

# SHKP



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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





新 鴻 基 地 產  
Sun Hung Kai Properties

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Editor's Note 編者按：  
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.  
本刊旨在為投資者提供集團業務的最新資訊，維持企業高透明度及良好的企業管治。本刊內容涵蓋集團業務的不同範疇，相關資料陳述並非用作宣傳推廣。

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# 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.

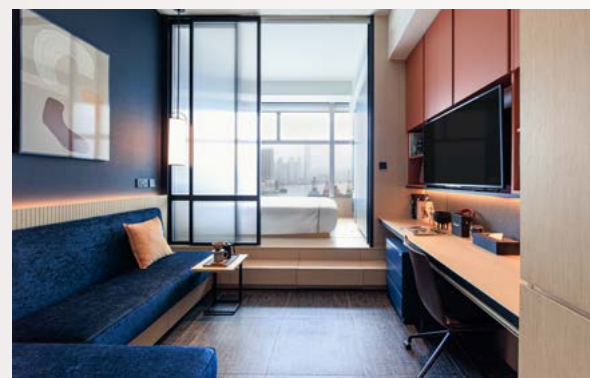
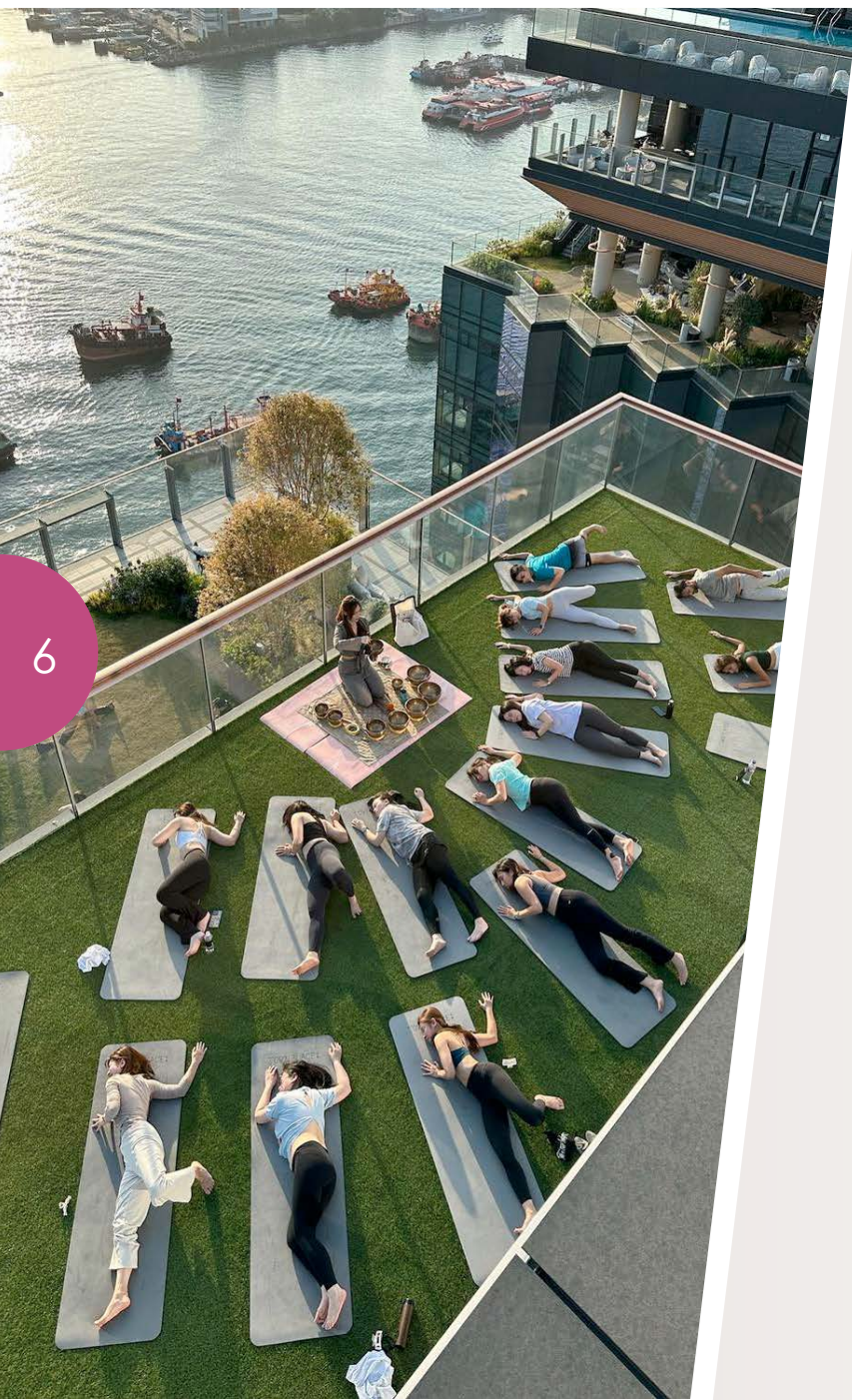


**Flexible accommodation options against market demand**  
Unlike traditional leasing properties, TOWNPLACE SOHO and TOWNPLACE KENNEDY TOWN offer three options – Serviced Apartments, Furnished Apartments and Unfurnished Apartments – and flexible duration from monthly to yearly. A variety of furniture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

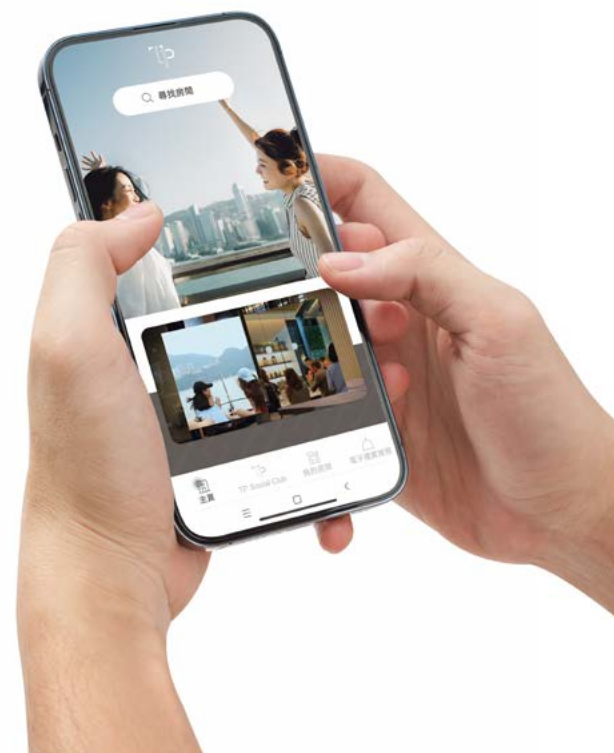
近年香港特區政府推出多個人才入境計劃，積極吸引內地及海外專才來港，為住宅租賃市場帶來利好因素，集團旗下住宅租賃品牌Signature Homes亦因而受惠。其中集團於2019年針對年輕人市場而創立的「TOWNPLACE 本舍」品牌，預料更可把握人才來港潮的機遇。

#### 「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。



SHKP Signature Homes Managing Director Derek Sun (centre), HKTTSa Chairman Shang Hailong (left) and SHKP Lifestyle ambassador Suzy Zhang toast the launch of SHKP Lifestyle  
新鴻基地產住宅租賃Signature Homes董事總經理孫偉剛(中)聯同香港高才通人才服務協會會長尚海龍(左)及新地生活圈大使張淑棋一同慶祝「新地生活圈」正式啟動

## Signature Homes launches the SHKP Lifestyle community Signature Homes 創建「新地生活圈」 協助人才融入 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 (HKTTSa), 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."

為協助人才來港後能夠迅速全面融入社會以及工作環境，Signature Homes 早前創建一個極具吸引力的「新地生活圈」，專程向來港人才提供全面的生活配套指南，包括優質的衣、食、住、行等各方面資訊，建立互助社群，讓專才互相分享生活體驗。集團更將位於西九龍全新的TOWNPLACE WEST KOWLOON打造成「人才公寓」，並獲香港高才通人才服務協會全力支持。

新鴻基地產住宅租賃Signature Homes董事總經理孫偉剛表示：「隨著香港政府全力推動高才通計劃，人才來港數量大大提升，集團將全力配合政府人才輸入政策，率先創建一個名為『新地生活圈』的人才社交生活圈子。這個全新的概念以來港人才為出發點，以配合他們的住屋需求為基礎，從而發展出一系列生活服務的配套，提供一站式生活指南，打造互助友愛的生活圈，促進人才之間的交流，協助來港人才在港開闢一片新天地。」



## The Point launches Instant Point Earn The Point 推出全新「即賺分」服務



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). 集團旗下The Point商場綜合會員計劃推出全新「即賺分」服務，集團執行董事郭基泓（左三）、The Point行政總裁吳秀美（右三）、新地（銷售及租賃）代理有限公司董事鍾秀蓮（左二）、新地（銷售及租賃）代理有限公司租務部總經理（租務）周淑雯（右二）、新地代理有限公司租務部總經理（租務）李碧琪（左一）及新地（銷售及租賃）代理有限公司租務部副總經理（租務）孫雅茵（右一）一同主持啟動禮。

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.

集團旗下The Point商場綜合會員計劃，推出覆蓋全港最大商場網絡、兼有最多食買玩商戶參與的全新「即賺分」服務，進一步提升顧客消費體驗。截至2024年3月15日，集團旗下25個主要商場逾1,700間店舖已報名參與「即賺分」服務，當中包括大型飲食集團、連鎖珠寶店及服裝店等。在短短五個月的試營運階段，會員已透過「即賺分」成功儲得超過一億積分，反應熱烈。

集團執行董事郭基泓在早前「即賺分」啟動禮致辭時表示：「The Point今年踏入第五年，會員人數已超過250萬。集團一直致力優化The Point，全方位提升顧客的消費體驗。The Point再獻新猷，為全港覆蓋面最大的商場網絡引入嶄新的『即賺分』服務，參與商戶的類別眾多，是同類計劃之冠。顧客以任何電子方式消費時，均可於商戶簡單地『掃』其會員二維碼，『一必』就得，即買即賺分，方便快捷。」郭基泓續指，「即賺分」服務能為會員、商戶及商場創造三贏局面。第一，會員毋須親身前往客戶服務中心或拍照上載單據，即可儲分，省卻不少時間及手續；第二，會員賺取積分後，可轉換成Point Dollar作現金使用，直接帶動商戶生意。長遠而言，「即賺分」將有助增加商場的營業額及人流。

集團一直重視顧客的消費體驗，透過創新科技，不斷提升服務質素。去年六月推出全港首創以積分換領電動車特快充電服務，獲得會員一致好評，截至2023年12月止，會員已合共累積逾300萬分鐘的充電時間。另外，會員專享的免觸式泊車服務亦已擴展至超過100個集團及威信停車場，出行和生活更輕鬆便利。

## 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

### 集團旗下粵港澳大灣區大型住宅項目 廣州南站「峻鑾」推出全新單位



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.



由集團全資擁有的大型標誌性綜合項目「廣州環球貿易廣場」（廣州南站ICC）的住宅部分「峻鑾」，早前在香港推出的首批20個單位已全數售罄，現推出全新單位。項目位處廣州南站核心區，坐擁優越配套及交通優勢，往來香港西九龍總站最快只需約45分鐘，盡享粵港澳大灣區「一小時生活圈」的便利。東曉南快速幹線預計今年底竣工，屆時由廣州南站前往中心城區僅需15分鐘。而貫通廣州至佛山、肇慶、東莞及惠州的城際鐵路將於年內全線通車，住戶將更加便捷地穿梭大灣區。

「峻鑾」屬廣州南站核心區內的低密度優質住宅，提供面積由約68平方米（約730平方呎）至162平方米（約1,740平方呎）的兩至四房雙套房單位。項目集寫字樓、商場、酒店、住宅、公寓及公共交通設施於一身，同時具備完善的教育醫療配套。隨著「峻鑾」一期平頂，毗鄰廣州南站及東廣場的首棟商業大樓。項目設計秉承集團可持續發展理念，融入綠色及智慧出行概念，成功取得LEED鉑金級預認證。





Derek Sun

孫偉剛

SHKP Signature Homes Managing Director  
新地住宅租賃Signature Homes董事總經理

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

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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不僅在「硬件」有優勢，更在於專業細心的服務團隊，讓住客有「家的感覺」。

”

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  
孫偉剛與Signature Homes 團隊



## 強化優勢 掌握年輕專才來港機遇



香港是一個開放型社會，匯聚環球人才，加上近年政府積極吸納各方專才，刺激了住屋需求。新地住宅租賃Signature Homes董事總經理孫偉剛表示，Signature Homes擁有卓越的物業組合，配合科技應用和服務團隊的優勢，相信可以把握當中的機遇。

### 住宅租賃前景向好 集團具市場優勢

近年本港樓市波動，全球高息環境影響買樓意欲，但住宅租賃市場表現理想。另一方面，人才來港數字持續上升，亦帶動了住宅租賃的剛性需求。

集團旗下品牌Signature Homes，業務涵蓋住宅租賃和服務式住宅，規模上具市場優勢；近年更開創TOWNPLACE品牌，針對服務年輕客群，緊貼不同顧客需要。無論是Signature Homes或TOWNPLACE，所屬物業均坐落於優越地段，設施完備。但孫偉剛認為，他們的優勢不僅體現於「硬件」，更在於專業和細心的服務團隊，令住客即使人在異鄉，也有一份「家的感覺」。

### 了解不同客群需要

孫偉剛剖析，Signature Homes的住客主要是專業人士及其家人，故需要在生活細節上得到更多支援。「所以我們的客戶服務團隊，會盡量了解他們所面對的問題，並提供



Derek encourages his team to innovate, for example, by continuously improving the mobile app to provide customers with even more convenient services  
孫偉剛推動團隊不斷創新，例如不斷優化專屬手機應用程式，為住客提供貼心服務

幫助。例如提供concierge禮賓服務、家電維修服務等，也是根據住客的需求而制訂。」同時團隊會經常舉辦供小朋友參與的活動，務求令家庭租客感覺更加溫暖。

因應這批住客普遍對服務質素有極高要求，所以團隊中有不少同事是來自國際頂級酒店，具有服務要求高的客人的資深經驗。此外，前線同事會因應住客的需要，協助對接集團其他業務如一田等，確保能以第一時間為住客帶來優質產品和全面服務，繼而為Signature Homes建立起獨有的優勢。

針對年輕人的市場，集團於2019年創立另一住宅租賃品牌TOWNPLACE，以滿足新世代住客的需要。現時TOWNPLACE的住客年齡層不少屬40歲以下，而TOWNPLACE WEST KOWLOON大部分的住客均為40歲以下，主要是學生和專業人士。孫偉剛稱：「新世代最大的共通點，是建立人際關係時會較主動，樂意認識新朋友。」

因此，TOWNPLACE特別建立一支由年輕人組成的Community Team，一團隊既充滿活力、喜歡交朋友，同時具備專業的服務水平，令住客在TOWNPLACE有種與朋友共住的親切和自在感。Community Team會為住客舉辦不同種類的聯誼活動，特別之處是歡迎他們邀請非住客朋友參加。孫偉剛笑言：「不少人出席過我們的活動，均被這裡充滿活力和友善的氛圍所吸引，因而成為我們的住客，令TOWNPLACE這個群體不斷壯大。」

### 科技為「貼心服務」帶來新詮釋

集團的物業管理服務，向來以優質和貼心見著。孫偉剛表示，「貼心」的定義是隨著時代而轉變，特別是新世代自有一套想法：「一直以來，我們都認為優質的顧客服務少不了實體交流，新世代卻不希望勞煩別人，遇到問題會傾向透過電子渠道處理，故此透過提升科技應用，讓他們能以自助方式，解決不同問題，這才算是貼心的服務。」

事實上，在整個住宅租賃市場中，集團較為著重引入智慧科技以提升住客體驗。孫偉剛表示TOWNPLACE WEST KOWLOON為手機應用程式加入自助登記入住的功能，此舉屬全港首創。「只要透過TOWNPLACE手機app，住客可以直接處理訂房、辦理入住手續、

領取數碼鑰匙等程序，完全不用經過前檯同事協助，十分符合新世代的喜好和習慣。」

### 管理哲學：保持樂觀、追求持續進步

孫偉剛笑言自己是典型的樂觀派。因此他深信凡事都可能，認為無論市況是好是壞，也有很多事情可以做。「我2020年加入Signature Homes時，該年初正處於疫情爆發初期，住宅租賃市場深受影響。但我覺得雖然如此，但香港始終仍大有人在，於是便率領團隊轉型，由專注服務外來專業人士，轉向增強本地和內地客群。」團隊除了加強本地的數碼行銷和社交媒體宣傳外，亦與高端品牌聯乘合作，提高Signature Homes在本地市場的關注度。在團隊的努力下，入住率於2020年底已回升至理想水平。孫偉剛堅信即使身處逆境，也有打「逆境波」的策略。「Nothing is impossible」也成為了他的格言。

公餘時孫偉剛喜歡打網球，他自言接觸網球較遲，所以比別人更努力，除了每星期花兩三天上課外，也會練跑提升體能。「因為無論運動或工作，我也很享受進步的過程。」他希望團隊不僅work hard，更要work smart——除了專注眼前工作，也要思考如何進步，他甚至認為主管同事日常工作中，一半時間應該要用作尋求進步空間。因為他深信，只有「與時並進」，才是在激烈市場競爭的生存之道。





## SHKP announces 2023/24 interim results

### 集團公布2023/24年度中期業績



Group top management, including Chairman & Managing Director Raymond Kwok (centre), host the results analyst briefing  
集團管理層包括集團主席兼董事總經理郭炳聯(中)主持分析員簡報會

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日止六個月，集團在撇除投資物業公平值變動的影響後，可撥歸公司股東基礎溢利為89.06億港元，較去年同期減少約5.9%。每股基礎溢利為3.07港元。董事局宣布派發中期股息每股0.95港元，較去年同期減少24%。

回顧期內，集團來自物業銷售的溢利為20.40億港元，去年同期為33.66億港元。所有用作銷售並擬於本財政年度竣工的香港項目均預計在下半年度落成。按所佔權益計算，集團期內錄得的合約銷售總額約129億港元。受惠於內地收租物業和香港零售物業的租金收入增加，集團期內的總租金收入，連同所佔合營企業及聯營公司的租金收入計算，按年上升4%至124.54億港元，淨租金收入按年上升5%至93.26億港元。

回顧期內，香港物業銷售收入（包括所佔合營企業）較去年同期增加25%至36.12億港元。香港物業投資包括所佔合營企業和聯營公司之租金收入增加2%至89.41億港元。淨租金收入增加3%至65.74億港元。租金收入增加主要是由於零售物業分部及服務式住宅分部貢獻之增加。

內地投資物業組合包括所佔合營企業之租金收入以港幣計算增加12%至31.39億港元。以人民幣計算，租金收入增加16%至28.96億元，主要是由於零售物業組合之租金增長及並無提供租金寬減所致。

集團非常重視現金流管理，以應對大環境的挑戰，將繼續恪守審慎的理財原則，包括嚴格控制資本支出，並以高度選擇性的策略補充土地儲備。集團擁有龐大的優質物業投資組合和多項非地產業務，為集團提供穩健的經常性收入。同時，集團憑藉發展高質素物業建立了優質品牌，信譽昭著。除了會進一步加強經常性收入來源外，集團亦將利用其品牌優勢，加快物業發展業務的資產周轉。

## SUNeVision announces 2023/24 interim results

### 新意網公布2023/24年度中期業績

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.

新意網集團有限公司公布截至2023年12月31日止六個月，受客戶的價格及電力用量增長所帶動，新意網期內收入按年上升16%至12.90億港元，EBITDA按年上升12%至8.99億港元，公司股東應佔溢利仍按年上升1%至4.35億港元。

2023年下半年，新意網的網絡連接客戶和超大規模客戶需求強勁。隨著亞洲直達海纜（ADC）最近登陸，新意網數據中心內的光纖互連網線數量有所增加，隨著ADC使用量的增強，這趨勢將進一步有利新意網的營運。此外，新的海底光纜在未來幾年內引入，預計將豐富新意網的服務產品和增強基礎設施能力。「超大規模」數據中心的需求也顯著增加。在新意網的一些地點，需求遠遠大於供應，因此新意網正在優先進行投資，以增加電力容量來滿足客戶的需求。

展望未來，MEGA IDC 第一期工程竣工，將於三月底投入服務。同時，隨著人工智能的發展，MEGA IDC 的高質量的容量將為客戶的業務增長提供服務。雖然外部環境仍不明朗，尤其是利率持續走高，但新意網將根據客戶需求密切調整資本分配和成本結構，並保持謹慎的資產負債率，以確保提供長期的股東價值。

## SmarTone announces 2023/24 interim results

### 數碼通公布2023/24年度中期業績

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.

數碼通電訊集團有限公司公布截至2023年12月31日止六個月，儘管市場競爭激烈及經濟疲弱，撇除流動虛擬網絡營辦商、短訊及預繳服務的收入，服務收入仍然增長3%，而股東應佔溢利則為2.46億港元。

期內出境旅遊復甦令漫遊收入強勁回升，按年增長64%。截至12月止，漫遊收入已回復至疫情前水平的86%，自恢復旅遊以來持續錄得按季增長。此增長趨勢由高端客戶對數碼通數據漫遊產品的強勁需求所帶動。數碼通5G家居寬頻服務現已成為公司的重要增長動力來源，以速度更快、收費更低和更方便的服務，為沒有光纖網絡覆蓋的家庭提供更具有優勢的選擇。

展望未來，儘管環境仍然充滿挑戰，數碼通將繼續專注加強優質客戶服務及超卓穩定的網絡體驗性，致力讓客戶盡享嶄新科技和數碼應用帶來的便利，藉此提升生產力、平衡個人娛樂需要及個人私隱，進一步成為客戶「值得信賴的數碼生活夥伴」。



## The Group again sponsors the Community Chest Corporate Challenge

### 集團再次贊助「公益慈善馬拉松」

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.

受疫情影響而停辦了三年的「公益慈善馬拉松」，早前再次在西貢北潭涌沿萬宜淡水湖舉行。一如以往，賽事設有「半馬拉松」和「十公里」兩個組別，吸引約800位跑手組成逾100支機構隊伍參加。集團今屆再度成為賽事的贊助機構，並有超過300位同事參賽，同心發揮運動行善的精神。

比賽當日雖然不時下著微雨，但依然無阻選手們挑戰PB(個人最佳成績)的決心。此外，集團旗下的帝京酒店亦為今次賽事提供餐飲贊助，讓一眾參賽者在衝線後，能享用美味的輕食和飲品，以補充體力。至於賽事所籌得約450萬港元的善款將全數撥捐公益金資助的復康及善導服務。



## Nature Rescue brand new version

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

#### 「山·灘拯救隊」全新升級 助用戶實踐環保兼輕鬆賺取The Point 積分

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.

全港首個以郊野及海岸清潔為主題的流動應用程式「山·灘拯救隊」推出全新版本，其升級體驗不但方便用戶報名參加清潔行動及報告垃圾黑點，更能夠讓用戶輕鬆賺取The Point 積分，帶來嶄新綠色消費獎賞。

集團自2011年起，與綠色力量合辦「新地齊心愛自然」計劃，近年更開發「山·灘拯救隊」流動應用程式，推廣愛護自然的訊息。「山·灘拯救隊」並聯乘集團旗下The Point綜合會員計劃，鼓勵用戶身體力行支持環保，同時賺取和兌換The Point 積分，於集團旗下商場使用，致力將消閒娛樂、健康生活及環保融入生活之日常。



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·灘拯救隊」用戶凡參與每次清潔行動，均享2,500 The Point 積分，可於集團旗下商場兌換Point Dollar 當現金使用，盡享各種精彩禮遇。

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

### 集團獲Sustainalytics評為亞太區域ESG最高評級企業

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.

集團一直致力推動可持續發展，歷來獲得多項本地及國際指標認可，並成功於Sustainalytics的ESG風險評級中，首度獲評為「亞太區域ESG最高評級企業」，在全球42個行業、逾14,000間公司中脫穎而出。

Sustainalytics為獨立並具領導地位的ESG研究、評級及數據機構。集團不僅保持「低風險」評級，更獲評為「亞太區域ESG最高評級企業」，全面展現集團積極提升ESG表現，旨在為持份者創造長遠價值，同時為構建綠色低碳社區作出貢獻。



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

### 迄立逾四十載 新鴻基中心榮獲LEED白金級認證

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.

作為集團的總部，新鴻基中心多年來貫徹集團「與時並進」的理念，透過不斷優化及創新，以超過40年樓齡榮獲LEED「v4.1 運營與維護：既有建築」白金級認證。在早前推出的[全新短片](#)中便記錄了新鴻基中心在可持續發展方面的努力，如何對多項機電設備系統進行重新校驗，確保它們發揮最佳效能，並引入智能大廈管理系統，實施節能減排，提升能源效益。自2005年至今，共節省超過6,500萬度電，減少42,000噸碳排放，成效顯著。

集團不斷監察和提升現有建築物的環保表現，力求為所有新落成的投資物業取得LEED認證，而當中的核心商業項目均以獲得LEED金級或白金級認證為目標，為香港的可持續發展出一分力。





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

集團旗下25個商場裝設「友里蹤跡」應用程式 支援「友里蹤跡社區計劃」

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.



集團旗下25個商場已裝設「友里蹤跡」應用程式，協助尋找走失的腦退化症病人。該應用程式為香港科技大學計算機科學及工程學系陳雙幸教授團隊和賽馬會耆智園推出的「友里蹤跡社區計劃」的一部分。除了裝設應用程式，集團亦已在當中18個商場主要出入口，安裝了藍牙定位裝置「天使盒子」。腦退化症人士佩戴「守護蹤」裝置後，其發出的藍牙訊號，可經已裝設「友里蹤跡」應用程式的平板電腦、手機或「天使盒子」，將走失者位置發送至照顧者，協助走失的腦退化症人士盡快安全回家。

集團秉持『以客為先』的信念，旗下商場『親客大使』服務團隊長久以來憑藉專業和細心留意客人的需要，曾多次成功協助走失的腦退化症人士與家人團聚。集團商場藉安裝『天使盒子』及於常用的平板電腦加裝『友里蹤跡』應用程式，為社區進一步擴大偵測網絡，同時鼓勵相關人士為腦退化症人士佩戴『守護蹤』裝置，期望多管齊下，建立關愛友善社區。

## Wetland Seasons Park wins Green Building Award 2023

Wetland Seasons Park 於「環保建築大獎2023」榮獲殊榮

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.

集團旗下物業管理公司康業一直為各物業訂立嚴謹的環保標準，將集團可持續發展的理念付諸實踐。旗下管理的Wetland Seasons Park更榮獲由香港綠色建築議會及環保建築專業議會合辦的「環保建築大獎2023」既有建築類別（設施管理）大獎，彰顯康業團隊的優秀表現備受市場認可。



Wetland Seasons Park毗鄰天水圍濕地公園，住宅項目的規劃設計及建築施工均需符合嚴謹的規例。Wetland Seasons Park強調社區與環境共融的可持續生活，團隊亦積極落實多元化的環保政策，包括增設無紙化招標及住戶電子溝通平台，同時鼓勵廚餘收集及推廣環保教育工作，構建可持續發展的社區。

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

新鴻基地產郭氏基金與多家大學會面交流

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.

新鴻基地產郭氏基金（下稱「基金」）致力為國家培育人才，與多家大學建立助學合作關係。早前，基金執行董事郭婉儀接待由黨委副書記、副校長寧琦率領訪港的北京大學代表團。



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). 北京大學黨委副書記、副校長寧琦（右五）率領代表團到訪集團總部，與新鴻基地產郭氏基金執行董事郭婉儀（左五）會面。

郭婉儀認為北京大學的學科多元化，勉勵受助學生要「多走、多看、多學」以擴闊眼界。基金亦有率團北京回訪，並到訪上海同濟大學和復旦大學，就助學事宜交流討論，期望能進一步擴大合作領域，培育更多優秀人才。

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

環球貿易廣場於「英國屋宇裝備工程師學會大獎 2023」勇奪殊榮

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.

集團旗下物業管理公司啟勝致力引入創新科技，以提升旗下各物業的可持續發展表現。旗下管理的環球貿易廣場榮獲英國屋宇裝備工程師學會（香港分會）頒發「英國屋宇裝備工程師學會大獎 2023」之「年度項目大獎（商業/工業建築類別）」中的最高殊榮，足證啟勝團隊的傑出表現得到業界肯定。



環球貿易廣場透過建築訊息模型及數碼分身技術改善設施營運和監測，並運用無人機進行外牆檢查，配合人工智能以及擴增實境技術，令團隊可遙距監控設施狀態。同時，項目亦全面應用人工智能冷氣控制系統，自2011年起與香港理工大學及其他機構合作，對空調系統進行生命週期校驗，並成功在2012至2022年間節省逾2千萬度用電，成效顯著。



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

### 集團義工隊在「香港義工獎2023」榮獲殊榮

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).

集團義工隊成立至今20周年，一直秉持「以心建家」的理念，助建關愛共融社會並同時靈活運用企業專長，為社會上有需要人士給予適切的支援。義工隊的行義精神及卓越表現，多次獲社署及外界的認同及嘉許。



在民政及青年事務局與義務工作發展局合辦的「香港義工獎2023」中，集團義工隊再次獲得多個獎項，包括「傑出企業獎（全職僱員人數 100 人或以上之商業機構）」、「年度十大最高義工時數（全職僱員人數 1000 人或以上之商業機構）」、「卓越金獎（義工時數）（企業及非商業機構）」，另有 14 位義工同事獲頒「個人卓越金獎（義工服務時數 500 小時或以上）」。

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

### SmarTone 憑卓越服務質素 勇奪香港零售管理協會多項殊榮

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.

集團旗下 SmarTone 的優質服務一直得到業界認同，早前兩位前線同事憑藉卓越表現，在香港零售管理協會舉辦的「2023 傑出服務獎」中，榮獲「電訊組別」主管級別及基層級別金獎殊榮，是業界中唯一榮獲雙金獎的電訊商。

SmarTone 網上商店亦成功通過該協會「優質網店認證計劃」的評審，從百多間入圍網店中脫穎而出，勇奪「十大信譽優網店」年度大獎，足證 SmarTone「以客為先」的理念及優質的客戶服務得到業界認可。



SmarTone CEO Fiona Lau (center) showing her appreciation to the SmarTone frontline team running for the 2023 Service Talent Award

SmarTone 行政總裁劉若虹（中）嘉許參加「2023 傑出服務獎」的門市團隊



