



Hillsborough Court (Tower 4) The Royal Tower 晓峰阁(第四座) 隼峦

Fully enhancing the Group's residential leasing business to create an ideal living experience

To meet the diverse market needs for accommodation, besides developing premium residential properties for sale, the Group also manages its residential leasing business. Its two admired residential leasing brands, Signature Homes and TOWNPLACE, are located in prime locations, and are continuously enhancing their management services and amenities, including renovating property facilities, actively introducing innovative technology, and providing attentive services in response to the pandemic, to create ideal accommodation and provide its tenants with an extraordinary residential experience.

In line with the Group's belief of 'Building Homes with Heart', the two residential leasing brands adhere to the philosophy of putting their clients first and serving them with compassion, with one-stop leasing solutions and attentive services. By joining hands with the Group's other business arms, they leverage synergies to establish unique strengths in Hong Kong's leasing market. Signature Homes, which specializes in leasing luxury residential homes, continues to attract high-net-worth families with its bespoke packages for family households, while TOWNPLACE, has adopted a new operating model, and is a popular choice among young professionals. Despite the pandemic challenges over the past two years, the two brands have seized the opportunities and achieved stable performance.

Signature Homes

Signature Homes has 20 years of extensive experience in luxury residential leasing, managing the Group's attributable GFA of approximately 1,000,000 square feet of luxury residential units and over 700 finest serviced suites. All located in prime locations in Hong Kong, including Mid-Levels, Island South, the Peak and other urban areas. The brand has a portfolio that encompasses four types of residential premises – apartments, houses, penthouses, and serviced suites – from studio to five-bedroom apartments, and deluxe penthouses, ranging in size from over 300 square feet residential units to villas of over 4,000 square feet, which are sought after by high-net-worth families and celebrities.

Upgrading and renovating residential facilities

The Group has intensively carried out comprehensive upgrades and renovations of some of its leasing properties, including upgrading the lobbies and elevators; newly refurbishing the doors of the apartments with electronic door locks with a patented anti-peep design; selecting the engineering design and materials from the perspective of the users, combining durability and style; the smart use of colour design to make the property appear spacious and brighter; new floor tiles throughout the house; and high-end premium kitchen appliances and bathroom sanitary ware along with improved storage space. All air-conditioning systems in the units were upgraded, incorporating the green concept of energy saving to comprehensively improve the living quality for our tenants.

Since work from home is being promoted by employers amid the pandemic, leading to increasing demand for large living space from tenants, the luxury leasing market has benefitted. Signature Homes thus launched a series of responsive measures.

Introducing the latest technology to accelerate digitalisation of leasing management

Signature Homes has stepped away from the traditional leasing service by incorporated cloud technology in their customer relationship management system from show flat visiting reservation, residential leasing management, and tenant services. While Signature Homes has also adopted the latest virtual tour technology, this allows guests to experience virtual show-flat visits remotely from their homes and provide more comprehensive unit information. A newly launched customer smart service system that equips every unit with a unique QR code for direct contact with the Signature Homes' Tenant Services Team. Comments and ratings on every home repair services and inquiries can be synchronized in the cloud system, helping Signature Homes to optimize the operational efficiency and service quality of its leasing services.

Under the pandemic's new norm, tenants have become accustomed to shopping online and working from home. By spending more time at home,



TOWNPLACE KENNEDY TOWN

TOWNPLACE is the first in the market to launch a flexible leasing solution for leasing terms as short as one month, and flexible furniture combination, highly sought after by the young generation and expatriates
TOWNPLACE本舍首创短至一个月及自主选择家具组合的灵活租住方案，广受年轻新世代及外籍人士追捧

there is an increasing demand for home services. We recognize the need for a more stable and smooth network for tenants to work from home and for their children's online learning, Signature Homes worked with SmarTone to deliver a series of 5G broadband network solutions that can be widely used by tenants in various units. To provide a more flexible and secure alternative space for its tenants, workspaces and study area were also built in our residential estates.

Strengthening anti-pandemic measures

Providing a safe environment for work and living

Signature Homes has reviewed and improved its cleaning and anti-pandemic measures regularly. Since the pandemic outbreak, the anti-pandemic measures of all properties have been strengthened. For example, all frontline staff are vaccinated and have to take rapid antigen tests every other day, and disinfection measures have been stepped up in the residential estate, with more frequent cleaning of public facilities, and automatic hand-sanitizer dispensers installed in all common area for tenants and visitors.

All units are fully disinfected prior to handover to tenants, and an additional services team is assigned on the handover day to explain anti-pandemic precautions at home to safeguard the health of our tenants. Signature Homes will also arrange pandemic testing services and assist with the purchase of rapid antigen testing kits, depending on the needs of individual tenants.

TOWNPLACE

TOWNPLACE is the Group's newly established residential leasing brand in recent years. It was the first in the market to launch a flexible leasing solution for leasing terms as short as one month, and flexible furniture combinations. Its TOWNPLACE SOHO and TOWNPLACE KENNEDY TOWN apartments are highly sought after by the young generation and expatriates. They are strategically located in two prime locations in Central and Kennedy Town, providing a total of 421 units, with a variety of unit types, from studios to four-bedroom units, ranging in area from 286 to 1,092 square feet. There are three types of units: serviced apartments that are fully equipped with hotel-style amenities and services; and furnished and unfurnished apartments, offering three brands of furniture styles to cater for the personal preferences of residents.

Offering flexible leasing options

Enjoying the facilities in both premises

Unlike traditional leasing properties, TOWNPLACE is designed for the rapidly growing demand for more flexible leasing options of the younger generation in view of the uncertainties brought about by the pandemic. Flexible leasing terms (from one month to two years) and diversified leasing options (serviced apartments, and furnished and unfurnished units) are provided to meet the robust growing demand for a diversified leasing market.

To further enhance the tenants' living experience, TOWNPLACE introduced the pioneering concept of "one brand, two locations", allowing tenants of TOWNPLACE SOHO and TOWNPLACE KENNEDY TOWN to enjoy a total of about 30,000 square feet of duo social space for the premium amenities of its two major properties for double convenience.

Strict adherence to high anti-pandemic standards

Since the pandemic outbreak, TOWNPLACE has strictly adhered to high-standard anti-pandemic measures, and has actively strengthened various aspects of its anti-pandemic work. When necessary, appropriate emergency responsive measures are activated, and all its employees are vaccinated. Our staff take rapid antigen tests at the start of each work day, and regular government PCR tests are required. TOWNPLACE developed a 360-degree online virtual tour of a show flat for overseas clients and set up intelligent homes and door keys.

TOWNPLACE premises are equipped with automatic doors and infrared body temperature sensors, and new equipment, such as light-touch door keys. A series of the latest contactless functions were pre-installed in the lifts. Residents can also use the mobile application QR code for automatic induction, so the required floor can be automatically identified without having to press a button.



Shouson Peak

Signature Homes combines materials' durability and style to create a comfortable environment at home
Signature Homes单位的用料设计兼具耐用及时尚两大优点，打造舒心居家环境

Establishing an exclusive social platform Promoting online communication among residents

Apart from upgrading the residential hardware amenities, TOWNPLACE takes into account the well-being of its residents. The new work-from-home model amid the pandemic has increased the younger generation's pursuit of private space. TOWNPLACE established its own community, namely TOWNPLACE Community. Comprised of the tenants called TOWNERS and a community manager, the Community acts as a connector to bridge the tenants and establish a close relationship with them. It helps to enhance their sense of belonging and establish a close relationship with mutual trust.

A mobile app exclusively for the TOWNERS to connect with each other and participate in different activities like online yoga, fitness that can broaden their social network. Since many TOWNERS are start-up entrepreneurs, the Community helps them to build communications

with other TOWNERS. Hence by promoting online and offline business exchanges among residents, TOWNERS can grasp more business opportunities through this new concept of sharing new ideas.

Reinforcing collaboration among the Group's businesses to leverage synergies

In addition to regularly publish branding trends and event updates in the SHKP Club newsletter, Signature Homes and TOWNPLACE give SHKP Club members exclusive leasing privileges. Group employees can enjoy rewards for referring new clients to Signature Homes and TOWNPLACE. Signature Homes offers an exclusive 5G broadband solution especially for tenants by working with SmarTone. Another service that was launched by YATA recently enables tenants to order online their groceries with YATA's express delivery services. A number of attractive offers were launched with SHKP malls, The Point, hotels and the Group's other business arms.



Left Image: TOWNPLACE exclusive mobile app enables TOWNERS to connect with each other that can broaden their social network
Right Image: Through scanning the QR code, Signature Homes' tenants can contact Tenant Services Team directly
图左：TOWNPLACE专属的手机应用程序促进了TOWNERS互相联系，扩阔他们的社交网络
图右：Signature Homes 租户可通过智能手机扫描QR Code，直接联络租户服务团队

集团全面提升住宅租赁业务 缔造理想住宿体验

为迎合市场对居所的不同需求，集团除发展优质住宅物业作销售外，还经营住宅租赁业务，旗下两个星级住宅租赁品牌 Signature Homes与“TOWNPLACE 本舍”所属物业位处优越地段，并不断优化管理及配套，包括定期翻新物业设施，积极引入创新科技，以及因应疫情推出多项贴心的服务，致力为租客打造理想的居住环境，提供非凡的住宿体验。

贯彻集团“以心建家”的信念，两个住宅租赁品牌坚守“以客为本”及“以心服务”为宗旨，提供一站式租住方案和优质服务，同时，凭借与集团系内不同成员的合作，以发挥协同效益，确立各自于香港租务市场的独特优势。专营豪宅租赁的 Signature Homes新增为家庭住户订制的配套，持续备受高消费家庭客户青睐；而采取崭新营运模式的“TOWNPLACE 本舍”则深受年轻专才喜欢。因此，在过去两年面对疫情的挑战，两个品牌仍能把握机遇，取得稳健的表现。

Signature Homes

Signature Homes拥有20年丰富的豪宅租赁经验，按所占权益计算，负责管理集团约9.3万平方米（100万平方呎）的

豪华住宅单位及超过700间优质服务式套房，遍布香港优越的地理位置，包括中半山、港岛南区、山顶以及市区的核心地段等。品牌提供四类主要物业：大型住宅小区、别墅、独立屋及服务式套房，户型由开放式至五房单位及顶层特色户，面积由28平方米（300多呎）的单位到超过371平方米（4,000多呎）的别墅，一直获得高资产值的家庭客群及城中名人高管追捧。

升级翻新住宅设施

品牌为旗下部分租赁楼盘进行升级翻新，包括陆续翻新大堂及电梯，单位的全新大门配置拥有防窥专利的智能电子门锁，单位内部的工程设计及用料以用家角度出发，兼具耐用及时尚两大优点，用色设计巧妙地令空间更显明亮宽敞，重新铺设全屋地板，配以高级的优质厨具及浴室洁具，提升收纳空间，全面打造崭新厨房及浴室。单位内的所有冷气系统亦同步升级，融入节能的绿色概念，务求全面提升租客的生活品质。

疫情之下，各大企业推行在家工作，令租户对于偌大的居住空间需求趋增，令豪宅租赁市场受惠，Signature Homes

亦配合推出一系列的应对措施。

引入最新科技推动数字化管理

Signature Homes利用云端科技，升级“客户关系管理”系统，涵盖单位参观预约服务、租务管理至租户服务，务求改革固有的租赁服务。配合最新虚拟导览技术，让客人体验在家遥距参观实境单位服务，提供更全面的单位信息。同时，推出全新的“客服智能系统”，各单位配备一个独有的QR code，可用于直接联系Signature Homes的租户服务团队。租户于每一项家居维修服务、各项查询、意见及评分都能通过网上实时显示于系统，助Signature Homes优化租务上的营运效率及服务质量。

租户在疫症新常态下习惯于网上购物，加上在家工作也令其有更多时间居家，令居家服务的需求递增。Signature Homes洞悉租户于家中工作，或小朋友上网课时需要更稳定流畅的网络系统，特别联合SmarTone订制一系列专属其租户的居家5G高速网络方案，广泛应用到不同物业单位。同时，于部份小区增设工作室及阅读室，提供更弹性安全的另一空间。



Dynasty Court 帝景园

Dynasty Court 帝景园

Signature Homes has upgraded the floor tiles throughout the house, high-end premium kitchen appliances and bathroom sanitary ware along with improved storage space
Signature Homes 重新铺设全屋地板，配以优质厨具及浴室洁具，提升收纳空间



Pacific View 浪琴园

The smart use of Signature Homes colour design makes the property appear spacious and brighter, comprehensively improve the living quality for tenants
Signature Homes用色设计巧妙地令空间更明亮宽敞，务求全面提升租客的生活品质

8 加强抗疫 打造舒心居家工作环境

此外，Signature Homes为加强防疫，时而检讨及完善清洁防疫措施。自疫情以来，所有物业已进一步强化防疫，例如所有前线员工均已接种疫苗，并须隔日接受一次快速抗原测试；加强小区范围内的消毒措施，增加清洁公众设施的频率，并于公共空间内设置自助消毒洗手液机，供租户及访客消毒双手。

所有单位于入住前进行全面清洁消毒。此外，租户服务团队会于入住当天现场解释家居防疫注意事项，保障入住租户的健康。按个别租户需要，Signature Homes还会安排检测服务及协助购买快速抗原测试套装。

TOWNPLACE 本舍

TOWNPLACE 本舍是集团近年新成立的住宅租赁品牌，首创短至一个月及自主选择家具组合的灵活租住方案。旗下的TOWNPLACE SOHO及TOWNPLACE KENNEDY TOWN广受年轻新世代及旅居人口追捧，策略性选址中环及坚尼地城两个黄金地段，提供合共421单位，多元房型选择由开放式至四房单位，实用面积由27至101平方米（286至1,092平方呎）。设有三类单位：“服务式住宅”单位已配备完善酒店式设备及服务、“附设家具单位”及“自置家具单位”，并提供三大品牌家具风格迎合不同住客喜好。

灵活租赁方案 共享两大业务设施

有别于传统租赁楼盘，TOWNPLACE本舍深明年轻新世代受众客群因应疫情下租务市场的未知因素影响，而倾向更具弹性的租赁方案，特意设立多项灵活的租期（短至一个月至以年计）及多种租赁选项（服务式住宅、附设家具及自置家具单位），积极响应正急速增长的多元化租务市场需求。

为进一步提升住客的生活体验，TOWNPLACE本舍更引入“一个品牌，两个地点”的市场破格概念，让TOWNPLACE SOHO及TOWNPLACE KENNEDY TOWN旗下租客尊享两个项目共约2,787平方米（30,000平方呎）的双共享空间，尽享两大物业的优越设施，享用双重便利。

严守高规格防疫措施

自疫情爆发以来，TOWNPLACE本舍一直严守高规格防疫措施，并主动加强各项防疫工作，在有需要时启动适切的紧急应变措施，例如旗下所有员工均已接种新冠疫苗，在每日工作前必须进行快速测试，并定期进行核酸检测；开拓网上360度虚拟导览示范单位服务，为海外客人提供遥距看楼的服务；同时设立智能家居及门匙。

TOWNPLACE本舍物业大厦安装自动门及设有红外线体温感应器，配以轻触式门键等新设备，并于电梯内预先装设多项最新免接触的功能，住客更可以通过手机应用程序QR code自动感应，无需按键即可自动识别所需楼层。

建立专属社交平台 促进住客线上的交流

除提升住宅的硬件设施，TOWNPLACE本舍还顾及住客的身心需要。疫情下的新居家工作模式，增加了年轻一代对私人空间的追求，建立租户专属社群“TOWNPLACE Community”，并增设以新世代成员组成的崭新团队Community Team及特设Community Manager一职，担当著桥梁（Connector），链接TOWNERS（TOWNPLACE本舍租客的统称，以增加归属感），建立互信的紧密关系。为住客安排多元化的精彩线上线下活动，如虚拟瑜伽健身，促进住客线上的交流。



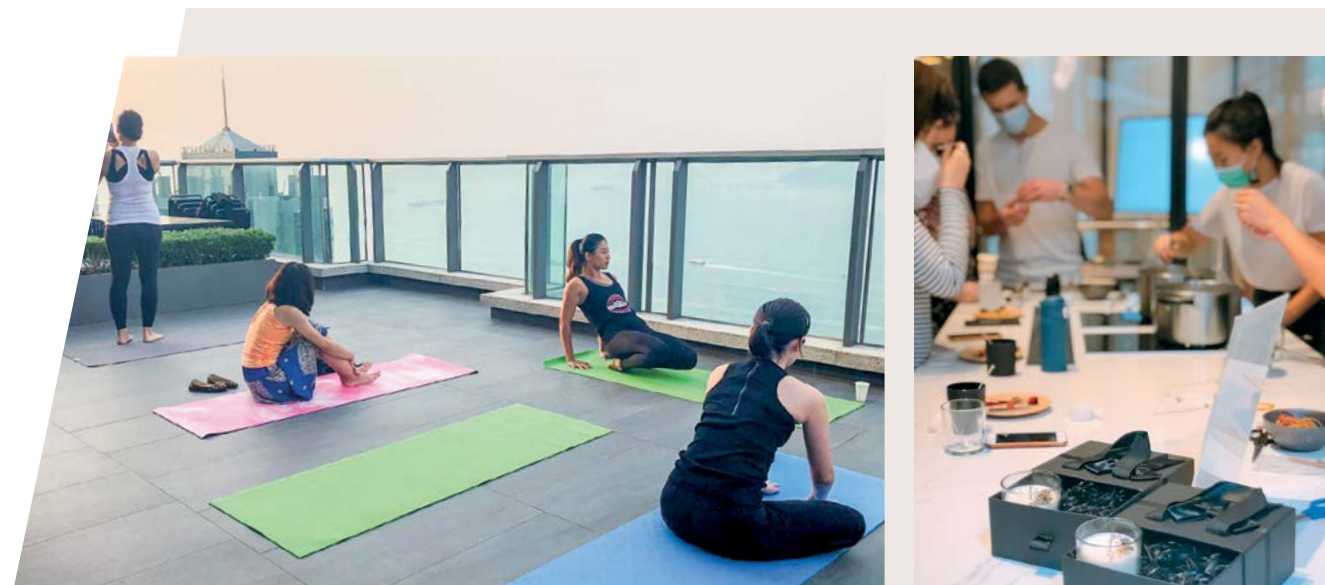
TOWNPLACE establishes its own community, namely TOWNPLACE Community. Comprised of new generations and a Community Manager, the Community creates a close relationship with its tenants.

TOWNPLACE本舍建立租户专属社群“TOWNPLACE Community”，并增设以新世代成员组成的崭新团队Community Team及特设Community Manager一职，与租客建立互信的紧密关系

同时，TOWNPLACE本舍专属一站式手机应用程序，让TOWNERS可以线上线下互相联系，也可以参加网上瑜伽、健身等贴心活动，拓展“TOWNPLACE Community”体验。不少TOWNPLACE本舍住客为初创企业老板，Community Team连系住客，促进住户间交流，变成朋友，营造租户专属人际网络，以虚实结合方式促进住客之间的商业交流，使他们足不出户也能够掌握商机，实践“共享经济”理念。

加强与集团成员合作 发挥协同效益

除了定期在新地会会讯发布品牌动向及活动消息，Signature Homes及TOWNPLACE本舍也会给予新地会会员独家承租礼遇，集团员工更享有Signature Homes和TOWNPLACE本舍推荐新客户奖赏礼遇；与新地旗下商场、The Point、酒店、SmarTone或其他集团成员公司推出多项限定优惠；联合SmarTone订制一系列专属Signature Homes租户的居家5G高速网络方案；携手一田为租户提供生活用品的网上订购及送货服务。



Signature Homes and TOWNPLACE are always creating a variety of online and offline activities for their tenants
集团旗下两个星级住宅租赁品牌Signature Homes与“TOWNPLACE 本舍”顾及住客的身心需要，为住客安排多元化的精彩线上线下活动