



香港物業發展及銷售

Hong Kong Property Development and Sales

恒隆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深受市場歡迎。

Hang Lung Group builds top quality residential properties in prime locations. We take a highly disciplined approach to sales in order to optimize value. The result is that our properties are consistently well received in the market.

二零一三年內，物業市場情緒有所逆轉。由於環球經濟的不確定因素以及港府採取遏抑樓市措施，導致來自中國內地及海外的買家數目減少。

The year 2013 saw a change in the property market. Activity slowed down due to uncertain global economic factors, and the Hong Kong government's cooling measures caused a decline in the number of buyers from mainland China and overseas.

銷售浪澄灣、君臨天下、碧海藍天等物業，為二零一三年的物業銷售創造港幣二十五億一千八百萬元的收入，較二零一二財政年度增加百分之九十七。

The proceeds generated from the sales of The Long Beach, The HarbourSide, AquaMarine and other properties amounted to HK\$2,518 million, up by 97% compared with the 2012 financial year.

浪澄灣

THE LONG BEACH

浪澄灣坐落於九龍西南區黃金地段，是一個共設八座大樓，提供合共一千八百二十九個單位的高檔住宅項目。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，提供最優質的現代生活家居。

With a prime location in southwestern Kowloon, The Long Beach is a high-end residential complex featuring a total of 1,829 units in eight towers. The project offers the best in contemporary living and includes a wave-like design, spectacular sea views and a best-in-class clubhouse comprised of four-story of luxury facilities and recreational services.

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。

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

君臨天下

THE HARBOURSIDE

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。

Rising above Kowloon Station, The HarbourSide is a prestigious, top-end residential development located in a prime area of southwestern Kowloon.

該物業共有三座相連住宅大廈，提供合共一千一百二十二個單位，坐擁一百八十度維港全海景，建築瑰麗新穎，現代生活設施一應俱全。

With a total of 1,122 units in three connected towers, this ultra-modern property enjoys sweeping 180-degree views of Victoria Harbour and the best in contemporary lifestyle facilities.

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。

During 2013, one unit was sold with total proceeds amounting to 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。這個尊貴不凡的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，是該認證迄今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

A unique and prestigious project, 23-39 Blue Pool Road in Happy Valley is a luxury development in a prime location on a site area of 7,850 square meters. The U.S. Green Building Council awarded the residential project its Gold Level certificate under the Leadership in Energy and Environmental Design (LEED) for Homes. To date, this is the largest project in China to gain this certification, and the first project in the world registered under the International Pilot Scheme.

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