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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 本舍首創短至一個月及自主選擇傢俬組合的靈活租住方案，廣受年輕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單位的用料設計兼具耐用及時尚兩大優點，打造舒心居家環境

Establishing an exclusive social platform Promoting online communication among residents

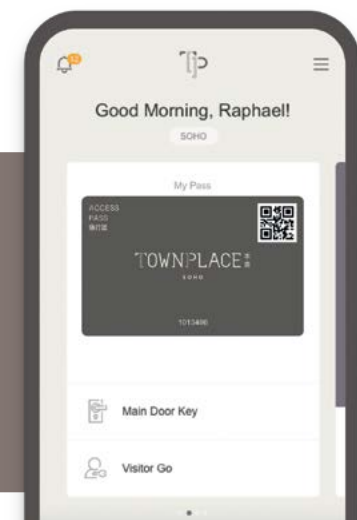
Apart from upgrading the residential hardware amenities, TOWNPLACE takes into account the well-being of its residents. The new work-from-home model amid the pandemic has increased the younger generation's pursuit of private space. TOWNPLACE established its own community, namely TOWNPLACE Community. Comprised 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 tenant's 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
圖左: TOWNPLACE專屬的手機應用程式促進了TOWNERS互相聯繫，擴闊他們的社交網絡
圖右: Signature Homes 租戶可透過智能手機掃描QR Code，直接聯絡租戶服務團隊

集團全面提升住宅租賃業務 締造理想住宿體驗

為迎合市場對居所的不同需求，集團除發展優質住宅物業作銷售外，還經營住宅租賃業務，旗下兩個星級住宅租賃品牌 Signature Homes與「TOWNPLACE 本舍」所屬物業位處優越地段，並不斷優化管理及配套，包括定期翻新物業設施，積極引入創新科技，以及因應疫情推出多項貼心的服務，致力為租客打造理想的居住環境，提供非凡的住宿體驗。

貫徹集團「以心建家」的信念，兩個住宅租賃品牌堅守「以客為本」及「以心服務」為宗旨，提供一站式租住方案和優質服務，同時，憑藉與集團系內不同成員的合作，以發揮協同效益，確立各自於香港租務市場的獨特優勢。專營豪宅租賃的 Signature Homes新增為家庭住戶訂制的配套，繼續備受高消費家庭客戶青睞；而採取嶄新營運模式的「TOWNPLACE 本舍」則深受年輕專才喜歡。因此，在過去兩年面對疫情的挑戰，兩個品牌仍能把握機遇，取得穩健的表現。

Signature Homes

Signature Homes 擁有20年豐富的豪宅租賃經驗，按所佔權益計算，負責管理集團約100萬平方呎的豪華住宅單位

及超過700間優質服務式套房，遍佈香港優越的地理位置，包括中半山、港島南區、山頂以及市區的核心地段等。品牌提供四類主要物業：大型屋苑、別墅、獨立屋以及服務式套房，戶型由開放式至五房單位及頂層特色戶，面積由300多呎的單位到超過4,000多呎的別墅，一直獲得高資產值的家庭客群及城中名人高管追捧。

升級翻新住宅設施

品牌為旗下部分租盤進行升級翻新，包括陸續翻新大堂及電梯，單位的全新大門配置擁有防窺專利的智能電子門鎖，單位內部的工程設計及用料以用家角度出發，兼具耐用及時尚兩大優點，用色設計巧妙地令空間更見明亮寬敞，重新鋪設全屋地板，配以高級的優質廚具及浴室潔具，提升收納空間，全面打造嶄新廚房及浴室。單位內的所有冷氣系統亦同步升級，融入節能的綠色概念，務求全面提升租客的生活質素。

疫情之下，各大企業推行在家工作，令租戶對於偌大的居住空間需求趨增，令豪宅租賃市場受惠，Signature Homes亦配合推出一系列的應對措施。

引入最新科技推動數碼化管理

Signature Homes利用雲端科技，提升「客戶關係管理」系統，涵蓋單位參觀預約服務、租務管理至租戶服務，務求改革固有的租賃服務。配合最新虛擬導覽技術，讓客人體驗在家遙距參觀實境單位服務，提供更全面的單位資訊。同時，推出全新的「客服智能系統」，各單位配備一個獨有的QR code，可用於直接連繫Signature Homes的租戶服務團隊。租戶於每一項家居維修服務、各項查詢、意見及評分都能透過網上即時顯示於系統，助Signature Homes優化租務上的營運效率及服務質素。

租戶在疫症新常態下習慣於網上購物，加上在家工作亦令其有更多時間居家，令居家服務的需求遞增。Signature Homes洞悉租戶於家中工作，或小朋友上網課時需要更穩定流暢的網絡系統，特別聯同SmarTone 訂制一系列專屬其租戶的居家 5G 高速網絡方案，廣泛應用到不同物業單位。同時，於部份屋苑增設工作室及閱讀室，提供更彈性安全的另一空間。



Dynasty Court 帝景園

Dynasty Court 帝景園

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 重新鋪設全屋地板，配以優質廚具及浴室潔具，提升收納空間



Pacific View 浪琴園

The smart use of Signature Homes colour design makes the property appear spacious and brighter, comprehensively improve the living quality for tenants
Signature Homes用色設計巧妙地令空間更見明亮寬敞，務求全面提升租客的生活質素

8 加强抗疫 打造舒心居家工作环境

此外，Signature Homes為加强防疫，時而檢討及完善清潔防疫措施。自疫情以來，所有物業已進一步強化防疫，例如所有前線員工均已接種疫苗，並須隔日接受一次快速抗原測試；加強屋苑範圍內的消毒措施，加密清潔公眾設施，並於公共空間內設置自助消毒搓手液機，供租戶及訪客消毒雙手。

所有單位於入伙前進行全面清潔消毒。此外，租戶服務團隊會於入伙當天現場解釋家居防疫注意事項，保障入住租戶的健康。按個別租戶需要，Signature Homes亦會安排檢測服務及協助購買快速抗原測試套裝。

TOWNPLACE 本舍

TOWNPLACE 本舍是集團近年新成立的住宅租賃品牌，首創短至一個月及自主選擇傢俬組合的靈活租住方案。旗下的TOWNPLACE SOHO及TOWNPLACE KENNEDY TOWN廣受年輕新世代及旅居人口追捧，策略性選址中環及堅尼地城兩個黃金地段，提供合共421單位，多元房型選擇由開放式至四房單位，實用面積由286至1,092平方呎。設有三類單位：「服務式住宅」單位已配備完善酒店式設備及服務、「附設傢俬單位」及「自置傢俬單位」，並提供三大品牌傢俬風格迎合不同住客喜好。

靈活租賃方案 共享兩大業務設施

有別於傳統租賃樓盤，TOWNPLACE本舍深明年輕新世代受眾客群因應疫情下租務市場的未知因素影響，而傾向更高彈性的租賃方案，特意設立多項靈活的租期（短至一個月至以年計）及多種租賃選項（服務式住宅、附設傢俬及自置傢俬單位），積極回應正急速增長的多元化租務市場需求。

為進一步提升住客的生活體驗，TOWNPLACE本舍更引入「一個品牌，兩個地點」的市場破格概念，讓TOWNPLACE SOHO及TOWNPLACE KENNEDY TOWN旗下租客尊享兩個項目合共約30,000平方呎的雙共享空間，盡享兩大物業的優越設施，享用雙重便利。

嚴守高規格防疫措施

自疫情爆發以來，TOWNPLACE本舍一直嚴守高規格防疫措施，並主動地加強各項防疫工作，在有需要時啟動適切的緊急應變措施，例如旗下所有員工均已接種新冠疫苗，在每日工作前必須進行快速測試，並定期進行深喉嚨液檢測；開拓網上360度虛擬導覽示範單位服務，為海外客人提供遙距睇樓的服務；同時設立智能家居及門匙。

TOWNPLACE本舍物業大廈安裝自動門及設有紅外線體溫感應器，配以輕觸式門鍵等新設備，並於升降機內預先裝設多項最新免接觸的功能，住客更可以手機應用程式QR code自動感應，無需按鍵即可自動識別所需樓層。

建立專屬社交平台 促進住客線上的交流

除提升住宅的硬件設施，TOWNPLACE本舍亦顧及住客的身心需要。疫情下的新居家工作模式，增加了年輕一代對私人空間的追求，建立租戶專屬社區「TOWNPLACE Community」，並增設以新世代成員組成的嶄新團隊Community Team及特設Community Manager一職，擔演著橋樑(Connector)，連結TOWNERS (TOWNPLACE本舍租客的統稱，以增加歸屬感)，建立互信的緊密關係。為住客安排多元化的精彩線上線下活動，如虛擬瑜伽健身，促進住客線上的交流。



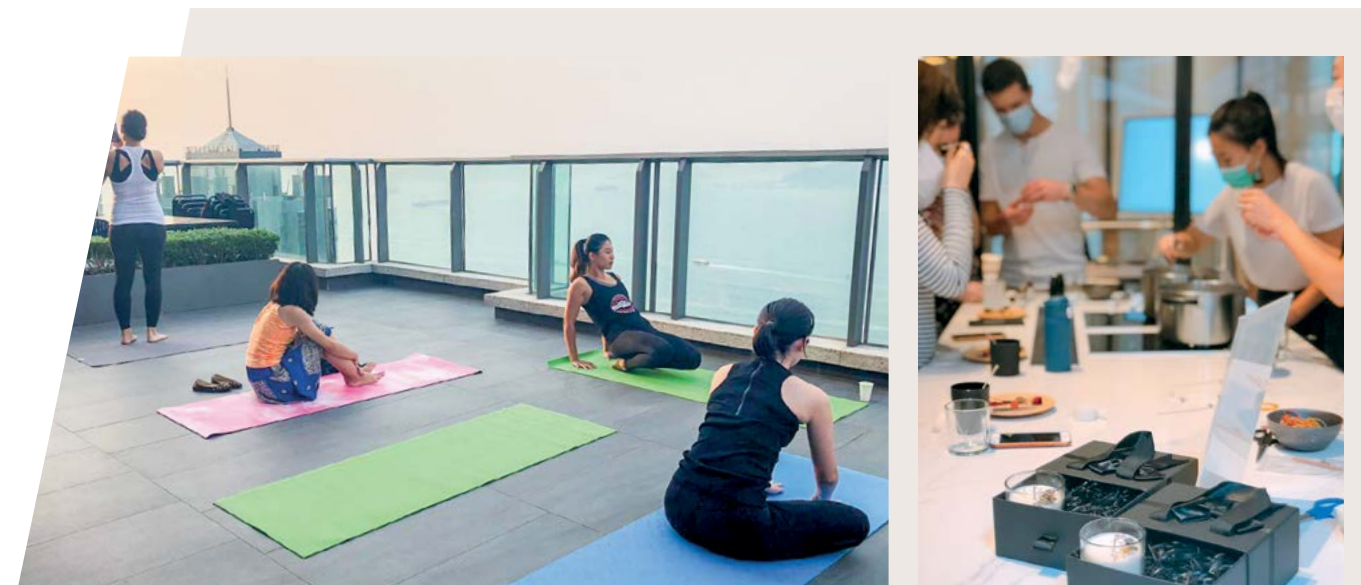
TOWNPLACE establishes its own community, namely TOWNPLACE Community. Comprised of new generations and a Community Manager, the Community creates a close relationship with its tenants.

TOWNPLACE本舍建立租戶專屬社區「TOWNPLACE Community」，並增設以新世代成員組成的嶄新團隊Community Team及特設Community Manager一職，與租客建立互信的緊密關係

同時，TOWNPLACE 本舍專屬一站式手機應用程式，讓TOWNERS可以線上線下互相聯繫，亦可以參加網上瑜伽、健身等貼心活動，拓展「TOWNPLACE Community」體驗。有見TOWNPLACE本舍不少住客為初創企業老闆，Community Team 連繫住客，促進住戶間交流，變成朋友，營造租戶專屬人際網絡，以虛實整合方式促進住客之間的商業交流，使他們足不出戶也能夠掌握商機，實踐「共享經濟」理念。

加強與集團成員合作 發揮協同效益

除了定期在新地會會訊發佈品牌動向及活動消息，Signature Homes及TOWNPLACE 本舍亦會給予新地會會員獨家承租禮遇，集團員工更享有Signature Homes 和TOWNPLACE 本舍推薦新客戶獎賞禮遇；與新地旗下商場、The Point、酒店、SmarTone 或其他集團成員公司推出多項限定優惠；聯同SmarTone訂制一系列專屬Signature Homes 租戶的居家 5G 高速網絡方案；聯同一田為租戶提供生活用品的網上訂購及送貨服務。



Signature Homes and TOWNPLACE are always creating a variety of online and offline activities for their tenants
集團旗下兩個星級住宅租賃品牌Signature Homes與「TOWNPLACE 本舍」顧及住客的身心需要，為住客安排多元化的精彩線上線下活動