

SHKP

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Sun Hung Kai Properties

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A new generation of high-tech malls at SHKP 集團商場進入高科技新世代





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以心建家 Building Homes with Heart

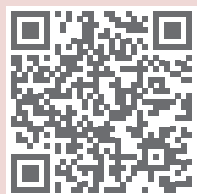
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Editor's Note 編者按 :

The *SHKP Quarterly* serves to provide updates on the Group's different businesses, with the aim of maintaining transparency and high standards of corporate governance. It is not intended as a promotional material.

本刊旨在為投資者提供集團業務的最新資訊，維持企業高透明度及良好的企業管治。本刊內容涵蓋集團業務的不同範疇，相關資料陳述並非用作宣傳推廣。

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A new generation of high-tech malls at SHKP

Putting the philosophy of 'Customers First' into practice, the Group continuously enhances its operations to deliver premium products and services to customers. Leveraging the rapid development of new technologies in recent years, the Group has increased the use of high-tech innovations in malls to offer the most appealing, interactive experiences to customers while at the same time upgrading mall facilities for added convenience. Closer online and offline ties with Generation Z shoppers have been a success in increasing their stickiness to SHKP malls. These initiatives will further enhance the competitiveness of the Group's retail portfolio to help maintain its leading position in the retail market.



APM uses MR technology in its Easter egg hunt, allowing customers to play in a setting that combines real and virtual worlds
APM運用MR科技，讓顧客在現實與虛擬世界兼備的場景中搜尋復活彩蛋

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SHKP Malls App

The SHKP Malls App was officially launched this past January to integrate each individual mall's latest information. It features dining, parking, shopping and promotions of the Group's major malls to strengthen the total shopping experience. The SHKP Malls App has been well received with over 220,000 downloads recorded by the end of June.

The SHKP Malls App currently covers 11 malls[#] and will add another 12 malls[®] by mid-July and expand to 25 malls^{*} by the end of this year. There will also be more upgrades coming later this year. Additionally, the Integrated Membership Programme will be ready early next year, allowing members to redeem reward points on one single platform.

No more queuing for restaurants

After downloading the free SHKP Malls App, shoppers can make use of the Eat E-asy e-ticket function in over 60% of the restaurants at 11 major SHKP malls for better use of time. Users can also make pre-orders via the app while carrying out e-table bookings for a complete, marvelous dining experience.

The first ticketless parking in town

People can use Park E-asy to get real-time car lot vacancy information at SHKP mall car parks as well as other car parks nearby, or they can use the intelligent parking navigation and car search system to save time. Park E-asy will be further upgraded, allowing users to redeem free parking with their reward points, or even enter and leave car parks without any tickets, Octopus cards or credit cards for a quick and easy parking experience.

More updates and promotions

For updates and promotions, there are now about 450 offers at over 150 merchants on the integrated platform with an increasing number of participating merchants. At iBeacon-enabled malls, customers can receive push notification offers from those merchants they have marked as their favourite on the app when they get near the shop. During this year's World Cup championships, V City customers can use the iBeacon registration function themselves to watch televised live matches at V City.

Integrated Membership Programme

The membership programmes of 14 major SHKP malls[^] will be integrated early next year. Afterwards, customers will be able to register reward points themselves, redeem reward points across SHKP malls and reserve redemption gifts. They will also be able to use their reward points as instant cash or for SHKP Mall Gift Certificate redemption or gift redemptions at merchants and even enjoy VIP services and privileges.

[#] Now covers the 11 malls listed below: APM, East Point City, Metroplaza, MOKO, New Town Plaza, Tai Po Mega Mall, Tsuen Wan Plaza, V City, WTC, YOHO MALL and Yuen Long Plaza

[®] The 12 malls listed below will be added by mid-July: Chelsea Heights, Chi Fu Landmark, K-Point, HomeSquare, Landmark North, Metropolis Plaza, Mikiki, New Jade Shopping Arcade, Park Central, PopWalk, The Sun Arcade and Tsuen Kam Centre

^{*} A total of 25 malls, with the addition of the remaining Harbour North and life@KCC to be covered later this year

[^] Membership programmes for the 14 malls listed below will be integrated early next year: APM, East Point City, Landmark North, Metroplaza, Mikiki, MOKO, New Town Plaza, Park Central, Tai Po Mega Mall, Tsuen Wan Plaza, V City, WTC, YOHO MALL and Yuen Long Plaza



East Point City's exciting VR playground has move motion effects and vibration guns
東港城的VR虛擬實境樂園·配合震動地板及震動槍枝·刺激感十足



The making of New Town Plaza's giant dancing lion filmed in a hyper time-lapse video has gone viral on its Facebook page
新城市廣場在Facebook分享巨型鴻運醒獅的整個製作過程·以高動態縮時攝影技術製作的影片獲粉絲瘋傳



V City's VR underwater treasure hunt game is very popular among kids
V City的VR海底尋寶歷險遊戲深受小朋友歡迎



YOHO MALL VIC CLUB is the first WeChat online system among Hong Kong malls
YOHO MALL推出全港首個商場微信線上會員系統·YOHO MALL VIC CLUB

A brand new shopping, entertainment and interactive experience

Malls have introduced virtual reality (VR), augmented reality (AR), mixed reality (MR), 3D holograms, face detection, iBeacon and other technologies to bolster promotional campaigns so that customers can experience the latest new technologies while shopping, which helps enhance mall interactions with them.

APM deployed MR technology in its egg hunt game. New Town Plaza used iBeacon technology in its treasure hunt game. East Point City presented a VR playground. V City had a VR underwater treasure hunt game.

IAPM deployed 3D hologram technology to project the movie character's suit, while customers played VR shooting games. Shanghai IFC Mall introduced a floor video to its promotions. Beijing APM set up an interactive football field for fans with move motion and projection effects. IGC held Guangzhou's first B.Duck VR Happy Farm game.

Interactions with Generation Z

Malls post regular updates on popular social networks such as Facebook, Instagram, Weibo and WeChat pages for more speedy and convenient interaction with Generation Z

shoppers. APM's Weibo page has attracted over 3.9 million fans, topping Hong Kong's major shopping mall list. Separately, the number of Weibo fans of Shanghai IFC Mall has long remained number one among all mainland commercial properties.

Landmark North and WeChat Hong Kong jointly presented the world's first digital café last year. YOHO MALL launched its YOHO MALL VIC CLUB as the first WeChat online system among Hong Kong malls, providing one-stop navigation, store locator, restaurant booking and movie ticket purchase functions. Shanghai IFC Mall and IAPM have fashion bloggers run live broadcasts there and the number of views for a single live broadcast once exceeded 17 million.

New Town Plaza arranged a LEGO Chinese New Year park during the Lunar New Year, featuring a hand-made giant dancing lion constructed from 150,000 LEGO bricks. The making-of a hyper time-lapse video of this piece appeared on its Facebook page has since gone viral.

Smart value-added service

New technology is being used to enhance mall facilities and service for improved comprehensive convenience. The Group's first shopping mall app – the New Town Plaza app was launched in 2011. Later, the E-table

booking system along with the Car Searching system were introduced to the public. Both systems, which were the first of their kind in Hong Kong, have become hugely popular. They have also been applied to different malls and upgraded since then.

For leisure offers, New Town Plaza has recently launched a service charge waiver for movie tickets purchased through its app, which is the first of its kind among mall apps in town. Movie ticket purchases and payments can all be done through the New Town Plaza app. Customers no longer have to queue for ticket printing and can be admitted to the theatre via the QR code.



Digital café co-hosted by Landmark North and WeChat
上水廣場與微信合辦互動數碼café



Customers can get e-tickets and make e-table bookings through Eat E-as-y with the SHKP Malls App
顧客可透過「新地商場」綜合手機應用程式「搵食易」遙距餐廳取票及預約訂座



SHKP Malls App's Park E-as-y offers real-time car lot vacancy information at mall car parks as well as car parks nearby, and includes an intelligent parking navigation and car search system

「新地商場」綜合手機應用程式「泊車易」提供商場停車場及鄰近停車場的實時車位狀況資訊、泊車導航及車輛搜尋功能

At APM and V City, customers receive push notification offers from those merchants they have marked as favourite on their SHKP Malls App
顧客到達APM及V City時，即可收到在「新地商場」綜合手機應用程式內標籤為喜愛商店的優惠推送

集團商場進入高科技新世代

集團秉持「以客為先」的宗旨，不斷提升質素，致力為顧客提供優質產品及服務。隨著新興科技近年持續發展，集團商場加強使用各種高新科技，為顧客提供好玩有趣的互動新體驗，提升服務設施的方便及快捷程度，增進與新世代的線上及線下交流，提升他們對新地商場的喜愛度。此舉有助進一步提升集團的零售物業組合競爭力，保持集團在商場業界的領導地位。

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「新地商場」綜合手機應用程式

為綜合各商場的最新资讯，集團於今年一月正式推出「新地商場」綜合手機應用程式，集結集團主要商場的用餐、泊車、購物及推廣活動資訊多重功能於一身，全面提升客群的購物體驗。截至六月底，「新地商場」綜合手機應用程式已吸引逾220,000次下載，反應良好。

現時，「新地商場」綜合手機應用程式涵蓋共11個商場[#]，至七月中將加入另外12個商場[@]，並將於年底全面匯聚共25個商場*。於年內，多個功能陸續升級，而商場綜合會員計劃將於明年初隆重推出，屆時會員可以統一行使積分換取優惠。

省卻排隊等候餐廳時間

顧客免費下載「新地商場」綜合手機應用程式後，即可透過「搵食易」功能，在11個新地商場內超過六成餐廳，使用遙距餐廳取票，好好計劃行程。顧客使用手機應用程式預約訂座時，更可預先點菜，全方位體貼顧客的餐飲體驗。

全港首創「無卡支付」泊車服務

駕駛人士可利用「泊車易」功能，查詢商場停車場及鄰近停車場的實時車位數量資訊，使用泊車導航和車輛搜尋功能，省回不少時間。「泊車易」功能將繼續升級，顧客將可以積分繳付停車場

費用，甚至毋須再以停車場票、八達通卡或信用卡出入車場，帶領駕駛人士享受暢通無阻的泊車體驗。

資訊優惠不斷增加

在資訊和優惠方面，顧客現時可在平台上找到超過150個商戶達450項優惠，參與商戶陸續增加。在配備iBeacon技術的商場，顧客可預先在手機應用程式標籤喜愛商店，待抵達附近時，即可收到相關店舖的優惠推送，方便實用。在今年世界盃賽事期間，V City顧客可在場內使用「iBeacon登記功能」，自助登記，在場內觀賞直播賽事。

綜合會員計劃

共14個主要新地商場[^]的會員制度將於明年初全面整合，屆時會員可以自助登記積分，並且統一行使積分換取優惠及預留禮品，亦可直接以積分於商店當現金使用、兌換新地商場贈券或於商店換領禮品，甚至享用貴賓服務及禮遇。

[#]現時包括以下11個商場：APM、東港城、新都會廣場、MOKO新世紀廣場、新城市廣場、大埔超級城、荃灣廣場、V City、WTC世貿中心、YOHO MALL及元朗廣場

[@]七月中將加入以下12個商場：卓爾廣場、置富南區廣場、錦芳坊、HomeSquare、上水廣場、新都廣場、Mikiki、新翠商場、將軍澳中心、天晉滙、新太陽廣場及荃錦中心

*年內將集結餘下的北角滙及活@KCC，合共覆蓋25個商場

[^]明年初將綜合以下14個商場的會員制度：APM、東港城、上水廣場、新都會廣場、Mikiki、MOKO新世紀廣場、新城市廣場、將軍澳中心、大埔超級城、荃灣廣場、V City、WTC世貿中心、YOHO MALL及元朗廣場

購物、娛樂、互動全新體驗

商場在推廣活動中引入虛擬實境（VR）、擴增實境（AR）、混合實境（MR）、3D全息投影技術、面部識別及iBeacon等科技元素，讓顧客一邊購物，一邊體驗高端潮流科技，加強與顧客互動。

APM運用MR科技舉辦尋蛋遊戲，新城市廣場將iBeacon科技應用在尋寶遊戲，東港城曾舉辦VR虛擬實境樂園，V City亦有VR海底尋寶歷險遊戲。

環貿IAPM商場運用3D全息投影技術，將電影主角的盔甲投空浮影；顧客亦可參與VR槍戰對決。上海國金中心商場開創先河，將地面視頻影像裝置加入推廣活動中。北京APM採用體感投影技術，為球迷帶來動感場館。天匯廣場IGC亦曾推出廣州首個B.Duck VR農場大作戰遊戲。

與新世代互動

商場不時在流行社交平台Facebook、Instagram、微博及微信等專頁發放最新動態，與新世代顧客進行更快捷、方便的互動。APM的微博粉絲逾390萬名，在全港主要購物中心類別中排行第一；上海國金中心商場的微博粉絲數目，則長期保持在內地商業地產粉絲的榜首。



Customers play the role of Superheros in VR shooting games at IAPM
環貿IAPM商場顧客可在VR互動體驗中，扮演超級英雄，與對手槍戰對決



Children play Happy Farm with the yellow duck at IGC
小朋友與小黃鴨在天匯廣場IGC的農場進行大作戰



A giant crocodile swimming close to Shanghai IFC Mall customers through the use of floor video technology
上海國金中心商場在地面加入視頻影像裝置，讓顧客近距離觀看巨型鱷魚暢泳



Football fans passing the lighted ball with their hands and feet across the indoor climbing wall at Beijing APM, creating an exciting match
球迷在北京APM的攀岩牆上憑手或腳傳送「光影球」，與敵方一較高下

上水廣場去年與微信香港合作，打造全球首個互動數碼café。YOHO MALL開創全港首個商場微信線上會員系統：YOHO MALL VIC CLUB，提供一站式導航、店鋪搜索、餐廳訂位及購買電影票等服務。上海國金中心商場和環貿IAPM商場曾邀請知名時尚博客蒞臨現場直播，當中單次直播瀏覽量曾突破1,700萬人次。

新城市廣場在新春期間推出LEGO新春遊樂園，並以高動態縮時攝影技術記錄由150,000顆LEGO積木全人手砌成的巨型鴻運醒獅的整個製作過程，放在Facebook專頁分享，吸引粉絲瘋傳影片。

智能增值服務

商場運用高新科技提升場內設施及服務，讓顧客可以全方位享受到更優質的生活便利。早於2011年，集團已推出首個商場手機應用程式：新城市廣場手機應用程式。集團隨後全港首創「電子訂枱服務」及「車輛搜尋系統」功能，備受顧客歡迎；繼而陸續應用於不同商場，功能亦被多次提升。

在消閒優惠方面，新城市廣場剛推出全港首個以商場手機應用程式購買電影門票，免收手續費的優惠。顧客可在新城市廣場手機應用程式內，一次過購買電影門票及完成付款，無需排隊列印門票，並且憑QR code即可進場，方便快捷。

Recognition for exceptional performance 表現出色 業界肯定

Interactive technology has been incorporated into SHKP mall promotions to enhance the overall shopping and leisure experience. These efforts have earned the malls various awards and recognitions:

集團商場致力在推廣活動中加入互動科技，提升顧客的整體購物消閒體驗，備受業界讚賞，最近獲頒多個獎項：

| | |
|--|---|
| APM | 2018 ICSC China Shopping Centre and Retailer Awards: Emerging Technology (Silver) 2018 ICSC中國購物中心大獎：「新興技術」組別銀獎 |
| | 2018 MARKies Awards: Best Idea – Mobile (Bronze) 2018 MARKies Awards：「最佳創意手機應用程式」組別銅獎 |
| | 2018 Mob-Ex Awards: Best Mobile-Based Launch/Relaunch (Gold), Best Mobile Solution – Events (Silver), Best Location-Based Marketing (Bronze) 2018 Mob-Ex Awards：「最佳流動裝置推出/革新」組別金獎、「最佳流動應用程式-活動」組別銀獎、「最佳位置定位推廣」組別銅獎 |
| | Shine Like a Star 2017 – Top 10 Most Influential Hong Kong Enterprise Award 微博之星2017 – 10大影響力香港企業 |
| East Point City 東港城 | 2018 ICSC Asia-Pacific Shopping Center Awards: Emerging Digital Technology (Gold) 2018 ICSC亞太區購物中心大獎：「新興技術」組別金獎 |
| | 2017 ICSC Asia-Pacific Shopping Center Awards: Integrated Digital Campaigns (Silver) 2017 ICSC亞太區購物中心大獎：「整合數位行銷」組別銀獎 |
| Landmark North 上水廣場 | 2018 ICSC Asia-Pacific Shopping Center Awards: Emerging Digital Technology (Silver) 2018 ICSC亞太區購物中心大獎：「新興技術」組別銀獎 |
| Metroplaza and Tsuen Wan Plaza 新都會廣場及荃灣廣場 | 2018 Mob-Ex Awards: Best App – Property (Bronze) 2018 Mob-Ex Awards：「最佳應用程式—地產」組別銅獎 |
| YOHO MALL | 2018 MARKies Awards: Best Use of Mobile (Silver), Best Use of Apps (Silver), Best Use of Technology (Bronze) 2018 MARKies Awards：「最佳手機應用」組別銀獎、「最佳應用程式應用」組別銀獎、「最佳技術應用」組別銅獎 |
| | 2018 Mob-Ex Awards: Best Use of Interactive Media (Bronze) 2018 Mob-Ex Awards：「最佳互動媒體應用」組別銅獎 |
| IAPM 環貿IAPM商場 | 2017 ICSC China Shopping Centre and Retailer Awards: Emerging Technology (Silver) 2017 ICSC中國購物中心大獎：「新興技術」組別銀獎 |
| Shanghai IFC Mall 上海國金中心商場 | 2017 ICSC Asia-Pacific Shopping Center Awards: Emerging Digital Technology (Silver) 2017 ICSC亞太區購物中心大獎：「新興技術」組別銀獎 |
| | 2017 ICSC China Shopping Centre and Retailer Awards: Emerging Technology (Gold) 2017 ICSC中國購物中心大獎：「新興技術」組別金獎 |

Privileged lifestyle at St Moritz on the Kau To Shan hilltop

九肚山山頂雲端締造尊貴生活空間

St Moritz, the low-density, deluxe residences on the prestigious Kau To Shan hilltop, is now on the market. The location, views and overall layout are rarely found in the district. Enthusiastic attention has been drawn since its market debut.

Sweeping views

St Moritz at the Kau To Shan hilltop provides a tranquil environment with complete privacy yet still puts you in close proximity to the town centre. Comprising two rows of residences, the front row features houses while the elevated back row offers three low-rise residential towers. All houses and several high floor units on the low-rise residential towers overlook Tolo Harbour* and Plover Cove Reservoir* while also facing Pat Sin Leng* and the emerald ranges of Kau To Shan*.

Thoughtful design

St Moritz offers 59 residential units, including 24 houses and 35 residential units. Constructed with world-class materials, the houses and units are designed with floor-to-ceiling windows to let in natural light as well as providing breathtaking sea views and mountain scenery*.

The three-storey houses range in saleable area from about 2,582 to 3,777 square feet and are mainly designed in four-bedroom layouts, including three or four en-suite styles. All houses come with a carport for two vehicles. Selected houses even have private elevators to access three floors.

The low-rise residential towers are built on raised floor foundations for residents to better take in the sweeping sea views*. These units have saleable areas ranging from about 924 to 1,893 square feet, mainly in three-bedroom (one en-suite) to four-bedroom (two en-suite) layouts. There are also garden duplexes, special units with flat roofs, duplex penthouses and triplex penthouses for more discerning, sophisticated individuals and families.

St Moritz's deluxe clubhouse is an exclusive environment for relaxation with comprehensive facilities including an outdoor swimming pool, gym and private banquet room.

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The above image was taken from some height above the Development on 2 November 2017 and processed with computerized imaging techniques. It is for reference only, and all the environment may change from time to time. The view of the unit is affected by its orientation, floor level and surrounding buildings. This advertisement does not constitute any offer, undertaking, representation or warranty, whether express or implied, on the part of the vendor regarding the Development and its view. Please make reference to the sales brochure for details of the Development. The vendor also advises prospective purchasers to conduct an on-site visit for a better understanding of the development site, its surrounding environment and the public facilities nearby.

以上圖像，為於2017年11月2日拍攝於發展項目附近上空的相片，並經電腦修飾處理，僅供參考，所有環境亦可能不時改變。單位所享有之景觀受其座向、樓層及周邊建築物所影響，本廣告並不構成任何賣方就本發展項目及其景觀不論明示或隱含之要約、承諾、陳述或保證。有關本發展項目的詳細資料，請參考售樓說明書。賣方亦建議準買家到有關發展地盤作實地考察，以對該發展地盤、其周邊地區環境及附近的公共設施有較佳了解。

集團現正發售位於傳統豪宅地段九肚山山頂的低密度豪華住宅雲端。項目無論地理位置、景觀以至整體規劃，均在區內極為罕見，自開售以來，備受市場關注。

開揚景觀

雲端地理位置優越，位於九肚山山頂，遠離繁囂，卻與市區咫尺之遙，加上臨山而建，住客可享極高私隱度。項目以前低後高橫排式的設計佈局，前排為洋房，後排為三座低座住宅大樓。洋房及低座大樓部分高層單位可俯瞰吐露港^{*}及船灣淡水湖景致^{*}，並飽覽八仙嶺群山^{*}及九肚山翠綠山巒^{*}。

精心設計

雲端共提供59個住宅單位，分別為24幢洋房及35個分層單位。項目選用優質建材，洋房及分層單位精心配置落地玻璃，採光度高，引入戶外開揚海景及山景^{*}。

洋房選用三層設計，實用面積由約2,582至3,777平方呎，主要提供四房三套至四房四套間隔。全部洋房均附有車庫，提供兩個停車位。部份洋房更設有獨立升降機，貫穿三層空間。

低座住宅大樓採用高地台設計，讓住客可享遼闊海景^{*}。分層單位實用面積由約924至1,893平方呎，主要提供三房一套至四房二套間隔；另設花園複式單位、平台特色單位、頂層複式戶及頂層三複式戶，切合有品味及追求生活享受的人士及家庭需要。

雲端設有豪華私人會所，為住客提供優越尊尚的私人休憩空間。會所具備多元化設施，包括室外游泳池、健身室及私人宴會廳。

Notes

* The said view is affected by the unit's floor level, orientation, and surrounding buildings and environment, and is not applicable to all units. The surrounding buildings and environment may change from time to time. The Vendor does not make any offer, representation, undertaking or warranty, whether express or implied, regarding the view and surrounding environment.

備註

* 所述景觀受單位所處層數、座向及周邊建築物及環境影響，並非適用於所有單位，且周邊建築物及環境會不時改變。賣方對景觀及周邊環境並不作出任何不論明示或隱含之要約、陳述、承諾或保證。

Name of the Development: St Moritz

District: Sha Tin

Name of Street and Street Number of the Development: 88 Lai Ping Road

The website address designated by the vendor for the Development: www.stmoritz.com.hk

The photographs, images, drawings or sketches shown in this advertisement/promotional material represent an artist's impression of the development concerned only. They are not drawn to scale and/or may have been edited and processed with computerized imaging techniques. Prospective purchasers should make reference to the sales brochure for details of the development. The vendor also advises prospective purchasers to conduct an on-site visit for a better understanding of the development site, its surrounding environment and the public facilities nearby.

Vendor: Charmford Holdings Limited

Holding companies of the vendor: Kaiberg Enterprises Limited, Time Effort Limited, Sun Hung Kai Properties Limited

Authorized person of the Development: Dr. Lu Yuen Cheung Ronald

The firm or corporation of which the authorized person of the Development is a proprietor, director or employee in his or her professional capacity: Ronald Lu & Partners (Hong Kong) Limited

Building contractor of the Development: Chun Fai Construction Company Limited

The firm of solicitors acting for the owner in relation to the sale of residential properties of the Development: Mayer Brown JSM

Authorized institution that has made a loan, or has undertaken to provide finance for the construction of the Development: Not Applicable

Any other person who had made a loan for the construction of the Development: Sun Hung Kai Properties Holding Investment Limited

Prospective purchaser is advised to refer to the sales brochure for any information on the Development.

This advertisement is published by the vendor or by another person with the consent of the vendor.

Date of Printing: 6 July 2018

發展項目名稱：雲端

區域：沙田

本發展項目的街道名稱及門牌號數：麗坪路88號

賣方就本發展項目指定的互聯網網站的網址：
www.stmoritz.com.hk

本廣告/宣傳資料內載列的相片、圖像、繪圖或素描顯示純屬畫家對有關發展項目之想像。有關相片、圖像、繪圖或素描並非按照比例繪畫及/或可能經過電腦修飾處理。準買家如欲了解發展項目的詳情，請參閱售樓說明書。賣方亦建議準買家到有關發展地盤作實地考察，以對該發展地盤、其周邊地區環境及附近的公共設施有較佳了解。

賣方：創福集團有限公司

賣方之控股公司：Kaiberg Enterprises Limited、Time Effort Limited、新鴻基地產發展有限公司

本發展項目的認可人士：呂元祥博士

本發展項目的認可人士以其專業身份擔任經營人、董事或僱員的商號或法團：呂元祥建築師事務所（香港）有限公司

本發展項目的承建商：駿輝建築有限公司

就本發展項目中的住宅物業的出售而代表擁有人行事的律師事務所：孖士打律師行

已為本發展項目的建造提供貸款或已承諾為該項建造提供融資的認可機構：不適用

已為本發展項目的建造提供貸款的任何其他人：Sun Hung Kai Properties Holding Investment Limited

賣方建議準買方參閱有關售樓說明書，以了解本發展項目的資料。

本廣告由賣方發布或在賣方的同意下由另一人發布。

印製日期：2018年7月6日



The above image was taken from some height above the Phase of the Development on 22 September 2017 and has been processed with computerized imaging techniques. The general appearance of the Phase of the Development has been merged and added by computer rendering techniques and processed with computerized imaging techniques, in order to illustrate the general appearance of the environment, structures and facilities surrounding the Phase of the Development. The image does not illustrate the final appearance or view of or from the Phase of the Development and is for reference only. The Phase of the Development was still under construction when the image was taken. The Vendor also advises prospective purchasers to conduct on-site visit(s) for a better understanding of the development site, its surrounding environment and the public facilities nearby. The Vendor does not make any offer, undertaking, representation or warranty, whether express or implied, regarding the environment, structures and facilities surrounding the Phase of the Development.

以上相片於2017年9月22日在發展項目期數附近上空拍攝，並經電腦修飾處理。發展項目期數之大概外觀以電腦模擬效果合成加入並經電腦修飾處理，以展示發展項目期數大約之周圍環境、建築物及設施，並非作展示發展項目期數或其任何部分最後完成之外觀或其景觀，僅供參考。拍攝時，發展項目期數仍在興建中。賣方亦建議準買家到有關發展地盤實地考察，以對該發展地盤、其周邊地區環境及附近的公共設施有較佳的了解。賣方對發展項目期數的周邊環境、建築物及設施並不作出不論明示或隱含之要約、承諾、陳述或保證。

Mount Regency Development in Tuen Mun sees strong sales 屯門御半山發展項目銷情暢旺

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The Group is currently building a major residential project in Tuen Mun's Prime View district¹, representing the only new private residential development there in over 13 years². More than 500 residential units will be supplied in Phase 1. Tower 1A and 1B of Phase 1 has been named Mount Regency. Situated in a prime location, Mount Regency is nestled amidst a serene living environment set against the scenic Tai Lam Country Park, offering a wide range of public transport facilities nearby.

Mount Regency has received an overwhelming reception since its market launch in mid-May with a total of around 99% of the released residential units sold by 26 June, generating total contracted sales of over HK\$2,470 million.

Flexible, practical layouts for a stylish lifestyle

Mount Regency will offer 522 residential units with typical units including one bedroom, one bedroom with storeroom, two bedrooms and two bedrooms with storeroom options. Special units will also be available to suit a variety of different needs. The units will have a fresh, stylish look designed in neat, practical settings without any bay windows, allowing efficient use of space in each unit. Living rooms and dining rooms with adjoining balconies or flat roofs allow in more natural light and provide more surrounding views³.

The residents' clubhouse and communal gardens will span more than 75,000 square feet with comprehensive recreational facilities like an indoor swimming pool, indoor multi-purpose sports ground, 24-hour gym, banquet

room, coffee lounge⁴, reading corner and more⁵.

Comprehensive transportation network

Blessed with grand mountain vistas nearby³, Mount Regency is supported by a comprehensive transportation network. The project is only about a three-minute walk⁶ away from Light Rail Prime View Stop. Taking Light Rail from there, it takes approximately seven minutes⁷ to connect to the West Rail Line, providing convenient access to the core of Hong Kong Island, Kowloon and the New Territories⁸. It is also roughly a half-minute walk⁶ to the green minibus 46A terminus for speedy transport to Tuen Mun town centre or V City. Moreover, residents can walk to the Prime View bus stop which has multiple routes that take them to the core of Hong Kong Island and Kowloon^{9,10}, including the 960S bus with direct access to Central and Wan Chai North¹⁰. There are also buses and minibuses at Hung Kiu^{9,10} with direct routes to the territory's core business districts, or connection to Hong Kong International Airport and Shenzhen Bay Port.

集團現正在屯門興建大型住宅項目，屬於景峰區¹內逾13年²來首個全新私人住宅發展項目，第1期提供逾500個住宅單位；其第1期中的第1A及1B座名為御半山。御半山位置優越，背靠山巒疊翠的大欖郊野公園，盡享寧靜的居住環境；同時擁有便捷的交通優勢，鄰近多種公共交通工具。

御半山自五月中推出以來，深受買家歡迎。截至6月26日，已售出全部已推售住宅單位約99%，合約銷售總額超過24.7億港元。

間隔靈活實用 打造時尚品味生活

御半山提供522個住宅單位，標準單位設有一房、一房連儲物室、兩房及兩房連儲物室單位；另有特色戶，為買家提供不同選擇。單位設計貼心時尚，以工整實用為原則，採用無窗台設計，讓住客可以善用每個角落。客飯廳連接露台或平台，引入自然光線，開揚景致盡收眼底³。

住客會所連園林面積逾75,000平方呎，具備多元化康樂設施，包括室內游泳

池、多用途室內運動場、24小時健身室、宴會廳、咖啡館⁴及閱讀室等⁵。

交通配套完善

御半山毗鄰山巒美景³，兼且交通覆蓋便捷完善。期數與輕鐵景峰站僅約三分鐘步程⁶；由輕鐵景峰站乘搭輕鐵，約七分鐘⁷即可接連西鐵線，繼而可輕鬆往返港九新界核心地區⁸。期數與46A專線小巴總站僅約半分鐘步程⁶，可乘車迅速往返屯門市心或V City。此外，住客亦可步行往景峰巴士站，多條路線迅速連繫港九核心^{9,10}，包括960S點對點直達中環及灣仔北等地方¹⁰；又或前往紅橋，乘搭巴士及小巴^{9,10}直達核心商業區，或接連香港國際機場及深圳灣口岸。

Notes

¹ Prime View, Tuen Mun District according to the 2015 District Council Ordinary Election Constituency Boundaries (L27)

² Over 13 years between 2004 and March 2018

³ The Phase of the Development and its surrounding environment, buildings and facilities may change from time to time. The view of the completed units will be affected by the unit's orientation, floor level, surrounding environment, buildings and facilities. The Vendor does not make any offer, undertaking, representation or warranty, whether express or implied.

⁴ The above service will be provided by the manager of the Development or other contract engaged third-party companies, and are subject to terms and conditions. The manager or contract engaged third-party companies may amend, revise, insert/delete the terms and conditions of the related service including and not limited to the fees, operation hours and service period without further notice, subject to the terms in the Deed of Mutual Covenant, service agreement or other relevant legal documents. The service may not be available for immediate use at the time of handover of the residential properties in the Phase of the Development. In case of any disputes, the decision of the management company or the contract engaged third-party companies shall be final.

⁵ The residents' clubhouse/recreational facilities may not be available for immediate use at the time of handover of the Phase of the Development. Some of the facilities and/or services may be subject to the consent or permit issued by the Government departments or additional payments. The Vendor reserves the right to amend the aforesaid and all those facilities, design, fees and usage not listed.

⁶ The walking times above are measured by the staff during the on-site trial on 26 February 2018. They are for reference only and are subject to the actual road conditions.

⁷ 7 minutes is the approximate travelling time from Light Rail Prime View Stop to Light Rail Siu Hong Stop. Source: MTR Light Rail Trip Planner website: http://www.mtr.com.hk/ch/customer/lr_jp/index.php?sid=1330&eid=1100 (Date of reference: 14 March 2018). According to MTR website, Light Rail Siu Hong Stop is about a 2 minutes' walk away from West Rail Siu Hong Station.

⁸ Source: MTR website: <http://www.mtr.com.hk/> (Date of reference: 14 March 2018)

⁹ Source: Transport Department – Hong Kong eTransport: <http://hketransport.gov.hk/?routetype=2003&f=2&i=0> (Date of reference: 14 March 2018)

¹⁰ Source: KMB website: <http://www.kmb.hk/tc/> (Date of reference: 14 March 2018); Citybus website: <http://www.nwstbus.com.hk/home/default.aspx?intLangID=2> (Date of reference: 14 March 2018)

The transport routes, surrounding environment, buildings and facilities stated in this article may change from time to time and are for reference only. The transport services referred to in this article are provided by third parties. The Vendor does not give any undertaking, warranty or guarantee regarding the provision of such transport services, their details and the routes. The walking times or journey times stated in this article are for reference only. The actual time needed is subject to the actual traffic and road conditions and may be different.

備註

¹ 根據2015年區議會一般選舉區分劃劃分的屯門景峰區(L27)

² 由2004年至2018年3月的逾13年內

³ 發展項目期數及其周邊環境、建築物及設施可能不時改變，落成後的單位所享有之景觀受其座向、樓層、周邊環境、建築物及設施所影響，賣方並不作出不論明示或隱含之契約、承諾、陳述或保證。

⁴ 上述服務將由發展項目的管理人或其他合約聘用的第三者公司所提供，詳情受制於條款及細則，管理人或合約聘用的第三者公司可自行就有關服務之服務條款及細則作出修訂、更改或增減，包括及不限於收費、營運時間及服務期限，而不作另行通知，惟服務須受公眾、服務合約或其他相關法律文件所訂立的條款規限。服務於發展項目期數住宅物業入伙時未必能即時啟用。如有任何爭議，管理公司或合約聘用的第三者公司保留最終決定權。

⁵ 住宅專屬會所/康樂設施於發展項目期數入伙時未必能即時啟用。部份設施及/或服務以政府部門之審批同意或許可為準，使用者或須另外繳費。賣方保留一切修改以上及一切未列舉之設施、設計、收費及用途權利。

⁶ 以上步行時間由工作人員於2018年2月26日實地步行測試得出，相關資料僅供參考，並受實際路面狀況限制。

⁷ 7分鐘為景峰輕鐵站至兆康輕鐵站所需大約時間。資料來源：港鐵公司輕鐵行程指南網站：http://www.mtr.com.hk/ch/customer/lr_jp/index.php?sid=1330&eid=1100（參考日期：2018年3月14日）根據港鐵網站，從兆康輕鐵站步行約2分鐘可抵兆康西鐵站。

⁸ 資料來源：港鐵公司網站：<http://www.mtr.com.hk/>（參考日期：2018年3月14日）

⁹ 資料來源：運輸署 - 香港乘車易網站：<http://hketransport.gov.hk/?routetype=2003&f=2&i=0>（參考日期：2018年3月14日）

¹⁰ 資料來源：九巴網站：<http://www.kmb.hk/tc/>（參考日期：2018年3月14日）；城巴網站：<http://www.nwstbus.com.hk/home/default.aspx?intLangID=2>（參考日期：2018年3月14日）

本文內載列的交通路線、周邊環境、建築物及設施等可能不時改變，僅供參考。本文內提及之交通運輸服務由第三者提供，賣方對服務提供與否、詳情或路線均不作任何承諾或保證。本文內所述步行時間或行車時間僅供參考，實際所需時間可能受交通及路面情況限制而有所不同。

Name of the Phase of the Development: Phase 1 ("the Phase") of Mount Regency Development ("the Development") Tower 1A and 1B of the Phase is called "Mount Regency"

District: Tuen Mun

Name of Street and Street Number of the Phase of the Development: 8 King Sau Lane *

Website address designated by the vendor for the Phase of the Development: www.mountregency.com.hk

The photographs, images, drawings or sketches shown in this advertisement/promotional material represent an artist's impression of the Development concerned only. They are not drawn to scale and/or may have been edited and processed with computerized imaging techniques. Prospective purchasers should make reference to the sales brochure for details of the Development. The vendor also advises prospective purchasers to conduct an on-site visit for a better understanding of the development site, its surrounding environment and the public facilities nearby.

Vendor: Great Alliance Limited

Holding Companies of the Vendor: Hanpalava Limited, Time Effort Limited, Sun Hung Kai Properties Limited

Authorized Person for the Phase of the Development: Wong Ka Man Carmen

The firm or corporation of which the Authorized Person for the Phase of the Development is a proprietor, director or employee in his or her professional capacity: Sun Hung Kai Architects and Engineers Limited

Building Contractor for the Phase of the Development: Teamfield Building Contractors Limited

The firm of Solicitors acting for the owner in relation to the sale of residential properties in the Phase of the Development: Woo Kwan Lee & Lo

Authorized institution that has made a loan, or has undertaken to provide finance, for the construction of the Phase of the Development: The Hongkong and Shanghai Banking Corporation Limited (to be provided before commencement of sale).

Any other person who has made a loan for the construction of the Phase of the Development: Sun Hung Kai Properties Holding Investment Limited

The Estimated Material Date for the Phase of the Development as provided by the Authorized Person for the Phase of the Development to the best of the Vendor's knowledge: 31 July 2020 ("Material Date" means the date on which the conditions of the land grant are complied with in respect of the Phase of the Development. The estimated material date is subject to any extension of time that is permitted under the agreement for sale and purchase.)

Prospective purchasers are advised to refer to the sales brochure for any information on the Development or the Phase.

This advertisement is published by or with the consent of the Vendor.

*The provisional street number is subject to confirmation when the Phase of the Development is completed.

Date of Printing: 6 July 2018

發展項目期數名稱：御半山發展項目（「發展項目」）的第1期（「期數」）期數中的第1A及1B座稱為「御半山」

區域：屯門

本發展項目期數的街道名稱及門牌號數：景秀里8號*

賣方就本發展項目期數指定的互聯網網站的網址：
www.mountregency.com.hk

本廣告/ 宣傳資料內載列的相片、圖像、繪圖或素描顯示純屬畫家對有關發展項目之想像。有關相片、圖像、繪圖或素描並非按照比例繪畫及/ 或可能經過電腦修飾處理。準買家如欲了解發展項目的詳情，請參閱售樓說明書。賣方亦建議準買家到有關發展地盤作實地考察，以對該發展地盤、其周邊地區環境及附近的公共設施有較佳了解。

賣方：建良有限公司

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Four Seasons Hotel Suzhou poised to become a luxury lakeside urban oasis

蘇州四季酒店現正打造為豪華湖濱都市綠洲

The Suzhou Project, covering a gross floor area of about 3.5 million square feet, is currently being developed in phases in Suzhou Industrial Park. The 90%-owned development comprises an integrated complex — Suzhou ICC at the eastern shore of Jinji Lake, along with the Four Seasons Hotel Suzhou and Lake Genève deluxe residences on two adjacent sites at the southern shore of Jinji Lake.

Four Seasons Hotel Suzhou sits adjacent to the UNESCO World Heritage site — Classical Gardens as well as Ligongdi commercial street. Construction is progressing well with completion scheduled for late next year. After opening in the third quarter of 2020, the project is poised to become a tranquil, leisurely lakeside urban oasis for tourists from around the world as well as busy entrepreneurs in Suzhou Industrial Park.

Contemporary interpretations of the traditional Suzhou Gardens near the city centre

Boasting a gross floor area of over 308,000 square feet, the boutique Four Seasons Hotel Suzhou will become a contemporary reflection of the traditional Suzhou Gardens. The seasonal

trees and plants in the gardens will be selected by professional landscape architects for use in the hotel. An artificial lake seamlessly connecting to Jinji Lake will create a magical natural landscape with trees encircling the water.

Near city centre, the hotel is just approximately a 10-minute drive away to the Suzhou Industrial Park central business district. It is about 25-minute drive to Suzhou Station area and the historic Pingjiang Road. At Suzhou Station, the local railway or China Railway High-speed lines provide fast and easy connection to major cities. The urban oasis will become the ideal retreat aimed at high-spending tourists and a preferred destination for meetings, incentives, conferencing and exhibitions

Unique dining experience and conceptualized kids club

Four Seasons Hotel Suzhou will have 192 standard guest rooms and suites, plus 11 deluxe lakeside villas supported by fine comprehensive facilities. For meetings and banquets, there will be a grand ballroom and junior ballroom spanning about 12,000 square feet. Additionally, four multi-function rooms are planned for business meetings, corporate training, weddings and milestone celebrations.

The new hotel will also feature an all-day dining outlet and Chinese restaurant. Adorned with tasteful aesthetic touches, the all-day dining outlet will also offer Chinese cuisines from across the country as well as

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Four Seasons Hotel Suzhou on the southern shore of Jinji Lake will set a new standard for luxury urban oases in Jiangsu
蘇州四季酒店位處金雞湖南岸，將為省內的豪華都市綠洲項目帶來新景象

international cuisines while providing guests the chance to appreciate Suzhou fine art and culture. Patrons at the grand Chinese restaurant will enjoy fine dining and premium service set against the gorgeous backdrop of Jinji Lake.

Both indoor and outdoor swimming pools will be open for guests, a rare amenity in the district. The gym and spa centre will present a modern vibe with Suzhou art elements designed throughout. Younger customers especially will enjoy the conceptualized indoor and outdoor kids club.

First Four Seasons Hotel in Jiangsu

Four Seasons Hotel Suzhou will be the first luxury hotel under the Four Seasons brand in Jiangsu province. Upon completion, it will offer a lakeside urban oasis with a contemporary interpretation of the traditional Suzhou Gardens, delighting tourists from all over the world while further strengthening the Group's hotel portfolio.



Four Seasons Hotel Suzhou is progressing well (site photo taken on 16 May 2018)
蘇州四季酒店工程進度理想 (2018年5月16日於項目實景拍攝)

集團現正於蘇州工業園區分期發展一個總樓面積達350萬平方呎的蘇州項目，由坐落於金雞湖東岸的綜合發展項目蘇州環貿廣場，以及位於金雞湖南岸兩幅相鄰土地的蘇州四季酒店及豪華住宅湖濱四季組成。集團於整個項目佔90%權益。

蘇州四季酒店毗鄰聯合國教科文組織認定的世界遺產蘇州園林，亦與商業風情街李公堤為鄰。酒店現正施工，進展理想，預期可於明年底竣工，並於2020年第三季投入服務，為各地旅客及繁忙的蘇州工業園區商務客提供一個寧靜悠閒的湖濱都市綠洲。

新蘇式園林風格 鄰近市中心

蘇州四季酒店總樓面面積逾308,000平方呎，屬精品項目，以新蘇式園林風格設計。園林內的樹木及花卉由專業園藝師揀選，四季更替，翠綠如茵。酒店設有一個人工湖，並與金雞湖無縫連接，營造出水林相連的自然生態景觀。

酒店鄰近市中心，與蘇州工業園中央商務區僅距約10分鐘車程，前往蘇州站及歷史文化街平江路約25分鐘車程。在蘇州站，可轉乘鐵路或高鐵前往各大城市，輕鬆方便。項目勢將吸引高消費能力的旅客前來享受悠閒假期，亦將會是舉辦公司會議、獎勵旅遊、大型企業會議及展覽的首選地點。

特色美食體驗 主題概念兒童樂園

蘇州四季酒店將提供192間標準客房及套房，另有11間豪華湖濱別墅，配套設施齊備。酒店擁有優質的會議及宴會設施，宴會大禮堂及宴會廳面積合共約12,000平方呎，另有四間多功能會議廳，適合舉行商務會議、企業培訓、婚宴以至各類型慶祝活動。

餐飲方面，主要有全日餐廳及中餐廳。全日餐廳特別設置工藝美術品，讓食客一邊品嚐各省市地道名菜與國際佳餚，一邊感受蘇州的藝術人文氣息。中餐廳的設計華麗高雅，坐擁金雞湖全景，為食客帶來極緻中菜及頂級服務。

康樂設施方面，酒店同時提供室外及室內游泳池，在區內極為罕有。健身房及水療中心以現代設計風格裝飾，綴以蘇州藝術元素。為照顧小客人，酒店特別以主題概念建造兒童樂園，由室內延伸至室外，定必教小朋友樂而忘返。

江蘇省首間四季酒店

蘇州四季酒店落成後，將成為江蘇省首間以「四季」品牌營運的豪華酒店，為各地旅客帶來一個新蘇式園林風格的湖濱都市綠洲，同時可進一步加強集團的酒店組合。



SmarTone

Anna Yip 葉安娜

SmarTone Chief Executive Officer
SmarTone行政總裁

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Grasp the present, look to the future – Anna Yip

既爭朝夕 放眼未來 — 葉安娜

The price competition in the local mobile telecommunications industry is leading to perpetual price wars. With the dawn of the 5G era, there will soon be radical changes to the industry's overall eco-system. Anna Yip, Chief Executive Officer of SmarTone, believes price wars are merely short-term, stopgap strategies among competitors and that only a superior network with thoughtful and flexible services can truly stand out in the market, which she says "is exactly the competition edge of SmarTone".

Knowing the market and customer base

As Anna mentioned on a number of occasions, taking part in price wars is by no means a long-term or sustainable way to maintain a company's competitiveness. She points out that reducing prices is easy, however, what customers really value is service quality. One single strategy cannot cater for all customers, therefore, SmarTone continues to conduct market researches and focus groups in order to tailor-made service plans for customers with different needs. These include the SuperCare Family Plan with several SIM cards for families and mobile phone workshops for elderlies; monthly plans especially designed for tertiary students; multi-destination with free data-sharing service plans for frequent travellers, travellers can even choose different service day plans to meet their own needs; the recently launched all-digital self-service brand, Birdie, provides millennials with an online-only sales

and customer service platform with service plans that are even more flexible. Customers can download and use the Birdie mobile app to share their user experiences. She adds, "The key is still remaining relevant to the actual market conditions and needs because price is not the only factor customers consider."

SmarTone conducts market researches and collects customer feedback from different channels on a regular basis, and recognizes what customers value most is a good network experience. However, there is a general misunderstanding in the market that theoretical network speeds equal network performance. In fact, as many have already experienced, even when a network speed test result is satisfactory, online browsing is not necessarily smooth. Anna says that this is because online browsing experience will be affected by many other factors in addition

to network speed. For this reason, actual network quality and user experience cannot be assured when you only tout network speed. In view of this, SmarTone redefined a new standard of telecommunications services with a "5S" designation last year. 5S stands for Speed, Stability, Seamlessness, Security and Service. "People think the higher the network speed, the better the online experience. In fact, many factors, including network stability, seamlessness and even customer service, can directly influence the overall user experience of customers. That's why '5S' is the new standard that focuses squarely on the overall customer experience."

Opportunities despite fierce competition

Anna thinks fierce market competition also brings about positive impact to business development. "During last year's price wars,



Anna encourages creativity among her team members
葉安娜鼓勵同事創新

SmarTone attracted many new customers by offering a superior network and thoughtful services. The telecommunications business actually involves a great deal of fixed investments, so operating costs don't vary much regardless of the number of customers. While we will continue to invest moderately, price wars have given SmarTone an opportunity to acquire more new customers, which has had a positive impact on our business."

While attracting new customers is crucial, retaining current customers is just as important. SmarTone's customer churn rate is the lowest among local telecommunications service providers. Anna points out that besides providing fast, stable and seamless network quality to customers, their enviable customer loyalty can also be attributed in large part to the efforts of their staff. "Our team has put a great deal of effort into bolstering customer loyalty, including offering suitable and competitive monthly plans to customers whose contracts are approaching to end soon. We also constantly provide thoughtful services and privileges like birthday cakes and free workshops for customers. Moreover, we reward selected customers with prestigious benefits, including a 24-hour service hotline, prestigious bespoke offers and diverse lifestyle experiences, to show them how important they are to us at SmarTone," she adds.

The 5G era early bird

The coming 5G network revolution will greatly increase data flow and reduce latency, providing a better online experience for consumers as well as providing a host of different business opportunities. SmarTone began developing its Information and

Communications Technology Solutions (ICT Solutions) a few years ago. Now with the 5G era approaching, SmarTone has sped up the development of its ICT business. SmarTone Innovation Hub, established in November of last year, develops new technology applications by building a cross-industry platform to assist and encourage corporate customers to move towards business digitalization. SmarTone's ICT business has achieved satisfying results in the early stage. Anna adds, "our ICT business is growing annually at 50%, generating positive word-of-mouth publicity by helping corporate clients increase overall productivity. We have discovered countless opportunities in labour-intensive industries such as manufacturing sector and service sector."

Standing at the cusp of the 5G era, SmarTone is certainly working hard to continually enhance its network quality. The territory's first 5G technology demonstration was successfully conducted early last year. Also, SmarTone became the first network operator to trial the FDD Massive MIMO technology and run a successful technical test of its License Assisted Access (LAA) technology, which will significantly boost current network speed and stability.

Seeing is believing

"Seeing is believing" is the core of Anna's management philosophy. She says that no one really knows whether a plan is good or bad until the results are seen. Therefore, she tries to avoid implementing plans that may take a very long time to see the results. The earlier results are seen, the sooner we can conclude if a project is effective or not. Monitoring interim results is what motivates the SmarTone team to continue working hard too. "Actually, I encourage my team to make mistakes, as long

as the costs aren't too high. If I don't tolerate some mistakes, my team will be exceedingly careful, which will just block their creativity. However, I do ask them to detect mistakes as early as possible. If we discover dead ends too late, it will be difficult for us to remedy the situation and get back on the right track," Anna notes.

Anna also believes strongly in the power of teamwork. She thinks senior staff bring experience and stability, while younger staff introduce innovation. Together they motivate a business to constantly strive for excellence. She adds that being decisive and determined is still an essential management trait today. However, unlike in the past, managers have to find out how to sustain a company's creativity more than just issuing orders. She also touched on how important it is to promote business creativity and development from the bottom up. "Even if we think a product is excellent and attractive, continued persistence will be futile if the market does not accept it. We must keep on improving and developing our products and services until customers truly like them. Under today's new economic model, more than ever we need our frontline staff to lead the company's creative thinking from the bottom up through their experiences meeting with and observing customers."

Balancing work and life

Focusing on one thing too much can hinder flexible thinking, so even though Anna is deeply engaged in her work, she insists on living a balanced life. Apart from her work responsibilities, this mother of one enjoys doing yoga, going to the gym, hiking and reading. She jokingly says she is also quite busy during her time off, adding - "I like getting in touch with the world and learning things outside of work. I'm always too busy to sit down and read a book, so I watch sharing clips on the net instead to help broaden my horizons."

She admits that obstacles in work and family are inevitable, but the most important thing is to find a step-by-step way to deal with issues when they arise. She explains her approach to problem-solving - "First, you need to understand the situation you are facing, then you examine the causes and effects so you can approach the issue honestly. Finally, it is important to fully let go of any unhappy memories." Only when we face adversity calmly can we be fearless against the challenges that confront us.

本地流動電訊業競爭激烈，減價戰不時出現，而隨著5G時代來臨，行業生態即將出現巨變。SmarTone行政總裁葉安娜深信，減價戰只是同行競爭的權宜之計，未來只有憑優質網絡、貼心而靈活的服務，才能在市場中脫穎而出——「這正是SmarTone的優勢。」

需掌握市場情況客群結構

葉安娜過往在不同場合都強調，減價戰並非長遠及可持續維持公司競爭力的方法。她指出要減價是很容易，但客戶看重的仍是服務質素，單一策略絕不能滿足所有客群，因此SmarTone不斷進行市場研究和分析，因應不同客戶而度身訂造切合其需要的服務計劃——例如為家庭客戶而設的多SIM「全家享」月費

計劃，並為長者客戶安排手機工作坊；為年輕客戶而設的大專生月費計劃；為經常往來香港及海外人士提供數據免費共享服務計劃，外遊人士亦可因應需要而選擇不同的漫遊日費計劃；至於近期推出的全新網上自助服務品牌「自由鳥」，提供純網上銷售和客戶服務平台，以及更具彈性的服務計劃，更成立「自由鳥族群」，用戶可於自由鳥手機應用程式內互相分享使用心得，則是針對千禧世代客戶。「關鍵仍然是緊貼市場實際情況和需要，因為價錢不是客戶唯一的考慮因素。」

SmarTone定時透過市場調查及不同渠道收集客戶意見，了解到客戶最著重的是良好的網絡體驗。然而，市場上

有很多誤解，認為最高理論網絡速度相等於網絡表現，但很多時候即使網絡測試速度結果理想，但上網時卻不見得特別順暢，相信是不少人共同的上網體驗。葉安娜表示，因為上網是否順暢，除受網速決定之外，還受到不同因素影響，故單純標榜網速快慢，並不足以衡量真正的網絡質素及體驗。因此，去年SmarTone以「5S」來釐定電訊業服務新標準——快（Speed）、穩（Stability）、順（Seamlessness）、安心（Security）及貼心（Service）；「坊間往往以為網速愈快，上網體驗愈好。事實上網絡的穩定性、暢順度，以至客戶服務等，均直接影響客戶整體網絡體驗，而5S正正是一套著重客戶體驗的新標準。」

“ Actually, I encourage my team to make mistakes. If they are too scared to make errors and are exceedingly careful, that will just block their creativity.

我鼓勵同事犯錯，因為太害怕犯錯，只會變得規行舉步，窒礙創意。



Anna reveals that SmarTone has sped up the developmental pace of its ICT business, which has achieved satisfying results in the early stage
葉安娜透露，SmarTone的ICT業務加速發展，初步取得相當理想的成績



Anna considers her team to be close comrades
葉安娜視同事如戰友，關係融洽



激烈競爭下的機遇

葉安娜認為激烈的市場競爭對業務發展也有正面影響。「減價戰之下，SmarTone憑著優質網絡及貼心服務，在過去一年吸納了很多新客戶。事實上電訊業涉及很多固定投資，無論客戶人數多寡，營運成本亦不會有太大增減，我們亦會繼續適當地投放資源，而減價戰為SmarTone帶來增加客戶數量的機會，從而為我們的生意額帶來正面影響。」

除了吸納新客外，留住現有客戶亦同樣重要。SmarTone在本港電訊業內維持全行最低的現有客戶流失率，除了為客戶提供快、穩、順的網絡質素外，葉安娜亦歸功於同事的努力。「同事在提升客戶忠誠度及歸屬感方面花了很多功夫，如為快將滿約的客戶提供切合其需要而具競爭力的月費計劃；公司亦不斷為客戶送上貼心的服務及優惠，如生日蛋糕及免費工作坊；更以優越禮遇回饋特選客戶，包括設立24小時服務專線、安排度身訂造的優越禮遇及多元化的品味生活體驗，讓他們感受到SmarTone對他們的重視。」

早著先機 迎接5G時代

未來的5G網絡，能大大提升數據流量，兼能大幅縮短時延，除了令消費者有更佳的上網體驗外，更衍生出不同的業務機遇。SmarTone早在多年前，已拓展資訊及通訊科技解決方案（ICT Solutions），而隨著5G時代臨近，亦

加緊了ICT業務的發展步伐；於去年11月成立的SmarTone Innovation Hub，透過建立跨業界平台，研發新科技應用，協助企業客戶邁向業務數碼化，ICT業務初步取得令人滿意的成果。「公司在ICT解決方案的業務規模按年增長50%，贏得知名企業客戶口碑，協助他們提升工作效率。我們更發現在一些勞動密集型行業，例如製造和服務業等，仍然有很多發展機會。」

當然在5G時代來臨前，SmarTone亦持續提升網絡質素——去年初在本港進行首個5G技術展示，其後亦是首間網絡商試行FDD Massive MIMO技術及首次成功試行LAA（License Assisted Access）技術測試，提高現時網絡速度和穩定性。

Seeing is Believing

眼見為實（Seeing is Believing），是葉安娜的管理哲學核心。她笑言任何計劃，只有看到結果才可判斷是好是壞，故會盡量避免制定一些要經過很長時間才見成效的計劃，因為愈早見到結果，便知道項目的可行性，同時這些「階段成果」也可以成為同事繼續堅持下去的動力。「其實我鼓勵同事犯錯，只要代價不太昂貴便可。因為若不容許他們有錯，只會令同事變得規行舉步，窒礙創意。不過我會要求他們及早發現錯誤，若太遲才知道行不通，事情便難以修正。」

葉安娜相信團隊的力量，她認為年資長的同事帶來經驗和穩定性，年輕同事則可為團隊引入新思維；相輔相成，企業才有不斷進步的動力。她表示現今作為管理層，當然要有敢作決定的魄力，但要企業保持創造力，不能像以往一樣，事事依賴管理層「發號施令」，更需要由下而上推動業務創新和發展：「即使我們以為某些產品多好、多吸引，但市場要是不接受，再堅持也是徒然，只有不斷改進產品及服務，令客人喜歡才行。在今天的新經濟模式下，我們更需要前線同事，透過他們親身接觸客人的經驗和觀察，再由下而上將創意思維引入企業之內。」

平衡生活之道

要有靈活的思維，就不能過份專注在單一的事情，葉安娜縱使投入工作，她也堅持活出平衡生活。工作以外，她是一孩之母，喜歡瑜伽、健身、行山和閱讀，她笑稱公餘時間也忙過不休。「我喜歡接觸工作以外的世界和知識，由於平日始終太忙，能夠靜靜地看書的機會不多，因此較喜歡瀏覽一些分享短片，以擴闊自己的眼光。」

她坦言在工作 and 家庭中，總會面對逆境的時候，但最重要是懂得一步一步離開艱難的處境：「先要明白眼前的景況，再確切理解當中的來龍去脈，然後認真處理問題，最後徹底放低不愉快的回憶。」大概只有能從容面對逆境，才能毋懼面對挑戰。



Winners of the 10th SHKP Malls 'Serving with Heart' Customer Care Ambassador Election together with the Group's management team, leasing teams, mall operation teams and guests at the awards presentation ceremony
第10屆新地商場「以心服務」親客大使選舉各得獎者與集團管理層、租務部、商場管理團隊及嘉賓合照留念

The 10th SHKP Malls 'Serving with Heart' Customer Care Ambassador Election concludes with success

第10屆新地商場「以心服務」親客大使選舉圓滿結束

Since 2008, the SHKP Malls 'Serving with Heart' Customer Care Ambassador Election has been held annually to enhance service and recognize staff contributions. The election recently celebrated its 10th successful year, thanks to long-standing support from customers and their recognition of premium services at SHKP malls.

Make you feel like home

The election theme for the year is 'Make You Feel Like Home', highlighting customer care ambassadors' professional and caring service. As always, the customer care ambassadors pay careful attention to what customers need and go the extra mile to satisfy them. The caring service makes customers feel like they are at home while shopping, and lets them truly enjoy the entire experience.

There were 104 customer care ambassadors from 20 malls participated in the latest election. The response was indeed encouraging with over 90,000 valid votes received during the two-month voting period. Additionally, over 156,000 impressions were reached on the SHKP Malls 'Serving with Heart' CCA Election Facebook page to let more people learn about the Customer Care Ambassador Election.

Seven awards for performance recognition

Seven awards were presented this year with mystery shopper assessments included for most awards to ensure fairness.

The Most-like Customer Care Ambassador Awards were based solely on public voting with the top three garnering the highest number of valid votes becoming the winners. The Best 'Serving with Heart' Customer Care Ambassador Awards were determined by mystery shopper assessments alone. Only the top performer from each mall reaching a specified score could win with 18 customer care ambassadors receiving the award this year. Among them, the best performer took home the Mystery Shopper Assessment Top Customer Care Ambassador Award. The winner for this year came from New Town Plaza III who also attained a record-winning score in the mystery shopper assessment.

The Excellent Service Customer Care Ambassador Awards were initiated to recognize those customer care ambassadors who consistently demonstrated strong performance in their work. Awards went to seven candidates who managed to meet the specified minimum mystery shopper assessment score over the past three elections. The Top New Customer Care Ambassador Award was introduced this year to encourage newcomers to make continuous progress and fit in with the team. The award ultimately went to the one earning the highest score in the mystery shopper assessment.

The Best Performing Mall Award, won again by HomeSquare, was assessed based 50% on mystery shopper assessments and

50% on customer assessments via an online satisfaction survey. The Mystery Shopper Assessment Top Mall Service Award was assessed by mystery shoppers on the overall performance of the customer care centre at participating malls. The HomeSquare team, which received the highest score throughout the assessments, took both team titles for the second year.

HomeSquare: Team chemistry creates a happy working environment

HomeSquare won two grand prizes again this year, reflecting the fact that both mystery shoppers and real customers were entirely satisfied with their service. An achievement like this is the result of building strong esprit de corps. The team strongly believes that a happy working environment helps create a happy atmosphere for customers. That is why staff are encouraged to speak up at regular gatherings to strengthen their sense of belonging. Staff appreciation and recognitions are also given out to raise job satisfaction. A happy working environment generates positive team chemistry. When paired with professional and caring service, it offers an exceptional shopping experience for customers.

Team spirit is of the utmost importance in special situations. Team chemistry played a vital role in a recent case in which a pregnant lady was about to give birth outside the restroom. A customer care ambassador helped to calm the couple while the others brought the lady a blanket. Knowing that the husband wanted to drive his wife to hospital, the team immediately escorted the lady to the carpark in a wheelchair. At the same time, the carpark staff made special arrangements to divert nearby traffic. Ultimately, the couple managed to arrive at the hospital without delay for a safe delivery of the baby.

The only Home Ambassadors service in town

As the first one-stop shopping mall for home furnishings in Hong Kong, HomeSquare has continually enhanced its services to stay connected with customers' changing needs over the past 10 years. Apart from general customer service skills, each and every team member is an expert on all tenant brands,

product categories, offers, features and much more. HomeSquare introduced the Home Ambassadors service in 2017, which helps customers plan their shopping route, accompanies customers to try specific home furnishings, and helps customers analyze their shopping needs. Currently, this service is the only one of its kind in town, offering a warm yet practical shopping experience for customers.

為提升商場服務質素，並嘉許表現卓越的親客大使，集團自2008年起每年舉辦新地商場「以心服務」親客大使選舉。活動至今踏入第10個年頭，深受公眾支持，足證新地商場的優質服務備受肯定。

摯誠服務 家•倍親切

今年選舉以「摯誠服務 家•倍親切」為主題，帶出親客大使以專業細心的態度，時刻留意顧客需要，主動行多一步，以無微不至的服務感動每位顧客，為顧客打造另一個「家」，讓他們體驗快樂的購物旅程。

今年選舉共有20家商場，合共104位親客大使參賽。公眾踴躍參與，在為期兩個月的投票期內，大會一共收到超過90,000張有效選票，另透過「新地商場親客大使選舉」Facebook專頁接觸超過156,000人次的用戶，令廣大市民對親客大使選舉有更多認識。

七大獎項嘉許卓越表現

今年選舉共頒發七大獎項，大部分獎項均加入神秘顧客專業評審環節，確保結果公平客觀。

「顧客至讚親客大使獎」百分百由公眾投票選出，由得到最多有效票數的三名親客大使獲得。「最佳『以心服務』親客大使獎」百分百由神秘顧客評審，每家商場得分最高且達大會指定水平的親客大使才可獲獎；今年共有18家商場的親客大使得獎。在眾得獎者中，得分最高者更獲頒「神秘顧客評審最Top服務親客大使獎」；今年得獎者為新城市廣場三期的親客大使，其得分更打破歷屆選舉的神秘顧客評審分數記錄。

「卓越服務親客大使獎」旨在讚揚持續有卓越表現的親客大使。在最近三屆選舉中，神秘顧客評審得分達大會指定

水平的親客大使即可獲獎，得獎者共七名。為鼓勵新入職的親客大使不斷進步，融入團隊工作，大會今年特別增設「最Top服務親客大使新人獎」，嘉許在神秘顧客評審得分最高的新入職親客大使。

「最佳表現商場獎」以神秘顧客評審分數，以及顧客在網上意見調查對商場服務評審分數，各佔一半計出總分；今年繼續由HomeSquare勝出。「神秘顧客評審最Top服務商場獎」由神秘顧客到參賽商場，全面評估顧客服務中心的表現。HomeSquare在多次評審中均表現優秀，以最高總分奪得獎項，蟬聯成為雙料得獎商場。

HomeSquare: 團隊默契成就愉快工作環境

HomeSquare團隊今年繼續取得兩大商場獎項，即是說無論是神秘顧客抑或真正顧客均對商場的服務感到稱心滿意。這個成績實在有賴團隊間的合作精神；團隊深信，要把快樂氣氛帶給顧客，隊友也必須以愉快的心情工作。團隊鼓勵同事表達意見，定期舉辦茶聚，凝聚歸屬感。公司亦不時給予嘉許和肯定，讓同事提升工作滿足感。在愉快的工作環境下，團隊可以好好發揮默契，再配合專業細心的服務，為顧客帶來與別不同的購物體驗。

當遇上難題時，團隊間的默契就往往發揮關鍵性作用。早前，有孕婦在商場洗手間外臨盆在即。團隊立即分工，有人先行安撫孕婦及其丈夫的情緒，並送上毛毯為孕婦蓋上。在得悉孕婦丈夫欲自行駕車送太太到醫院分娩後，團隊馬上安排輪椅護送她到停車場。停車場同事則協助開路、指揮周邊交通狀況及疏導車輛，讓顧客可以迅速前往醫院，順利生產。

全港獨有的「家居服務大使」服務

作為本港一站式家居主題商場的始祖，HomeSquare在這10年間，不斷提升服務，滿足顧客不斷轉變的需要。除了一般客戶服務技巧之外，團隊各人亦精通所有商舖品牌、產品種類、優惠及其特色等知識。HomeSquare更於2017年推出全港獨一無二的「家居服務大使」服務，協助顧客規劃購物路線、陪同顧客體驗家品及協助顧客分析選購所需，為顧客提供既貼身又貼心的購物新體驗。



Group Executive Director Allen Fung (fourth right) with representatives of the partners kicking off the SHKP Reading Club's Happy Reading Give Me FIVE celebration campaign

集團執行董事馮玉麟(右四)聯同新閱會「喜閱五周年」活動合作夥伴代表，啟動一連串慶祝活動

SHKP Reading Club launches Happy Reading Give Me FIVE celebrations

新閱會展開「喜閱五周年」慶祝活動

The Group has been promoting reading and holistic development for more than a decade. Since late 2013, the SHKP Reading Club has integrated all of its reading-related initiatives and projects to further promote the joy of reading among different target groups. To date, over 200,000 people across the city have directly taken part in Reading Club activities. To mark the Reading Club's fifth anniversary at end of this year, five special initiatives have been launched under the Happy Reading Give Me FIVE celebration campaign to spread reading pleasure with everyone, especially youngsters.

The celebrations are rolling out in phases with a reading-themed afternoon tea, overseas travel sponsorship scheme, community exploration, video sharing and inter-generational reading fun. All of these are specifically designed to promote reading in a wide range of interesting ways with some even including charity elements to provide more people with reading fun.

Reading Tea Time

The Reading Club has joined hands with Sky100 Hong Kong Observation Deck and Café 100 by The Ritz-Carlton, Hong Kong to present a special afternoon tea set between 1 May and 30 June. Guests can enjoy reading while taking in the stunning harbour views across Hong Kong and dine on a wonderful selection of savoury delicacies and desserts specially crafted by a five-star hotel chef. This is indeed a special treat for both the eyes and taste buds.

A portion of the proceeds will go toward providing books or reading related materials for children in foster care.

Reading Stories from Afar

Reading and travelling truly help widen one's horizons. The activity encourages people to explore more reading possibilities about travel in preparation for an unforgettable trip. Participants plan their reading-related itinerary and then submit a travel proposal to the Reading Club. Shortlisted participants will then get the chance to win a sponsorship package to make their dream trip a reality.

Reading Hong Kong Stories

The activity focuses on three special trails that feature distinctive Hong Kong culture and literary references. Participants get to come face-to-face with local features and stories depicted by various authors during a series

of interesting leisure walking tours. People are encouraged to take snapshots of their favourite moments at designated places and share their Hong Kong stories with others.

Reading in Short Film

It encourages people to explore a host of happy reading moments, then make short films on mobile phones. The shortlisted videos will be posted on the SHKP Reading Club Facebook page. Every 100 'shares' of the videos will allow 10 underprivileged children or teens to participate in creative reading activities.

Inter-generational Reading Fun

Primary students and volunteer families learn picture book story-telling skills and share stories with the elderly in community centres, bridging across generations with happy reading moments.



集團十多年來致力推廣閱讀及全人發展，更於2013年底成立新閱會，綜合所有閱讀相關活動及項目，進一步向不同社群推動愉快閱讀，至今直接受惠對象超過200,000人。為慶祝新閱會於今年底踏入五周歲，特別推出以「喜閱五周年」為題的五大慶祝活動，與大眾尤其是年輕人一起「愉快閱讀·放眼世界」。

慶祝活動現已陸續展開，涵蓋閱讀主題下午茶、海外旅遊贊助、社區探索、短片分享和親子互動，以多元化兼輕鬆有趣的形式推動閱讀，部分更結合慈善元素，讓更多人可以體驗閱讀的樂趣。

品味喜閱時光

新閱會與天際100香港觀景台和Café 100 by The Ritz-Carlton, Hong Kong合作，於5月1日至6月30日期間，推出限定下午茶。大眾在高空俯瞰香港美景，一邊品嚐由名廚巧手炮製的鹹甜美點，一邊品味閱讀，悠遊視覺與味覺之旅。活動部分收入將撥作慈善用途，為有需要的寄養家庭兒童購置圖書或與閱讀相關物品。

喜閱在他鄉

閱讀及旅遊都有助拓闊視野，放眼世界。此項活動鼓勵大眾透過「行萬里路」探索閱讀的各樣可能性，體驗不一樣的旅遊。參加者自行策劃旅程，若所提交的閱讀相關計劃入選，即有機會獲資助實踐計劃。

喜閱香港故事

此項活動提供三條獨特兼具有香港文化及文學特色的路線，讓大眾輕鬆自助行，實地感受作家筆下的地方風貌和人文故事。活動設有喜「閱」故事大募集，歡迎大眾在有關景點把美好的瞬間拍攝下來，讓更多人可以分享香港故事。

我的喜閱片段

活動鼓勵大眾發掘生活的喜「閱」時刻，以智能手機拍成短片。入選的短片將上載於新閱會Facebook專頁，每100個「分享」，會為10位基層兒童或青少年帶來參與創意閱讀活動的機會。

喜閱跨世代

活動將教導小學生及義工家庭學習演繹繪本故事，然後帶領他們探訪社區中心向長者講故事，讓書本拉近彼此距離，促進共融。

Reading Tea Time 品味喜閱時光





Group Executive Director Adam Kwok (seventh left) and Breakthrough General Secretary Joyce Man (fifth right) host the kick-off ceremony for the 2018 Modern Apprenticeship Programme
集團執行董事郭基輝(左七)與突破總幹事萬樂人(右五)為「『見』造未來—師徒創路學堂2018」主持誓師禮

Endless love and care for those in need

愛心無窮 關懷不斷

Putting the Building Homes with Heart philosophy into practice, the Group serves the community by spreading love and continually showing care for people in need. Sponsorship for the Modern Apprenticeship Programme continues this year, providing work placements for young people who have underperformed in public exams to help them build their futures. In addition, the Building Homes with Heart Caring Initiative has again spread festive joy to the elderly during the Tuen Ng Festival.

Modern Apprenticeship Programme nurtures young people

Co-hosted by the Group and Breakthrough, the 2018 Modern Apprenticeship Programme recently held its kick-off ceremony. This year, a total of 18 young people have taken part in a series of life-planning activities and personal development courses before heading off to the 10-week internship at SHKP with exposure to construction, property management, hospitality and project monitoring. During the internship, SHKP staff mentors provide one-on-one guidance to help young people tackle workplace challenges. Those who pass the assessment at the end of the programme may eventually be employed by SHKP.

Co-hosted by SHKP and Breakthrough, the Modern Apprenticeship Programme has been in existence since 2003 under the sponsorship

of SHKP. The programme offers work placements as well as interpersonal and personal development training to young people who have underperformed in public exams, so that they can broaden their future possibilities by exploring their individual aptitudes and career aspirations. Over the past 16 years, more than 300 young people have participated in the programme with some even staying on with the Group upon the scheme's completion.

Building Homes with Heart Caring Initiative spreads love at the Tuen Ng Festival

The Building Homes with Heart Caring Initiative distributed goodie bags with rice dumplings and various essentials to 3,000 singleton elderly and senior couples in Sham Shui Po and Tai Po just before the Tuen Ng

Festival in order to spread festive cheer. The Group's volunteers also paid visits to singleton elderly and senior couples living in Sham Shui Po with goodie bags and dropped in to chat with them. They also wrapped veggie rice dumplings for the elderly, making it even more meaningful.



集團秉承「以心建家」信念服務社群，持續為社會上有需要的人士送上關懷及祝福。今年繼續贊助「師徒創路學堂」計劃，為公開試成績欠佳的青少年提供實習機會，協助他們建造未來。另外，「以心建家送暖行動」在端午佳節前夕，再為長者送上節日關懷，分享喜悅。

「『見』造未來—師徒創路學堂」扶植年輕人

集團與突破機構合辦的「『見』造未來—師徒創路學堂2018」，早前舉行誓師禮。今年共有18位青少年參與計劃，他們接受完一系列的生涯規劃活動及個人成長訓練課程後，現已進入集團展開為期10星期的工作實習；實習崗位遍及建築業務、物業管理、酒店服務及工程監察等不同範疇。實習期間，集團員工擔任年輕人的師傅，進行一對一指導，陪伴學員面對職場挑戰。實習完成後，通過考核的學員更有機會獲聘成為集團員工。

「師徒創路學堂」計劃由集團贊助、突破機構合辦，自2003年起為公開試成績欠佳的青少年提供實習機會，配以人際及個人成長訓練，讓他們認識自我，尋索人生方向，建造自己的未來。在過去16年，有300多名青少年曾經參與該計劃；部分學員在完成實習後，更留在集團工作。

「以心建家送暖行動」端午送愛心

「以心建家送暖行動」於端午佳節前夕，為深水埗及大埔區3,000名獨居及雙老長者戶，送上盛載應節糰子及食糧的福袋，讓他們感受節日氣氛。集團義工隊更探訪居住深水埗的獨居及雙老長者戶，與他們閒話家常，送上端午節福袋，分享節日喜悅。此外，集團義工更包製健康素糰，送給長者享用，為活動增添意義。



The volunteer team visiting the elderly at the Tuen Ng Festival to share some festive joy
集團義工隊於端午節探訪長者，共度傳統節慶



Group volunteers make rice dumplings for the elderly
集團義工包製健康素糰送贈長者，倍添意義

SHKP-Kwoks' Foundation continues to help Tianjian University students

新地郭氏基金繼續協助天津大學學生實現升學夢想

The SHKP-Kwoks' Foundation is committed to nurturing young talent and has been offering financial assistance to promising, underprivileged students to complete their undergraduate studies. The Foundation recently extended its sponsorship programmes at Tianjian University to help disadvantaged youth there.

The Foundation set up a scholarship programme at Tianjian University in 2009 to help outstanding students with limited financial means complete their four-year university studies. To date, more than 1,700 scholarships have been granted, representing a total donation of over RMB10 million. The Foundation recently signed an agreement for the fourth phase of the scholarship programme to extend this initiative even further.

新地郭氏基金致力培育人才，為優秀的清貧學生提供經濟資助，讓他們有機會進入大學修讀本科課程。基金最近延續天津大學勵學金，扶助清貧學生。

基金自2009學年起，於天津大學設立「天津大學勵學金」，幫助校內成績優秀但家境貧困的學生完成四年大學課程。受惠學生至今逾1,700人次，總資助金額逾人民幣1,000萬元。基金與大學早前簽署第四期捐贈協議書，延續新一期項目的合作。



SHKP-Kwoks' Foundation Executive Director Amy Kwok (fourth right) and Tianjin University Peiyang Education Development Foundation Vice Chairperson Feng Yaqing (fourth left) at the signing ceremony for the fourth phase of the Tianjin University scholarship programme
新地郭氏基金執行董事郭婉儀(右四)與天津大學北洋教育發展基金會副理事長馮亞青(左四)簽署天津大學勵學金第四期協議書

New residential and commercial site at Kai Tak 集團投得啟德商住用地

The Group continues to top up its land bank in Hong Kong, fulfilling long-term development needs with the latest addition being a residential and commercial site at Kai Tak, Kowloon secured through government tender.

The Group acquired the New Kowloon Inland Lot No. 6568 at Site 1, Kai Tak Area 1F, in May. The site, which boasts a maximum gross floor area of over 1.41 million square feet, will be developed as a landmark residential and retail project with the residential section covering at most 1.06 million square feet in gross floor area. Upon completion, the residential section will be the tallest residential blocks of the entire Kai Tak Development.

Strategically located, this prime site is situated in the heart of the Kai Tak Development. Moreover, the retail section

will enjoy direct access to the adjacent future MTR Kai Tak Station. Various business establishments are currently under development in the area, while the Central Kowloon Route and other infrastructure works are currently in the pipeline. Following the commissioning of the future Central Kowloon Route, residents will enjoy quick access from West Kowloon to the Kai Tak Development. This district is poised to become the city's second central business district given its promising outlook.

集團繼續補充在香港的土地儲備，以配合長期發展需要；最近在九龍啟德投得一幅商住地皮。

於五月期間，集團投得位於啟德第1F區1號地盤的新九龍內地段第6568號用地。地皮最高可建樓面面積逾141萬平方呎，當中住宅部分的總樓面面積可



The new residential and commercial site at Kai Tak sits adjacent to the future MTR Kai Tak Station providing easy and convenient transport access

集團最近投得的啟德商住地皮，位於興建中的港鐵啟德站旁，交通便捷

達106萬平方呎，將發展為地標式住宅連商場項目。項目落成後，住宅部分會成為區內最高的摩天住宅大樓。

項目位處策略性位置，屬於啟德發展區的核心地段，加上商場部分將接駁在旁邊興建中的港鐵啟德站，交通方便。區內亦將有充足商業配套，加上多個基建項目即將陸續展開，包括中九龍幹線。待未來的中九龍幹線通車後，由西九龍駕車往啟德發展區方便快捷。區內發展潛力優厚，勢將成為本港第二個核心商業區。

The Group earns top honours as Asia's Overall Best Managed Company 集團榮膺「亞洲最佳公司」最高榮譽

In the Asia's Best Companies 2018 poll conducted by FinanceAsia, the Group's outstanding overall performance was feted with seven prestigious awards. The Group won the title of Best Real Estate Company in Asia for the 12th time, and outperformed companies in other sectors to clinch the prestigious honour as Asia's Overall Best Managed Company, which was a newly added category for this year's awards. Among its local peers, the Group continued to top the list with the Best Managed Company in Hong Kong (Ranked First), Most Committed to Corporate Governance in Hong Kong (Ranked First), Best at Investor Relations in Hong Kong (Ranked First) and Best at Corporate Social Responsibility in Hong Kong (Ranked First). Group Chairman & Managing Director Raymond Kwok was also named the Best CEO in Hong Kong.

Leading magazine FinanceAsia conducts the annual Asia's Best Companies polls, inviting portfolio managers and analysts to evaluate companies throughout the region on overall management, commitment to corporate governance, investor relations, social responsibility and other attributes. The Group received the highest honour as Asia's Overall Best Managed Company in addition to six other titles in this year's poll, showing once again the high regard the investment community has for the Group's solid foundations and seasoned management team.

在《FinanceAsia》舉辦的「2018年亞洲最佳公司選舉」中，集團憑著整體優秀表現，獲取七大獎項。除了第12年榮膺「亞洲最佳地產公司」大獎外，今年更在各行各業中突圍而出，獲頒新增設的「亞洲最佳公司」最高殊榮。在香港區各大獎項中，集團繼續以最高分數名列榜首，獲取「香港最佳公司（排名第一）」、「香港最致力於企業管治（排名第一）」、「香港最佳投資者關係（排名第一）」及「香港最佳企業社會責任（排名第一）」大獎。集團主席兼董事總經理郭炳聯則獲頒「香港最佳行政總裁」稱譽。



Group Corporate Planning & Strategic Investment (Corporate Planning) General Manager Brian Sum (left) receives the prestigious Asia's Overall Best Managed Company and other top awards from FinanceAsia 集團公司策劃及策略投資部（公司策劃）總經理沈康寧（左）領取《FinanceAsia》頒發的「亞洲最佳公司」最高榮譽及多個大獎

權威財經雜誌《FinanceAsia》每年舉辦「亞洲最佳公司選舉」，邀請投資者及分析員根據區內企業的整體管理、企業管治、與投資者關係及企業社會責任等方面，就企業表現評分。集團在今屆選舉中獲頒最高級別的「亞洲最佳公司」及六大獎項，足證實力雄厚，管理團隊表現出色，深受業界認同。

The Group named a Caring Company for 16th straight year 集團連續第16年獲「商界展關懷」嘉許

The Group leverages its expertise and resources as a responsible corporate citizen with various initiatives that have been widely recognized throughout the industry. It was designated a Caring Company for the 16th consecutive year by the Hong Kong Council of Social Service, and its 84 related entities also received the same citation this year. Among these, a total of 36 entities, ranging from shopping malls, property management firms and construction companies to hotel business operations have earned the honours for 10 or even 15 straight years. The concerted efforts by the teams reflect the Group's dedication to corporate social responsibility by caring for the community, helping the underprivileged, and building better neighbourhoods.

集團善用專長及資源，積極履行社會責任，屢獲各界表揚。今年，集團連續第16年獲得香港社會服務聯會頒發「商界展關懷」榮譽標誌，旗下同獲表揚的業務單位合共



A total of 85 SHKP entities named as a Caring Company this year
今年集團共有85個單位獲「商界展關懷」標誌

達84個。當中，更有36個單位屬連續第10或15年獲此標誌，遍及商場、物業管理、建築及酒店等不同範疇，充份展現集團多年來持續關愛社會、扶助弱勢、推動社區發展的企業精神。

Property management teams win multiple recognition at the Hong Kong Awards for Environmental Excellence 物業管理團隊在「香港環境卓越大獎」中表現出色

The Group's property management subsidiaries — Hong Yip and Kai Shing have been widely recognized for their dedication to green management excellence. At the 2017 Hong Kong Awards for Environmental Excellence, the two firms received a combined 17 honours, including two gold sector awards. Hong Yip and Kai Shing have been duly feted at the 10th Anniversary Special Awards for their continuous efforts to support green management.

Landmark North received gold in the Property Management (Commercial & Industrial) sector category. The mall restructured its podium garden as an Environmental Restoration Park using re-used and upcycled materials for education purposes while recruiting green ambassadors to promote urban organic farming and environmental conservation. A waste audit pilot scheme was also introduced to help tenants identify opportunities for waste reduction and increased recycling. A water refill station and plastic bottle recycling machine are currently in place to encourage plastic waste reduction.

At the same event, Aegean Coast also took gold in the Property Management (Residential) sector category. The eco-friendly estate set up special mobile bins to collect recyclable items at residents' homes on a regular basis and also successfully publicised waste reduction and clean recycling messages to residents. The management team even conducts home visits to share green messages. The property also runs a food waste recycling and organic farming programme with a food waste collection point set up to encourage residents to use less and waste less.



Property management teams take home a total of 17 awards at the Hong Kong Awards for Environmental Excellence
物業管理團隊在「香港環境卓越大獎」勇奪17個獎項

集團旗下物業管理公司康業及啟勝致力推廣綠色管理，屢獲業界讚賞。在2017「香港環境卓越大獎」中，合共獲得17個獎項，包括兩個界別金獎。康業及啟勝則憑著多年來持續支持環保管理工作，獲頒「十周年特別大獎」。

上水廣場在物業管理（工商業）界別榮獲金獎。商場平台設有環境復育園，由重用及升級再造物料改建而成，更有環保大使講解城市有機耕作及環保知識。商場為租戶引入廢物審計試驗計劃，協助租戶找出減廢及提高回收率的方法。商場更安裝飲水器和塑膠瓶回收機，鼓勵顧客減少塑膠廢物。

愛琴海岸則在物業管理（住宅）界別榮獲金獎。屋苑設有「環保列車」流動回收箱，定期到住戶家中收集回收物品，並將減廢及乾淨回收的訊息傳達給住戶。管理團隊更會進行家訪，與住戶分享環保訊息。屋苑亦設有廚餘收集站，積極推動廚餘回收及有機耕作，鼓勵住戶惜物減廢。

The Group and Hong Yip cited for excellence by the Employees Retraining Board 集團及康業獲僱員再培訓局頒發獎項



Group Head – Internal Affairs C H Tang (right) is presented with the Grand Prize Award by Executive Councillor Lam Ching-choi
集團內務部主管鄧卓軒 (右) 獲行政會議成員林正財頒發「企業大獎」



Hong Yip Director Cimmy Yuen (right) receives the Grand Prize Award from Executive Councillor Lam Ching-choi
康業董事袁倩雯 (右) 從行政會議成員林正財手上接過「企業大獎」

The Group believes that employees are the major force that drives business development and concerted efforts have been made to enhance staff knowledge and competency as well as encourage continuous education for staff development. For their tireless efforts, the Group and its property management subsidiary Hong Yip recently received additional recognition from the Employees Retraining Board (ERB).

At the ERB Manpower Developer Award Scheme, the Group and Hong Yip earned the top Grand Prize Awards (2016-18) for their commitment to corporate social responsibility through their support of ERB courses and services.

Hong Yip has long been a strong supporter of the ERB Manpower Development Scheme by offering job placements at their managed properties and providing job opportunities to promising trainees. This enthusiastic support has made Hong Yip the only company which gained their eighth consecutive ERB Excellence Award for Employers.

集團深信人才是推動公司業務向前邁進的主要動力，多年來致力提升員工知識及技能，鼓勵持續進修，全面提升人才質素。早前，集團及旗下物業管理公司康業獲僱員再培訓局頒發獎項。

在「ERB人才企業嘉許計劃」中，集團及康業憑著積極支持該局課程及服務，體現企業社會責任，獲頒發2016-18年度「企業大獎」最高榮譽。

康業多年來積極支持該局的「人才發展計劃」，讓學員在轄下的管理物業進行在職實習，並且為具潛質的學員提供就業機會，為業界提升人才質素出一分力。康業今年繼續獲頒「ERB傑出僱主年度大獎」，屬於唯一連續第八年獲此殊榮的公司。

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Hong Kong's first Nature Rescue mobile app encourages the public to live green 全港首創「山•灘拯救隊」流動應用程式 集公眾力量實踐環保生活

The Group has long promoted sustainable living through a host of various initiatives. To further spread green messages throughout the community, the Group again has joined hands with Green Power to develop the free mobile app Nature Rescue, which features clean-up activities all across Hong Kong. This information and social networking platform provides maps of rubbish blackspots, plus an ecology classroom, chatroom and much more, allowing family and friends or like-minded people to get together to clean-up the countryside and beaches, or even report rubbish blackspots. Users can also apply the app's practical information to organize related green activities.

Since 2011, the Group has worked with Green Power to launch the SHKP Love Nature Campaign, attracting over 50,000 participants to date.

集團致力推廣可持續生活，為了在社區更全面推廣環保信息，最近再次與綠色力量合作，開發了「山•灘拯救隊」免費流動應用程式，提供全港清潔活動資訊。該流動應用程式結合資訊及社交平台兩大功能，內有垃圾黑點地圖、生態學堂、聊天室等資料和功能，讓大眾可自行組隊邀請親友或志同道合的有心人，參與郊野及海岸清潔，甚至舉報垃圾黑點。該流動應用程式更提供豐富實用的資訊，方便使用者籌組相關活動。

集團自2011年開始與綠色力量合作，舉辦「新地齊心愛自然」計劃，至今已有五萬人次參與。



At the launch ceremony, Under Secretary for the Environment Tse Chin-wan (second left); Agriculture, Fisheries and Conservation Department Assistant Director (Conservation) Simon Chan (first left); Group Executive Director Christopher Kwok (second right); and Green Power Vice Chairman Man Chi-sum (first right) encourage people to protect the countryside and beaches
環境局副局長謝展寰 (左二)、漁護署助理署長 (自然護理) 陳堅峰 (左一)、集團執行董事郭基泓 (右二) 和綠色力量副主席文志森 (右一) 在啟動儀式上，鼓勵大眾身體力行，保護山灘



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