



Xujiahui Centre project: Shanghai's new-generation urban complex

It is a strategy of the Group to develop at selected locations in first-tier mainland cities and its reputation for outstanding quality has given it a firm footing in the market. The Group's Xujiahui Centre project in Shanghai is one of its major current mainland investments being developed as a 'city within a city'. Upon completion, the project will bring fresh economic vitality to the area and form a major growth driver for the Group's mainland rental income, reinforcing the company's position in the industry.

Extensive transport and pedestrian networks

The integrated Xujiahui Centre project is at the heart of Puxi's Xuhui retail and commercial district bordered by Huashan, Hongqiao, Gongcheng and Guang Yuan Xi Roads. The area has been a business hub of Shanghai since the 1960s, with scores of commercial buildings and the main Shanghai Jiao Tong University campus. Recent years have seen the district changing gradually into a central business district as buildings and public infrastructure are upgraded. The immense scale of the Group's project will make it a key driver of local regeneration.

The development will be easily accessible with an anchor shopping mall connected to the Xujiahui metro station – the intersection of lines 1, 9 and 11. Line 11 provides access to popular attractions including a renowned theme park that just opened, making it very convenient for tourists to reach the new development. There will also be a large car park for people in neighbouring areas, benefitting the wider community.

Ensuring that new developments contribute to their communities is a key concern for the Group, so it will follow its successful experience with the International Finance Centre in Hong Kong's Central with extensive



The integrated Xujiahui Centre project will connect with major nearby buildings to form a large commercial core
徐家匯中心綜合項目將與區內多幢主要物業連繫，蛻變成大型商業樞紐



Lot 地塊	Usage 物業用途	Expected completion 預計落成年份
1	Office, shopping centre / shops 寫字樓、商場	2017
2	Office, shopping centre / shops 寫字樓、商場	2018
3-4	Office, shopping centre / shops and hotel 寫字樓、商場、酒店	2021-2023 in phases 2021-2023分階段落成

footbridges connecting the components of the Xujiahui Centre project as part of a new public pathway system in the area. This will help boost traffic by directing pedestrians from the district's busiest crossroads and form a large commercial core with more than ten major properties and facilities nearby.

Public space is an essential element of quality living and these elevated walkways will offer recreational space amid the urban hubbub, and form part of a tourist trail in the neighbourhood with attractions including many historical or cultural landmarks and streets with special features. The system will merge the Xujiahui Centre project with the attractions and make it a hotspot for tourists and workers to spur consumption.

Construction progressing well

The large-scale Xujiahui Centre project, wholly-owned by the Group, spans four lots with a total of 7.6 million square feet; roughly the size of Shanghai IFC and Shanghai ICC combined. It will have grade-A offices, premium shopping malls and a luxury hotel in phases. The office towers will offer about four million square feet of user-friendly space in neat layouts with top electrical and mechanical configurations, which not only appeal to the financial sector but cater to the sophisticated requirements of the growing technology research and development industries.

Two eight-storey towers on Lot 1 on Huashan Road have 180,000 square feet of office space that is now being fitted out. Pre-leasing is underway to make it the first section of the development to

go into service – scheduled for the first half of 2017. Pre-marketing for an upscale mall of 330,000 square feet has also started for it to become the city's new shopping draw upon opening. Lot 2 on Gongcheng Road will have 319,000 square feet of offices and a variety of shops and restaurants. The plan for Lot 4 is settled with two stunning office towers to help define the development's unique silhouette.

Forefront of the retail trend

The development will provide all-weather shopping with three million square feet of retail space directly connected to the Xujiahui metro station. A diverse tenant portfolio will include large international brands – some in duplex flagship stores – and an IMAX cinema, complemented by outdoor restaurants and supreme entertainment amenities that will encourage businesses in the surrounding area and boost the overall image.

Fostering development of the area

The Group has made considerable investments for developing in prime cities on the mainland, with resources concentrated on supporting major projects in recent years. It has pioneered in the mainland market by applying its successful experience of bolstering community development in Hong Kong. The Group's Shanghai IFC and Shanghai ICC complexes have convenient transport with direct links to metro stations and their offices are over 90% occupied with multinational and financial institutions among other tenants. These landmarks have extended the Group's quality brand from Hong Kong to the mainland. The Xujiahui Centre site was acquired in 2013 as a long-term investment and will be made into a microcosm of high-end commerce and international lifestyle retailers to help transform the area into a competitive central business district in the city centre.

徐家匯中心項目： 上海新世代城市綜合體

集團一直在內地主要城市策略性位置發展，憑著卓越質素的優質品牌，已建立穩健市場基礎。上海徐家匯中心項目是集團在內地的主要投資項目，以發展「城中之城」為藍本，預期在全面落成後為該區帶來經濟新景象，成為集團內地租金收入的主要增長動力，提升集團在內地業界的地位。

交通及步行網絡發達

徐家匯中心綜合項目座落浦西徐匯零售商業區的核心地帶，接壤多條主要街道如華山路、虹橋路、恭城路和廣元西路。徐匯區早在六十年代已發展為上海的商貿中心，商廈林立，上海交通大學總部校園也位處該區。近年該區的物業和公共設施正逐步更新轉型，朝著升格中央商業區的方向發展。集團的徐家匯中心項目憑藉規模優勢，將會是區內更新的一大動力。

項目四通八達，商場連接徐家匯地鐵站，是1號、9號和11號三條地鐵線的交匯處，有效吸引人流。11號線途經市內

多個旅遊景點，包括新開幕的知名主題公園，有利遊客到訪項目。項目附設大型停車場，方便往來附近一帶的人士，顧及整體社群需要。

集團銳意透過新項目推動社區發展。在規劃徐家匯中心項目時，集團參照其發展香港中環國際金融中心的成功經驗，為項目建設覆蓋廣泛的行人天橋網絡，不但貫通內部各個組成部分，更連接區內新設的公共天橋系統，把顧客從區內最繁忙的行人過路處引導至項目，並與區內十多幢主要物業及設施連成大型商業樞紐，帶動整區人流。

公共空間是優質生活的要素，此空中平台正好在繁忙鬧市提供廣闊的休憩場所，有助建立安全愜意的生活環境。項目附近有不少歷史文化地標和特色街道，不少旅客專程到此遊覽，天橋系統把項目與旅遊路線結合，預計將會是遊人及上班族必到之處，有效凝聚不同社群的消費力。

工程進度良好

集團全資擁有的徐家匯中心項目規模龐大，由四個地塊組成，總樓面面積達760萬平方呎，大約等於上海國金中心及上海環貿廣場的總和。項目將集甲級

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Pre-marketing of the mall on Lot 1 of the project is underway
項目一號地塊商場正進行前期市場推廣



Lot 1 of the project will have premium offices and an upscale mall with ample open space
項目一號地塊設有優質寫字樓和高級商場，並有開闊戶外空間

寫字樓、優質商場及高級酒店於一身，正分階段發展。項目設有多幢頂級寫字樓，提供約400萬平方呎樓面，樓層設計方正實用，亦設有先進機電配置，除了吸引金融行業進駐外，更放眼未來產業趨勢，配合科技研發行業的高端要求。

位於華山路的一號地塊設有兩座八層高的大樓，180,000平方呎寫字樓目前正進行內部裝修及預租，計劃2017年上半年率先投入營運。另外330,000平方呎零售樓面正發展為高級商場，現正進行前期市場推廣，勢成市內購物新熱點。位於恭城路的二號地塊以寫字樓為主，樓面面積319,000平方呎，並提供商舖和食肆等設施。四號地塊已完成規劃，當中兩幢設計矚目的寫字樓將刻劃出徐家匯中心項目清晰獨特的輪廓。

引領消費潮流

項目共有300萬平方呎零售樓面，接通徐家匯地鐵站，提供全天候購物環境。多元化的租戶組合將包括多個知名國際品牌和IMAX電影院，當中更有複式旗艦店，加上特色戶外餐飲和極佳娛樂設施，營造富生活品味的購物環境。集團冀望帶動周邊經濟活動，提升社區整體形象。

提升社區地位

集團近年積極在內地一線城市發展，集中資源支援主要項目，借助集團在香港推動社區發展的成功經驗，在內地開創市場潮流。集團旗下的上海國金中心和上海環貿廣場已是享負盛名的市內地標，兩個綜合項目皆與地鐵站連接，交通便捷，寫字樓出租率長期處於九成以

上高水平，是不少跨國企業和金融機構的據點。這些標誌性項目令集團的優質品牌聲譽從香港伸延至內地。集團於2013年購入徐家匯中心項目作長線投資，項目匯聚高端產業及國際生活時尚，將以「城中之城」的角色，推動徐家匯全面升級改造，使其成為上海市中心另一極具競爭力的中央購物商業區。



The development will be easy to reach with a direct connection to the Xujiahui station junction of three metro lines
項目將接通三線交匯的徐家匯地鐵站