

K11

- K11 MUSEA Defies Market Trends, Doubling 7 Luxury Brands' Footprint with Expansion to More Than 30,000 Sq Ft

NWCL

- Shenyang Park Ville Continues Hot Streak, Claims Top Sales Spot Once Again
- New Metropolis Unveils SMART TOD
- THE PARK by K11 Select Ningbo to Launch Soon; Office Tower New World Center Continues Strong Sales

Stock Performance
(Stock Code: 17.HK)

Closing Price:
(24 Sep 2024)
HK\$7.99

52-week Range:
HK\$6.20 - \$14.36

Market Cap:
HK\$20.10B

Issued Capital:
(Share)
2,517M

Average Daily
Trading Volume :
(Share)
14.61M

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**we create
we are artisans
we are csv.**

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Victoria Dockside, K11 Art and Cultural District ushers in a new era of luxury. Several of the world's most prestigious luxury brands plan to significantly expand their footprint at K11 MUSEA, underscoring their confidence in K11 Group's pioneering "Cultural Commerce" business model which seamlessly integrates culture and retail. Over the next 4 years, brands such as Audemars Piguet, Balenciaga, Brunello Cucinelli, Loewe, Saint Laurent and Van Cleef & Arpels will give their stores a facelift, while Prada is set to unveil their inaugural store at K11 MUSEA, collectively doubling the luxury footprint of these 7 brands at K11 MUSEA.

Taking advantage of K11 MUSEA's prime location, high visitor sales, and growing foot traffic, the latest stores by some of the world's most renowned luxury brands add to the allure of this unique art and cultural destination while expanding their footprint to more than 30,000 sq ft. This underscores K11 MUSEA's enduring appeal as a destination for luxury shoppers seeking an unparalleled shopping experience with new featured duplexes and new concept stores.



NWCL

Shenyang Park Ville Continues Hot Streak, Claims Top Sales Spot Once Again

After achieving the highest sales value among residential properties in Shenyang in FY2024, Shenyang Park Ville, developed by NWCL, continues to captivate the market. The latest phase of the project, launched in July and August 2024, has received enthusiastic demand. According to RDAS data (excluding centralized registration projects), Shenyang Park Ville recorded nearly RMB300M in sales over the past two months, making it the second highest-selling residential project in Shenyang and securing its position as the top seller in the Heping District.

Notes:

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

NWCL

New Metropolis Unveils SMART TOD

New Metropolis unveiled its innovative SMART TOD complex on 10 Sep, featuring three core components: the premium residential development New Metropolis Mansion, the first K11 Select in the GBA and the office tower New Metropolis Centre. As a highly anticipated project, the construction progress, development speed and final results of New Metropolis demonstrate NWCL's strong brand strength, execution capability and commitment to high-quality delivery. The land for New Metropolis was obtained in 2018, and construction began shortly thereafter within six months. It has since been listed as a key project in Guangzhou. The project officially launched in 2023, with the first batch of units generating over RMB1.5B in sales. Since its launch, New Metropolis Mansion has ranked among the top-selling new residential projects in Guangzhou priced within RMB7-8M (Source: CRIC, as of 31 May 2024), establishing itself as a representative masterpiece of high-quality properties in the Guangzhou real estate market.

As the commercial component of New Metropolis, the first K11 Select in the GBA is scheduled to open in 2025. Under the theme "Future Living+", it aims to create a destination that integrates local culture with modern lifestyles, offering consumers an immersive and creative experience.

THE PARK by K11 Select Ningbo to Launch Soon; Office Tower New World Center Continues Strong Sales

On 22 August, NWCL collaborated with Harper's Bazaar to host a fashion and art gala dinner at Dongqian Lake in Ningbo. Drawing inspiration from the city, culture and nature, and incorporating insights into local culture, Ningbo New World designed four inspirational elements for the gala: "water, wood, flower and butterfly," which beautifully echoed the design of THE PARK by K11 Select. The grand opening of THE PARK by K11 Select is scheduled for 28 September, with a series of opening and art season events taking place from 28 September to 7 October. This will mark the debut of a new urban commercial landmark that brings together trendy art, culture, nature and family-friendly activities.

Among the commercial office developments in Ningbo, New World Center, the office tower of Ningbo New World, has consistently ranked as one of the top sellers. It maintained its strong sales momentum in August, achieving sales of RMB26M for the month, and ranked among the top three in Ningbo's commercial office market for July and August. The leasing and sales exhibition hall will open simultaneously with THE PARK by K11 Select on 28 September.

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