



香港物業發展及銷售

Hong Kong Property Development and Sales

本集團於黃金地段興建優質住宅物業，並採取策略性的銷售計劃來創造最大價值，因此我們旗下的物業普遍受市場歡迎。

然而，二零一三年內由於環球經濟不明朗及政府採取遏抑樓市措施，導致中國內地及海外買家數目減少。

二零一三年內，浪澄灣、君臨天下及碧海藍天的銷售總額為港幣二十五億元，較上一財政年度增加百分之九十六。

浪澄灣

浪澄灣坐落於九龍西南區，是一個共設八座大樓的高檔住宅項目，提供一千八百二十九個單位。除波浪型特色設計外，還包括遼闊海景，以及樓高四層的頂級住客會所和康樂設施。

二零一三年內，我們售出該物業的二百六十七個單位，銷售總額為港幣二十四億一千七百萬元，邊際利潤達百分之六十。

君臨天下

君臨天下聳立於港鐵九龍站，是九龍西南區黃金地段的頂級尊貴豪宅項目。

該物業共有三座相連住宅大廈，提供一千一百二十二個單位，坐擁一百八十度維港全海景，建築設計新穎，現代生活設施齊全。

二零一三年內，該物業售出一個單位，銷售總額為港幣五千三百萬元。

We build top quality residential properties in prime locations and take a highly disciplined sales approach to optimize value. As a result, our properties are normally well received in the market.

In 2013, however, the property market slowed down due to the uncertain global economy and the Hong Kong government's cooling measures, which caused a drop in the number of buyers from mainland China and overseas.

Total proceeds generated from the sales of The Long Beach, The HarbourSide and AquaMarine in 2013 amounted to HK\$2,500 million, up by 96% compared with the previous financial year.

THE LONG BEACH

With a prime location in southwestern Kowloon, The Long Beach is a high-end residential complex with a total of 1,829 units in eight towers. Distinguishing features include a unique wave-like design, spectacular sea views and a best-in-class clubhouse with four stories of luxury facilities and recreational services.

In 2013, we sold 267 units and the profit margin on the total sales of HK\$2,417 million was 60%.

THE HARBOURSIDE

Soaring above Kowloon Station, The HarbourSide is a prestigious, top-end residential development in a prime location in southwestern Kowloon.

The complex has a total of 1,122 units in three connected towers, with sweeping 180-degree views of Victoria Harbour, an ultra-modern design and contemporary lifestyle facilities.

During the year, one unit was sold with total proceeds of HK\$53 million.



浪澄灣提供合共一千八百二十九個高檔住宅單位
The Long Beach provides a total of 1,829 high-end residential units

藍塘道23-39

「藍塘道23-39」豪宅項目位於跑馬地高尚地區，地盤面積達七千八百五十平方米。該項目取得美國綠色建築協會「能源及環境設計先鋒獎 — 住宅」的金獎認證，是該認證在中國最大的得獎項目及國際試點計劃中全球首個註冊項目。

項目亦於二零一三年第十屆透視設計大賞中，贏得專業組最佳建築作品優異獎。

23-39 BLUE POOL ROAD

23-39 Blue Pool Road in Happy Valley is a luxury development in a prime location, covering a site area of 7,850 square meters. It was awarded a Gold Level certificate under the Leadership in Energy and Environmental Design (LEED) for Homes launched by the U.S. Green Building Council. So far, it is the largest project in China to gain the certification and the first project in the world registered under the International Pilot Scheme.

The project also gained a Certificate of Excellence in Architecture (Best Residential) in the professional category at the 10th Perspective Awards in 2013.