

HONGKONG LAND'S "TOMORROW'S CENTRAL"

Transforming LANDMARK into an
Ultra-luxury Destination

Artist's impression only
by Hongkong Land

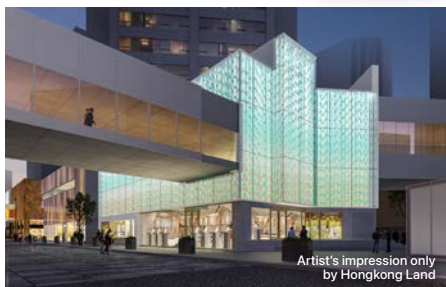
OVERVIEW

On 26th of June, 2024, Hongkong Land announced "Tomorrow's CENTRAL", a transformation plan for LANDMARK, with a total investment expected to exceed US\$1 billion (HK\$ 7.8 billion) from both Hongkong Land and its tenants. Joined by 10 of the world's most prestigious brands and other distinguished tenants, LANDMARK plans to usher in a new era of unparalleled ultra-luxury.

The reimagined LANDMARK will become the pinnacle of ultra-luxury destination, featuring a total of 10 world-class, two-to-eight-storey Maison destinations, a captivating jewellery and watch boulevard, curated universe for beauty and immersive art spaces that will redefine the boundaries of experiential luxury. Furthermore, LANDMARK plans to reinforce its gastronomic portfolio, presenting over 30 new concepts and an unrivalled array of over 100 distinctive F&B offerings.

As a global icon for elegance and sophistication, LANDMARK's transformation marks an important chapter that will redefine the future of luxury in Hong Kong and beyond.

HIGHLIGHTS OF THE TRANSFORMATION



Reimagined luxury retail experience
across two-to-eight-storey
Maison destinations

- Cartier, CHANEL, Dior, Hermès, Louis Vuitton, Prada, Saint Laurent, Sotheby's, Tiffany & Co., and Van Cleef & Arpels – alongside other distinguished tenants will be part of this transformative journey.
- Anchor tenants will more than double their footprints, elevating their retail concepts across two-to-eight-storey Maison destinations.
- Upon completion, LANDMARK will showcase some of the finest global expressions of the world's most coveted luxury brands, all within just half a square kilometre in Hong Kong.
- The 10 Maison destinations are spread across 4 buildings, from Queen's Road Central to Chater Road: 3 in each of LANDMARK ATRIUM, LANDMARK ALEXANDRA and LANDMARK PRINCE'S, and 1 in LANDMARK CHATER.
- Sotheby's 24,000 sq. ft. (2,230 sq. m.) exhibition space and retail space at LANDMARK CHATER will open its doors from July 2024.
- LANDMARK ALEXANDRA will be part of a dedicated jewellery and watch boulevard along Chater Road, anticipated to be completed by 2027.
- LANDMARK ATRIUM will introduce a newly curated universe for beauty and contemporary fashion, anticipated to be completed by 2027. Additionally, on the third floor of Edinburgh Tower and Gloucester Tower, there will be a new and elevated office lobby experience with access to world-class retail, dining, and lifestyle offerings at LANDMARK ATRIUM.
- LANDMARK will continue to house a diversified retail portfolio of over 200 tenants – including many longstanding local and international brands found exclusively at LANDMARK in Hong Kong.

PROJECT FACTS

Total Investment:

>US\$1 billion (>HK\$7.8 billion)

Hongkong Land's Investment:

US\$400 million (HK\$3.1 billion)

Tenants' Investment (Estimated):

>US\$600 million (>HK\$4.7 billion)

Tenants Involved:

Cartier, CHANEL, Dior, Hermès, Louis Vuitton, Prada, Saint Laurent, Sotheby's, Tiffany & Co., and Van Cleef & Arpels, and more

No. of Maison Destinations:

10

Anticipated Duration:

Three Years, in phases, commencing in Q3 2024
LANDMARK remains open and activated throughout this period

Anticipated Retail Space of the 10 Luxury Brands After Transformation:

Over 220,000 sq. ft. (21,000 sq. m.)

Anticipated New F&B Offerings:

30+ New Concepts

Anticipated F&B Space After Transformation:

Approximately 260,000 sq. ft. (24,000 sq. m.)



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Refined Gastronomy and Hospitality

- LANDMARK will amplify its gastronomic portfolio with over 30 new concepts, presenting over 100 distinctive dining and drinking offerings across its enhanced 260,000 sq. ft. (24,000 sq. m.) of vast F&B space.
- Two premium restaurants will debut in LANDMARK PRINCE'S with a stunningly designed glass façade, offering panoramic vistas over the historically rich Statue Square.
- LANDMARK PRINCE'S 25th Floor restaurant and terrace will be transformed into a new dining and bar concept spearheaded by a coveted and innovative operator.
- The Landmark Mandarin Oriental, Hong Kong, will introduce two exciting F&B concepts, as well as an elevated wellness space – designed by the acclaimed Hong Kong designer Joyce Wang.

Sustainability Commitment

- Throughout the project, Hongkong Land is committed to extensive use of green building materials, including 100% low carbon concrete, 100% green rebar and 100% sustainable timber.
- 80% of construction plants and equipment will be electric to reduce carbon emissions.
- Expect to secure highest environmental, health & safety, and wellbeing certifications including BEAM Plus Interiors, LEED Commercial Interiors and WELL, making it one of the greenest property upgrades in Hong Kong.



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Anticipated Project Timeline

