

The Group boosts its retail portfolio and adds vitality to neighbourhoods

The Group plans new developments to fit with projects already in the area, enhancing the overall potential and adding vitality to neighbourhoods. YOHO MALL in Yuen Long and the PopWalk series in Tseung Kwan O offer shopping and leisure convenience to the residents living above them and create synergy with other local Group developments to spur neighbourhood growth. The YOHO MALL I Extension and PopWalk 2 and PopWalk 3 will open soon with different positioning and features appealing to consumers and reinforcing the Group's retail portfolio.

YOHO MALL I Extension in Yuen Long opening this summer

YOHO MALL in Yuen Long has seen satisfactory performance with traffic and sales at YOHO MALL I and YOHO MALL II rising since they opened in 2015. The opening of the YOHO MALL I Extension this summer will make it the largest retail hub in the New Territories north and west.

Flagship mall in north and west New Territories

YOHO MALL is the aggregated retail space in the Group's YOHO developments linked by footbridges. Sun Hung Kai Real Estate Agency Limited General Manager (Leasing) Henry Lam said: "YOHO MALL now includes Sun Yuen Long Centre and the retail podiums of YOHO Midtown and Grand YOHO, but the brand cluster will expand in future when the retail podium of West Rail Yuen Long Station development is done and nearby Transport Plaza gets an enhancement of facilities and tenant mix. That will take the gross YOHO MALL floor area to about 102,200 square metres (1.1 million square feet) spanning five retail podiums

linked by footbridges to draw consumers from the north and west New Territories, similar to New Town Plaza in Sha Tin. The two megamalls will form a 'consumer gateway' from the New Territories east to west."

The YOHO MALL I Extension opening this summer will have more than 100 retail stores occupying over some 46,500 square metres (500,000 square feet), bringing the total number to over 300 stores offering fashions, beauty, food and beverages, kids goods, entertainment and lifestyle superstores. The overall traffic is expected to see double-digit growth and sales per square foot should rise 15 to 20%.

Restaurants will take up nearly 25% of the total floor area and fashion brands almost 35%; making them the largest tenant groups. There will be 55 international eateries and specialty restaurants featuring Chinese, western, Japanese, Korean and southeast Asian cuisines, popular desserts, baked goods, family-style dining and more. The strong food and beverages collection

YOHO MALL I Extension opening this summer
YOHO MALL形点I扩展部分将于今年暑假开业





PopWalk 3 opening this September
天晉匯3將於今年九月開幕

will serve the rising population in the New Territories north and west and growing demand for premium dining. YOHO MALL I Extension will also have a kids' zone to serve young families in the area with some 20 stores, kids' facilities and an outdoor park. Other specialty outlets will include a new generation flagship cinema with seven standard screens and the largest IMAX cinema in the New Territories west plus the first YATA supermarket in Yuen Long.

The new YOHO MALL I Extension will have greenery and cascading water creating a blend of people, forest, water and birds in multimedia for a soothing shopping environment.

Full transport bringing customers from near and far

YOHO MALL is above West Rail Yuen Long Station for access to Hong Kong Island, Kowloon and the New Territories, and a basement transport interchange houses residents' bus services, public bus and minibus routes within the district and beyond, plus a cross-border bus service and Shenzhen airport waiting lounge. The mall additionally has about 1,500 parking spaces with a smart parking and car searching system.

PopWalk 2 and PopWalk 3 in Tseung Kwan O coming soon

The PopWalk series will bring together the retail portions of the Group's developments in Tseung Kwan O South in four stages to finally cover over 22,300 square metres (240,000 square feet) of gross floor area. The first phase of PopWalk opened last August while PopWalk 2 and PopWalk 3 are coming soon.

Shopping in the park

The different PopWalk phases will be built along the proposed Central Avenue running through Tseung Kwan O South with each connected to the proposed 69,700-square-metre (750,000-square-foot) park. On completion, visitors can get to the park directly from the mall. The retail podiums will have vast windows to let in light and views so it is like shopping in the park. All-weather walkways from MTR Tseung Kwan O Station to PopWalk and PopWalk 2 will draw nearby residents and visitors to the waterfront promenade, cycle track and pet garden.



The PopWalk Afternoon Market draws visitors from near and far
天晉匯此前舉辦戶外原創市集，吸引大量游人光臨



YOHO MALL will have 55 eateries offering international variety in the biggest food and beverages collection in the north and west New Territories

YOHO MALL形點將云集55間國際餐飲品牌，成為新界西及新界北的最大餐飲圈



PopWalk footbridges to MTR Tseung Kwan O Station
天晉匯设有行人天桥接驳港铁将军澳站

Serving residents in the area

The population of Tseung Kwan O South has increased dramatically in recent years following the completion of several major residential developments, with more high-income young families pushing demand for premium shopping and leisure. The PopWalk series is well-positioned to serve the everyday needs of the neighbourhood. **Sun Hung Kai Real Estate Agency Limited General Manager (Leasing) Fiona Chung** said: "The first PopWalk is 100% let with increasing traffic and sales since opening. The restaurants are like dining place for locals with long queues during mealtimes on holidays. PopWalk 2 and PopWalk 3 will open this September and the last Ocean PopWalk will open in the fourth quarter of next year. There will be 140 stores in all, spanning food and beverages, supermarket, lifestyle goods, education and more offering residents wider premium shopping and leisure choices within the neighbourhood."

PopWalk 2 and PopWalk 3 will be across the street from the first, with a combined floor area of about 8,830 square metres (95,000 square feet) that is fully taken up. PopWalk 2 at The Wings IIIA will have 40 shops, mostly lifestyle brands and restaurants, plus an outdoor area offering superb views. PopWalk 3, which is at the podium of the neighbouring The Wings IIIB, will have 10 shops, mostly education centres. Ocean PopWalk will be on a prime seafront site with extensive views designated for alfresco dining and fine dining with sea view. Pre-leasing of this last phase will begin soon.

The Group's Tseung Kwan O retail portfolio covers the PopWalk series, East Point City, Park Central, PopFood and PopDeli serving both residents and visitors.



Good results since PopWalk opened last summer
天晉匯自去年暑假开业以来，表现理想



Over 11,100 square metres (120,000 square feet) of outdoor green space at YOHO MALL perfect for grand festive events
YOHO MALL形点拥有逾11,100平方米(120,000平方呎)的户外绿化空间，可举办大型节庆活动

集团扩大商场网络 为社区增添动力

集团规划全新项目时，均做出精心安排，务求新项目可与区内其他项目互相配合，提升项目潜力，为社区带来活力。集团在元朗的YOHO MALL形点及将军澳的天晋汇系列商场，为项目上盖住户提供购物休闲便利，同时也与集团在当区的其他项目发挥协同效应，促进区域发展。YOHO MALL形点I扩展部分以及天晋汇2与天晋汇3即将开幕，两者凭借不同定位及特色，为消费者带来多姿多采的购物休闲体验，进一步巩固集团的零售物业组合。

元朗YOHO MALL形点I扩展部分将在本个暑假开通

元朗YOHO MALL形点从2015年首阶段开业以来，表现理想，YOHO MALL形点I及YOHO MALL形点II的人流及商户营业额与日俱增。YOHO MALL形点I扩展部分将在本年暑假开业，令商场成为新界西及新界北最大型的购物总汇。

新界西及新界北旗舰商场

YOHO MALL形点由集团YOHO系列项目的零售部分组成，以大型天桥连接。新鸿基地产代理有限公司租务部总经理林家强表示：“YOHO MALL形点由新元朗中心、YOHO Midtown及Grand YOHO的基座商场组成，这个YOHO品牌都会圈在未来会进一步扩大，并入西铁元朗站上盖项目的商场部分及毗邻交通广场。待元朗站基座商场落成，以及交通广场的配套优化及商户重组完成后，YOHO MALL形点的总楼面面积将进一步扩展至约102,200平方米（110万平方呎），分布在五个以行人天桥接驳的基座商场，凝聚新界西及新界北的消费力，与沙田新城市广场相辅相成，成为新界西及新界东的‘消费门廊’。”

YOHO MALL形点I扩展部分的楼面面积约46,500平方米（500,000平方呎），商铺数目超过100间，即将在暑假期间开业。届时，整个YOHO MALL形点的商户数目将增至超过300间，复盖时尚服饰、美容、餐饮、亲子、娱乐及生活百货六大主题。预期整体人流可录得双位数字升幅，每呎营业额可望上升15至20%。



Over 300 retailers will make YOHO MALL a retail flagship in the north and west New Territories

YOHO MALL形点将有超过300间商户，为新界西及新界北的旗舰购物商场

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Shoppers flock to YOHO MALL, particularly locals
YOHO MALL形点人流畅旺，深受本地市民欢迎





PopWalk 2 nearing completion
天晉匯2的工程已进入最后阶段

商户组合方面，餐饮餐厅及潮流服饰为场内面积最大的租客群，分别占商场楼面面积近25%及近35%。以餐饮餐厅为例，商场特别引入多间特色食店，云集55间国际餐饮品牌，包罗中、西、日、韩、东南亚等地名菜、人气甜品店、烘焙店及亲子餐厅等，为新界西及新界北带来最强餐饮组合，满足区内人口增长对优质餐饮的需求。另外，考虑到区内年轻家庭的需要，YOHO MALL形点I扩展部分设有儿童用品专区，除了有20多间亲子主题户外，也有儿童专属设施及亲子主题户外休闲公园。其他特色商户包括设有七个标准影院及一个全新界西最大IMAX影院的新世代旗舰影院，以及首次在元朗开业的一田超市。

即将开通的YOHO MALL形点I扩展部分，里里外外种满绿色植物及设有流水建筑，糅合人、林、水、鸟四大自然元素，以多媒体形式展现大自然山水形态，营造悠然自得的购物环境。

交通配套优越 广纳区内外客群

YOHO MALL形点位于西铁元朗站上盖，连接港九新界铁路网络。项目基座设有交通枢纽，有住户专线来回区内，巴士线及小巴专线直达区内外，以及跨境巴士路线及深圳机场预办登机服务的贵宾候车室。此外，商场提供约1,500个车位，配备智能化导航泊车及车辆搜寻系统，方便驾车人士前来。



Fashion brands will be the largest tenant group in YOHO MALL with some duplex flagship stores
潮流服饰品牌为YOHO MALL形点的最大租客群，部分更为复式旗舰店



PopWalk restaurants appeal to residents nearby
天晉匯的餐饮餐厅备受区内居民欢迎



将军澳天晋汇2及天晋汇3即将投入服务

天晋汇系列位于将军澳南，由集团在区内多个项目的零售部分组成，总楼面面积逾22,300平方米（240,000平方呎），分四期发展。第一期天晋汇已在去年八月投入服务，天晋汇2及天晋汇3也即将营业。

庭园式休闲购物体验

天晋汇各期均沿着将军澳南拟建的中央大道而建，将贯通场外占地约69,700平方米（750,000平方呎）的拟建绿化公园。待公园落成后，游人可在商场与公园之间随意游走。商场更大量采用玻璃外墙，引入自然光线，让购物人士感受到户外大自然气息，打破内外空间界限，体验庭园式休闲购物。天晋汇及天晋汇2更设有全天候行人天桥接驳港铁将军澳站，不但方便区内居民出入，更可吸纳前往海滨长廊、单车径和宠物公园的外区游人到访。

照顾区内居民需要

随着近年将军澳南多个大型住宅项目相继落成，区内人口大幅增长，加上区内以高收入年轻家庭为主，带动对优质购物及休闲的需求。天晋汇系列主力为区内居民服务，照顾日常生活需要。新鸿基地产代理有限公司租务部总经理钟秀莲表示：“第一期天晋汇出租率达100%，自开业以来人流及商户营业额持续增加；场内餐厅更被居民视做‘饭堂’，在假日用餐时段往往大排长龙。天晋汇2及天晋汇3将于今年九月开业，至明年第四季最后一期海天晋汇落成后，商户数目将增至140个，涵盖餐饮、超级市场、生活时尚用品及教育等范畴。居民即使‘足不出区’，也可享受到多元化的优质购物及休闲选择。”

Existing malls get a boost

The Group regularly boosts the appeal of its existing malls at the same time as it develops new ones. Metroplaza next to MTR Kwai Fong Station is undergoing massive renovations that are scheduled for completion in the first quarter of 2018, setting the stage for a repositioning with new specialty tenants to please customers. The exterior will get a bright new look and the layout will be modified to ease the movement of traffic with added shop frontage in conspicuous areas to generate more business. APM in Kwun Tong is also being enhanced with an outdoor greening project which features art and culture and recycling to give shoppers more space to move or relax. Work is progressing well on course for completion by the middle of next year.

优化现有商场

除发展新商场外，集团也定期提升物业资产品质来增加现有商场的吸引力。邻近港铁葵芳站的新都会广场现正进行大型翻新工程，预计在2018年一季度完成。商场将重新定位，引入特色商户，提升顾客体验。外墙设计将注入更具活力的原素，商场内间隔将重新设计，方便顾客穿梭于每个角落之余，更可让更多铺面向人流，带动商机。另外，观塘APM也正进行优化工程，将户外公共空间进行绿化，引入文化艺术及环保设计概念，为顾客提供更多活动及休憩空间，工程进展理想，预计在明年中完成。

与天晋汇一路之隔的天晋汇2及天晋汇3，总楼面面积合共约8,830平方米（95,000平方呎），商铺现已全部租出。天晋汇2位于天晋III A，设有40间商铺，以生活时尚用品店及餐厅为主；商场特别预留露天区，让游人可以欣赏附近的优美景致。天晋汇3位于相邻的天晋III B基座，共有10间商铺，主要为补习社及儿童教育中心。最后一期海天晋汇位处临海地段，坐拥壮阔海景，现正准备洽租工作，计划用做露天餐厅及高级海景餐厅。

集团在将军澳的商场组合包括天晋汇、东港城、将军澳中心、PopFood及PopDeli，为区内居民及游人服务。