

# TOWNPLACE WEST KOWLOON will be available for lease in the second half of 2023

## TOWNPLACE WEST KOWLOON 将于2023下半年推出

The Group's brand new flagship residential leasing property, TOWNPLACE WEST KOWLOON, will be launched in the second half of 2023. Complementing the Group's other large-scale developments in West Kowloon, the new project will feature the modern 'Aparthotel' concept, the first of its kind in the market, providing a flexible and innovative lifestyle for young professionals, overseas and mainland talents.

With the introduction of Hong Kong's new talent admission schemes, demand for quality rental options from young professionals and business travellers has increased dramatically. TOWNPLACE WEST KOWLOON is a new addition to TOWNPLACE, the Group's residential leasing brand targeting young professionals. The landmark project will become the first large-scale 'Aparthotel' in Hong Kong, offering flexible daily or monthly leasing terms and modern hospitality on demand to fulfil young professionals' desire for a quality lifestyle.

### Strategically located in West Kowloon with excellent connectivity and convenience

Only a stone's throw from the MTR Nam Cheong Station, TOWNPLACE WEST KOWLOON will enjoy easy access to major transport facilities, such as the High Speed Rail West Kowloon Terminus and the Airport Express station, providing residents with excellent transport connectivity to the mainland and the rest of the world. It will also offer convenient access to ICC and IFC, two of the world's tallest skyscrapers, with grade-A offices, via the MTR.

The buzzing West Kowloon Cultural District is a destination for creative activities. With the opening of M+ and the Hong Kong Palace Museum, the district has become a hub for young professionals to work together, while enjoying a wide range of entertainment, leisure, arts and cultural activities. Along with the rapid development of West Kowloon, the Group expects to complete its integrated commercial project atop the High Speed Rail West Kowloon Terminus in 2025. Comprising grade-A offices with a gross floor area of about 2.6 million square feet and enjoying unparalleled connectivity to major mainland cities and the rest of the world, the mega project is expected to create synergy with the nearby ICC and foster the development of West Kowloon into a business, retail, cultural exchange, entertainment and transportation hub. TOWNPLACE WEST KOWLOON will support the Group's other large-scale developments in the vicinity while meeting the accommodation and daily needs of mainland and overseas talent.



TOWNPLACE WEST KOWLOON, the Group's harbourfront landmark, offers a panoramic waterfront view with a thoughtfully planned spacious area and green landscaped zone to provide a relaxed metropolitan living environment. 集团临海地标项目 TOWNPLACE WEST KOWLOON 尽览海滨景致，经悉心规划的广阔空间和绿化地带，缔造休闲惬意的都会生活环境。

### 'Aparthotel' — a brand new leasing model with a modern twist

Young professionals like to pursue a premium, flexible lifestyle with a diverse range of experiences. TOWNPLACE WEST KOWLOON is introducing the innovative 'Aparthotel', a hybrid short- and long-term leasing model offering flexible rental periods, ranging from days to months, and a hotel service-on-demand option. Presenting a personalized lifestyle concept for young professionals, TOWNPLACE WEST KOWLOON will provide hotel-class facilities and a panoramic view of Victoria Harbour, creating an all-round quality rental experience for residents.

### Wide range of facilities, creating an exclusive ecosystem for young professionals

TOWNPLACE WEST KOWLOON, a large-scale residential leasing flagship project in the Group's development blueprint in West Kowloon, will transform the traditional rental model of stand-alone living space into an all-in-one experience for young professionals. TOWNPLACE will also partner with many international and local brands to offer exclusive experiences for its residents. This will allow young talent to meet like-minded friends and come up with innovative ideas in the TOWNPLACE Community, creating myriad opportunities and possibilities. A convenient and efficient integrated ecosystem with a wide range of facilities and services will be created, providing residents with a one-stop shop for socializing, dining, entertainment and well-being.

集团以崭新“Aparthotel”概念打造的租住旗舰项目 TOWNPLACE WEST KOWLOON 将于2023下半年推出，配合集团在西九龙的其他大型发展项目，为年轻才俊、海外及内地优才等提供灵活和充满品味的生活模式。

随著一系列抢人才措施出台，年轻专才及商旅人士对优质住宿的需求激增，但香港却缺乏相应的租住选择。集团旗下的灵活租住品牌“TOWNPLACE 本舍”以服务年轻才俊为主，将于今年下半年在西九龙推出全新旗舰项目 TOWNPLACE WEST KOWLOON。项目引入创新的“Aparthotel”长短租赁酒店混合模式，全方位配合新世代的专业人士对便捷高质生活的追求，将成为香港首个大型的灵活租住项目。

### 策略性西九选址兼具活力与便利

TOWNPLACE WEST KOWLOON 的位置四通八达，瞬间可达港铁南昌站，前往高铁西九龙总站、机场快线等重要交通网络也非常便捷，方便住客往返内地和其他国家。住客也可以搭乘港铁畅达全球，其中两幢最高的摩天大厦——甲级商厦环球贸易广场 (ICC) 及国际金融中心 (IFC)。

西九文化区是备受瞩目的文化艺术新天地，集合不同类型的艺术活动。近年M+与香港故宫文化博物馆相继开幕，令该区汇聚众多年轻才俊，并成为寻求商务合作、追求休闲娱乐及欣赏文化艺术的热点。随著西九龙迅速发展，集团旗下高铁西九龙总站上盖大型综合商业项目预计在2025年内落成，项目提供约24万平方米 (260万方呎)

甲级办公楼楼面，将与毗邻的ICC发挥联动效益，贯通内地主要城市与世界各地，带动西九成为香港以至大湾区内集商业、零售、文化、娱乐和交通于一体的综合枢纽。TOWNPLACE WEST KOWLOON 将与集团在西九龙的其他大型项目产生协同效应，并充分配合来港发展的内地和海外专才在居住和生活方面的需要。

### 崭新多元自主“Aparthotel”租赁模式

现今的专业人士追求高质、高自由度的生活方式，崇尚多元化居住体验，TOWNPLACE WEST KOWLOON 引入创新的“Aparthotel”长短租赁酒店混合模式，提供日租和月租计划，配合酒店级服务选择，为他们制定个人化的优质生活模式，再加上项目饱览维港景致及具备酒店级设施，全方位为年轻专业人士带来高品质的租住体验。

### 设施多元便利 创建专属生活圈

作为集团另一个大型租住项目，TOWNPLACE WEST KOWLOON 颠覆传统的租住方式，项目并非提供单一的居住空间，而是为新世代专业人士带来包罗万有的居住体验。TOWNPLACE 也将与众多国际及本地知名品牌合作提供专属品牌体验活动，让一众年轻住客有更多机会结识志同道合的朋友，甚至成为生意合作伙伴，完美打造充满机遇及引发无限可能性的 TOWNPLACE Community。TOWNPLACE 为住客构建便捷高效的综合生活圈，提供各式各样的设施和服务，配合住客在社交、饮食、娱乐和健康方面的需要。



TOWNPLACE WEST KOWLOON — a holistic, experience-driven habitat for young professionals  
TOWNPLACE WEST KOWLOON 全方位紧贴年轻才俊的生活体验