



Scramble Hill – New landmark mall in Kowloon East to open in phases in the second half of the year

九龙东新商场Scramble Hill（三布目）下半年分阶段开业



模拟图 Rendering

The Group's latest landmark mall in Kowloon East has been officially named Scramble Hill (三布目). Inspired by the iconic Tokyo landmarks Scramble Square and Scramble Crossing, the new mall is located beneath The Millennity in Kwun Tong, boasting convenient access to MTR Kwun Tong and Ngau Tau Kok Stations. The bustling crowds in Kowloon East are poised to create a vibrant atmosphere in Scramble Hill.

500,000-square-foot mall to synergize with APM

With over 160 shops set to open across 10 floors, the 500,000-square-foot Scramble Hill is positioned as an innovative destination for young families, pet owners, and the new generation. A diverse array of popular brands will provide a mix of retail, sports, entertainment, and

experiential offerings, ensuring a fun-filled and sports related experience for customers.

SHKP Executive Director Maureen Fung said: "SHKP is committed to supporting the government's initiative to develop Kowloon East. Since the 1990s, the Group has been developing the Millennium City cluster and is honoured to have contributed to transforming Kowloon East into Hong Kong's another core business district. We believe the phased opening of Scramble Hill from the second half of this year will build on the success of the Group's flagship APM mall, creating synergy with both APM and the nearby office cluster."

Pet-friendly sky garden

The mall will feature a 15,000-square-foot pet-friendly sky garden, with several exciting city debut restaurants and

shops. The outdoor space and alfresco dining area allow pet owners to enjoy meals with their furry companions while taking in stunning views.

Planned footbridge network expansion to connect with Ngau Tau Kok MTR Station

Scramble Hill is scheduled for a phased opening from the second half of 2025. The planned construction of an all-weather pedestrian bridge connecting the mall to the Ngau Tau Kok MTR station and the Group's Millennium City cluster is expected to further enhance accessibility of the Group's properties in the district.

集团位于九龙东的新地标商场早前已正式命名为 Scramble Hill（三布目），命名灵感来自东京涩谷人潮聚集的著名地标 Scramble Square 及 Scramble Crossing。Scramble Hill（三布目）位处观塘 The Millennity 基座，具备交通四通八达的特点，坐拥观塘及牛头角港铁双站优势，结合九龙东的地理特征，繁忙的人潮令商场有着浓厚的活力氛围。

4.6 万平方米（50 万平方呎）商场与 APM 产生协同效应

Scramble Hill（三布目）总建筑面积达46,000平方米（500,000平方呎），楼高10层并将汇聚160多间商店，以年轻家庭、宠物爱好者和新世代为目标客群。商场将汇集时下极具人气的知名品牌，涵盖零售、体育、娱乐与体验的多元化商户组合，致力于为顾客打造一个集趣味性、运动体验于一体的休闲场所。



集团执行董事冯秀炎表示：“新地积极配合政府推动九龙东发展，早于90年代集团开始发展创纪之城项目，集团很荣幸参与其中，令该区蜕变成成为香港另一个核心商业区。随着 Scramble Hill（三布目）于下半年起分阶段开业，此商场将会在集团旗舰商场 APM 的成功基础上，与 APM 及附近的办公大楼产生协同效应。”

特设人宠共融空中花园

Scramble Hill(三布目)将设有面积约1,400平方米（15,000平方呎）的人宠共融空中花园，以及多家于香港首设的餐厅和商店。人宠共融空中花园拥有精心设计的户外空间和露天餐饮区，让宠物主人与毛孩一同享受美食并欣赏壮丽景致。

计划扩大天桥网络 直通牛头角港铁站

Scramble Hill(三布目)于今年下半年分阶段开业，并将计划增设行人天桥直达牛头角港铁站，并连接至创纪之城写字楼群，令集团区内物业的交通网络更臻完备。



模拟图 Rendering