



The Group's Mong Kok commercial landmark set to become a new hub in Central Kowloon

集團全新旺角商業地標發揮聯動效益 勢成中九龍核心

The Group's large-scale commercial development in Mong Kok will be a smart and sustainable project, set to become the Green Heart of the district. Located adjacent to the MTR Mong Kok East station on the East Rail Line and providing a public transport interchange, this transit-oriented development boasts excellent connectivity to all districts in Hong Kong and the Greater Bay Area.

The project, whose planning application was earlier approved by the Town Planning Board, will have a total gross floor area of 1.52 million square feet. Its 320-metre-tall main tower will be the second tallest commercial building in Kowloon after the International Commerce Centre (ICC). The project will enjoy synergies with MOKO, Grand Century Place and Royal Plaza Hotel in the vicinity, making it a business, retail and tourism hub in Central Kowloon.



由集團悉力籌建的旺角全新大型商業地標將集合綠化、可持續發展及智慧元素，成為旺角的「Green Heart」。該項目採用公共交通導向模式（Transit-oriented development）發展，連接東鐵線旺角東站，並設有大型公共運輸交匯處，貫通全港各區以至大灣區城市，抓緊龐大商機。

項目總樓面面積達152萬平方呎，其中主大樓高達320米，是全九龍區繼環球貿易廣場（ICC）後第二高的地標式商業大廈。有關項目的規劃申請，早前已獲城市規劃委員會批准。該項目將可與相鄰的MOKO、新世紀廣場和帝京酒店發揮聯動效應，勢成中九龍的商業、零售購物和旅遊消費核心。

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Kai Shing actively recruits mainland professionals 啟勝積極招募內地人才

The Group's property management subsidiary Kai Shing actively recruits mainland talent who have relocated to Hong Kong under the Top Talent Pass Scheme and other talent admission schemes. May Lam (second right), Deputy General Manager (Human Resources and Administration) of Kai Shing, emphasized that developments like the International Commerce Centre and the one atop the High Speed Rail West Kowloon Terminus require talent proficient in Cantonese, Mandarin, and English, and familiar with both local and mainland cultures to excel in customer service and property management. Kai Shing is committed to providing diverse training for these professionals, leveraging their mainland background with the aim of delivering premium service at the properties it manages in Hong Kong.



集團旗下物業管理公司啟勝積極從「高端人才通行證計劃」及其他人才入境計劃中招募內地人才。啟勝副總經理（人力資源及行政）林美玉（圖右二）表示，以環球貿易廣場及高鐵西九龍總站上蓋項目為例，在客戶服務及物業管理方面都需有熟悉本地及內地文化、精通兩文三語的人才。啟勝致力為他們提供全面培訓，善用其內地背景，務求為轄下的香港物業提供優質服務。

SHKP-Kwoks' Foundation continues to support outstanding students from CUHK 新鴻基地產郭氏基金持續資助中大優才生

Professor Anthony Chan (fifth right), Pro-Vice-Chancellor and Vice-President of The Chinese University of Hong Kong (CUHK), expressed his gratitude to the SHKP-Kwoks' Foundation (the Foundation) during his recent visit to the headquarters of the Group with academic staff and scholarship recipients. Since 2005, the Foundation has supported a scholarship programme that subsidizes outstanding local and mainland students with limited

means to pursue undergraduate studies at CUHK. The Foundation Executive Director Amy Kwok (fifth left) encouraged the beneficiary students to cherish the opportunity to study at CUHK and take every opportunity to broaden their horizons. She looked forward to maintaining the collaboration with CUHK to nurture more talent for Hong Kong and the country.



香港中文大學副校長陳德章教授(右五)早前率領教職員及受助學生到訪集團總部,對新鴻基地產郭氏基金表達謝意。「新地郭氏基金—中大優才獎學金」於2005年成立,資助來自香港及內地有經濟需要的優秀學生就讀中大的學士課程。基金執行董事郭婉儀(左五)勉勵受助學生珍惜在中大的學習機會,積極擴闊視野。她亦期待與中大繼續合作,為國家及香港培育更多人才。



Awards

The Group clinches multiple awards from Corporate Governance Asia and FinanceAsia

集團於《亞洲企業管治》及《FinanceAsia》中榮獲多項殊榮

The Group secured six prestigious awards at *Corporate Governance Asia's* Asian Excellence Award 2024, namely Asia's Best CEO, awarded to Group Chairman and Managing Director Raymond Kwok, Sustainable Asia Award, Asia's Best CSR, Best Investor Relations Company, Best Investor Relations Professional, and Best Corporate Communications.

In addition, the Group was bestowed multiple prestigious awards in the Asia's Best Companies 2024 survey, organized by financial magazine *FinanceAsia*. The main awards include Asia's Best Overall Company (SHKP being the sole recipient in Asia), Asia's Best Real Estate Company and Hong Kong's Best Managed Company.



Brian Sum (third left), Associate Member of the Group's Executive Committee, General Manager – Corporate Planning, and Chris Liu (third right), Director of Corporate Communications accept the awards on behalf of the Group 集團執行委員會助理成員兼公司策劃總經理沈康寧(左三)及公司傳訊總監廖國偉(右三)代表集團接受獎項

集團於《亞洲企業管治》雜誌舉辦的「2024亞洲卓越大獎」中榮獲六項殊榮,分別是集團主席兼董事總經理郭炳聯獲選為「亞洲最佳CEO」、「亞洲可持續發展獎」、「亞洲最佳CSR」、「最佳投資者關係公司」、「最佳投資者關係專業人員」及「最佳公司傳訊」。

同時,集團亦在財經雜誌《FinanceAsia》舉辦的「2024年亞洲最佳公司」選舉中勇奪多項大獎,主要獎項包括「亞洲整體最佳公司」(新地為亞洲區內唯一獲獎機構)、「亞洲最佳地產公司」及「香港最佳管理公司」。