

K11

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- The Avenue of Stars and K11 MUSEA Co-host Hong Kong's First Cultural Waterfront Market "Night Market By The Sea"

NWCL

- NWCL Moves into CTF Finance Centre in Qianhai, Shenzhen
- Shenyang Park Ville Continues to Top the Residential Property Sales List
- NWCL's Projects Garner World-class Design Awards

Stock Performance

(Stock Code: 17.HK)

Closing Price:
(21 Sep 2023)
HK\$15.14

52-week Range:
HK\$15.26 - \$26.70

Market Cap:
HK\$38.10B

Issued Capital:
(Share)
2,517M

Average Daily
Trading Volume :
(Share)
7.71M

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K11 MUSEA Sales Up 120% from Pre-COVID Era, Hitting All-Time High; Maintains Occupancy Rate at 98%

Benefitting from the unique "Cultural Commerce" business model, K11 MUSEA and K11 Art Mall have shown strong sales performances this summer. Buoyed by the rebound of the tourism industry and K11's unique cultural ecosystem, K11 MUSEA and K11 Art Mall have recorded the highest footfall since their respective openings, with overall sales also hitting an all-time high. Overall sales at K11 MUSEA jumped 120% from pre-pandemic levels as its Cultural Commerce model continues to attract high-end customers. It recorded a 260% jump in sales among luxury brands from pre-pandemic levels. In addition, over 30% of tenants at K11 MUSEA and K11 Art Mall have recently achieved record-breaking sales performances since their opening. The "Cultural Commerce" business model not only attracts a large number of high-end customers and footfall, but also creates high demand for K11 shop space among premium brands. K11 MUSEA has consistently maintained a high occupancy rate, reaching 98%. K11 Group will continue to launch various art and cultural activities and enhance its tenant mix. It anticipates that visitor traffic and total sales for the remaining of this year will continue to improve.

The Avenue of Stars and K11 MUSEA Co-host Hong Kong's First Cultural Waterfront Market "Night Market By The Sea"

Starting from 22 September, the Avenue of Stars and K11 MUSEA will co-host its first-ever cultural waterfront market – "Night Market by The Sea" – throughout four consecutive Friday and Saturday nights to drive the city's nighttime economy. The open-air market offers diversified local and ethnic fermented handicrafts and specialty drinks produced by 30 local brands. Moreover, with the first-ever exhibition of emerging female artist Ziping Wang within the premises and the exclusive AZUKI NFT pop-up experience at K11 MUSEA CEMENT, the Group believes that these events will bring unparalleled cultural shopping experience to citizens and tourists. Concurrently, K11 MUSEA, K11 Art Mall and THE FOREST will extend their operating hours until 11pm and offer endless shopping rewards in the promotional period. It is expected that during the Mid-Autumn Festival and National Day Golden Week, overall sales and footfall will increase by 20% to 30%.



we create
we are artisans
we are csv.

Notes:

- (1) New World Development Company Limited (17.HK): NWD
- (2) New World China Land Limited: NWCL

NWCL

NWCL Moves into CTF Finance Centre in Qianhai, Shenzhen

In mid-August, NWCL (Shenzhen) held its relocation ceremony at the Chow Tai Fook Finance Centre in Qianhai, Shenzhen, marking the official completion of the building. The South Tower of Qianhai CTF Finance Centre was delivered in December 2022 and sold in its entirety to a Fortune 500 financial institution. With the completion of the North Tower, Qianhai CTF Finance Centre has become the first mixed-use landmark completed by NWCL in Shenzhen. In addition, several of NWCL's projects in Shenzhen are also making significant progress. Notably, the K11 ECOAST, another mixed-use landmark developed by NWCL in Shenzhen, is scheduled to open by the end of 2024. Construction of the 188 Industrial Zone Urban Renewal Project in Longgang District of Shenzhen officially commenced in December 2022, making it NWCL's first urban renewal project in Shenzhen to enter the development and construction stage. The Xili Industrial Zone Project and Guangming Guangqiao Food Factory Project are also making headway and are expected to enter the development and construction stage in the near future.

Shenyang Park Ville Continues to Top the Residential Property Sales List

After securing the top spot in Shenyang's residential property market in terms of contracted sales in July, Shenyang Park Ville has once again claimed the coveted position in August. Moreover, the project has maintained its No. 1 position in Heping District, Shenyang, in terms of both contracted sales and contracted GFA for three consecutive months since June this year. The project's newly launched units consistently experienced high demand and were often sold out quickly due to limited supply. NWCL has been establishing its presence in Shenyang since 1998. With a mission to "bring the soul of the city to life", NWCL has played an important role in transforming the city and enhancing the quality of urban living. Through 25 years of dedicated efforts, "New World" has gained the trust of many homebuyers and now represents the highest standard of quality urban living in Shenyang.

NWCL's Projects Garner World-class Design Awards

In the recently announced Better Future HONG KONG and Bay Area Awards 2023, five of NWCL's projects were highly commended, winning two gold awards and three silver awards. The New Canton Mansion was honoured with the Gold Award in the category of "Architecture - Mixed Use - Constructed", while Shenzhen K11 ECOAST won the Gold Award in the category of "Architecture - Proposed". Additionally, Shenzhen Qianhai CTF Finance Centre, Guangzhou New Metropolis Mansion, and Shenzhen K11 HACC Multi-purpose Art Space all received the Silver Award in the category of "Architecture - Proposed". The Better Future Hong Kong and Bay Area Design Awards are judged by a panel of internationally renowned architects, scholars, architectural critics and other professionals. The awards not only evaluate the originality, creativity, thematic coherence, engagement, design and commercial viability of a development project, but also focus on how it addresses the genuine needs of human beings. The awards aim to showcase humanistic care through the impact of the selected projects, thereby contributing to sustainable development and a better future. The awards won by NWCL signify that its architecture design has been highly praised by the professionals. They also demonstrate NWCL's exceptional ability to seamlessly integrate property development with humanistic care, sustainable development and the pursuit of a better living environment.

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