



TOWNPLACE SOHO – a brand new residential leasing project in Central

中環全新住宅租賃項目TOWNPLACE SOHO

TOWNPLACE, the Group's new residential leasing brand, offers projects in prime locations, with inviting designs, flexible leasing options, comprehensive Duo Social Space with amenities and the latest smart home technology. All of these features appeal to the lifestyle preferences of millennials – addressing their needs for building highly personalized homes and communities. The portfolio includes TOWNPLACE KENNEDY TOWN in Kennedy Town (previously called The Kennedy on Belcher's) which was well received at its recent launch, and the latest project, TOWNPLACE SOHO, on Caine Road, Central.



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Flexible leasing options and Duo Social Space

TOWNPLACE has introduced comprehensive, flexible leasing options, covering leasing terms, furnishings and hospitality services. Leasing terms can be as short as one month or as long as several years. There are three leasing options and two branded furniture styles to accommodate the diverse preferences of residents. Serviced Apartments provide complete hotel-style furnishings and services. There are also Furnished Apartments and Unfurnished Apartments. Residents may even opt to include individual home or hospitality services to personalize their living space.

TOWNPLACE residents can access the nearly 30,000 square feet of Duo Social Space across both projects and enjoy their comprehensive facilities. TOWNPLACE SOHO, for instance, has a three-storey communal space for leisure and work, including a swimming pool, gym, sky garden and landscaped garden. The brand features a Community Team, which organizes a variety of exciting events for residents to help build a privileged community for millennials.

New smart home system to create hassle-free living

Technology is applied in various ways to enhance the residents' overall quality of life. For instance, all TOWNPLACE SOHO apartments are equipped with a smart home system. Through a dedicated mobile app or the pre-set Google Home Mini smart speaker in the living room, residents can control the lighting, air-conditioning and television at home anytime, anywhere. Scene modes are also supported for energy-saving purposes. All apartments are secured with hotel-class

electronic locks, which can be controlled via the mobile app and unlocked using the verification function on the resident's smart phone for enhanced security. Each apartment also has a built-in wireless mobile phone charger. High-speed Wi-Fi covers all apartments, as well as the communal space for leisure and work. Residents can arrange hospitality services and book facilities via the mobile app for added convenience.

TOWNPLACE SOHO in a prime location features exquisite apartments

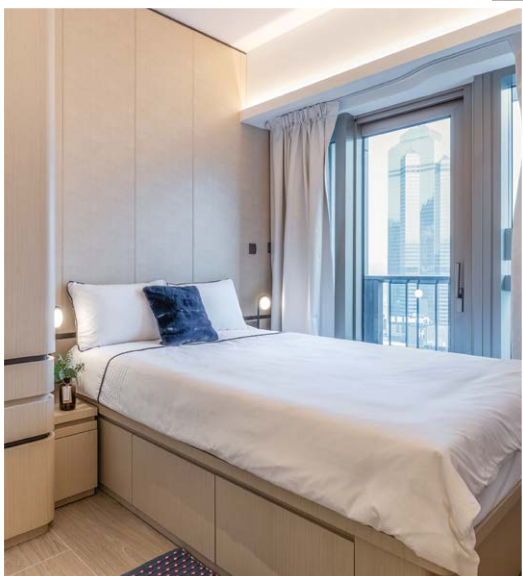
TOWNPLACE SOHO on Caine Road, Central, is just a few minutes' walk to major shopping malls and small specialty shops. Lan Kwai Fong is about a three-minute walk away. The project is next to arts and cultural destinations, like Tai Kwun and PMQ, and also close to transport connections.

TOWNPLACE SOHO provides 293 apartments, ranging from 286 to 1,092 square feet saleable, and from studios to four-bedroom apartments. Studios and one-bedroom apartments make up about 60% of the total. Special units are also available to suit the different needs of individuals and families. All apartments have a balcony and floor-to-ceiling windows providing wide views, some with a harbour view and some with a city view of Central.

Leasing of TOWNPLACE SOHO started in phases in the first quarter, with an encouraging response expected from millennials.

TOWNPLACE, a brand new residential leasing brand, has two projects in its portfolio, TOWNPLACE KENNEDY TOWN in Kennedy Town (see above) and TOWNPLACE SOHO on Caine Road, Central

全新住宅租賃品牌TOWNPLACE本舍共有兩個項目：位於堅尼地城的TOWNPLACE KENNEDY TOWN（見上圖）和位於中環堅道的TOWNPLACE SOHO



TOWNPLACE SOHO provides inviting designs and flexible leasing options to fit the lifestyle and preferences of millennials
TOWNPLACE SOHO提供別緻設計及多元化租賃模式，迎合新世代的生活模式及喜好

集團早前推出全新住宅租賃品牌——「TOWNPLACE本舍」。品牌透過選址、別緻設計、多元化租賃模式、具備完善設施的共享空間以及嶄新智能家居科技等，全方位迎合新世代對自主生活模式的追求，讓他們構建出高度個人化的家居及社區。項目包括早前推出並備受市場歡迎，位於堅尼地城的TOWNPLACE KENNEDY TOWN（前稱雋庭），以及最新位於中環堅道的TOWNPLACE SOHO。

多元化租賃模式 通行兩大據點共享空間

TOWNPLACE本舍引入多元化彈性自選租賃模式，在租期、傢俬配套及酒店式服務方面提供選項。租期短至一個月至以年計，更有三種租賃方案及配置兩大品牌傢俬風格供選擇，迎合住客不同喜好。其中「服務式住宅」單位配備完善酒店式設備及服務；另有「附設傢俬單位」及「自置傢俬單位」，住客亦可按需要自選各項家居或酒店式服務，打造自主生活空間。

TOWNPLACE本舍住客可通行兩個項目近30,000平方呎的共享空間，享用多元化的設施。當中TOWNPLACE SOHO共有三層共享休憩及工作空間，設有游泳池、健身室、空中花園及庭園等。品牌更設有Community Team，按住客需要安排多元化的精彩活動，構建一個新世代的專屬社區。

嶄新智能家居系統 全面提升生活質素

項目在多個細節位引入應用科技，全面提升住客的生活質素。以TOWNPLACE SOHO為例，所有單位均設置智能家居系統，住客只需透過專屬手機應用程式，或客廳預置的Google Home Mini智能揚聲器，即可隨時隨地控制單位內的燈光、冷氣機及電視等，亦可預設不同情景模式，節省能源。所有單位配備酒店式電子門鎖，住客可透過手機應用程式，再配合其智能手機上的認證技術解鎖，提高保安度。另外，單位備有嵌入式手機無線充電座，高速Wi-Fi網絡覆蓋所有單位以及共享休憩及工作空間。住客可透過手機應用程式，安排家居服務及預約設施，輕鬆方便。

TOWNPLACE SOHO位處優越地段 主打精巧單位

TOWNPLACE SOHO位於中環堅道，大型商場及特色小店僅在數分鐘路程之內。步行約三分鐘即可抵達蘭桂坊，毗鄰大館、PMQ元創方等藝術及文化地標，各項交通設施亦近在咫尺。

TOWNPLACE SOHO提供293個單位，實用面積介乎286至1,092平方呎，由開放式至四房均有；開放式及一房單位合共佔總數約60%。另設特色單位照顧個別人士或家庭住客的需要。所有單位設有景觀開揚的露台及落地玻璃，部分單位更可眺望維港海景及中區一帶城市景致。

TOWNPLACE SOHO已於第一季開始分期招租，定可吸引新一代年輕客群。