



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

九龍東新商場Scramble Hill（三布目）下半年分階段開業



模擬圖 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.

集團位於九龍東的新地標商場早前已正式命名為 Scramble Hill（三布目），命名靈感來自東京澀谷人潮聚集的著名地標Scramble Square 及Scramble Crossing。Scramble Hill（三布目）位處觀塘The Millennity 基座，具備交通四通八達的特點，坐擁觀塘及牛頭角港鐵雙站優勢，結合九龍東的地理特徵，繁忙的人潮令商場有著濃厚的活力氛圍。

50萬呎商場與APM產生協同效應

Scramble Hill（三布目）總建築面積達500,000 平方呎，樓高10層並將匯聚逾160間商店，以年輕家庭、寵物愛好者和新世代為目標客群。商場將匯集時下極具人氣的知名品牌，涵蓋零售、體育、娛樂與體驗的多元化商戶組合，致力於為顧客打造一個集趣味性與運動體驗於一體的休閒場所。



集團執行董事馮秀炎表示：「新地積極配合政府推動九龍東發展，早於90年代集團開始發展創紀之城項目，集團很榮幸參與其中，令該區蛻變成為香港另一個核心商業區。隨著Scramble Hill（三布目）於下半年起分階段開業，此商場將會在集團旗艦商場APM的成功基礎上，與APM及附近的辦公大樓產生協同效應。」

特設人寵共融空中花園

Scramble Hill（三布目）將設有面積約15,000平方呎的人寵共融空中花園，以及多家於香港首設的食肆和商店。人寵共融空中花園擁有精心設計的戶外空間和露天餐飲區，讓寵物主人與毛孩一同享受美食並欣賞壯麗景致。

計劃擴大天橋網絡 直通牛頭角港鐵站

Scramble Hill（三布目）於今年下半年分階段開業，並將計劃增設行人天橋直駁牛頭角港鐵站，並連接至創紀之城寫字樓群，令集團區內物業的交通網絡更臻完備。



模擬圖 Rendering