

TOWNPLACE embraces top young talent's aspirations for a refined lifestyle



Signature Homes, the Group's residential leasing brand, has capitalized on the favourable market factors following the HKSAR Government's talent admission schemes in recent years to attract mainland and overseas professionals to relocate to Hong Kong. Riding on the anticipated opportunities arising from the growing number of professionals, in 2019, the Group established TOWNPLACE, a new brand featuring a premium lifestyle model for young professionals.

Three premium projects offered by TOWNPLACE TOWNPLACE, a residential brand tailored for top young talent, offers a premium living experience with flexible accommodation options. Three of its premium projects – TOWNPLACE SOHO, TOWNPLACE KENNEDY TOWN, and its flagship project TOWNPLACE WEST KOWLOON, which was opened in October 2023 – provide residents with a "Bleisure" living space, combining business and leisure. The TOWNPLACE community team affectionately refers to the residents as TOWNERS, fostering a distinctive sense of belonging in the community.

Prime locations with excellent transportation connectivity

All three TOWNPLACE projects are in prime locations, with easy access to the central business districts (CBDs) in Hong Kong. TOWNPLACE SOHO on Caine Road, is only steps away from Central and Lan Kwai Fong, whilst TOWNPLACE KENNEDY TOWN in Kennedy Town, a fast-rising residential hotspot in the western part of Hong Kong Island, is only a few minutes' walk to the MTR Kennedy Town Station. Both projects are highly sought after by young professionals.

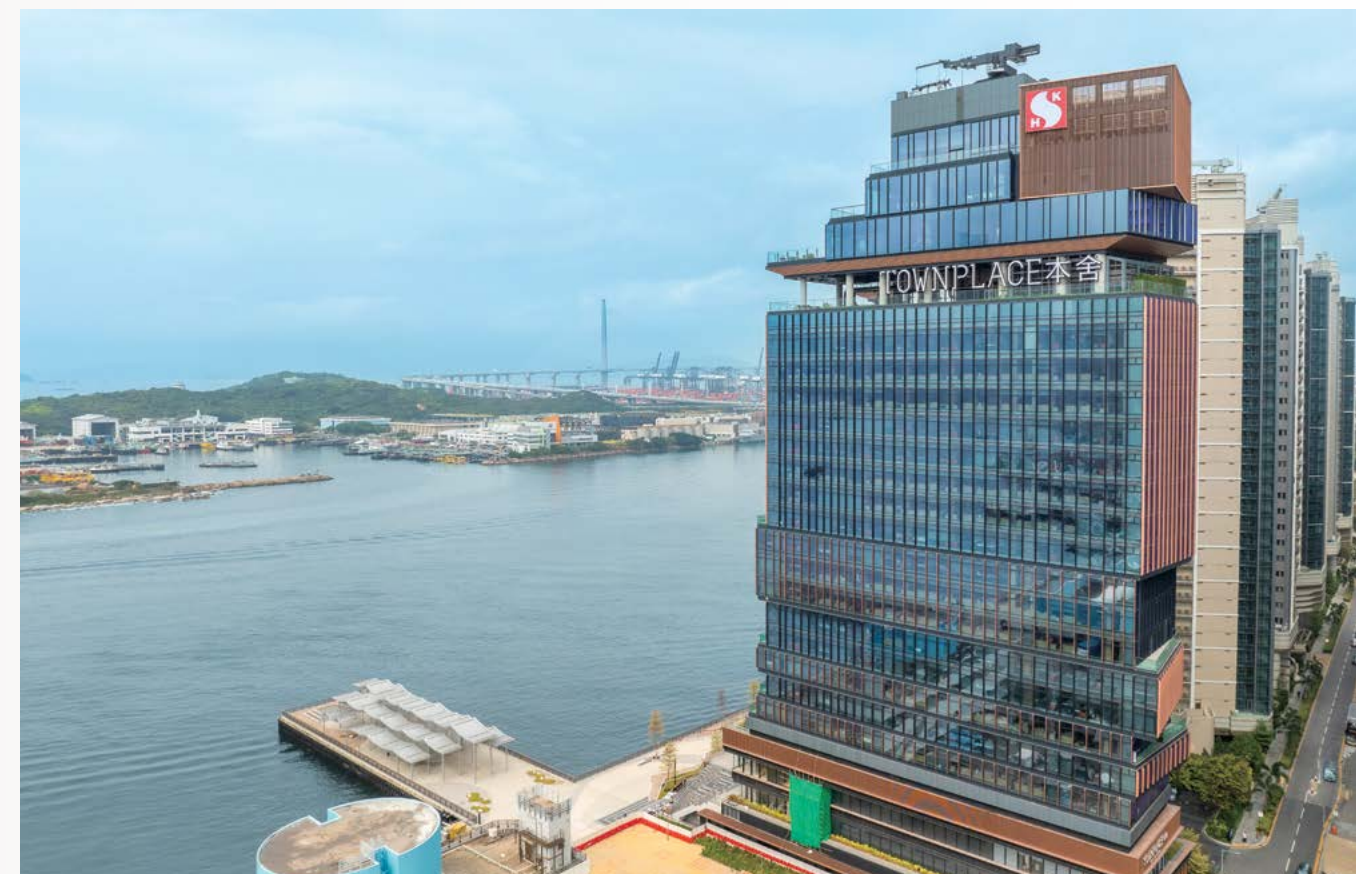
Strategically located in West Kowloon, TOWNPLACE WEST KOWLOON is only a stone's throw from the MTR Nam Cheong Station, with easy access to the High Speed Rail West Kowloon Terminus and the Airport Express, providing TOWNERS with excellent transport connectivity to the mainland and other countries, as well as the two tallest skyscrapers in Hong Kong, the International Commerce Centre and the International Finance Centre.

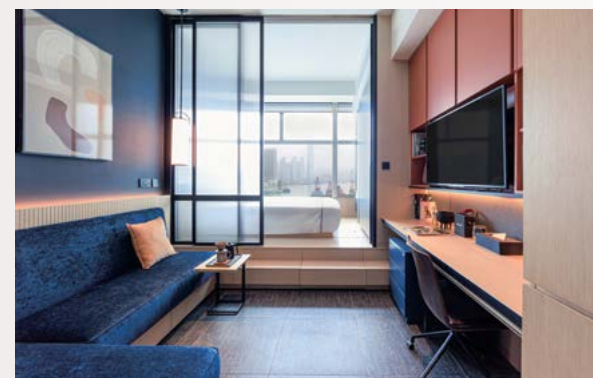
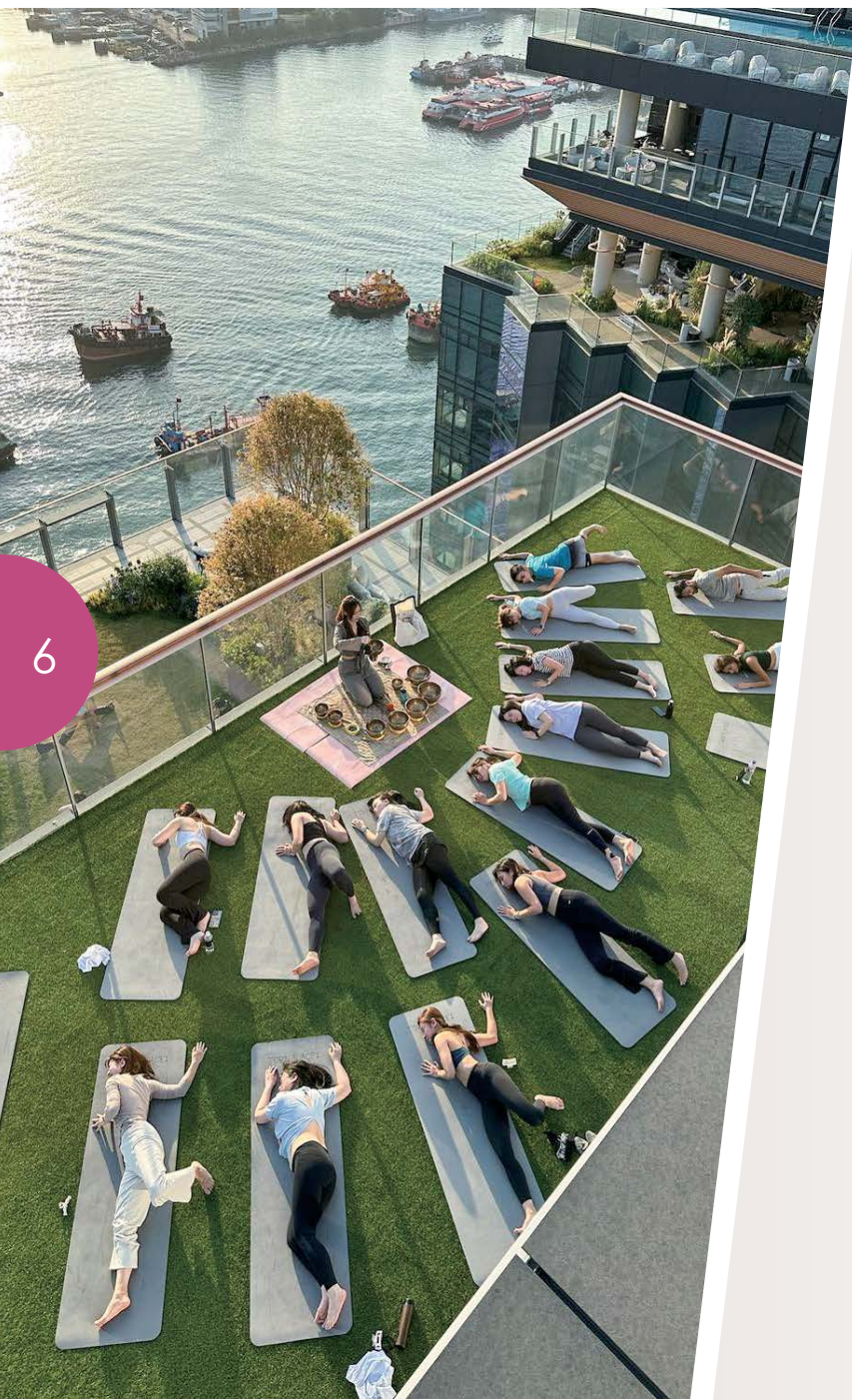
In addition to the integrated commercial project atop the High Speed Rail West Kowloon Terminus to be completed by the end of 2025, the Group won the right to develop and operate the Artist Square Towers Project in the West Kowloon Cultural District. TOWNPLACE WEST KOWLOON creates synergy with the Group's large-scale developments in the vicinity to provide mainland and overseas professionals who have relocated to Hong Kong the ideal nexus for socializing, dining, entertainment and well-being.



Flexible accommodation options against market demand

Unlike traditional leasing properties, TOWNPLACE SOHO and TOWNPLACE KENNEDY TOWN offer three options – Serviced Apartments, Furnished Apartments and Unfurnished Apartments – and flexible duration from monthly to yearly. A variety of furniture styles are designated to suit the disparate preferences of residents. TOWNPLACE WEST KOWLOON offers 843 rooms in various flat mixes, from studios to three-bedroom units, most with either a panoramic Victoria Harbour or city view. The first-of-its-kind Aparthotel concept caters to the top young talent's distinct accommodation needs.





Premium amenities for a premium lifestyle

TOWNPLACE SOHO and TOWNPLACE KENNEDY TOWN offer about 30,000 square feet of social space with upscale amenities. To further elevate the living experience of TOWNERS, TOWNPLACE WEST KOWLOON established the TP SOCIAL CLUB, spanning over 53,000 square feet, with comprehensive offerings, providing residents with a “Bleisure” lifestyle.

Exclusive community with vibrant events for TOWNERS

To foster the connections among TOWNERS, TOWNPLACE SOHO and TOWNPLACE KENNEDY TOWN introduced TOWNPLACE Community, and TOWNPLACE WEST KOWLOON established the TP SOCIAL CLUB, which arrange a variety of vibrant events for TOWNERS to cultivate a sense of belonging. TOWNPLACE also formed a Community Team, staffed by young colleagues, and launched a mobile app exclusively for TOWNERS, to provide seamless communication.



TOWNPLACE本舍 迎合年轻专才对优质生活的追求

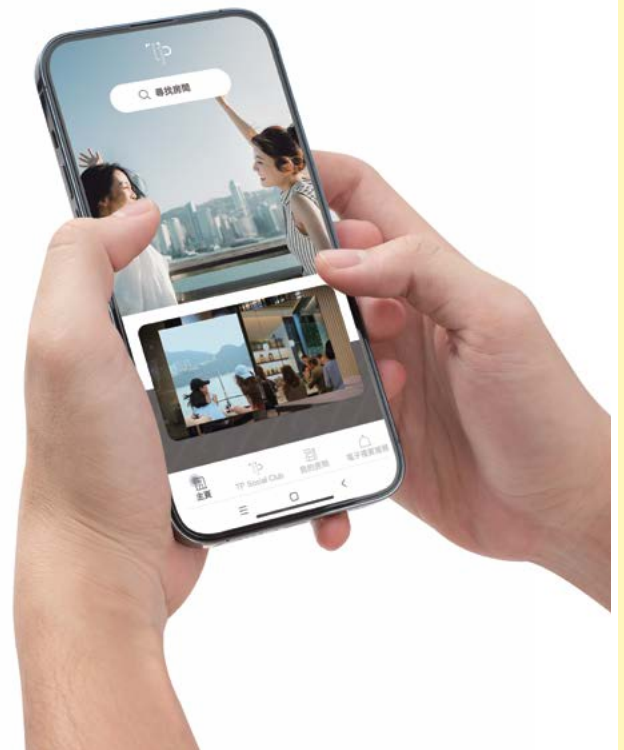
近年香港特区政府推出多个人才入境计划，积极吸引内地及海外专才来港，为住宅租赁市场带来利好因素，集团旗下住宅租赁品牌Signature Homes也因而受惠。其中集团于2019年针对年轻人市场而创立的“TOWNPLACE 本舍”品牌，预料更可把握人才来港潮的机遇。

“TOWNPLACE 本舍”三大优质项目

“TOWNPLACE 本舍”作为主打年轻才俊的租住品牌，提供灵活弹性住宿方案选择，以满足新世代对高品质生活的追求。旗下三大优质项目，分别为TOWNPLACE SOHO、TOWNPLACE KENNEDY TOWN，以及2023年10月开幕的旗舰项目TOWNPLACE WEST KOWLOON，为住客提供商务与休闲兼备的生活空间。针对新世代的文化，团队特别将“TOWNPLACE 本舍”的住客称为TOWNERS，以增强归属感，并营造出独有的社群气氛。

优越地理位置 交通四通八达

“TOWNPLACE 本舍”旗下三大项目均位于香港的优越地段，可轻松往来香港核心商业区，尽享交通便捷之利。TOWNPLACE SOHO位处中环苏豪区坚道，几步之隔已直抵香港核心商业区及兰桂坊；TOWNPLACE KENNEDY TOWN则位于坚尼地城，为近年港岛西区新兴的居住热点，步行数分钟即可到达港铁坚尼地城站，两个项目均深受年轻专业人士欢迎。



TOWNPLACE WEST KOWLOON位于西九龙的策略性地段。项目毗邻港铁南昌站，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，方便往返内地和其他国家。住客也可以搭乘港铁畅达全港最高的两幢摩天大厦——西九龙环球贸易广场及中环国际金融中心。集团旗下不仅拥有于2025年底竣工的高铁西九龙总站上盖大型综合商业项目，还投得西九文化区内的艺术广场大楼项目的发展及营运权，TOWNPLACE WEST KOWLOON 将与集团这些在西九龙的大型项目产生协同效应，充分配合来港发展的内地和海外专才在生活、工作、娱乐及社交等多方面的需要。

灵活住宿方案 配合市场需求

有别于传统租赁楼盘，TOWNPLACE SOHO及TOWNPLACE KENNEDY TOWN提供三种弹性方案，其中包括“服务式住宅”、“附设家具住宅”及“自置家具住宅”，住宿期由一个月起。单位也配备不同家具设计风格，以满足住客的不同喜好。至于TOWNPLACE WEST KOWLOON则提供843个单位，大部分单位均拥有维港海景或城市景观。为满足住客不同需要，项目提供多元化户型，由开放式至三房户型，还创新引入“Aparthotel”长短租赁酒店混合模式，以配合年轻专才不同的居住需要。

优质设施配套 提升居住体验

TOWNPLACE SOHO及TOWNPLACE KENNEDY TOWN合共提供近2,787平方米（30,000平方呎）的空间及优质设施。为进一步提升居住体验，TOWNPLACE WEST KOWLOON更打造出占地约4,923.7平方米（53,000平方呎）TP SOCIAL CLUB，为住客缔造“Bleisure 商务×社交乘式生活”租住体验。



构建社交圈子 精彩活动凝聚TOWNERS

为促进TOWNERS之间的联系，TOWNPLACE SOHO及TOWNPLACE KENNEDY TOWN特意增设TOWNPLACE Community。承接TOWNPLACE Community的概念，TOWNPLACE WEST KOWLOON也新设TP SOCIAL CLUB，积极安排多元化的精彩活动，以增加彼此的归属感。同时，“TOWNPLACE本舍”更建立以年轻员工组成的崭新团队 Community Team及住客专属手机应用程序，方便紧密交流。

