

# SHKP



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

TOWNPLACE本舍 迎合年轻专才对优质生活的追求





以 心 建 家 Building Homes with Heart



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

TOWNPLACE 本舍 迎合年輕專才對優質生活的追求

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准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实地考察，以获取对该发展地盘以及其周围地区的公共设施及环境较佳的了解。



# Contents

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Editor's Note 编者按：  
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.  
本刊旨在为投资者提供集团业务的最新资讯，维持企业高透明度及良好的企业管治。本刊内容涵盖集团业务的不同范畴，相关资料陈述并非用作宣传推广。

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## 专题故事

- 4** TOWNPLACE embraces top young talent's aspirations for a refined lifestyle  
TOWNPLACE 本舍 迎合年轻专才对优质生活的追求
- 9** Signature Homes launches the SHKP Lifestyle community  
Signature Homes 创建“新地生活圈” 协助人才融入 建立人才圈子

## 业务动向 – 香港

- 10** The Point launches Instant Point Earn  
The Point 推出全新“即赚分”服务

## 业务动向 – 内地

- 11** Group's large-scale residential development in the Greater Bay Area, Forest Park at Guangzhou South Railway Station offers latest batch of units for sale  
集团旗下粤港澳大湾区大型住宅项目 广州南站“峻銓”推出全新单位

## 人物

- 12** Derek Sun: Strengthening SHKP competitive edge to attract more young talent customers  
强化优势 掌握年轻专才来港机遇



## 集团动向

- 16** SHKP announces 2023/24 interim results  
集团公布2023/24年度中期业绩
- 17** SUNeVision announces 2023/24 interim results  
新意网公布2023/24年度中期业绩
- SmarTone announces 2023/24 interim results  
数码通公布2023/24年度中期业绩

## 可持续发展

- 18** The Group again sponsors the Community Chest Corporate Challenge  
集团再次赞助“公益慈善马拉松”
- Nature Rescue brand new version  
A green experience for users to earn The Point bonus points  
“山•滩拯救队”全新升级 助用户实践环保并轻松赚取The Point 积分
- 19** The Group recognized as a Regional Top-rated ESG Performer by Sustainalytics  
集团获Sustainalytics评为亚太区域ESG最高评级企业
- Over 40 years old Sun Hung Kai Centre Awarded LEED Platinum Certification  
迄立逾四十载 新鸿基中心荣获LEED铂金级认证
- 20** The Group's 25 malls install Dementia's Secret Angel APP to support the Caring Communities for Dementia Campaign  
集团旗下25个商场装设“友里踪迹”应用程序 支援“友里踪迹社区计划”
- Wetland Seasons Park wins Green Building Award 2023  
Wetland Seasons Park 于“环保建筑大奖2023”荣获殊荣

## 简讯

- 21** SHKP-Kwoks' Foundation meets with representatives of various universities  
新鸿基地产郭氏基金与多家大学会面交流
- International Commerce Centre wins awards in the CIBSE Hong Kong Awards 2023  
环球贸易广场于“英国屋宇装备工程师学会大奖2023”勇夺殊荣
- 22** SHKP Volunteer Team receives recognition in the Hong Kong Volunteer Award 2023  
集团义工队在“香港义工奖2023”荣获殊荣
- SmarTone clinches multiple awards from HKRMA for its excellent service quality  
SmarTone凭卓越服务质量 勇夺香港零售管理协会多项殊荣





## 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.

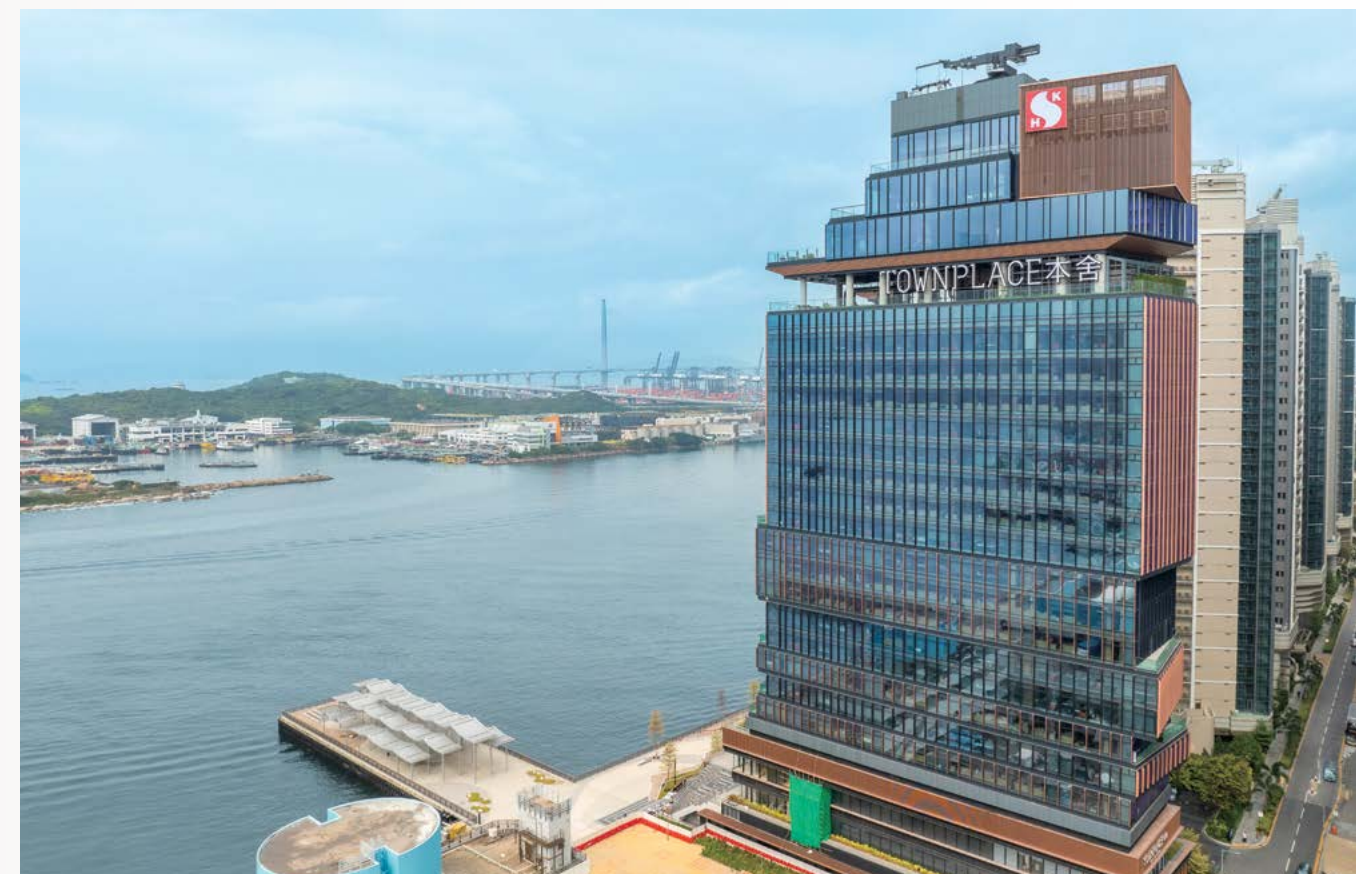
Strategically located in West Kowloon, TOWNPLACE WEST KOWLOON is only a stone's throw from the MTR Nam Cheong Station, with easy access to the High Speed Rail West Kowloon Terminus and the Airport Express, providing TOWNERS with excellent transport connectivity to the mainland and other countries, as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

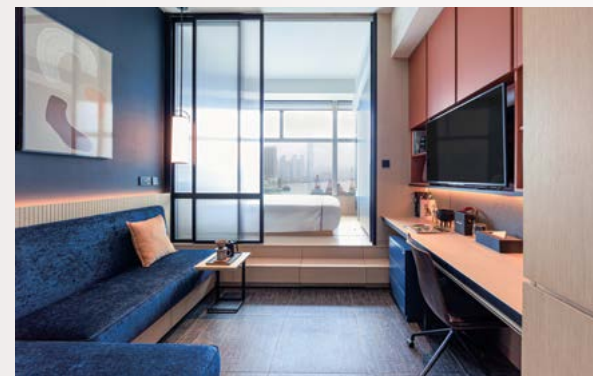
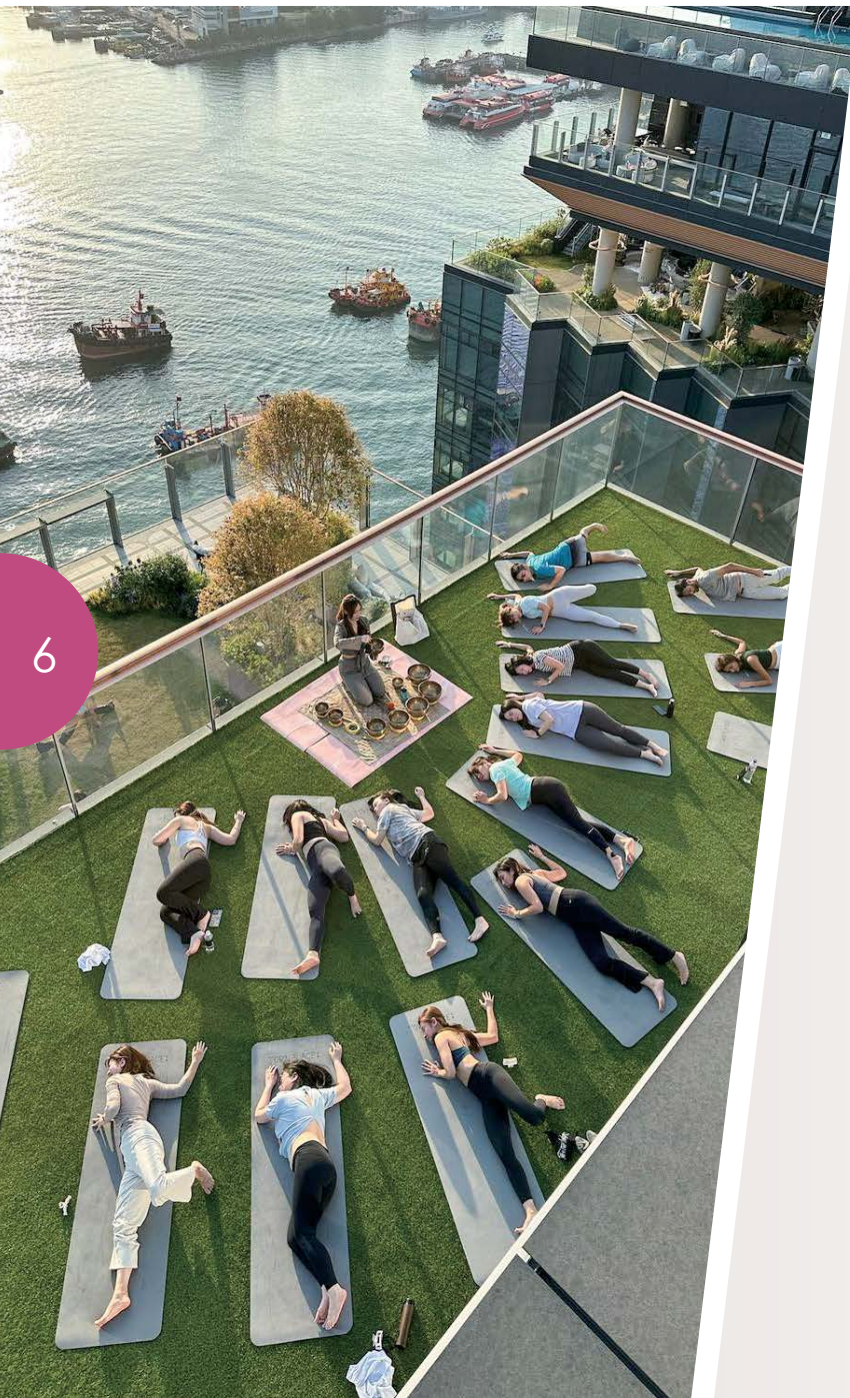


### Flexible accommodation options against market demand

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。



SHKP Signature Homes Managing Director Derek Sun (centre), HKT TSA Chairman Shang Hailong (left) and SHKP Lifestyle ambassador Suzy Zhang toast the launch of SHKP Lifestyle  
新鸿基地产住宅租赁 Signature Homes 董事总经理孙伟刚（中）联同香港高才通人才服务协会会长尚海龙（左）及新地生活圈大使张淑棋一同庆祝“新地生活圈”正式启动

## Signature Homes launches the SHKP Lifestyle community Signature Homes 创建“新地生活圈” 协助人才融入 建立人才圈子

SHKP Lifestyle is a community recently launched for newly arrived talent in Hong Kong under the Group's residential leasing brand, Signature Homes, to provide comprehensive information on all aspects of life in Hong Kong. It also serves as a platform for mutual assistance, allowing newcomers to share their life experience and receive support to integrate smoothly into Hong Kong and their work environment. With the support of the Hong Kong Top Talent Services Association (HKT TSA), the Group's TOWNPLACE WEST KOWLOON serves as a talent apartment.

SHKP Signature Homes Managing Director Derek Sun said: "The amount of incoming talent has significantly increased following the government's launch of the Top Talent Pass Scheme. The Group's TOWNPLACE WEST KOWLOON serves as a 'talent apartment', providing premium accommodation and fostering a community of talent. We created SHKP Lifestyle, a talent-oriented social and living community, which focuses on meeting the accommodation needs of young talent and provides a range of services to help them quickly establish a home in Hong Kong. It also aims to cultivate a supportive and friendly community that encourages interaction among talented individuals while also opening up new opportunities."

为协助人才来港后能够迅速全面融入社会以及工作环境，Signature Homes 此前创建一个极具吸引力的“新地生活圈”，专程向来港人才提供全面的生活配套指南，包括优质的衣、食、住、行等各方面资讯，建立互助社群，让专才互相分享生活体验。集团更将位于西九龙全新的TOWNPLACE WEST KOWLOON打造成“人才公寓”，并获香港高才通人才服务协会全力支持。

新鸿基地产住宅租赁 Signature Homes 董事总经理孙伟刚表示：“随著香港政府全力推动高才通计划，人才来港数量大大提升，集团将全力配合政府人才输入政策，率先创建一个名为‘新地生活圈’的人才社交生活圈子。这个全新的概念以来港人才为出发点，以配合他们的居住需求为基础，从而发展出一系列生活服务的配套，提供一站式生活指南，打造互助友爱的生活圈，促进人才之间的交流，协助来港人才在港开阔一片新天地。”



## The Point launches Instant Point Earn The Point 推出全新“即赚分”服务



Officiating at the launch ceremony of The Point's Instant Point Earn service are Group Executive Director Christopher Kwok (third left), The Point Chief Executive Officer May Ng (third right), Sun Hung Kai Real Estate (Sales and Leasing) Agency Limited Director Fiona Chung (second left), Sun Hung Kai Real Estate (Sales and Leasing) Agency Limited General Manager – Leasing Judy Chow (second right), Sun Hung Kai Real Estate Agency Limited General Manager – Leasing Michelle Lee (first left), and Sun Hung Kai Real Estate (Sales and Leasing) Agency Limited Deputy General Manager – Leasing Evelyn Suen (first right). 集团旗下The Point商场综合会员计划推出全新“即赚分”服务，集团执行董事郭基泓（左三）、The Point行政总裁吴秀美（右三）、新地（销售及租赁）代理有限公司董事钟秀莲（左二）、新地（销售及租赁）代理有限公司租务部总经理（租务）周淑雯（右二）、新地代理有限公司租务部总经理（租务）李碧琪（左一）及新地（销售及租赁）代理有限公司租务部副总经理（租务）孙雅茵（右一）一同主持启动礼。

The Group's integrated loyalty programme for its malls, The Point, has officially launched the new Instant Point Earn service across its extensive network of shopping malls in Hong Kong. With the aim of enhancing the customer shopping experience, the Instant Point Earn service offers customers an effortless way to earn points instantly when making purchases. As at 15 March 2024, over 1,700 stores across 25 major malls of the Group had signed up to provide the Instant Point Earn service. They encompass a wide range of establishments, including food and beverage groups, jewellery chains and apparel stores. During the five-month trial period, the service received an overwhelmingly positive response, with members earning over 100 million points.

The Group's Executive Director Christopher Kwok said at the launch ceremony: "This year marks the 5th anniversary of The Point, which has now garnered over 2.5 million members. As part of our ongoing commitment to enhancing the overall shopping experience for our customers, we are excited to introduce the new Instant Point Earn service. This service not only covers the largest network of shopping malls in Hong Kong, but also offers the greatest variety of participating merchants among similar schemes in the market. With this service, customers can simply scan their member QR codes at any of the participating merchants when making electronic purchases and earn points instantly." Mr Kwok said the Instant Point Earn service creates a "win-win-win" situation for members, merchants and shopping malls. Members can earn points instantly without the hassle of visiting the Customer Care Centre of the malls or uploading receipts on to The Point App. Merchants stand to benefit from increased sales, as members can immediately convert their earned points into Point Dollar for further purchases. Lastly, in the long run, the service is expected to boost sales revenue and foot traffic for the Group's malls.

The Group has always placed great emphasis on enhancing the customer shopping experience and improving service quality by

adopting new technologies and innovative ideas. In June 2023, the Group launched Hong Kong's first rewards-redeemable EV Super Charging service, which has received an overwhelming response from The Point members, accumulating over three million charging minutes by December 2023. Furthermore, the member-exclusive contactless parking service has been extended to over 100 car parks managed by the Group or Wilson Parking, providing great convenience for The Point members.

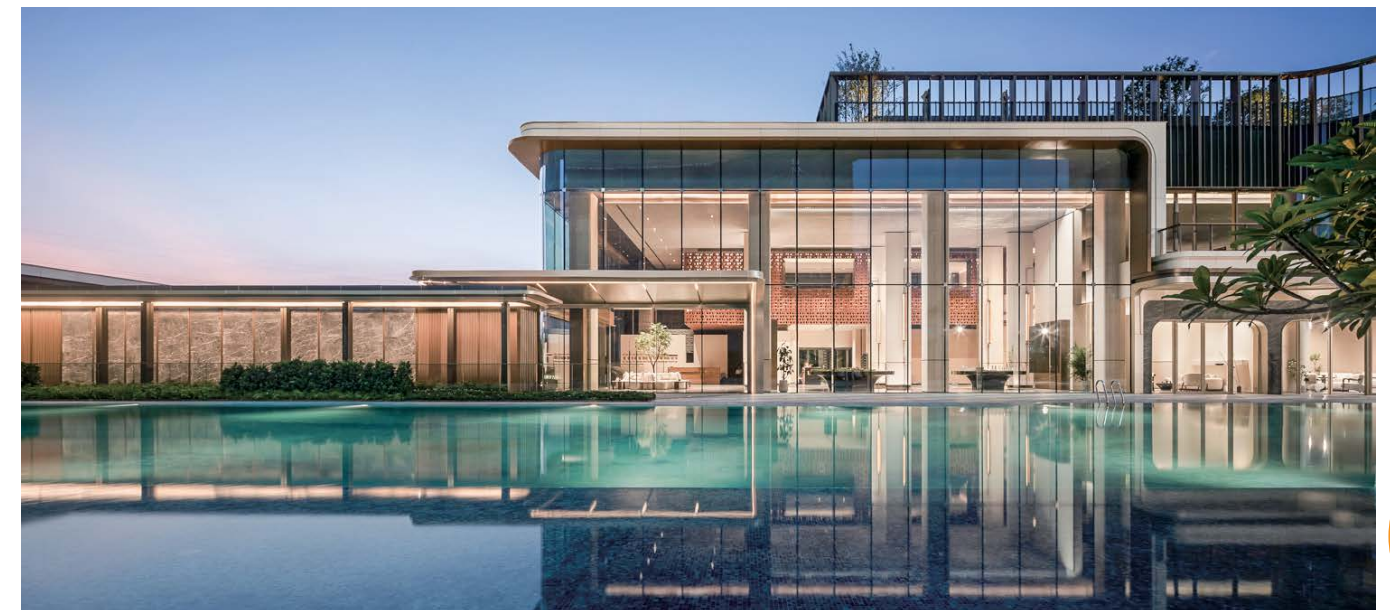
集团旗下The Point商场综合会员计划，推出覆盖全港最大商场网络、且拥有最多吃喝玩乐商户参与的全新“即赚分”服务，进一步提升顾客消费体验。截至2024年3月15日，集团旗下25个主要商场逾1,700间店铺已报名参与“即赚分”服务，其中包括大型饮食集团、连锁珠宝店及服装店等。在短短五个月的试营运阶段，会员已通过“即赚分”成功积超过一亿积分，反应热烈。

集团执行董事郭基泓在此前“即赚分”启动礼致辞时表示：“The Point今年踏入第五年，会员人数已超过250万。集团一直致力优化The Point，全方位提升顾客的消费体验。The Point再献新猷，为全港覆盖面最大的商场网络引入崭新的‘即赚分’服务，参与商户的类别众多，是同类型计划之冠。顾客以任何电子方式消费时，均可于商户简单地‘扫’其会员二维码，‘一咁’就得，即买即赚分，方便快捷。”郭基泓续指，“即赚分”服务能为会员、商户及商场创造三赢局面。第一，会员无须亲自前往客户服务中心或拍照上传单据，即可积分，省去不少时间及手续；第二，会员赚取积分后，可转换成Point Dollar作现金使用，直接带动商户生意。长远而言，“即赚分”将有助增加商场的营业额及人流。

集团一直重视顾客的消费体验，通过创新科技，不断提升服务质量。去年六月推出全港首创的以积分换领电动车特快充电服务，获得会员一致好评，截至2023年12月止，会员已累计累积逾300万分钟的充电时间。另外，会员专享的免触式泊车服务也已扩展至超过100个集团及威信停车场，出行和生活更轻松便利。

## Group's large-scale residential development in the Greater Bay Area, Forest Park at Guangzhou South Railway Station offers latest batch of units for sale

集团旗下粤港澳大湾区大型住宅项目  
广州南站“峻玺”推出全新单位



Forest Park, a residential development in the Group's wholly owned, large-scale, iconic integrated development, Guangzhou South Station ICC, is releasing its latest batch of units for sale. Its initial batch of 20 units for Hong Kong was sold out earlier. Situated in the Guangzhou South Railway Station hub, Forest Park boasts premium amenities and extensive transportation connectivity – taking only about 45 minutes to reach Hong Kong West Kowloon Terminus. The Dongxiaonan Expressway is expected to be completed by the end of this year, which will reduce the travelling time to the heart of Guangzhou to just 15 minutes. The inter-city rail connecting Guangzhou with Foshan, Zhaoqing, Dongguan and Huizhou, scheduled to be put into service this year, will give residents unrivalled connectivity with other cities in the Greater Bay Area (GBA). Forest Park residents can fully enjoy the one-hour living circle in the GBA.

Forest Park is a premium, low-density residential development situated in the Guangzhou South Railway Station hub. The development features two- to four-bedroom units, with two ensembles, from 68 to 162 square metres (730 to 1,740 square feet). Apart from having a comprehensive transport network, it also boasts an array of ancillary facilities, including office space, a shopping mall, a hotel, residential units and apartments, healthcare and educational amenities. Phase 1 of Forest Park has been topped out, whilst the construction work for its first commercial tower adjacent to the Guangzhou South Railway Station on the east side is under way. Green and smart mobility will be integrated into the development, with LEED Platinum pre-certification obtained.



由集团全资拥有的大型标志性综合项目“广州环球贸易广场”（广州南站ICC）的住宅部分“峻玺”，此前在香港推出的首批20个单位已全数售罄，现推出全新单位。项目位处广州南站核心区，坐拥优越配套及交通优势，往来香港西九龙总站最快只需约45分钟，尽享粤港澳大湾区“一小时生活圈”的便利。东晓南快速干线预计今年底竣工，届时由广州南站前往中心城区仅需15分钟。而贯通广州至佛山、肇庆、东莞及惠州的城际铁路将于年内全线通车，住户将更加便捷地穿梭大湾区。

“峻玺”属广州南站核心区内的低密度优质住宅，提供面积由约68平方米（约730平方呎）至162平方米（约1,740平方呎）的两至四房双套房单位。项目集办公楼、商场、酒店、住宅、公寓及公共交通设施于一身，同时具备完善的教育医疗配套。随著“峻玺”一期平顶，毗邻广州南站及东广场的首栋商业大楼。项目设计秉承集团可持续发展理念，融入绿色及智慧出行概念，成功取得LEED铂金级预认证。





Derek Sun

孙伟刚

SHKP Signature Homes Managing Director  
新地住宅租赁Signature Homes董事总经理

## Strengthening SHKP competitive edge to attract more young talent customers

“

The edge of Signature Homes and TOWNPLACE lies not just in the hardware of the properties but also in their professional services, making residents feel at home.

Signature Homes和TOWNPLACE不仅在“硬件”有优势，更在于专业细心的服务团队，让住客有“家的感觉”。

”

Hong Kong is a cosmopolitan city that brings together professionals from all over the world. In addition, the government has actively attracted professionals through various schemes in recent years, which has stimulated the demand for housing. Derek Sun, SHKP Signature Homes Managing Director, said the unique property portfolio of Signature Homes, bolstered by its technology applications and dedicated service teams, has helped the Group seize the business opportunities arising from the growth of talent arriving from the mainland and overseas.

### A leader in the residential leasing market

While the high interest rate environment has dampened demand for home purchases in Hong Kong, the local residential leasing market has performed well. This can be attributed, in part, to the sustained growth of talent moving to Hong Kong.

As the Group's residential leasing arm, Signature Homes, has established itself as a leader in providing residential leasing services and serviced apartments, benefiting from its extensive business scale. TOWNPLACE is a new residential leasing brand tailored for a younger clientele. The properties of Signature Homes and TOWNPLACE are in prime locations and offer comprehensive facilities. Derek Sun said their edge lies not

just in the hardware of the properties but also in their professional services, making residents feel at home despite the unfamiliar setting.

### Understanding the needs of different customers

The residents of Signature Homes are primarily professionals and their families, who expect more services in their daily lives. “Our customer service teams understand their needs and provide tailor-made assistance accordingly,” says Derek. “For example, we provide hotel-like concierge services and home appliance repair and maintenance.” The teams often organize activities for the children, giving our residents a warm home feeling.

In response to the demand for exceptional service quality, the team recruits staff who previously worked at top-tier international hotels and are accustomed to serving discerning guests. The frontline staff also collaborate with the Group's other businesses, such as YATA, to swiftly provide quality products and comprehensive services. These measures have helped Signature Homes build up its unique advantages.

To cater for the needs of the young generation, the Group launched TOWNPLACE in 2019. Currently, the residents of TOWNPLACE are mostly under the age of 40, with majority of TOWNPLACE WEST KOWLOON residents falling within this age group. Most of the residents are students and professionals. “The new generation is particularly proactive in making new friends and cultivating relationships,” said Derek.

TOWNPLACE set up a Community Team, which is a professional services team staffed by energetic young colleagues who have a genuine passion for building connections. They strive to create a friendly and comfortable environment at TOWNPLACE that fosters a strong sense of camaraderie. The Community Team organizes a variety of activities, encouraging the residents to participate and invite their friends to join. “Many people, attracted by the vibrant and friendly atmosphere, moved into our properties after attending our events,” says Derek. “This makes TOWNPLACE a growing and thriving community.”

### Leveraging technology to define ‘attentive service’

The Group's property management service is highly regarded for its quality and attentiveness. Derek said the definition of ‘attentiveness’ has evolved over time, particularly as the new generation has their own expectations. “In the past, face-to-face communication was essential for delivering excellent customer service. But the new generation tends to prefer using electronic communication channels. We have therefore embraced technology to meet their needs.”

TOWNPLACE WEST KOWLOON was the first service-apartment project in Hong Kong to add a self-check-in function to its mobile app, using smart technology to enhance the residents' experience. “Through the TOWNPLACE mobile app, residents can directly complete tasks like booking rooms, checking-in and collecting the digital key. This aligns perfectly with the preferences of today's tech-savvy younger generation.”

### Management philosophy: stay positive and pursue continuous enhancement

Derek, an optimist at heart, firmly believes that “nothing is impossible” and there are always strategies to navigate through various scenarios that arise, whether they are favourable or challenging. “I joined Signature Homes in 2020 when the residential leasing sector was impacted heavily by the onset of the COVID pandemic,” said Derek. “However, I realized that there was still considerable demand for housing in Hong Kong. With this insight, I guided my team to revamp our approach from primarily serving overseas professionals to focusing more on appealing to local and mainland customers.” Through strengthening its local digital marketing campaigns, enhancing its social media presence and establishing collaboration with high-end brands, the team elevated the prominence of Signature Homes in the market. Thanks to the team's efforts, the occupancy rate rebounded to a satisfactory level by the end of the year.

In his leisure time, Derek loves playing tennis. As he picked up the sport only in recent years, he spends two to three days a week taking lessons and incorporates running into his fitness regimen. He said, “I find great joy in making improvements, whether it is in work or sports.” He hopes his team not only works hard, but also works smart. He believes that in addition to doing their regular duties, they should constantly seek ways to improve. Managerial staff should allocate up to half of their working time to this pursuit. Staying updated is the key to thriving amid fierce market competition.



Derek and the Signature Homes team  
孙伟刚与Signature Homes团队



## 强化优势 掌握年轻专才来港机遇



香港是一个开放型社会，汇聚环球人才，加上近年政府积极吸纳各方专才，刺激了居住需求。新地住宅租赁Signature Homes董事总经理孙伟刚表示，Signature Homes拥有卓越的物业组合，配合科技应用和服务团队的优势，相信可以把握其中的机遇。

### 住宅租赁前景向好 集团具市场优势

近年香港楼市波动，全球高息环境影响买楼意愿，但住宅租赁市场表现理想。另一方面，人才来港数字持续上升，也带动了住宅租赁的刚性需求。

集团旗下品牌Signature Homes，业务涵盖住宅租赁和服务式住宅，规模上具市场优势；近年更开创TOWNPLACE品牌，针对服务年轻客群，紧贴不同顾客需要。无论是Signature Homes或TOWNPLACE，所属物业均坐落于优越地段，设施完备。孙伟刚认为，他们的优势不仅体现于“硬件”，更在于专业和细心的服务团队，令住客即使人在异乡，也有一份“家的感觉”。

### 了解不同客群需要

孙伟刚剖析，Signature Homes的住客主要是专业人士及其家人，故需要在生活细节上得到更多支援。“所以我们的客户服务团队，会尽量了解他们所面对的问题，并提供



Derek encourages his team to innovate, for example, by continuously improving the mobile app to provide customers with even more convenient services  
孙伟刚推动团队不断创新，例如不断优化专属手机应用程序，为住客提供贴心服务

帮助。例如提供concierge礼宾服务、家电维修服务等，也是根据住客的需求而制订。”同时团队会经常举办供小朋友参与的活动，务求令家庭租客感觉更加温暖。

因应这批住客普遍对服务质量有极高要求，所以团队中有不少同事是来自国际顶级酒店，具有服务高要求客人的资深经验。此外，前线同事会因应住客的需要，协助对接集团其他业务如一田等，确保能在第一时间为住客带来优质产品和全面服务，继而为Signature Homes建立起独有的优势。

针对年轻人市场，集团于2019年创立另一住宅租赁品牌TOWNPLACE，以满足新世代住客的需要。现在TOWNPLACE的住客年龄层不少属40岁以下，而TOWNPLACE WEST KOWLOON大部分的住客均为40岁以下，主要是学生和专业人士。孙伟刚称：“新世代最大的共通点，是建立人际关系时会较主动，乐意认识新朋友。”

因此，TOWNPLACE特别建立一支由年轻人组成的Community Team，该团队既充满活力、喜欢交朋友，同时具备专业的服务水平，令住客在TOWNPLACE有种与朋友共住的亲切和自在感。Community Team会为住客举办不同种类的联谊活动，特别之处是欢迎他们邀请非住客朋友参加。孙伟刚笑言：“不少人出席过我们的活动，均被这里充满活力和友善的氛围所吸引，因而成为我们的住客，令TOWNPLACE这个群体不断壮大。”

### 科技为“贴心服务”带来新诠释

集团的物业管理服务，向来以优质和贴心著称。孙伟刚表示，“贴心”的定义是随著时代而转变，特别是新世代自有一套想法：“一直以来，我们都认为优质的顾客服务少不了实体交流，新世代却不希望劳烦别人，遇到问题会倾向通过电子渠道处理，故此通过提升科技应用，让他们能以自助方式，解决不同问题，这才算是贴心的服务。”

事实上，在整个住宅租赁市场中，集团较为著重引入智能科技以提升住客体验。孙伟刚表示TOWNPLACE WEST KOWLOON为手机应用程序加入自助登记入住的功能，此举属全港首创。“只要通过TOWNPLACE手机app，住客可以直接处理订房、办理入住手续、

领取数码钥匙等程序，完全不需前台同事协助，十分符合新世代的喜好和习惯。”

### 管理哲学：保持乐观、追求持续进步

孙伟刚笑言自己是典型的乐观派。因此他深信凡事都可能，无论市场情况是好是坏，都有很多事情可以做。“我2020年加入Signature Homes时，正处于疫情爆发初期，住宅租赁市场深受影响。但我觉得虽然如此，香港始终仍大有人在，于是便率领团队转型，由专注服务外来专业人士，转向增强本地和内地客群。”团队除了加强本地的新媒体营销和社交媒体宣传外，也与高端品牌联名合作，提高Signature Homes在本地市场的关注度。在团队的努力下，入住率于2020年底已回升至理想水平。孙伟刚坚信即使身处逆境，也有打“逆境波”的策略。“Nothing is impossible”也成为了他的格言。

工作之余，孙伟刚喜欢打网球，他自言接触网球较迟，所以比别人更努力，除了每星期花两三天上课外，也会练习跑步提升体能。“无论运动或工作，我都很享受进步的过程。”他希望团队不仅work hard，更要work smart——除了专注眼前工作，也要思考如何进步，他甚至认为主管同事在日常工作中，一半时间应该要用作寻求进步空间。因为他深信，只有“与时俱进”，才是在激烈市场竞争的生存之道。





## SHKP announces 2023/24 interim results

### 集团公布2023/24年度中期业绩



Group top management, including Chairman & Managing Director Raymond Kwok (centre), host the results analyst briefing  
集团管理层包括集团主席兼董事总经理郭炳联(中)主持分析员简报会

The Group's underlying profit attributable to the Company's shareholders for the six months ended 31 December 2023, excluding the effect of fair-value changes on investment properties, amounted to HK\$8,906 million, down approximately 5.9% year on year. Underlying earnings per share were HK\$3.07. The directors declared an interim dividend of HK\$0.95 per share, a decrease of 24% from the same period last year.

For the period under review, the Group's profit generated from property sales reached HK\$2,040 million, as compared to HK\$3,366 million during the corresponding period last year. All Hong Kong projects for sale scheduled for completion in the current financial year are planned to be completed in the second half. Contracted sales during the period totalled an approximate HK\$12,900 million in attributable terms. Driven by the increase in rental income of its portfolio on the mainland and retail portfolio in Hong Kong, the Group's gross rental income during the period, inclusive of contributions from joint ventures and associates, rose 4% year-on-year to HK\$12,454 million, while net rental income increased 5% year-on-year to HK\$9,326 million.

Revenue from property sales (including share of joint ventures) in Hong Kong during the period under review increased by 25% year-on-year to HK\$3,612 million. Rental revenue of property investment in Hong Kong, including share of joint ventures and associates, increased by 2% to HK\$8,941 million. Net rental income increased by 3% to HK\$6,574 million. The increase in revenue was mainly driven by increased contribution from the retail and the serviced apartment segments.

Rental revenue of the Mainland portfolio, including share of joint ventures, increased by 12% in Hong Kong dollar terms to HK\$3,139 million. In Renminbi ("RMB") terms, rental revenue increased by 16% to RMB2,896 million, driven mainly by rental growth from the retail portfolio and the absence of rental concession.

Amid a challenging macro environment, the Group places strong emphasis on cash flow management. The Group will continue to adhere to its prudent financial discipline, including the implementation of a strict control on capital expenditure and a highly selective approach in land bank replenishment. In addition to growing a robust stream of recurring income derived from its sizeable and quality property investment portfolio and non-property businesses, the Group will capitalize on its premium brand and strong reputation for delivering high-quality properties to achieve fast asset turnovers for its property development business.

截至2023年12月31日止六个月，集团在撇除投资物业公平值变动的影响后，可拨归公司股东基础溢利为89.06亿港元，较去年同期减少约5.9%。每股基础溢利为3.07港元。董事局宣布派发中期股息每股0.95港元，较去年同期减少24%。

回顾期内，集团来自物业销售的溢利为20.40亿港元，去年同期为33.66亿港元。所有用作销售并拟于本财政年度竣工的香港项目均预计在下半年度落成。按所占权益计算，集团期内录得的合约销售总额约129亿港元。受惠于内地收租物业和香港零售物业的租金收入增加，集团期内的总租金收入，连同所占合营企业及联营公司的租金收入计算，按年上升4%至124.54亿港元，净租金收入按年上升5%至93.26亿港元。

回顾期内，香港物业销售收入（包括所占合营企业）较去年同期增加25%至36.12亿港元。香港物业投资包括所占合营企业和联营公司之租金收入增加2%至89.41亿港元。净租金收入增加3%至65.74亿港元。租金收入增加主要是由于零售物业分部及服务式住宅分部贡献之增加。

内地投资物业组合包括所占合营企业之租金收入以港币计算增加12%至31.39亿港元。以人民币计算，租金收入增加16%至28.96亿元，主要是由于零售物业组合之租金增长及并无提供租金宽减所致。

集团非常重视现金流管理，以应对大环境的挑战，将继续恪守审慎的理财原则，包括严格控制资本支出，并以高度选择性的策略补充土地储备。集团拥有庞大的优质物业投资组合和多项非地产业务，为集团提供稳健的经常性收入。同时，集团凭藉发展高质素物业建立了优质品牌，信誉昭著。除了会进一步加强经常性收入来源外，集团亦将利用其品牌优势，加快物业发展业务的资产周转。

## SUNeVision announces 2023/24 interim results

### 新意网公布2023/24年度中期业绩

SUNeVision Holdings Ltd. announced that for the six months ended 31 December 2023, SUNeVision's revenue increased by 16% year on year reaching HK\$1,290 million, primarily driven by price increases and enhanced power usage by customers. EBITDA rose by 12% year on year to HK\$899 million, and profit attributable to shareholders increased by 1% year on year to HK\$435 million.

In the second half of 2023, SUNeVision registered robust demand from connectivity and hyperscale customers. With the recent landing of the Asia Direct Cable (ADC), there has been an increase in the number of cross-connections within SUNeVision's data centres, a trend that is poised to bolster operations further as ADC's usage intensifies. Additionally, the introduction of new subsea cables in the next few years is expected to enhance SUNeVision's service offerings and infrastructure capabilities. There has also been a marked increase in demand for SUNeVision's "hyperscale" data centres. In some locations, SUNeVision has seen substantially more demand than supply and is consequently prioritising investments to increase power capacity to satisfy customer demand.

Looking ahead, construction of Phase 1 of MEGA IDC has been completed, and it will be ready for move-in by the end of March. The high-quality capacity of MEGA IDC will serve its customers as they grow their business with AI advances. While the external environment remains uncertain, and especially if interest rates remain elevated, SUNeVision will closely align its capital allocation and cost structure with customer demand and maintain gearing prudently to ensure it drives long-term shareholder value.

新意网集团有限公司公布截至2023年12月31日止六个月，受客户的价格及电力用量增长所带动，新意网期内收入按年上升16%至12.90亿港元，EBITDA按年上升12%至8.99亿港元，公司股东应占溢利仍按年上升1%至4.35亿港元。

2023年下半年，新意网的网络连接客户和超大规模客户需求强劲。随著亚洲直达海缆(ADC)最近登陆，新意网数据中心内的光纤互连网线数量有所增加，随著ADC使用量的增强，这趋势将进一步有利新意网的营运。此外，新的海底光缆在未来几年内引入，预计将丰富新意网的服务产品和增强基础设施能力。「超大规模」数据中心的需求也显著增加。在新意网的一些地点，需求远远大于供应，因此新意网正在优先进行投资，以增加电力容量来满足客户的需求。

展望未来，MEGA IDC 第一期工程竣工，将于三月底投入服务。同时，随著人工智能的发展，MEGA IDC 的高质量容量将为客户的业务增长提供服务。虽然外部环境仍不明朗，尤其是利率持续走高，但新意网将根据客户需求密切调整资本分配和成本结构，并保持谨慎的资产负债率，以确保提供长期的股东价值。

## SmarTone announces 2023/24 interim results

### 数码通公布2023/24年度中期业绩

SmarTone Telecommunications Holdings Limited reported that for the six months ended 31 December 2023, service revenue, with the exclusion of Mobile Virtual Network Operator (MVNO), SMS and prepaid services, grew 3% amid intense market competition and a sluggish economy. Profit attributable to equity holders was \$246 million.

During the period, roaming revenues recovered strongly, growing by 64% year on year, given the resurgence in outbound travel. By December, roaming revenue reached 86% of that of the pre-pandemic level, reflecting a consistent quarter over quarter increase since the resumption of travel. The growth was driven by strong demand for SmarTone's data-roaming products among its premium customers. In addition, SmarTone's 5G Home Broadband emerged as a material driver of growth. The offering represents an advantageous alternative for households lacking fiber connectivity, and provides a faster, more affordable and more convenient service.

Looking ahead, notwithstanding the challenging operating landscape, SmarTone is committed to delivering unparalleled customer service and outstanding network reliability. SmarTone aspires to be a "trusted partner in digital life" for its customers, enabling them to enhance productivity, personal enjoyment and privacy through the use of new technologies and digital applications.

数码通电讯集团有限公司公布截至2023年12月31日止六个月，尽管市场竞争激烈及经济疲弱，撇除流动虚拟网络营办商、短讯及预缴服务的收入，服务收入仍然增长3%，而股东应占溢利则为2.46亿港元。

期内出境旅游复苏令漫游收入强劲回升，按年增长64%。截至12月止，漫游收入已回复至疫情前水平的86%，自恢复旅游以来持续录得按季增长。此增长趋势由高端客户对数码通数据漫游产品的强劲需求所带动。数码通5G家居宽频服务现已成为公司的重要增长动力来源，以速度更快、收费更低和更方便的服务，为没有光纤网络覆盖的家庭提供更具优势的选择。

展望未来，尽管环境仍然充满挑战，数码通将继续专注加强优质客户服务及超卓稳定的网络体验性，致力让客户尽享崭新科技和数码应用带来的便利，藉此提升生产力、平衡个人娱乐需要及个人私隐，进一步成为客户「值得信赖的数码生活伙伴」。



## The Group again sponsors the Community Chest Corporate Challenge

### 集团再次赞助“公益慈善马拉松”

After a three-year hiatus because of the pandemic, the Community Chest Corporate Challenge returned and was held in Sai Kung Pak Tam Chung around the High Island Reservoir. The event attracted about 800 runners from over 100 corporate teams to participate in the half marathon and the 10K run. The Group again sponsored the event, and more than 300 colleagues participated in the race, demonstrating the Sports for Charity spirit together.

Despite the drizzle, the participants strived to set their personal best. The Group's Royal Plaza Hotel, the food and beverage sponsor of the event, provided the runners with light food and drinks after the race. All donations raised from the event, amounting to about HK\$4.5 million, will support rehabilitation and aftercare services subsidised by the Community Chest.

受疫情影响而停办了三年的“公益慈善马拉松”，日前再次在西贡北潭涌沿万宜滙水湖举行。一如以往，赛事设有“半马拉松”和“十公里”两个组别，吸引约800位跑手组成逾100支机构队伍参加。集团再度成为本届赛事的赞助机构，并有超过300位同事参赛，同心发挥运动行善的精神。

比赛当日虽然不时下著微雨，但依然无阻选手们挑战PB(个人最佳成绩)的决心。此外，集团旗下的帝京酒店也为本次赛事提供餐饮赞助，让一众参赛者在冲线后，能享用美味的轻食和饮品，以补充体力。赛事所筹得约450万港元的善款将全数拨捐公益金资助的康复及后续护理服务。



## Nature Rescue brand new version

### A green experience for users to earn The Point bonus points

#### “山·滩拯救队”全新升级 助用户实践环保兼轻松赚取The Point积分

The latest version of Hong Kong's first terrestrial and coastal clean-up mobile app, Nature Rescue, has been unveiled. The upgraded app makes it easier for users to sign up for clean-up actions, report rubbish blackspots, and earn The Point bonus points. With this enhanced version, users can enjoy an unconventional green experience while taking advantage of consumption privileges.

The Group and Green Power jointly launched the SHKP Love Nature Campaign in 2011 and developed the Nature Rescue App in recent years to promote love-of-nature messages. Nature Rescue has collaborated with The Point, the Group's integrated shopping mall loyalty programme to encourage users to support environmental conservation while earning and redeeming The Point bonus points. The points can be used at the Group's malls, thus combining leisure, entertainment, healthy living and environmental protection in everyday life.

香港首个以郊野及海岸清洁为主题的移动应用程序“山·滩拯救队”推出全新版本，其升级体验不但方便用户报名参加清洁行动及报告垃圾黑点，更能够让用户轻松赚取The Point积分，带来崭新绿色消费奖赏。

集团自2011年起，与绿色力量合办“新地齐心爱自然”计划，近年更开发“山·滩拯救队”移动应用程序，推广爱护自然的讯息。“山·滩拯救队”联合集团旗下The Point综合会员计划，鼓励用户身体力行支持环保，同时赚取和兑换The Point积分，可于集团旗下商场使用，致力将休闲娱乐、健康生活及环保融入生活之日常。



Nature Rescue users can instantly earn 2,500 The Point bonus points for carrying out green missions, which can be converted to Point Dollars and used as cash, or redeemed for special privileges at the Group's malls.

“山·滩拯救队”用户凡参与清洁行动，每次均可享2,500 The Point积分，可于集团旗下商场兑换Point Dollar当现金使用，尽享各种精彩礼遇。

## The Group recognized as a Regional Top-rated ESG Performer by Sustainalytics

### 集团获Sustainalytics评为亚太区域ESG最高评级企业

The Group's steadfast efforts in fostering sustainable development have been recognized by various local and global indices, and it is honoured to be recognized as a Regional Top-rated ESG Performer for the first time in the Sustainalytics' ESG Risk Ratings, which encompass over 14,000 companies across 42 industries.

Sustainalytics is a leading independent ESG research, ratings and data firm. The fact that the Group has not only maintained its Low-Risk rating but has also been acknowledged as a Regional Top-rated ESG Performer underscores the Group's proactive efforts to improve its ESG performance. These endeavours aim to create long-term value for stakeholders and contribute to the development of a green and low-carbon community.

集团一直致力推动可持续发展，历来获得多项本地及国际指标认可，并成功于Sustainalytics的ESG风险评级中，首度获评为“亚太区域ESG最高评级企业”，在全球42个行业、逾14,000间公司中脱颖而出。

Sustainalytics为独立并具领导地位的ESG研究、评级及数据机构。集团不仅保持“低风险”评级，更获评为“亚太区域ESG最高评级企业”，全面展现集团积极提升ESG表现的长期努力，以及旨在为利益相关方创造长远价值，同时为构建绿色低碳社区作出贡献。



## Over 40 years old Sun Hung Kai Centre Awarded LEED Platinum Certification

### 迄立逾四十载 新鸿基中心荣获LEED铂金级认证

With a history of over 40 years, the Group's headquarters, Sun Hung Kai Centre, has been awarded LEED Platinum certification under "v4.1 Operations and Maintenance: Existing Buildings". The recently launched video highlights the numerous sustainability efforts of Sun Hung Kai Centre, which demonstrate the Group's commitment to staying in line with the latest trends through continuous enhancements and innovations. The building has undergone retro-commissioning for its various systems to ensure optimum efficiency, and a smart building management system has also been introduced to save energy and reduce emissions. Since 2005, over 65 million kWh of electricity has been saved, resulting in an impressive reduction of 42,000 tonnes of carbon emissions.

The Group will continue to monitor and enhance the environmental performance of its existing buildings, aiming to achieve LEED certification for all new investment properties, in particular, LEED Gold or Platinum rating for core commercial projects under development.

作为集团的总部，新鸿基中心多年来贯彻集团“与时俱进”的理念，通过不断优化及创新，以超过40年楼龄荣获LEED“v4.1运营与维护：既有建筑”铂金级认证。在日前推出的全新短片中便记录了新鸿基中心在可持续发展方面的努力，如何对多项机电设备系统进行重新校验，确保它们发挥最佳效能，并引入智能大厦管理系统，实施节能减排，提升能源效益。自2005年至今，共节省超过6,500万度电，减少42,000吨碳排放，成效显著。

集团不断监察和提升现有建筑物的环保表现，力求为所有新落成的投资物业取得LEED认证，其中核心商业项目均以获得LEED金级或铂金级认证为目标，为香港的可持续发展出一份力。





## The Group's 25 malls install Dementia's Secret Angel APP to support the Caring Communities for Dementia Campaign

集团旗下25个商场装设“友里踪迹”应用程序 支援“友里踪迹社区计划”

Twenty-five malls of the Group have installed the Dementia's Secret Angel APP to help locate people with dementia who have become lost. The app is part of the Caring Communities for Dementia Campaign, a collaboration between the team of Professor Gary Chan from the Department of Computer Science and Engineering at The Hong Kong University of Science and Technology and the Jockey Club Centre for Positive Ageing. Apart from installing the app, Bluetooth detection devices, known as Angel Box, have been installed at the main entrances of 18 of the Group's 25 malls. People with dementia who carry the ibeacon can have their Bluetooth signal detected by the app installed on tablets and mobile phones or Angel Boxes. The location data captured by the app is then shared with caregivers to aid in locating the person, facilitating the quick return of individuals with dementia who have become lost.

The Group is committed to putting customers first. The professional and attentive Customer Care Ambassador teams in the Group's malls have in the past helped reunite a number of lost individuals with dementia with their families. Installing Angel Boxes and the Dementia's Secret Angel APP will allow the Group's malls to provide additional assistance in locating individuals with dementia who have become lost. The Group encourages individuals with dementia to carry the device and hope to foster a caring and friendly community through the collective efforts.



集团旗下25个商场已装设“友里踪迹”应用程序，协助寻找走失的脑退化症病人。该应用程序为香港科技大学计算机科学及工程学系陈双幸教授团队和赛马会耆智园推出的“友里踪迹社区计划”的一部分。除了装设应用程序，集团也已在其中18个商场的主要出入口安装了蓝牙定位装置“天使盒子”。脑退化症人士佩戴“守护踪”装置后，其发出的蓝牙讯号可经已装设“友里踪迹”应用程序的平板电脑、手机或“天使盒子”，将走失者位置发送至照顾者，协助走失的脑退化症人士尽快安全回家。

集团秉持“以客为先”的信念，旗下商场“亲客大使”服务团队长期以来凭借专业和细心留意客人的需要，曾多次成功协助走失的脑退化症人士与家人团聚。集团商场通过安装“天使盒子”以及在常用的平板电脑中加装“友里踪迹”应用程序，进一步为社区扩大了侦测网络，同时鼓励相关人士为脑退化症人士佩戴“守护踪”装置，期望多管齐下，建立关爱友善社区。

## Wetland Seasons Park wins Green Building Award 2023

Wetland Seasons Park 于“环保建筑大奖2023”荣获殊荣

The Group's property management subsidiary, Hong Yip, has set stringent environmental standards for the properties it manages and put into practice the Group's longstanding belief in sustainability. One of its managed properties, Wetland Seasons Park, won the Grand Award under Existing Buildings Category (Facilities Management) in the Green Building Awards 2023, co-organized by the Hong Kong Green Building Council and the Professional Green Building Council, showing that the excellent performance of the Hong Yip team is highly recognized by the market.

A residential project close to Wetland Park in Tin Shui Wai, Wetland Seasons Park followed stringent regulatory requirements in its planning, design and construction. Wetland Seasons Park features sustainable living, and blends in well with the community and the environment. The team proactively implements multifaceted green policies, including an electronic tendering system, a digital communication platform for residents, and the promotion of food waste collection and green education to foster a sustainable community.

集团旗下物业管理公司康业长期为各物业订立严谨的环保标准，将集团可持续发展的理念付诸实践。旗下管理的Wetland Seasons Park更荣获由香港绿色建筑议会及环保建筑专业议会合办的“环保建筑大奖2023”既有建筑类别（设施管理）大奖，彰显了康业团队的优秀表现备受市场认可。



Wetland Seasons Park毗邻天水围湿地公园，住宅项目的规划设计及建筑施工均需符合严谨的规范。Wetland Seasons Park强调社区与环境共融的可持续生活，团队亦积极落实多元化的环保政策，包括增设无纸化招标及住户电子沟通平台，同时鼓励厨余收集及推广环保教育工作，构建可持续发展的社区。

## SHKP-Kwoks' Foundation meets with representatives of various universities

新鸿基地产郭氏基金与多家大学会面交流

The SHKP-Kwoks' Foundation (the Foundation) is committed to cultivate talent for the country by building close ties with various universities. SHKP-Kwoks' Foundation Executive Director Amy Kwok recently met with a delegation from Peking University, led by Prof Ning Qi, Deputy Secretary of the Party Committee and Vice President of the university.

During the meeting, Ms Kwok said Peking University offers disciplinary diversification and encouraged the beneficiary students to "travel, see and learn" more to broaden their horizons. The Foundation representatives also visited Peking University, Tongji University and Fudan University in Shanghai to exchange views on educational support, and looked forward to expanding their partnerships as well as exploring more approaches to help nurture more high-calibre talent.

新鸿基地产郭氏基金（下称“基金”）致力为国家培育人才，与多家大学建立助学合作关系。日前，基金执行董事郭婉仪接待由党委书记、副校长宁琦率领访港的北京大学代表团。



Prof Ning Qi (fifth right), Deputy Secretary of the Party Committee and Vice President of Peking University, leads a delegation with beneficiary students to the Group's headquarters in Hong Kong and meets with SHKP-Kwoks' Foundation Executive Director Amy Kwok (fifth left).

北京大学党委副书记、副校长宁琦（右五）率领代表团到访集团总部，与新鸿基地产郭氏基金执行董事郭婉仪（左五）会面。

郭婉仪认为北京大学的学科多元化，勉励受助学生要“多走、多看、多学”以拓宽眼界。基金还率团进行北京回访，并到访上海同济大学和复旦大学，就助学事宜交流讨论，期望能进一步扩大合作领域，培育更多优秀人才。

## International Commerce Centre wins awards in the CIBSE Hong Kong Awards 2023

环球贸易广场于“英国屋宇装备工程师学会大奖2023”中勇夺殊荣

The Group's property management subsidiary, Kai Shing, is dedicated to incorporating innovative technologies to enhance the sustainability performance of its managed properties. Among such properties, International Commerce Centre (ICC) has won the prestigious award "Project of the Year (Commercial/ Industrial Building)" in the CIBSE Hong Kong Awards 2023, organized by the CIBSE Hong Kong Region, showing that the excellent performance of the Kai Shing team is highly affirmed by the industry.

ICC has leveraged Building Information Modelling and Digital Twin technology to enhance facility operations and monitoring. Unmanned drones are used for exterior inspections, coupled with artificial intelligence and augmented reality technologies, helping the team remotely monitor the status of the facilities it manages. ICC has fully adopted an AI-based air conditioning system. Since 2011, in collaboration with The Hong Kong Polytechnic University and other organizations, ICC conducted life cycle commissioning for its air conditioning system, which resulted in remarkable energy savings of over 20 million kWh of electricity from 2012 to 2022.

集团旗下物业管理公司启胜致力引入创新科技，以提升旗下各物业的可持续发展表现。旗下管理的环球贸易广场荣获英国屋宇装备工程师学会（香港分会）颁发的“英国屋宇装备工程师学会大奖2023”之“年度项目大奖（商业/工业建筑类别）”中的最高殊荣，足证启胜团队的杰出表现得到业界肯定。



环球贸易广场通过建筑讯息模型及数码分身技术改善设施营运和监测，并运用无人机进行外墙检查，配合人工智能以及扩增实境技术，令团队可远距离监控设施状态。同时，项目也全面应用人工智能冷气控制系统，自2011年起与香港理工大学及其他机构合作，对空调系统进行生命周期校验，并成功在2012至2022年间节省逾2千万度用电，成效显著。



## SHKP Volunteer Team receives recognition in the Hong Kong Volunteer Award 2023

### 集团义工队在“香港义工奖2023”中荣获殊荣

Established 20 years ago, the SHKP Volunteer Team adheres to the belief in Building Homes with Heart and contributes to creating a caring and inclusive society. Leveraging its corporate expertise to provide appropriate assistance to individuals in need, the volunteer team has received recognition from the Social Welfare Department and the community for its volunteering spirit and remarkable performance.

In the Hong Kong Volunteer Award 2023, co-organized by the Home and Youth Affairs Bureau and the Agency for Volunteer Service, the volunteer team again clinched multiple awards, including the Outstanding Corporate Award (Corporate with 100 or above full-time employees), Top Ten Highest Volunteer Hours (Corporate with 1,000 or above full-time employees), Excellence Gold Award (Volunteer Hours) (Corporate & Non-Commercial Organization), and 14 volunteers also received Individual Award – Excellence Gold Award (500 volunteer hours or above).

集团义工队成立至今20周年，一直秉持“以心建家”的理念，助建关爱共融社会的同时灵活运用企业专长，给予社会上有需要人士适切的支援。义工队的行义精神及卓越表现，多次获社署及外界的认可及嘉许。



在民政及青年事务局与义务工作发展局合办的“香港义工奖2023”中，集团义工队再次获得多个奖项，包括“杰出企业奖（全职雇员人数100人或以上之商业机构）”、“年度十大最高义工时数（全职雇员人数1000人或以上之商业机构）”、“卓越金奖（义工时数）（企业及非商业机构）”，另有14位义工同事获颁“个人卓越金奖（义工服务时数500小时或以上）”。

## SmarTone clinches multiple awards from HKRMA for its excellent service quality

### SmarTone 凭卓越服务质量 勇夺香港零售管理协会多项殊荣

The Group's subsidiary, SmarTone, is widely recognized by the industry for its premium service. In the 2023 Service Talent Award, organized by the Hong Kong Retail Management Association (HKRMA), two colleagues of the SmarTone frontline team clinched the Gold Award in the Supervisory and Junior Frontline Level, respectively, under the Telecommunications Category, making the company the only telecommunications service provider to win two gold awards.

In addition, the SmarTone Online Store stood out from over 100 nominated online stores, winning the Annual Top 10 Quality Trusted E-shops Award by passing a comprehensive assessment conducted by the HKRMA's Quality E-Shop Recognition Scheme. This industry

recognition acknowledges SmarTone's customer-centric values and high-quality customer service.

集团旗下SmarTone的优质服务一直得到业界认可，日前两位前线同事凭借卓越表现，在香港零售管理协会举办的“2023杰出服务奖”中，荣获“电讯组别”主管级别及基层级别金奖殊荣，是业界中唯一荣获双金奖的电讯商。

SmarTone网上商店也成功通过该协会“优质网店认证计划”的评审，从一百多间入围网店中脱颖而出，勇夺“十大信誉优网店”年度大奖，足证SmarTone“以客为先”的理念及优质的客户服务得到业界认可。



SmarTone CEO Fiona Lau (center) showing her appreciation to the SmarTone frontline team running for the 2023 Service Talent Award  
SmarTone行政总裁刘若虹（中）嘉许参加“2023杰出服务奖”的门市团队



