

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



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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.

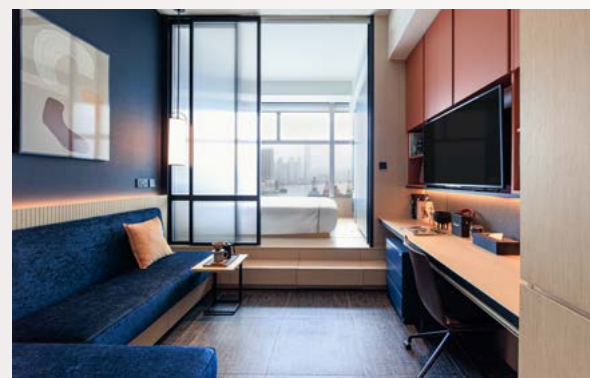
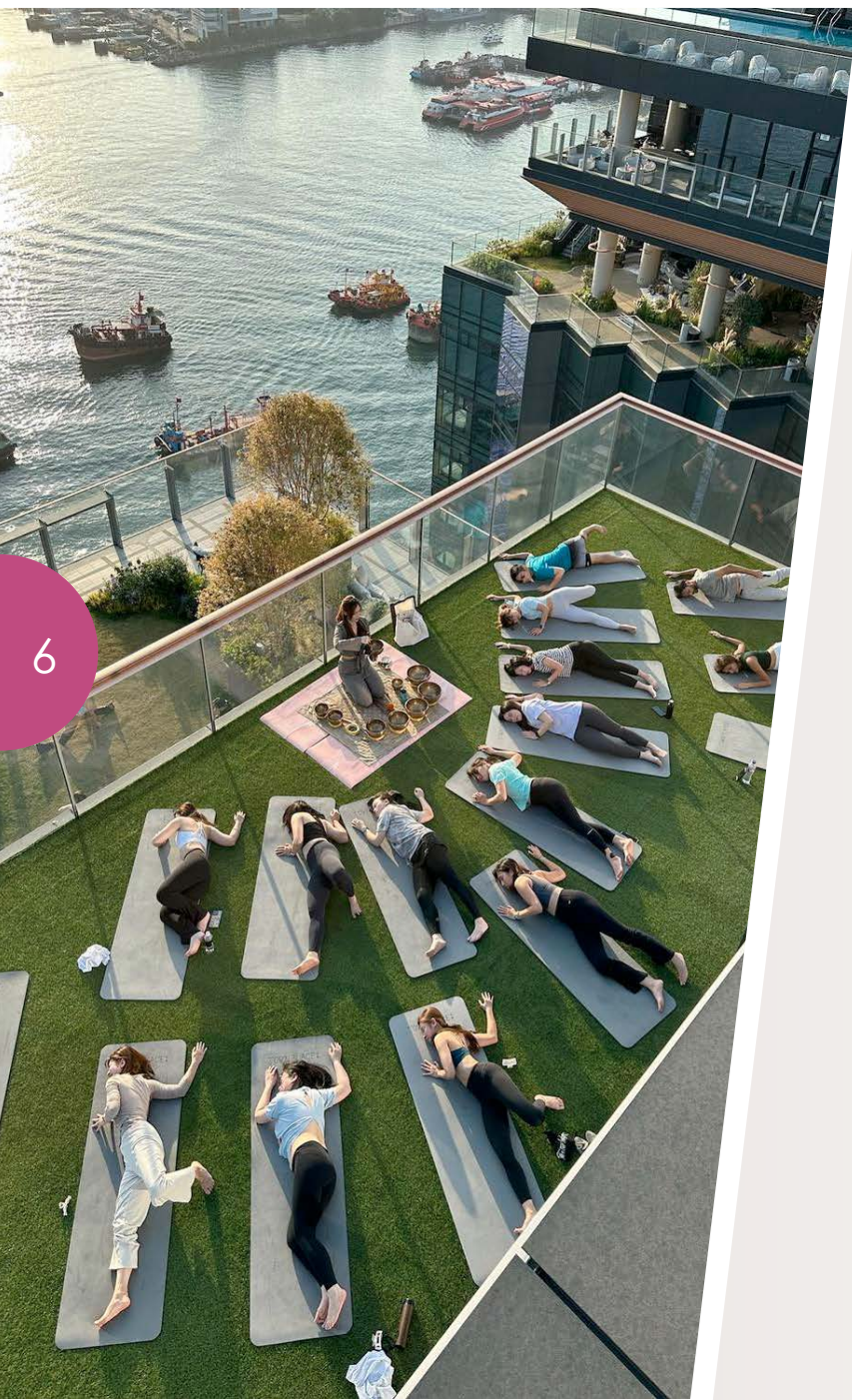


**Flexible accommodation options against market demand**  
Unlike traditional leasing properties, TOWNPLACE SOHO and TOWNPLACE KENNEDY TOWN offer three options – Serviced Apartments, Furnished Apartments and Unfurnished Apartments – and flexible duration from monthly to yearly. A variety of furniture 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.



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#### 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 迎合年輕專才對優質生活的追求

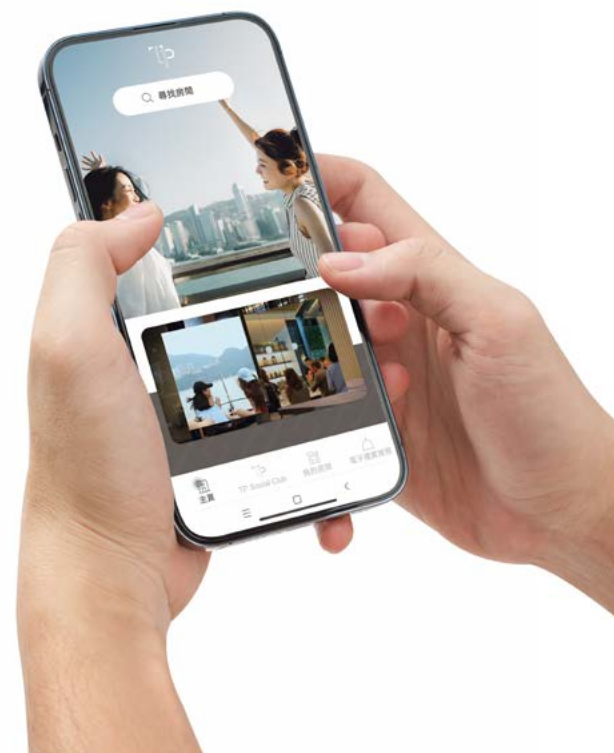
近年香港特區政府推出多個人才入境計劃，積極吸引內地及海外專才來港，為住宅租賃市場帶來利好因素，集團旗下住宅租賃品牌Signature Homes亦因而受惠。其中集團於2019年針對年輕人市場而創立的「TOWNPLACE 本舍」品牌，預料更可把握人才來港潮的機遇。

#### 「TOWNPLACE 本舍」三大優質項目

「TOWNPLACE 本舍」作為主打年輕才俊的租住品牌，提供靈活彈性住宿方案選擇，以滿足新世代對高品質生活的追求。旗下三大優質項目，分別為TOWNPLACE SOHO、TOWNPLACE KENNEDY TOWN，以及2023年10月開幕的旗艦項目TOWNPLACE WEST KOWLOON，為住客提供商務與休閒兼備的生活空間。針對新世代的文化，團隊特別將「TOWNPLACE 本舍」的住客稱為TOWNERS，以增強歸屬感，並營造出獨有的社群氣氛。

#### 優越地理位置 交通四通八達

「TOWNPLACE 本舍」旗下三大項目均位於香港的優越地段，可輕鬆往來香港核心商業區，盡享交通便捷之利。TOWNPLACE SOHO位處中環蘇豪區堅道，幾步之隔已直抵香港核心商業區及蘭桂坊；TOWNPLACE KENNEDY TOWN則位於堅尼地城，為近年港島西區新興的居住熱點，步行數分鐘即可到達港鐵堅尼地城站，兩個項目均深受年輕專業人士歡迎。





TOWNPLACE WEST KOWLOON位於西九龍的策略性地段。項目毗鄰港鐵南昌站，前往高鐵西九龍總站、機場快線等重要交通網絡亦非常便捷，方便往返內地和其他國家。住客也可以乘搭港鐵暢達全港最高的兩幢摩天大廈——西九龍環球貿易廣場及中環國際金融中心。集團旗下不僅擁有於2025年底竣工的高鐵西九龍總站上蓋大型綜合商業項目，亦投得西九文化區內的藝術廣場大樓項目的發展及營運權，TOWNPLACE WEST KOWLOON 將與集團這些在西九龍的大型項目產生協同效應，充分配合來港發展的內地和海外專才在生活、工作、娛樂及社交等多方面的需要。

#### 靈活住宿方案 配合市場需求

有別於傳統租賃樓盤，TOWNPLACE SOHO及TOWNPLACE KENNEDY TOWN提供三種彈性方案，當中包括「服務式住宅」、「附設傢俬住宅」及「自置傢俬住宅」，住宿期由一個月起。單位亦配備不同傢俱設計風格，以滿足住客的不同喜好。至於TOWNPLACE WEST KOWLOON則提供843個單位，大部分單位均擁有維港海景或城市景觀。為滿足住客不同需要，項目提供多元化戶型，由開放式至三房間隔，亦創新引入「Aparthotel」長短租賃酒店混合模式，以配合年輕專才不同的居住需要。

#### 優質設施配套 提升居住體驗

TOWNPLACE SOHO及TOWNPLACE KENNEDY TOWN合共提供近30,000平方呎的空間及優質設施。為進一步提升居住體驗，TOWNPLACE WEST KOWLOON更打造出佔地約53,000平方呎TP SOCIAL CLUB，為住客締造「Bleisure 商務×社交乘式生活」租住體驗。



#### 構建社交圈子 精彩活動凝聚TOWNERS

為促進TOWNERS之間的聯繫，TOWNPLACE SOHO及TOWNPLACE KENNEDY TOWN特意增設TOWNPLACE Community。承接TOWNPLACE Community的概念，TOWNPLACE WEST KOWLOON亦新設TP SOCIAL CLUB，積極安排多元化的精彩活動，以增加彼此的歸屬感。同時，「TOWNPLACE本舍」更建立以年輕員工組成的嶄新團隊 Community Team及住客專屬手機應用程式，方便緊密交流。

