院呂潤財紀念中學同學設計的閱讀標語

The SHKP Reading Club's Read & Share programme introduced a reading promotion sponsorship scheme this academic year. Primary and secondary schools were invited to submit proposals, with the best ones receiving a cash sponsorship to execute their brilliant ideas. Among the outstanding proposals, the SHKP Reading Club selected 31 good ideas, sponsoring the schools to roll out the plan.

Christian Alliance SW Chan Memorial College received the gold award in the Secondary School division for its 'Apprentice x Storyteller' proposal. The 'apprentice' section involved a series of workshops and a recommended book list to help students connect reading with daily knowledge. In the second part, 'storyteller', students posted what they had learned from their reading on notice boards to share it with their schoolmates. They also organized inter-school book clubs to share their knowledge with primary schools in the district.

In the Primary School division, Chinese Y.M.C.A. Primary School received the gold award for its 'CYMCAPS Bus – Life Reading Stop' proposal. The school converted a retired KMB bus into a 'CYMCAPS

Bus', with a 'Life Reading Stop' inside the bus, which has a reading corner with books on life education and a venue for parent-child reading activities.

新閱會「閱讀·分享」校園計劃在今個學年新增閱讀推廣贊助，邀請中小學提交建議，以現金贊助形式協助他們落實好構思。在一眾別出心裁的計劃書中，新閱會選出了31間學校的好構思，贊助他們執行計劃。

宣道會陳朱素華紀念中學憑著「學師仔x講故佬」的建議，奪得中學組金獎。「學師仔」乃透過一連串工作坊，配合指定書籍，讓同學將閱讀轉化成生活實踐。第二部分「講故佬」，由學生製作壁布長廊展示學習成果，並與同區小學舉辦跨校讀書會分享等。

小學組方面，中華基督教青年會小學以「感恩號巴士——生命閱讀站」的建議獲得金獎。學校把退役九巴改裝為「感恩號巴士」，內裡設立「生命閱讀站」，放置生命教育圖書供學生閱讀，並進行不同親子閱讀活動。

## The Group receives recognition for supporting poverty relief in the country

集團支持國家扶貧工作成果獲得肯定

The SHKP-Kwoks' Foundation has set up full-time undergraduate scholarships in a number of universities across the country. The Foundation extended its efforts to poverty relief in recent years, sponsoring programmes in poor counties in Gansu, Sichuan, Guizhou and Yunnan. It has received various recognitions for its efforts, the latest from a local media group at the opening ceremony of an exhibition titled 'Roads to Victory – Residents of Hong Kong and Macao Participate in Eliminating the Country's Poverty and Building a Well-off Society Documentary'. A Certificate of Appreciation was received by the Group.

Established in 2002, the SHKP-Kwoks' Foundation has been committed to alleviating poverty and nurturing young people through three pillars: subsidize and participate in education and training, poverty relief and medical care, and serving the community. To date, it has subsidized over 70 charitable projects, benefiting over 60,000 people across more than 25 provinces and cities nationwide.

新地郭氏基金多年來在全國多所大學設立全日制本科生獎助學金，近年更參與扶貧工作，在甘肅省、四川省、貴州省及雲南省的貧困縣提供資助項目，工作成果屢獲肯定。早前，在本地傳媒集團舉辦的「決勝之路——港澳同胞參與國家脫貧攻堅全面建成小康社會紀實」展覽開幕儀式上，集團獲頒發感謝狀以示鼓勵。

新地郭氏基金於2002年成立，一直致力投入扶貧助學工作，資助和參與教育及培訓、扶貧及醫療以及社會服務三大範疇。至今資助超過70個慈善項目，受惠人數逾60,000人，遍及全國逾25個省市。



Certificate of Appreciation received at the opening ceremony of the Roads to Victory exhibition  
集團於「決勝之路」展覽開幕儀式上獲頒發感謝狀



## The Group rolls out the Day Day Lucky Draw to encourage the public to get the jab soon

「齊齊打疫苗 日日有獎抽」 集團鼓勵及早接種疫苗



Patrick Nip, Secretary for the Civil Service of the Government of the HKSAR, (back, sixth right) visits Sun Hung Kai Centre and joins Group Chairman & Managing Director Raymond Kwok (back, fifth right) to show their support for the SHKP employees receiving the vaccines  
香港特區政府公務員事務局局長聶德權（後排，右六）親臨新鴻基中心，與集團主席兼董事總經理郭炳聯（後排，右五）一起為接種疫苗的新地員工打氣

To support the Hong Kong Government's Early Vaccination for All campaign, the Group is offering over HK\$10 million in lucky draw prizes to encourage the public and SHKP staff to receive vaccines early, with prizes funded by the Group and the Kwok family.

### Lucky draws worth HK\$10 million

The Day Day Lucky Draw is now open for registration. All Hong Kong permanent residents who are 18 or older and have received two doses of a COVID-19 vaccine in Hong Kong can join. For 62 days in a row, from 1 July to 31 August 2021, 112 fabulous prizes will be awarded each day. In other words, there will be nearly 7,000 winners, which will be equally split between the public and SHKP staff. The prizes include iPhone 12 with SmarTone 5G SIM only 12-month plans, SHKP Hotels staycation packages and dining vouchers, The Point by SHKP bonus points and YATA cash coupons.

### The first property developer to join the Government's outreach vaccination service

The Group was the first property developer to participate in the Government's outreach vaccination service. On the first vaccination day, nearly 200 staff received a vaccine at Sun Hung Kai Centre, the Group's head office in Wan Chai. Staff were offered time off for rest after the vaccination and the following day. To better address concerns about getting the vaccine, the Group earlier provided free COVID-19 pre-vaccination medical examinations for staff and their immediate families.



In the presence of a representative of a CPA firm, the Day Day Lucky Draw will run each day for 62 days in a row, with 112 fabulous prizes given out each day  
在會計師行代表見證下，「齊齊打疫苗 日日有獎抽」將連續62日，每日抽獎，每日送出112份豐富獎品

為響應香港政府的「全城起動 快打疫苗」運動，集團鼓勵市民和集團員工盡快接種疫苗，推出了總值超過1,000萬港元的大抽獎。獎品由集團和郭氏家族一同出資。

### 千萬港元大抽獎

「齊齊打疫苗 日日有獎抽」活動現正接受登記，所有在香港完成接種兩劑新冠疫苗年滿18歲的香港永久性居民即可參加。在今年7月1日至8月31日期間，連續62日每日抽獎，每日送出112份豐富獎品，得獎幸運兒接近7,000人，由公眾及集團員工各佔一半。獎品包括iPhone 12連SmarTone 5G SIM only 12個月月費計劃、新地酒店宅度假住宿套票及餐飲現金券、The Point by SHKP積分及一田現金禮券。

### 首家地產發展商參與政府外展疫苗接種

另外，集團參與政府外展疫苗接種服務，成為首家參與服務的地產發展商。在首個接種日，近200名員工在集團總部灣仔新鴻基中心接種疫苗。員工可於接種當天和翌日留家休息。為了讓員工安心接種疫苗，集團早前更為員工及其直系家屬安排免費新冠疫苗注射前檢查。

## The Group is named Asia Pacific's Best Real Estate Company for the 15th time 集團第15年榮獲「亞太區最佳地產公司」殊榮

In the Asia's Best Companies 2021 survey, organized by financial magazine *FinanceAsia*, the Group's overall excellence was recognized by investors and analysts, who named it Asia Pacific's Best Real Estate Company for the 15th time, a testament to the Group's solid foundation and seasoned management team. In the Hong Kong region, the Group continued to be recognized with the Hong Kong's Most Committed to Environmental Stewardship award.

The annual Asia's Best Companies survey invites investors and analysts to evaluate Asia's listed companies in terms of overall management, investor relations, and commitment to environmental, social and corporate governance policies. Listed companies with the most outstanding performance during the year are recognized for their efforts.

在財經雜誌《FinanceAsia》舉辦的「2021年度亞洲最佳公司」選舉中，集團憑著整體卓越表現，第15年獲投資者及分析員評選為「亞太區最佳地產公司」，足證實力雄厚，管理團隊表現出色。在香港區評選中，集團繼續獲取「香港最致力於環境管理」大獎。

大會每年舉辦「亞洲最佳公司」選舉，邀請投資者及分析員根據區內上市公司的整體管理、與投資者關係，以及在環保、社會責任及企業管治方面的表現作出評分，以表揚在年內表現最突出的上市公司。



The Group again receives the Asia Pacific's Best Real Estate Company and the Hong Kong's Most Committed to Environmental Stewardship awards from *FinanceAsia*  
集團再獲《FinanceAsia》頒發「亞太區最佳地產公司」及「香港最致力於環境管理」兩大獎項

## East Point City, Landmark North and PopWalk receive the Best of Mob-Ex – Brand of the Year grand award

東港城、上水廣場及天晉滙榮獲「手機市場推廣卓越大獎—年度最佳品牌」大獎

In recent years, SHKP Malls have leveraged technology to provide a more premium customer service experience and have received various forms of recognition from the industry. The latest winning campaign was Crazy Sale eStore, which was a joint promotion launched by East Point City, Landmark North and PopWalk. The campaign achieved remarkable results at the Mob-Ex Awards 2021, Asia e-Commerce Awards 2021, and Loyalty & Engagement Awards 2021, organized by the marketing publication *Marketing Magazine*, taking home 20 accolades, including the top honour Best of Mob-Ex – Brand of the Year.

Seizing the online sales and marketing opportunities amid the pandemic, East Point City, Landmark North and PopWalk rolled out the Crazy Sale eStore with the support of The Point by SHKP members' platform. Customers bought e-coupons at big bargains at home and went shopping later at the malls. The three malls made use of Facebook Live and a variety of other channels to promote the offers and attract target customers. Its Facebook Live platform recorded over one million views. About 90% of the e-coupons were sold out on the launch day. Online customers were converted to offline, generating more shopping and retail sales, resulting in a successful omni-channel marketing campaign.



The Crazy Sale eStore campaign, jointly held by East Point City, Landmark North and PopWalk, receives 20 prizes from *Marketing Magazine*  
東港城、上水廣場及天晉滙的「折上折瘋搶Online Sale」活動獲《Marketing Magazine》頒發共20個獎項

新地商場近年致力應用科技，為顧客帶來更優質的服務，屢獲業界表揚。東港城、上水廣場及天晉滙憑藉聯手推出的「折上折瘋搶Online Sale」活動，在市場推廣雜誌《Marketing Magazine》主辦的「手機市場推廣大獎2021」、「亞洲電子商務大獎2021」及「忠誠度與聯繫大獎2021」中，成績優異，獲頒20個獎項，當中包括最高榮譽「手機市場推廣卓越大獎—年度最佳品牌」大獎。

在疫情下，東港城、上水廣場及天晉滙把握網上營銷機遇，聯手推出「折上折瘋搶Online Sale」優惠網，透過新地商場綜合會員計劃的會員平台，讓顧客安在家中都能以超抵價瘋狂掃電子優惠券再到店購物。商場同時運用Facebook直播及其他各種宣傳渠道，推介產品優惠，全方位吸引目標客群。Facebook直播創出合共超過100萬瀏覽人次的紀錄，九成電子優惠券即日售罄，成功吸引顧客在線上預購並把人流引到線下購物及取貨，刺激消費意慾，帶動商戶生意上升，成功打造全渠道營銷活動。



## ICC Light and Music Show presents Mother's Day and Father's Day specials 「ICC聲光耀維港」母親節和父親節特別版

Since 2013, the ICC Light and Music Show has been running different themed music shows on the ICC facade every evening to spread positive vibes in Hong Kong. Earlier, during Mother's Day and Father's Day, the ICC facade displayed additional messages and patterns of love to give thanks for moms and dads.

「ICC聲光耀維港」自2013年起，每晚在ICC外牆上演不同主題的音樂表演，為香港發放正能量。早前母親節和父親節時，更特別加插播放感謝母親和父親的溫馨語句和圖案，向每一位爸爸媽媽致敬。



## Group former Executive Director Kwong Chun passes away 集團前執行董事鄺準辭世

The Group's former Executive Director Kwong Chun passed away in May. Mr. Kwong worked for Kwok Tak-seng, the late founder of the Group, in Eternal Enterprises Limited from 1962 to 1972. He joined Sun Hung Kai Properties Limited in 1972 when the company was listed. He became an Executive Director of the Group in 1992, spearheaded the development of the Group's property business in southern China, and helped build the Group's premium brand on the mainland. In addition, Mr. Kwong established Hong Yip Service Company Ltd. in 1967 and was the Chairman. He introduced pioneering services and innovations to boost the development of Hong Kong's property management industry, and received numerous awards and other forms of recognition from professional organizations.

Mr. Kwong made a valuable contribution to the Group's development during his dedicated service of nearly 49 years to the Group, in particular for serving as an Executive Director for more than 28 years. Mr. Kwong will be remembered by all the members of the Group.

集團前執行董事鄺準於今年五月與世長辭。鄺先生自1962年起服務於永業有限公司，為集團已故創辦人郭得勝工作；並於1972年新鴻基地產集團發展有限公司上市時加盟公司。鄺先生於1992年成為集團執行董事，領導集團在華南地區的地產開發業務工作，協助集團在內地建立優質品牌。此外，鄺先生於1967年創立康業服務有限公司，擔任主席一職，多年來銳意創新，致力推動本地物業管理發展，屢獲專業團體頒發獎項及其他形式的嘉許。

鄺先生服務集團近49年，期間更出任執行董事超過28年，對推動集團發展貢獻良多。集團全人將會永遠懷念鄺先生。

## Sun Hung Kai Real Estate Agency Limited appoints Director 新鴻基地產代理有限公司委任董事



Sun Hung Kai Real Estate Agency Limited announced that Albert Lau has been appointed as a Director of the company with effect from 3 May 2021.

Mr. Lau has almost 30 years of extensive experience in the mainland market. He joined the Group in 2017 as the Executive Director of Sun Hung Kai Properties (China) Limited. Mr. Lau is responsible for the property investment and development, as well as the operations management on the mainland.

新鴻基地產代理有限公司宣佈，委任劉德揚為董事，自2021年5月3日起生效。

劉德揚於內地市場擁有近30年的豐富營運經驗。自2017年加入集團後，劉德揚為新鴻基地產（中國）有限公司執行董事，負責內地物業投資發展業務、項目開發及營運管理。



## 於22個新地商場使用電子消費券，日日賞您高達HK\$70指定商場/商戶贈券！

獎賞	使用電子消費券之金額		累積單據數目	加碼賞贈券金額
	 WeChat Pay <sup>®</sup>	其他儲值支付工具		
1	HK\$300	HK\$500	最多2套	HK\$20
2	HK\$800	HK\$1,000	最多3套	HK\$50

**The Point by SHKP會員** 換領以上獎賞時，除可賺取該消費之基本積分外，每月更可獲贈額外500分，整個推廣期可獲贈額外高達2,500分！

### 條款及細則：

• 合資格之儲值支付工具包括WeChat PayHK、AlipayHK、八達通及Tap&Go拍住賞。• 每個獎賞換領之累積消費單據須憑同一儲值支付工具賬戶付款，並以同一參與商場內不同商戶之即日消費計算，而每筆金額須達HK\$100。• 顧客須於消費當日指定換領時間親臨消費之參與商場之指定換領地點，出示合資格交易之消費單據正本及與消費單據上卡號相同之八達通卡/相關電子貨幣支付平台介面以換領獎賞。商場工作人員有權要求參加者出示身分證明文件作核對用途。• 每個參與商場每日可供換領之加碼賞贈券數量有限，換完即止。每位顧客每日於同一參與商場最多可換領獎賞1及獎賞2各一次。• 每款加碼賞贈券數量有限並將分階段推出，顧客於換領時只可選擇當時可供換領之加碼賞贈券而不得異議。• 每套消費單據只可換領獎賞一次，不可與商場內其他推廣活動重複使用(The Point by SHKP商場綜合會員計劃之登記積分活動及參與商場之常設泊車優惠除外)。• 恕不接受任何分拆發賬及指定商戶或交易發出之發票。• 額外積分必須於換領獎賞時一併在換領地點親身進行登記，不適用於「新地商場」手機應用程式或「新地商場會員計劃」微信官方帳號自助登記。• 每月於所有參與商場之額外積分名額共20,000個，額滿即止。每位會員每月於所有參與商場最多可獲贈額外積分一次。• 優惠須受有關條款及細則約束，詳情請向商場顧客服務中心查詢。

免費登記成為The Point by SHKP會員



### 參與商場：





