

# SHKP

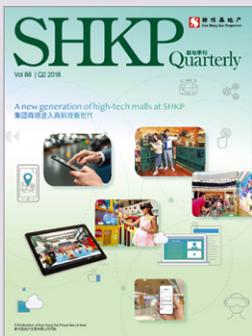
 新鸿基地产  
Sun Hung Kai Properties

新地季刊  
Quarterly

Vol 88 | Q2 2018

A new generation of high-tech malls at SHKP  
集团商场进入高科技新世代





## A new generation of high-tech malls at SHKP 集团商场进入高科技新世代

The photographs, images, drawings or sketches shown in this article represent the artist's imaginative impression of the development concerned only. They are not drawn to scale and/or may have been edited and processed with computerized imaging techniques. The developer also advises purchasers to conduct on-site visit for a better understanding of the development site, its surrounding environment and the public facilities nearby.

本文章内载列的相片、图像、绘图或素描显示的纯属画家对该发展地盘之想像感觉。有关图片并非按照比例绘画或 / 及可能经过电脑图像修饰处理。准买家如欲了解本发展项目的详情，发展商建议买方到该发展地盘作实地考察，以获取对该发展地盘及其周围地区的公共设施及环境较佳的了解。



---

以心建家 Building Homes with Heart

# Contents

Vol 88 | Q2 2018

PDF



eBook



A Publication of  
Sun Hung Kai Properties Limited  
新鸿基地产发展有限公司刊物

45/F, Sun Hung Kai Centre, 30 Harbour  
Road, Hong Kong

香港湾道30号新鸿基中心45楼

Tel 电话 : (852) 2827 8111

Fax 传真 : (852) 2827 2862

Website 网址 : [www.shkp.com](http://www.shkp.com)

E-mail 电子邮件 : [shkp@shkp.com](mailto:shkp@shkp.com)

Editor's Note 编者按 :

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.

本刊旨在为投资者提供集团业务的最新资讯，维持企业高透明度及良好的企业管治。本刊内容涵盖集团业务的不同范畴，相关资料陈述并非用作宣传推广。

All rights reserved 版权所有 · 不得转载



4

8



12

## 专题故事

- 4 A new generation of high-tech malls at SHKP  
集团商场进入高科技新世代

## 业务动向 – 香港

- 8 Privileged lifestyle at St Moritz on the Kau To Shan hilltop  
九肚山山顶云端缔造尊贵生活空间
- 10 Mount Regency Development in Tuen Mun sees strong sales  
屯门御半山发展项目销情畅旺

## 业务动向 – 内地

- 12 Four Seasons Hotel Suzhou poised to become a luxury lakeside urban oasis  
苏州四季酒店现正打造为豪华湖滨都市绿洲

## 人物

- 14 Grasp the present, look to the future – Anna Yip  
既争朝夕 放眼未来 — 叶安娜

## 顾客服务

- 18 The 10th SHKP Malls 'Serving with Heart' Customer Care Ambassador  
Election concludes with success  
第10届新地商场“以心服务”亲客大使选举圆满结束



## 企业社会责任 – 阅读及全人发展

- 20 SHKP Reading Club launches Happy Reading Give Me FIVE celebrations  
新闻会展开“喜阅五周年”庆祝活动

## 企业社会责任 – 社会公益

- 22 Endless love and care for those in need  
爱心无穷 关怀不断

## 24 简讯



# 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运用MR科技·让顾客在现实与虚拟世界兼备的场景中搜寻复活彩蛋

4

## 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<sup>#</sup> and will add another 12 malls<sup>®</sup> by mid-July and expand to 25 malls<sup>\*</sup> 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<sup>^</sup> 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.

<sup>#</sup> 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

<sup>®</sup> 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

<sup>\*</sup> A total of 25 malls, with the addition of the remaining Harbour North and life@KCC to be covered later this year

<sup>^</sup> 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  
东港城的VR虚拟实境乐园·配合震动地板及震动枪支·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  
新城市广场在Facebook分享巨型鸿运醒狮的整个制作过程·以高动态缩时摄影技术制作的影片获粉丝疯传



V City's VR underwater treasure hunt game is very popular among kids  
V City的VR海底寻宝历险游戏深受小朋友欢迎



YOHO MALL VIC CLUB is the first WeChat online system among Hong Kong malls  
YOHO MALL推出全港首个商场微信在线会员系统·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

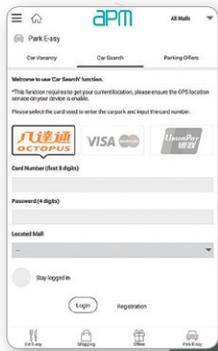
New technology is being used to enhance mall facilities and service for improved comprehensive convenience. The Group's first shopping mall app – the New Town Plaza app was launched in 2011. Later, the E-table

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  
上水广场与微信合办互动数码café



Customers can get e-tickets and make e-table bookings through Eat E-asy with the SHKP Malls App

顾客可通过“新地商场”综合手机应用程序“搵食易”远程餐厅拿号及预约订座



SHKP Malls App's Park E-asy 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

“新地商场”综合手机应用程序“泊车易”提供商场停车场及邻近停车场的实时车位状况信息、停车导航及车辆搜寻功能

At APM and V City, customers receive push notification offers from those merchants they have marked as favourite on their SHKP Malls App 顾客到达APM及V City时,即可收到在“新地商场”综合手机应用程序内标记为喜爱商店的优惠推送

## 集团商场进入高科技新世代

集团秉持“以客为先”的宗旨,不断提升品质,致力为顾客提供优质产品及服务。随着新兴科技近年持续发展,集团商场加强使用各种高新科技,为顾客提供好玩有趣的互动新体验,提升服务设施的方便及快捷程度,增进与新世代的在线及线下交流,提升他们对新地商场的喜爱度。此举有助进一步提升集团的零售物业组合竞争力,保持集团在商场业界的领导地位。

6

### “新地商场”综合手机应用程序

为综合各商场的最新信息,集团于今年一月正式推出“新地商场”综合手机应用程序,整合了集团主要商场的用餐、停车、购物及推广活动信息多重功能于一身,全面提升客群的购物体验。截至六月底,“新地商场”综合手机应用程序已吸引逾220,000次下载,反响良好。

目前,“新地商场”综合手机应用程序涵盖共11个商场<sup>#</sup>,至七月中将加入另外12个商场<sup>®</sup>,并将于年底全面汇聚共25个商场\*。今年内,多个功能陆续升级,而商场综合会员计划将于明年初隆重推出,届时会员可以统一行使积分换取优惠。

### 省却排队等候餐厅时间

顾客免费下载“新地商场”综合手机应用程序后,即可通过“搵食易”功能,在11个新地商场内超过六成餐厅,使用远程餐厅拿号,好好计划行程。顾客使用手机应用程序预约订座时,更可预先点菜,全方位体贴顾客的餐饮体验。

### 全港首创“无卡支付”停车服务

驾驶人士可利用“泊车易”功能,查询商场停车场及邻近停车场的实时车位数量信息,使用停车导航和车辆搜寻功能,省回不少时间。“泊车易”功能将

继续升级,顾客将可以积分缴付停车场费用,甚至无需再以停车场票、八达通卡或信用卡出入车场,带领驾驶人士享受畅通无阻的泊车体验。

### 信息优惠不断增加

在信息和优惠方面,顾客现在可在平台上找到超过150个商户达450项优惠,参与商户陆续增加。在配备iBeacon技术的商场,顾客可预先在手机应用程序标记为喜爱商店,待抵达附近时,即可收到相关店铺的优惠推送,方便实用。在今年世界杯赛事期间,V City顾客可在场内使用“iBeacon登记功能”,自助登记,在商场内观赏直播赛事。

### 综合会员计划

共14个主要新地商场<sup>^</sup>的会员制度将于明年初全面整合,届时会员可以自助登记积分,并且统一行使积分换取优惠及预留礼品,亦可直接以积分于商店当现金使用、兑换新地商场赠券或于商店换领礼品,甚至享用贵宾服务及礼遇。

<sup>#</sup>目前包括以下11个商场: APM、东港城、新都会广场、MOKO新世纪广场、新城市广场、大埔超级城、荃湾广场、V City、WTC世贸中心、YOHO MALL及元朗广场

<sup>®</sup>七月中将加入以下12个商场: 卓尔广场、置富南区广场、锦荟坊、HomeSquare、上水广场、新都广场、Mikiki、新翠商场、将军澳中心、天晋汇、新太阳广场及圣辖中心

\*年内将集结辖下的北角汇及活@KCC, 总共覆盖25个商场

<sup>^</sup>明年初将综合以下14个商场的会员制度: APM、东港城、上水广场、新都会广场、Mikiki、MOKO新世纪广场、新城市广场、将军澳中心、大埔超级城、荃湾广场、V City、WTC世贸中心、YOHO MALL及元朗广场

### 购物、娱乐、互动全新体验

商场在推广活动中引入虚拟实境(VR)、扩增实境(AR)、混合实境(MR)、3D全息投影技术、面部识别及iBeacon等科技元素,让顾客一边购物,一边体验高端潮流科技,加强与顾客互动。

APM运用MR科技举办寻蛋游戏,新城市广场将iBeacon科技应用在寻宝游戏,东港城曾举办VR虚拟实境乐园,V City亦有VR海底寻宝历险游戏。

环贸IAPM商场运用3D全息投影技术,将电影主角的盔甲投空浮影;顾客亦可参与VR枪战对决。上海国金中心商场开创新河,将地面视频影像装置加入推广活动中。北京APM采用体感投影技术,为球迷带来动感场馆。天汇广场IGC亦曾推出广州首个B.Duck VR农场大作战游戏。

### 与新世代互动

商场不时在流行社交平台Facebook、Instagram、微博及微信等专页发放最新动态,与新世代顾客进行更快捷、方便的互动。APM的微博粉丝逾390万名,在全港主要购物中心类别中排行第一;上海国金中心商场的微博粉丝数,则长期保持在内地商业地产粉丝的榜首。



Customers play the role of Superheros in VR shooting games at IAPM  
环贸IAPM商场顾客可在VR互动体验中，扮演超级英雄，与对手枪战对决



Children play Happy Farm with the yellow duck at IGC  
小朋友与小黄鸭在天汇广场IGC的农场进行大作战



A giant crocodile swimming close to Shanghai IFC Mall customers through the use of floor video technology  
上海国金中心商场在地面加入视频影像装置，让顾客近距离观看巨型鳄鱼畅泳



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的攀岩墙上凭手或脚传送“光影球”，与敌方一较高下

上水广场去年与微信香港合作，打造全球首个互动数码café。YOHO MALL开创全港首个商场微信在线会员系统：YOHO MALL VIC CLUB，提供一站式导航、店铺搜索、餐厅订位及购买电影票等服务。上海国金中心商场和环贸IAPM商场曾邀请知名时尚博主莅临现场直播，当中单次直播浏览量曾突破1,700万人次。

新城市广场在新春期间推出LEGO新春游乐园，并以高动态缩时摄影技术记录由150,000颗LEGO积木全人手砌成的巨型鸿运醒狮的整个制作过程，放在Facebook專頁分享，吸引粉丝疯传影片。

### 智能增值服务

商场运用高新科技提升场内设施及服务，让顾客可以全方位享受到更优质的生活便利。早于2011年，集团已推出首个商场手机应用程序：新城市广场手机应用程序。集团随后全港首创“电子订台服务”及“车辆搜寻系统”功能，备受顾客欢迎；继而陆续应用于不同商场，功能亦被多次提升。

在休闲优惠方面，新城市广场刚推出全港首个以商场手机应用程序购买电影门票，免收手续费的优惠。顾客可在新城市广场手机应用程序内，一次过购买电影门票及完成付款，无需排队打印门票，并且凭QR code即可进场，方便快捷。

### Recognition for exceptional performance 表现出色 业界肯定

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:

集团商场致力在推广活动中加入互动科技，提升顾客的整体购物休闲体验，备受业界赞赏，最近获颁多个奖项：

APM	2018 ICSC China Shopping Centre and Retailer Awards: Emerging Technology (Silver) 2018 ICSC中国购物中心大奖：“新兴技术”组别银奖
	2018 MARKies Awards: Best Idea – Mobile (Bronze) 2018 MARKies Awards：“最佳创意手机应用程序”组别铜奖
	2018 Mob-Ex Awards: Best Mobile-Based Launch/Relaunch (Gold), Best Mobile Solution – Events (Silver), Best Location-Based Marketing (Bronze) 2018 Mob-Ex Awards：“最佳流动装置推出/革新”组别金奖、“最佳流动应用程序-活动”组别银奖、“最佳位置定位推广”组别铜奖
	Shine Like a Star 2017 – Top 10 Most Influential Hong Kong Enterprise Award 微博之星2017 – 10大影响力香港企业
East Point City 东港城	2018 ICSC Asia-Pacific Shopping Center Awards: Emerging Digital Technology (Gold) 2018 ICSC亚太区购物中心大奖：“新兴技术”组别金奖
	2017 ICSC Asia-Pacific Shopping Center Awards: Integrated Digital Campaigns (Silver) 2017 ICSC亚太区购物中心大奖：“整合数位行销”组别银奖
Landmark North 上水广场	2018 ICSC Asia-Pacific Shopping Center Awards: Emerging Digital Technology (Silver) 2018 ICSC亚太区购物中心大奖：“新兴技术”组别银奖
Metroplaza and Tsuen Wan Plaza 新都会广场及荃湾广场	2018 Mob-Ex Awards: Best App – Property (Bronze) 2018 Mob-Ex Awards：“最佳应用程序—地产”组别铜奖
YOHO MALL	2018 MARKies Awards: Best Use of Mobile (Silver), Best Use of Apps (Silver), Best Use of Technology (Bronze) 2018 MARKies Awards：“最佳手机应用”组别银奖、“最佳应用程序应用”组别银奖、“最佳技术应用”组别铜奖
	2018 Mob-Ex Awards: Best Use of Interactive Media (Bronze) 2018 Mob-Ex Awards：“最佳互动媒体应用”组别铜奖
IAPM 环贸IAPM商场	2017 ICSC China Shopping Centre and Retailer Awards: Emerging Technology (Silver) 2017 ICSC中国购物中心大奖：“新兴技术”组别银奖
Shanghai IFC Mall 上海国金中心商场	2017 ICSC Asia-Pacific Shopping Center Awards: Emerging Digital Technology (Silver) 2017 ICSC亚太区购物中心大奖：“新兴技术”组别银奖
	2017 ICSC China Shopping Centre and Retailer Awards: Emerging Technology (Gold) 2017 ICSC中国购物中心大奖：“新兴技术”组别金奖



# Privileged lifestyle at St Moritz on the Kau To Shan hilltop

## 九肚山山顶云端缔造尊贵生活空间

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.



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.

以上图像，为于2017年11月2日拍摄于发展项目附近上空的相片，并经电脑修饰处理，仅供参考，所有环境亦可能不时改变。单位所享有之景观受其座向、楼层及周边建筑物所影响，本广告并不构成任何卖方就本发展项目及其景观不论明示或隐含之要约、承诺、陈述或保证。有关本发展项目的详细资料，请参考售楼说明书。卖方亦建议准买家到有关发展地盘作实地考察，以对该发展地盘、其周边地区环境及附近的公共设施有较佳了解。

集团现正发售位于传统豪宅地段九肚山山顶的低密度豪华住宅云端。项目无论地理位置、景观以至整体规划，均在区内极为罕见，自开售以来，备受市场关注。

### 开扬景观

云端地理位置优越，位于九肚山山顶，远离繁嚣，却与市区咫尺之遥，加上临山而建，住户可享极高私密度。项目以前低后高横排式的设计布局，前排为别墅，后排为三座低座住宅大楼。别墅及低座大楼部分高层单位可俯瞰吐露港及船湾淡水湖景致，并饱览八仙岭群山及九肚山翠绿山峦。

### 精心设计

云端共提供59个住宅单位，分别为24幢别墅及35个分层单位。项目选用优质建材，别墅及分层单位精心配置落地玻璃，采亮度高，引入户外开扬海景及山景。

别墅选用三层设计，实用面积由约2,582至3,777平方呎，主要提供四房三套至四房四套户型。全部别墅均附有车库，提供两个停车位。部份别墅更设有独立升降机，贯穿三层空间。

低座住宅大楼采用高地台设计，让住户可享辽阔海景。分层单位实用面积由约924至1,893平方呎，主要提供三房一套至四房二套户型；另设花园复式单位、平台特色单位、顶层复式户及顶层三复式户，契合有品味及追求生活享受的人士及家庭需要。

云端设有豪华私人会所，为住户提供优越尊尚的私人休憩空间。会所具备多元化设施，包括室外游泳池、健身室及私人宴会厅。

### 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.

### 备注

\* 所述景观受单位所处层数、座向及周边建筑物及环境影响，并非适用于所有单位，且周边建筑物及环境会不时改变。卖方对景观及周边环境并不作出任何不论明示或隐含之要约、陈述、承诺或保证。

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](http://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

发展项目名称: 云端

区域: 沙田

本发展项目的街道名称及门牌号数: 丽坪路88号

卖方就本发展项目指定的互联网网站的网址:  
[www.stmoritz.com.hk](http://www.stmoritz.com.hk)

本广告/宣传资料内载列的相片、图像、绘图或素描显示纯属画家对有关发展项目之想像。有关相片、图像、绘图或素描并非按照比例绘画及/或可能经过电脑修饰处理。准买家如欲了解发展项目的详情，请参阅售楼说明书。卖方亦建议准买家到有关发展地盘作实地考察，以对该发展地盘、其周边地区环境及附近的公共设施有较佳了解。

卖方: 创福集团有限公司

卖方之控股公司: Kaiberg Enterprises Limited, Time Effort Limited, 新鸿基地产发展有限公司

本发展项目的认可人士: 吕元祥博士

本发展项目的认可人士以其专业身份担任经营人、董事或雇员的商号或法团: 吕元祥建筑师事务所(香港)有限公司

本发展项目的承建商: 骏辉建筑有限公司

就本发展项目中的住宅物业的出售而代表拥有人行事的律师事务所: 孖士打律师行

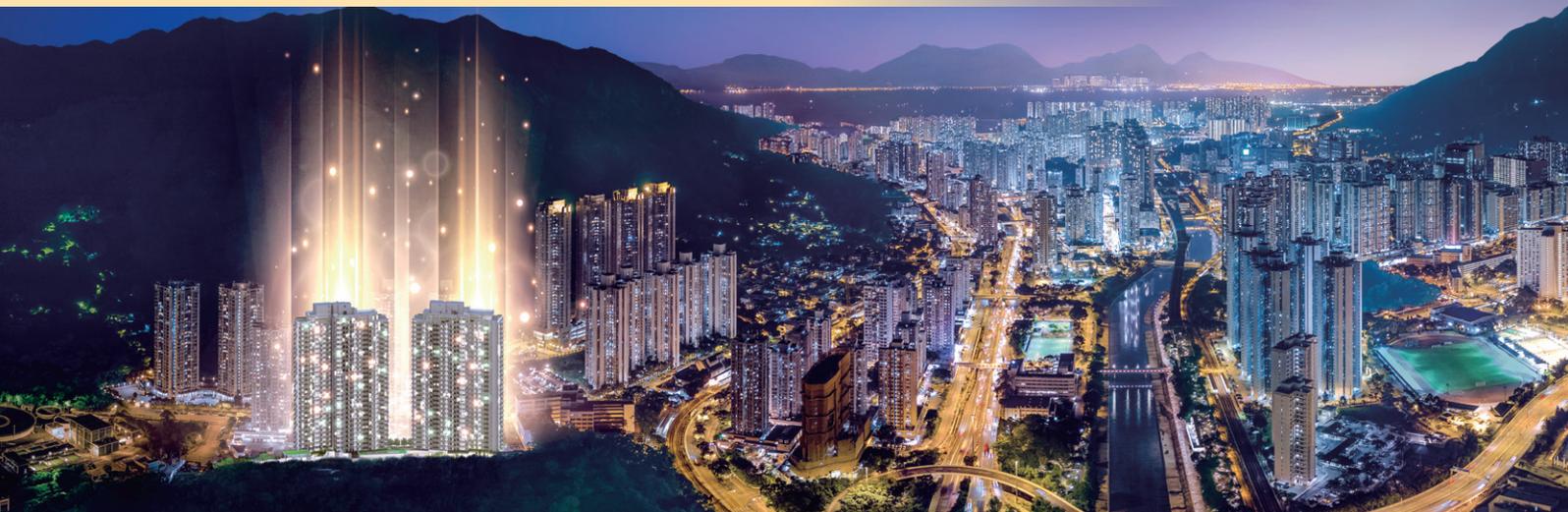
已为本发展项目的建造提供贷款或已承诺为该项建造提供融资的认可机构: 不适用

已为本发展项目的建造提供贷款的任何其他人: Sun Hung Kai Properties Holding Investment Limited

卖方建议准买方参阅有关售楼说明书，以了解本发展项目的资料。

本广告由卖方发布或在卖方的同意下由另一人发布。

印制日期: 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.

以上相片于2017年9月22日在发展项目期数附近上空拍摄，并经电脑修饰处理。发展项目期数之大概外观以电脑模拟效果合成加入并经电脑修饰处理，以展示发展项目期数大约之周围环境、建筑物及设施，并非作展示发展项目期数或其任何部分最后完成之外观或其景观，仅供参考。拍摄时，发展项目期数仍在兴建中。卖方亦建议准买家到有关发展地盘实地考察，以对该发展地盘、其周边地区环境及附近的公共设施有较佳的了解。卖方对发展项目期数的周边环境、建筑物及设施并不作出不论明示或隐含之要约、承诺、陈述或保证。

## Mount Regency Development in Tuen Mun sees strong sales 屯门御半山发展项目销情畅旺

10

The Group is currently building a major residential project in Tuen Mun's Prime View district<sup>1</sup>, representing the only new private residential development there in over 13 years<sup>2</sup>. 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 views<sup>3</sup>.

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 lounge<sup>4</sup>, reading corner and more<sup>5</sup>.

### Comprehensive transportation network

Blessed with grand mountain vistas nearby<sup>3</sup>, Mount Regency is supported by a comprehensive transportation network. The project is only about a three-minute walk<sup>6</sup> away from Light Rail Prime View Stop. Taking Light Rail from there, it takes approximately seven minutes<sup>7</sup> to connect to the West Rail Line, providing convenient access to the core of Hong Kong Island, Kowloon and the New Territories<sup>8</sup>. It is also roughly a half-minute walk<sup>6</sup> 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<sup>9,10</sup>, including the 960S bus with direct access to Central and Wan Chai North<sup>10</sup>. There are also buses and minibuses at Hung Kiu<sup>9,10</sup> with direct routes to the territory's core business districts, or connection to Hong Kong International Airport and Shenzhen Bay Port.

集团现正在屯门兴建大型住宅项目，属于景峰区<sup>1</sup>内逾13年<sup>2</sup>来首个全新私人住宅发展项目，第1期提供逾500个住宅单元；其第1期中的第1A及1B座名为御半山。御半山位置优越，背靠山峦迭翠的大榄郊野公园，尽享宁静的居住环境；同时拥有便捷的交通优势，邻近多种公共交通工具。

御半山自五月中推出以来，深受买家欢迎。截至6月26日，已售出全部已推售住宅单位约99%，合约销售总额超过24.7亿港元。

### 户型灵活实用 打造时尚品味生活

御半山提供522个住宅单元，标准单元设有一房、一房连储物室、两房及两房连储物室单元；另有特色户，为买家提供不同选择。户型设计贴心时尚，以工整实用为原则，采用无窗台设计，让住户可以善用每个角落。客饭厅连接露台或平台，引入自然光线，开扬景致尽收眼底<sup>3</sup>。

住客会所连园林面积逾75,000平方呎，具备多元化康乐设施，包括室内游泳

池、多用途室内运动场、24小时健身室、宴会厅、咖啡馆<sup>4</sup>及阅读室<sup>5</sup>。

### 交通配套完善

御半山毗邻山峦美景<sup>3</sup>，兼且交通覆盖便捷完善。期数与轻铁景峰站仅约三分钟路程<sup>6</sup>；由轻铁景峰站乘搭轻铁，约七分钟<sup>7</sup>即可接连西铁线，继而可轻松往返港九新界核心地区<sup>8</sup>。期数与46A专线小巴总站仅约半分钟路程<sup>6</sup>，可乘车迅速往返屯门市中心或V City。此外，住户亦可步行往景峰巴士站，多条路线迅速连系港九核心<sup>9,10</sup>，包括960S点对点直达中环及湾仔北等地方<sup>10</sup>；又或前往红桥，乘搭巴士及小巴<sup>9,10</sup>直达核心商业区，或接连香港国际机场及深圳湾口岸。

### Notes

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

<sup>2</sup> Over 13 years between 2004 and March 2018

<sup>3</sup> 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.

<sup>4</sup> 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.

<sup>5</sup> 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.

<sup>6</sup> 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.

<sup>7</sup> 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](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.

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

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

<sup>10</sup> 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.

### 备注

<sup>1</sup> 根据2015年区议会一般选举区界划分分的屯门景峰区(L27)

<sup>2</sup> 由2004年至2018年3月的逾13年内

<sup>3</sup> 发展项目期数及其周边环境、建筑物及设施可能不时改变，落成后的单位所享有之景观或其座向、楼层、周边环境、建筑物及设施所受影响，卖方并不作出任何明示或隐含之要约、承诺、陈述或保证。

<sup>4</sup> 上述服务将由发展项目的管理人或其他合约聘用的第三者公司提供，详情受制于条款及细则，管理人或合约聘用的第三者公司可自行就有服务之服务条款及细则作出修订、更改或增减，包括及不限于收费、营运时间及服务期限，而不作另行通知，惟服务须受公契、服务合约或其他相关法律文件所订立的条款规限。服务于发展项目期数住宅物业入伙时未必能即时启用。如有任何争议，管理公司或合约聘用的第三者公司保留最终决定权。

<sup>5</sup> 住客专属会所/康乐设施于发展项目期数入伙时未必即时启用。部份设施及/或服务以政府部门之审批同意或许可为准，使用者或须另外缴费。卖方保留一切修改以上及一切未列举之设施、设计、收费及用途权利。

<sup>6</sup> 以上步行时间由工作人员于2018年2月26日实地步行测试得出，相关资料仅供参考，并受实际路面状况限制。

<sup>7</sup> 7分钟为景峰轻铁站至兆康轻铁站所需大约时间。资料来源：港铁公司轻铁行程指南网站：[http://www.mtr.com.hk/ch/customer/lr\\_jp/index.php?sid=1330&eid=1100](http://www.mtr.com.hk/ch/customer/lr_jp/index.php?sid=1330&eid=1100)（参考日期：2018年3月14日）根据港铁网站，从兆康轻铁站步行约2分钟可抵兆康西铁站。

<sup>8</sup> 资料来源：港铁公司网站：<http://www.mtr.com.hk/>（参考日期：2018年3月14日）

<sup>9</sup> 资料来源：运输署 - 香港乘车易网站：<http://hketransport.gov.hk/?routetype=2003&f=2&i=0>（参考日期：2018年3月14日）

<sup>10</sup> 资料来源：九巴网站：<http://www.kmb.hk/tc/>（参考日期：2018年3月14日）；城巴网站：<http://www.nwstbus.com.hk/home/default.aspx?intLangID=2>（参考日期：2018年3月14日）

本文内载列的交通路线、周边环境、建筑物及设施等可能不时改变，仅供参考。本文内提及之交通运输服务由第三者提供，卖方对服务提供与否、详情或路线均不作任何承诺或保证。本文内所述步行时间或行车时间仅供参考，实际所需时间可能受交通及路面情况限制而有所不同。

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](http://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

发展项目期数名称：御半山发展项目（“发展项目”）的第1期（“期数”）期数中的第1A及1B座称为“御半山”

区域：屯门

本发展项目期数的街道名称及门牌号数：景秀里8号\*

卖方就本发展项目期数指定的互联网网站的网址：  
[www.mountregency.com.hk](http://www.mountregency.com.hk)

本广告/宣传资料内载列的相片、图像、绘图或素描显示纯属画家对有关发展项目之想像。有关相片、图像、绘图或素描并非按照比例绘画及/或可能经过电脑修饰处理。准买家如欲了解发展项目的详情，请参阅售楼说明书。卖方亦建议准买家到有关发展地盘作实地考察，以对该发展地盘、其周边地区环境及附近的公共设施有较佳了解。

卖方：建良有限公司

卖方的控股公司：Hanpalava Limited、Time Effort Limited、新鸿基地产发展有限公司

本发展项目期数的认可人士：黄嘉雯

本发展项目期数的认可人士以其专业身分担任经营人、董事或雇员的商号或法团：新鸿基建筑设计有限公司

本发展项目期数的承建商：添辉建筑有限公司

就本发展项目期数的住宅物业的出售而代表拥有人行事的律师事务所：胡关李罗律师行

已为本发展项目期数的建造提供贷款或已承诺为该项建造提供融资的认可机构：香港上海汇丰银行有限公司(于售前提供)。

已为本发展项目期数的建造提供贷款的任何其他人：Sun Hung Kai Properties Holding Investment Limited

尽卖方所知，由本发展项目期数的认可人士提供的本发展项目期数的预计关键日期：2020年7月31日。（“关键日期”指批地文件的条件就本发展项目期数而获符合的日期。预计关键日期是受到买卖合同所允许的任何延期所限制的。）

卖方建议准买方参阅有关售楼说明书，以了解本发展项目或期数的资料。

本广告由卖方或在卖方的同意下发布。

\*此临时门牌号数有待本发展项目期数建成时确认。

印制日期：2018年7月6日



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

## 苏州四季酒店现正打造为豪华湖滨都市绿洲

The Suzhou Project, covering a gross floor area of about 325,000 square metres (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 28,600 square metres (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 1,100 square metres (12,000 square feet). Additionally, four multi-function rooms are planned for business meetings, corporate trainings, 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

12



Four Seasons Hotel Suzhou on the southern shore of Jinji Lake will set a new standard for luxury urban oases in Jiangsu  
苏州四季酒店位处金鸡湖南岸，将为省内的豪华都市绿洲项目带来新景象

as 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)  
苏州四季酒店工程进度理想 (2018年5月16日于项目实景拍摄)

集团现正于苏州工业园区分期发展一个总楼面面积达325,000平方米(350万平方呎)的苏州项目,由坐落于金鸡湖东岸的综合发展项目苏州环贸广场,以及位于金鸡湖南岸两幅相邻土地的苏州四季酒店及豪华住宅湖滨四季组成。集团于整个项目占90%权益。

苏州四季酒店毗邻联合国教科文组织认定的世界遗产苏州园林,亦与商业风情街李公堤为邻。酒店现正施工,进展理想,预期可于明年底竣工,并于2020年第三季投入服务,为各地旅客及繁忙的苏州工业园区商务客提供一个宁静悠闲的湖滨都市绿洲。

### 新苏式园林风格 邻近市中心

苏州四季酒店总楼面面积逾28,600平方米(308,000平方呎),属精品项目,以新苏式园林风格设计。园林内的树木及花卉由专业园艺师拣选,四季更替,翠绿如茵。酒店设有一个人工湖,并与金鸡湖无缝连接,营造出水林相连的自然生态景观。

酒店邻近市中心,与苏州工业园中央商务区仅距约10分钟车程,前往苏州站及历史文化街平江路约25分钟车程。在苏州站,可转乘铁路或高铁前往各大城市,轻松方便。项目势将吸引高消费能力的旅客前来享受悠闲假期,亦将会是举办公司会议、奖励旅游、大型企业会议及展览的首选地点。

### 特色美食体验 主题概念儿童乐园

苏州四季酒店将提供192间标准客房及套房,另有11间豪华湖滨别墅,配套设施齐备。酒店拥有优质的会议及宴会设施,宴会大礼堂及宴会厅面积约为1,100平方米(12,000平方呎),另有四间多功能会议厅,适合举行商务会议、企业培训、婚宴乃至各类型庆祝活动。

餐饮方面,主要有全日餐厅及中餐厅。全日餐厅特别设置工艺美术品,让食客一边品尝各省市地道名菜与国际佳肴,一边感受苏州的艺术人文气息。中餐厅的设计华丽高雅,坐拥金鸡湖全景,为食客带来极致中菜及顶级服务。

康乐设施方面,酒店同时提供室外及室内游泳池,在区内极为罕有。健身室及水疗中心以现代设计风格装饰,缀以苏州艺术元素。为照顾小客人,酒店特别以主题概念建造儿童乐园,由室内延伸至室外,能让小朋友乐而忘返。

### 江苏省首间四季酒店

苏州四季酒店落成后,将成为江苏省首间以“四季”品牌运营的豪华酒店,为各地旅客带来一个新苏式园林风格的湖滨都市绿洲,同时可进一步加强集团的酒店组合。



SmarTone

Anna Yip  
叶安娜

SmarTone Chief Executive Officer  
SmarTone行政总裁

14

## Grasp the present, look to the future – Anna Yip

既争朝夕 放眼未来 — 叶安娜

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  
叶安娜鼓励同事创新

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.

本地流动电讯业竞争激烈，减价战不时出现，而随着5G时代来临，行业生态即将出现巨变。SmarTone行政总裁叶安娜深信，减价战只是同行竞争的权宜之计，未来只有凭优质网络、贴心而灵活的服务，才能在市场中脱颖而出——“这正是SmarTone的优势。”

#### 需掌握市场情况客群结构

叶安娜过往在不同场合都强调，减价战并非长远及可持续维持公司竞争力的方法。她指出要减价是很容易，但客户看重的仍是服务质量，单一策略绝不能满足所有客群，因此SmarTone不断进行市场研究和分析，因应不同客户而度身订造契合其需要的服务计划——例如为家庭客户而设的多SIM“全家享”月费

计划，并为长者客户安排手机工作坊；为年轻客户而设的大专生月费计划；为经常往来香港及海外人士提供数据免费共享服务计划，外游人士亦可因需要而选择不同的漫游日费计划；至于近期推出的全新网上自助服务品牌“自由鸟”，提供纯网上销售和客户服务平台，以及更具弹性的服务计划，更成立“自由鸟族群”，用户可于自由鸟手机应用程序内互相分享使用心得，则是针对千禧世代客户。“关键仍然是紧贴市场实际情况和需要，因为价钱不是客户唯一的考虑因素。”

SmarTone定时通过市场调查及不同渠道收集客户意见，了解到客户最着重的是良好的网络体验。然而，市场上

有很多误解，认为最高理论网络速度相等于网络表现，但很多时候即使网络测试速度结果理想，但上网时却不见得特别顺畅，相信是不少人共同的上网体验。叶安娜表示，因为上网是否顺畅，除受网速决定之外，还受到不同因素影响，故单纯标榜网速快慢，并不足以衡量真正的网络品质及体验。因此，去年SmarTone以“5S”来厘定电讯业服务新标准——快（Speed）、稳（Stability）、顺（Seamlessness）、安心（Security）及贴心（Service）：“坊间往往以为网速愈快，上网体验便愈好。事实上网络的稳定性、畅顺度，以至客户服务等，均直接影响客户整体网络体验，而5S正正是一套着重客户体验的新标准。”

“ 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.

我鼓励同事犯错，因为太害怕犯错，只会变得规行举步，窒碍创意。



Anna reveals that SmarTone has sped up the developmental pace of its ICT business, which has achieved satisfying results in the early stage  
叶安娜透露，SmarTone的ICT业务加速发展，初步取得相当理想的成绩



Anna considers her team to be close comrades  
叶安娜视同事如战友，关系融洽



### 激烈竞争下的机遇

叶安娜认为激烈的市场竞争对业务发展也有正面影响。“减价战之下，SmarTone凭着优质网络及贴心服务，在过去一年吸纳了很多新客户。事实上电讯业涉及很多固定投资，无论客户人数多寡，营运成本亦不会有太大增减，我们亦会继续适当地投放资源，而减价战为SmarTone带来增加客户数量的机会，从而为我们的生意额带来正面影响。”

除了吸纳新客户外，留住现有客户亦同样重要。SmarTone在香港电讯业内维持全行最低的现有客户流失率，除了为客户提供快、稳、顺的网络品质外，叶安娜亦归功于同事的努力。“同事在提升客户忠诚度及归属感方面花了很多功夫，如为快将满约的客户提供契合其需要而具竞争力的月费计划；公司亦不断为客户送上贴心的服务及优惠，如生日蛋糕及免费工作坊；更以优越礼遇回馈特选客户，包括设立24小时服务专线、安排度身订造的优越礼遇及多元化的品味生活体验，让他们感受到SmarTone对他们的重视。”

### 早着先机 迎接5G时代

未来的5G网络，能大大提升数据流量，兼能大幅缩短时延，除了令消费者有更佳的上网体验外，更衍生出不同的业务机遇。SmarTone早在多年前，已拓展信息及通讯科技解决方案（ICT Solutions），而随着5G时代临近，亦

加紧了ICT业务的发展步伐；于去年11月成立的SmarTone Innovation Hub，通过建立跨业界平台，研发新科技应用，协助企业客户迈向业务数码化，ICT业务初步取得令人满意的成果。“公司在ICT解决方案的业务规模按年增长50%，赢得知名企业客户口碑，协助他们提升工作效率。我们更发现在一些劳动密集型行业，例如制造和服务业等，仍然有很多发展机会。”

当然在5G时代来临前，SmarTone亦持续提升网络品质——去年初在香港进行首个5G技术展示，其后亦是首间网络商试行FDD Massive MIMO技术及首次成功试行LAA（License Assisted Access）技术测试，提高现时网络速度和稳定性。

### Seeing is Believing

眼见为实（Seeing is Believing），是叶安娜的管理哲学核心。她笑言任何计划，只有看到结果才可判断是好是坏，故会尽量避免制定一些要经过很长时间才见成效的计划，因为愈早见到结果，便知道项目的可行性，同时这些“阶段成果”也可以成为同事继续坚持下去的动力。“其实我鼓励同事犯错，只要代价不太昂贵便可。因为若不容许他们有错，只会令同事变得规行举步，阻碍创意。不过我会要求他们及早发现错误，若太迟才知道行不通，事情便难以修正。”

叶安娜相信团队的力量，她认为年资长的同事带来经验和稳定性，年轻同事则可为团队引入新思维；相辅相成，企业才有不断进步的动力。她表示如今作为管理层，当然要有敢作决定的魄力，但要企业保持创造力，不能像以往一样，事事依赖管理层“发施号令”，更需要由下而上推动业务创新和发展：“即使我们以为某些产品多好、多吸引，但市场要是不接受，再坚持也是徒然，只有不断改进产品及服务，令客人喜欢才行。在今天的新经济模式下，我们更需要前线同事，通过他们亲身接触客人的经验和观察，再由下而上将创意思维引入企业之内。”

### 平衡生活之道

要有灵活的思维，就不能过分专注在单一的事情，叶安娜纵使投入工作，她也坚持活出平衡生活。工作以外，她是孩子的母亲，喜欢瑜伽、健身、爬山和阅读，她笑称业馀时间也忙过不休。“我喜欢接触工作以外的世界和知识，由于平日始终太忙，能够静静地看书的机会不多，因此较喜欢浏览一些分享短片，以扩展自己的眼光。”

她坦言在工作 and 家庭中，总会面对逆境的时候，但最重要是懂得一步一步离开艰难的处境：“先要明白眼前的景况，再确切理解当中的来龙去脉，然后认真处理问题，最后彻底放低不愉快的回忆。”大概只有能从容面对逆境，才能无惧面对挑战。



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.

为提升商场服务品质，并嘉许表现卓越的亲客大使，集团自2008年起每年举办新地商场“以心服务”亲客大使选举。活动至今迈入第10个年头，深受公众支持，足证新地商场的优质服务备受肯定。

### 挚诚服务 家•倍亲切

今年选举以“挚诚服务 家•倍亲切”为主题，带出亲客大使以专业细心的态度，时刻留意顾客需要，主动行多一步，以无微不至的服务感动每位顾客，为顾客打造另一个“家”，让他们体验快乐的购物旅程。

今年选举共有20家商场，合共104位亲客大使参赛。公众踊跃参与，在为期两个月的投票期内，大会一共收到超过90,000张有效选票，另通过“新地商场亲客大使选举”Facebook专页接触超过156,000人次的用户，令广大市民对亲客大使选举有更多认识。

### 七大奖项嘉许卓越表现

今年选举共颁发七大奖项，大部分奖项均加入神秘顾客专业评审环节，确保结果公平客观。

“顾客至赞亲客大使奖”百分百由公众投票选出，由得到最多有效票数的三名亲客大使获得。“最佳‘以心服务’亲客大使奖”百分百由神秘顾客评审，每家商场得分最高且达大会指定水平的亲客大使才可获奖；今年共有18家商场的亲客大使得奖。在众得奖者中，得分最高者更获颁“神秘顾客评审最Top服务亲客大使奖”；今年得奖者为新城市广场三期的亲客大使，其得分更打破历届选举的神秘顾客评审分数记录。

“卓越服务亲客大使奖”旨在赞扬持续有卓越表现的亲客大使。在最近三届选举中，神秘顾客评审得分达大会指定水平的

亲客大使即可获奖，得奖者共七名。为鼓励新入职的亲客大使不断进步，融入团队工作，大会今年特别增设“最Top服务亲客大使新人奖”，嘉许在神秘顾客评审得分最高的新入职亲客大使。

“最佳表现商场奖”以神秘顾客评审分数，以及顾客在网上意见调查对商场服务评审分数，各占一半计出总分；今年继续由HomeSquare胜出。“神秘顾客评审最Top服务商场奖”由神秘顾客到参赛商场，全面评估顾客服务中心的表现。HomeSquare在多次评审中均表现优秀，以最高总分夺得奖项，蝉联成为双料得奖商场。

### HomeSquare：团队默契成就愉快工作环境

HomeSquare团队今年继续取得两大商场奖项，即是说无论是神秘顾客抑或真正顾客均对商场的服务感到称心满意。这个成绩实在有赖团队间的合作精神；团队深信，要把快乐气氛带给顾客，队友也必须以愉快的心情工作。团队鼓励同事表达意见，定期举办茶聚，凝聚归属感。公司亦不时给予嘉许和肯定，让同事提升工作满足感。在愉快的工作环境下，团队可以好好发挥默契，再配合专业细心的服务，为顾客带来与别不同的购物体验。

当遇上难题时，团队间的默契就往往发挥关键性作用。此前，有孕妇在商场洗手间外临盆在即。团队立即分工，有人先行安抚孕妇及其丈夫的情绪，并送上毛毯为孕妇盖上。在得悉孕妇丈夫欲自行驾车送太太到医院分娩后，团队马上安排轮椅护送她到停车场。停车场同事则协助开路、指挥周边交通状况及疏导车辆，让顾客可以迅速前往医院，顺利生产。

### 全港独有的“家居服务大使”服务

作为香港一站式家居主题商场的始祖，HomeSquare在这10年间，不断提升服务，满足顾客不断转变的需要。除了一般客户服务技巧之外，团队各人亦精通所有商铺品牌、产品种类、优惠及其特色等知识。HomeSquare更于2017年推出全港独一无二的“家居服务大使”服务，协助顾客规划购物路线、陪同顾客体验家品及协助顾客分析选购所需，为顾客提供既贴心又贴心的购物新体验。



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  
集团执行董事冯玉麟(右四) 联同新阅会“喜阅五周年”活动合作伙伴代表, 启动一连串庆祝活动

## SHKP Reading Club launches Happy Reading Give Me FIVE celebrations

### 新阅会展开“喜阅五周年”庆祝活动

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

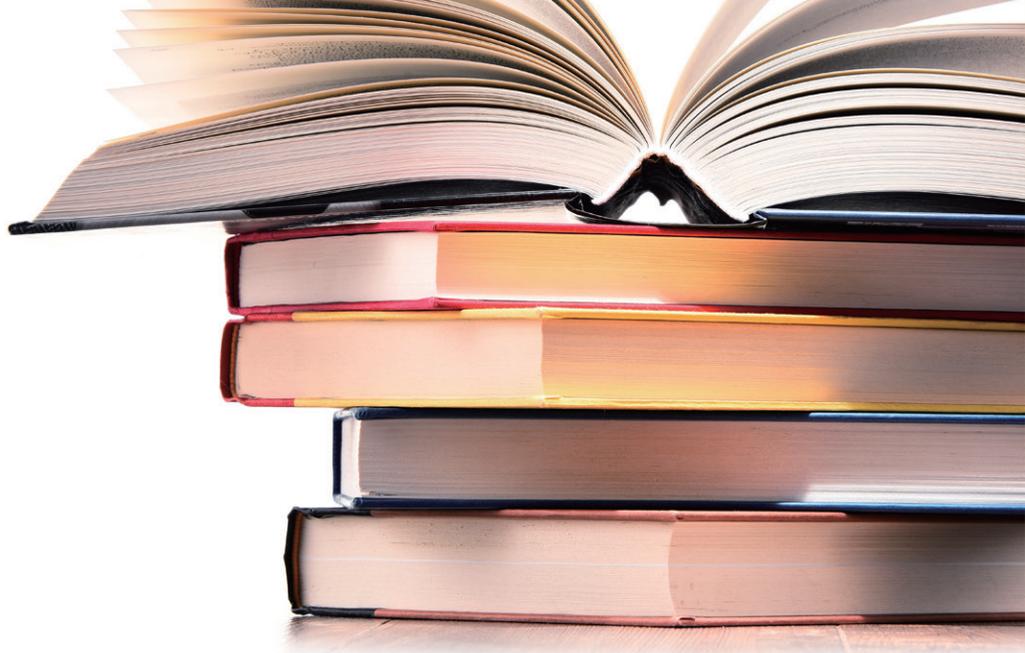
of interesting leisure walking tours. People are encouraged to take snapshots of their favourite moments at designated places and share their Hong Kong stories with others.

#### 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.



集团十多年来致力推广阅读及全人发展，更于2013年底成立新阅会，综合所有阅读相关活动及项目，进一步向不同社群推动愉快阅读，至今直接受惠对象超过200,000人。为庆祝新阅会于今年底踏入五周年，特别推出以“喜阅五周年”为题的五大庆祝活动，与大众尤其是年轻人一起“愉快阅读·放眼世界”。

庆祝活动现已陆续展开，涵盖阅读主题下午茶、海外旅游赞助、社区探索、短片分享和亲子互动，以多元化兼轻松有趣的形式推动阅读，部分更结合慈善元素，让更多人可以体验阅读的乐趣。

#### 品味喜阅时光

新阅会与天际100香港观景台和Café 100 by The Ritz-Carlton, Hong Kong合作，于5月1日至6月30日期间，推出限定下午茶。大众在高空中俯瞰香港美景，一边品尝由名厨巧手炮制的咸甜美点，一边品味阅读，悠游视觉与味觉之旅。活动部分收入将拨作慈善用途，为有需要的寄养家庭儿童购置图书或与阅读相关物品。

#### 喜阅在他乡

阅读及旅游都有助开阔视野，放眼世界。此项活动鼓励大众通过“行万里路”探索阅读的多样可能性，体验不一样的旅游。参加者自行策划旅程，若所提交的阅读相关计划入选，即有机会获资助实践计划。

#### 喜阅香港故事

此项活动提供三条独特兼具有香港文化及文学特色的路线，让大众轻松自助行，实地感受作家笔下的地方风貌和人文故事。活动设有喜“阅”故事大募集，欢迎大众在有关景点把美好的瞬间拍摄下来，让更多人可以分享香港故事。

#### 我的喜阅片段

活动鼓励大众发掘生活的喜“阅”时刻，以智能手机拍成短片。入选的短片将上载于新阅会Facebook专页，每100个“分享”，会为10位基层儿童或青少年带来参与创意阅读活动的机会。

#### 喜阅跨世代

活动将教导小学生及义工家庭学习演绎绘本故事，然后带领他们探访社区中心向长者讲故事，让书本拉近彼此距离，促进共融。

Reading Tea Time  
品味喜阅时光





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

集团执行董事郭基輝(左七)与突破总干事万乐人(右五)为“『见』造未来—师徒创路学堂2018”主持誓师礼

## Endless love and care for those in need

### 爱心无穷 关怀不断

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.



集团秉承“以心建家”信念服务社群，持续为社会上有需要的人士送上关怀及祝福。今年继续赞助“师徒创路学堂”计划，为公开试成绩欠佳的青少年提供实习机会，协助他们建造未来。另外，“以心建家送暖行动”在端午佳节前夕，再为长者送上节日关怀，分享喜悦。

### “『见』造未来—师徒创路学堂”扶植年轻人

集团与突破机构合办的“『见』造未来—师徒创路学堂2018”，不久前举行誓师礼。今年共有18位青少年参与计划，他们接受完一系列的生涯规划活动及个人成长训练课程后，现已进入集团展开为期10星期的工作实习；实习岗位遍及建筑业务、物业管理、酒店服务及工程监察等不同范畴。实习期间，集团员工担任年轻人的师傅，进行一对一指导，陪伴学员面对职场挑战。实习完成后，通过考核的学员更有机会获聘成为集团员工。

“师徒创路学堂”计划由集团赞助、突破机构合办，自2003年起为公开试成绩欠佳的青少年提供实习机会，配以人际及个人成长训练，让他们认识自我，寻索人生方向，建造自己的未来。在过去16年，有300多名青少年曾经参与该计划；部分学员在完成实习后，更留在集团工作。

### “以心建家送暖行动”端午送爱心

“以心建家送暖行动”于端午佳节前夕，为深水埗及大埔区3,000名独居及双老长者户，送上盛载应节粽子及食粮的福袋，让他们感受节日气氛。集团义工队更探访居住深水埗的独居及双老长者户，与他们闲话家常，送上端午节福袋，分享节日喜悦。此外，集团义工更包制健康素粽，送给长者享用，为活动增添意义。



The volunteer team visiting the elderly at the Tuen Ng Festival to share some festive joy  
集团义工队于端午节探访长者，共度传统节日



Group volunteers make rice dumplings for the elderly  
集团义工包制健康素粽送赠长者，倍添意义

## SHKP-Kwoks' Foundation continues to help Tianjian University students

### 新地郭氏基金继续协助天津大学学生实现升学梦想

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，为优秀的清贫学生提供经济资助，让他们有机会进入大学修读本科课程。基金最近延续天津大学励学金，扶助清贫学生。

基金自2009学年起，于天津大学设立“天津大学励学金”，帮助校内成绩优秀但家境贫困的学生完成四年大学课程。受惠学生至今逾1,700人次，总资助金额逾人民币1,000万元。基金与大学早前签署第四期捐赠协议书，延续新一期项目的合作。



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 Tianjian University scholarship programme  
新地郭氏基金执行董事郭婉仪(右四)与天津大学北洋教育发展基金会副理事长冯亚青(左四)签署天津大学励学金第四期协议书

## New residential and commercial site at Kai Tak 集团投得启德商住用地

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 131,495 square metres (over 1.41 million square feet), will be developed as a landmark residential and retail project with the residential section covering at most 98,500 square metres (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.

集团继续补充在香港的土地储备，以配合长期发展需要；最近在九龙启德投得一幅商住地皮。

于五月期间，集团投得位于启德第1F区1号地盘的新九龙内地段第6568号用地。地皮最高可建楼面面积为131,495



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

集团最近投得的启德商住地皮，位于兴建中的港铁启德站旁，交通便捷

平方米（逾141万平方呎），其中住宅部分的总楼面面积可达98,500平方米（106万平方呎），将发展为地标式住宅连商场项目。项目落成后，住宅部分会成为区内最高的摩天住宅大楼。

项目位处策略性位置，属于启德发展区的核心地段，加上商场部分将接驳在旁边兴建中的港铁启德站，交通方便。区内亦将有充足商业配套，加上多个基建项目即将陆续展开，包括中九龙干线。待未来的中九龙干线通车后，由西九龙驾车往启德发展区方便快捷。区内发展潜力优厚，势将成为本港第二个核心商业区。

## The Group earns top honours as Asia's Overall Best Managed Company 集团荣膺“亚洲最佳公司”最高荣誉

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》举办的“2018年亚洲最佳公司选举”中，集团凭借整体优秀表现，获取七大奖项。除了第12年荣膺“亚洲最佳地产公司”大奖外，今年更在各行各业中突围而出，获颁新增设的“亚洲最佳公司”最高殊荣。在香港区各大奖项中，集团继续以最高分数名列榜首，获取“香港最佳公司（排名第一）”、“香港最致力于企业管治（排名第一）”、“香港最佳投资者关系（排名第一）”及“香港最佳企业社会责任（排名第一）”大奖。集团主席兼董事总经理郭炳联则获颁“香港最佳行政总裁”称誉。



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  
集团公司策划及策略投资部（公司策划）总经理沈康宁（左）领取《FinanceAsia》颁发的“亚洲最佳公司”最高荣誉及多个大奖

权威财经杂志《FinanceAsia》每年举办“亚洲最佳公司选举”，邀请投资者及分析员根据区内企业的整体管理、企业管治、与投资者关系及企业社会责任等方面，就企业表现评分。集团在今届选举中获颁最高级别的“亚洲最佳公司”及六大奖项，足证实力雄厚，管理团队表现出色，深受业界认同。

## The Group named a Caring Company for 16th straight year 集团连续第16年获“商界展关怀”嘉许

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.

集团善用专长及资源，积极履行社会责任，屡获各界表扬。今年，集团连续第16年获得香港社会服务联会颁发“商界展关怀”荣誉标志，旗下同获表扬的业务单位合共



A total of 85 SHKP entities named as a Caring Company this year  
今年集团共有85个单位获“商界展关怀”标志

达84个。其中，更有36个单位属连续第10或15年获此标志，遍及商场、物业管理、建筑及酒店等不同范畴，充份展现集团多年来持续关爱社会、扶助弱势、推动社区发展的企业精神。

## Property management teams win multiple recognition at the Hong Kong Awards for Environmental Excellence 物业管理团队在“香港环境卓越大奖”中表现出色

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

物业管理团队在“香港环境卓越大奖”勇夺17个奖项

集团旗下物业管理公司康业及启胜致力推广绿色管理，屡获业界赞赏。在2017“香港环境卓越大奖”中，合共获得17个奖项，包括两个类别金奖。康业及启胜则凭借多年来持续支持环保管理工作，获颁“十周年特别大奖”。

上水广场在物业管理（工商业）类别荣获金奖。商场平台设有环境复育园，由重用及升级再造物料改建而成，更有环保大使讲解城市有机耕作及环保知识。商场为租户引入废物审计试验计划，协助租户找出减废及提高回收率的方法。商场更安装饮水器和塑料瓶回收机，鼓励顾客减少塑料废物。

爱琴海岸则在物业管理（住宅）类别荣获金奖。住宅设有“环保列车”流动回收箱，定期到住户家中收集回收物品，并将减废及乾淨回收的资讯传达给住户。管理团队更会进行家访，与住户分享环保资讯。住宅亦设有厨余收集站，积极推动厨余回收及有机耕作，鼓励住户惜物减废。

## The Group and Hong Yip cited for excellence by the Employees Retraining Board 集团及康业获雇员再培训局颁发奖项



Group Head – Internal Affairs C H Tang (right) is presented with the Grand Prize Award by Executive Councillor Lam Ching-choi  
集团内务部主管邓卓权(右)获行政会议成员林正财颁发“企业大奖”



Hong Yip Director Cimmy Yuen (right) receives the Grand Prize Award from Executive Councillor Lam Ching-choi  
康业董事袁倩雯(右)从行政会议成员林正财手上接过“企业大奖”

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.

集团深信人才是推动公司业务向前迈进的主要动力，多年来致力提升员工知识及技能，鼓励持续进修，全面提升人才素质。此前，集团及旗下物业管理公司康业获雇员再培训局颁发奖项。

在“ERB人才企业嘉许计划”中，集团及康业凭着积极支持该局课程及服务，体现企业社会责任，获颁发2016-18年度“企业大奖”最高荣誉。

康业多年来积极支持该局的“人才发展计划”，让学员在辖下的管理物业进行在实习，并且为具潜质的学员提供就业机会，为业界提升人才素质出一份力。康业今年继续获颁“ERB杰出雇主年度大奖”，属于唯一连续第八年获此殊荣的公司。

26

## Hong Kong's first Nature Rescue mobile app encourages the public to live green 全港首创“山·滩拯救队”流动应用程序 集公众力量实践环保生活

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.

集团致力推广可持续生活，为了在社区更全面推广环保信息，最近再次与绿色力量合作，开发了“山·滩拯救队”免费流动应用程序，提供全港清洁活动信息。该流动应用程序结合信息及社交平台两大功能，内有垃圾黑点地图、生态学堂、聊天室等资料和功能，让大众可自行组队邀请亲友或志同道合的有心人，参与郊野及海岸清洁，甚至举报垃圾黑点。该流动应用程序更提供丰富实用的资讯，方便用户筹组相关活动。

集团自2011年开始与绿色力量合作，举办“新地齐心爱自然”计划，至今已有50,000人次参与。



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  
环境局副局长谢展寰(左二)、渔护署助理署长(自然护理)陈坚峰(左一)、集团执行董事郭基泓(右二)和绿色力量副主席文志森(右一)在启动仪式上，鼓励大众身体力行，保护山滩



VIEW FROM SUITE

A STUNNING NEW LANDMARK ON  
THE HONG KONG HARBOURFRONT  
矚目維港海岸新地標 探索型格都市魅力



BOOK NOW AT [HOTELVIC.COM](https://www.hotelvic.com) TO ENJOY THE BEST ROOM RATE



SCAN TO BOOK

HOTEL VIC ON THE HARBOUR

1 NORTH POINT ESTATE LANE NORTH POINT HONG KONG 852 3896 9888 F 852 3896 9899 [INFO@HOTELVIC.COM](mailto:INFO@HOTELVIC.COM)



[hotelvic.hk](https://www.hotelvic.com)

[www.shkp.com](http://www.shkp.com)

