

**PRESS RELEASE**

**Phoenix Property Investors Win Five Awards at the Asia Pacific Property Awards 2017-2018**

(Hong Kong, 13 June 2017) Phoenix Property Investors (Phoenix) is pleased to announce that three of its projects, TOWER 535 in Causeway Bay, Hong Kong, THE MORGAN in Mid-Levels, Hong Kong and JIM OLSON HOUSES in Taipei won five awards at the Asia Pacific Property Awards 2017-2018 held in Bangkok on May 25 to 26. This is the latest global recognition of Phoenix’s commitment to creating and managing high-quality, premium properties in prime locations across various first-tier Asian cities.

**Awarded Projects:-**

| Award  | Project                  |
|--|--------------------------|
| Best Commercial High-rise Development Hong Kong (5 stars) ^<br>Best Mixed-use Development Hong Kong (5 stars) ^<br>Office Development Hong Kong – Award Winner | TOWER 535, Hong Kong     |
| Best Residential High-rise Architecture Hong Kong (5 stars) ^  | THE MORGAN, Hong Kong    |
| Architecture Multiple Residence Taiwan – Award Winner  | JIM OLSON HOUSES, Taipei |

*^The highest scores from Hong Kong in the category*

TOWER 535 and THE MORGAN were the highest scoring winners in their respective categories and will be the only commercial development, mixed-use development and high-rise residential architecture in Hong Kong to represent the Asia Pacific area to compete against other winning projects from Arabia, Africa, Europe, UK, The Caribbean, Central America, South America, Canada and USA at the International Property Awards 2017’ to become the ultimate World’s Best, of which TOWER 535 is also recorded for the most nominations among Hong Kong projects.

Samuel Chu, Founder and Managing Partner of Phoenix, said ‘We are proud that our commitment to excellence in design, build quality and asset management has once again been recognized by our international peers. The combination of prime locations, distinctive design, aided by our international collaboration with renowned designers and architects, as well as professional asset management, guarantees our properties cater perfectly to customers and tenants with the most discerning tastes and user experience. We remain determined to provide only the very best experiences to those who live, work, shop or dine at any of our properties,’ he added.



### **TOWER 535, Hong Kong**

Located at 535 Jaffe Road in Causeway Bay, TOWER 535 is a dynamic mixed-use development which is designed to set apart from ordinary commercial developments to create a new economy hub for collaborative enterprises and new office users. Designed by world renowned architect, Skidmore, Owings & Merrill LLP (SOM), TOWER 535 has positioned itself as a new generation building by redefining today's workspace. To further build on the advantage of the sophisticated architecture, Phoenix has invited Julian Opie, world's leading contemporary artist, to create his first public digital art in the city - "Walking in Hong Kong" on the LED façade of TOWER 535 (second image on the left). The iconic walking figures have brought "life" to the building, highlighting the distinct identity of TOWER 535.

The trademix within TOWER 535 has been strategically planned to penetrate into the emerging vision of the new economy, incorporating work, leisure, lifestyle and F&B within the comfort of the premises. All occupants and people in TOWER 535 shall benefit from the variety and vibrancy of the development. To enable the advantages of the hardware to be translated into daily operations of the development, Phoenix has placed huge emphasis on modernity, reliability and sustainability. With these comprehensive asset management practice of TOWER 535 put in place, it has successfully attracted leading international corporations and cross-border entrants such as Amazon, the world's biggest online retailer\*; Wework, the world's biggest co-working space operator; DJI, the world's largest manufacturer in drones and aerial cameras; Seafood Room, first Asia debut by The Bulldozer Group, an international food and beverage group etc., proving this project's suitability for the target market. It is no doubt the character of tenants and brand profiles merge seamlessly with the positioning and functionality of TOWER 535.

The strategically implemented marketing plans and uniquely designed trade-mix have enabled TOWER 535 to successfully promote the experience of a new style of work-life balance. Apart from earning 3 notable awards from Asia Pacific Property Awards 2017 – 2018, it was named "Best Mixed-Use Development" in China Property Awards 2015. TOWER 535 is committed to meeting the needs of different tenants by offering a superior range of facilities and services. A high

performance green building with sustainable features, TOWER 535 has received various environmental certifications, including a Silver Rating by Leadership in Energy and Environmental Design (LEED), Silver Rating by The Hong Kong Green Building Council Limited (HKGBC, BEAM Plus) and the Indoor Air Quality (IAQ) Certification.

For more details, please visit [www.tower535.com](http://www.tower535.com)

*\*In terms of sales volume as of Q1 2017*



**THE MORGAN, Hong Kong**

THE MORGAN is a new grand residence located on prestigious Conduit Road in the Upper Mid-levels, immediately adjacent to the lush, green expanse of Victoria Peak. This landmark property is designed by the acclaimed New York-based firm Robert A. M. Stern Architects (RAMSA), one of Architectural Digest's global Top 100 designers. RAMSA is famous for creating some of the most esteemed and sought-after residences in the world, including 15 Central Park West in New York and adding THE MORGAN to their landmark properties series, which is now home to many of Hong Kong's most influential and wealthiest inhabitants.

RAMSA's distinctive design has already established THE MORGAN as a building of consequence, with an imposing neighbourhood presence. Their confident approach to contemporary classicism, meticulous attention to design detail and a commitment to the highest standards of sustainability, will ensure the building becomes a new premium residential benchmark for the city. The 40-metre wide, 20-metre high limestone podium, enlivened by intricate bronze metalwork, elegant lattice screens and extensive planting, transmits the building's dignity and spirit to the street. The property's balconies and signature terraced set-backs give it a singular sculptured character, and a high-ceiling lobby, reminiscent of New York grandeur, welcomes residents. The finest workmanship is enhanced with a selection of natural stone and materials, interior finishes of refined elegance and beautiful artworks.

THE MORGAN is a masterpiece developed by Phoenix Property Investors in collaboration with an array of world-class design talents. As well as renowned architects RAMSA, these included Tino Kwan and

Joseph Fung, Hong Kong's globally-acclaimed lighting designer and interior designer respectively.

This 28-storey building offers a rare mix of apartments, of different sizes and configurations. Among its 111 residences are staggered 2-bedroom duplexes to the North and 3-and 4-bedroom apartments facing Victoria Peak, as well as a collection of exclusive suites and special units.

THE MORGAN CLUB, the property's elegant 16,000 sq ft clubhouse, features a range of indoor and outdoor facilities, including a 25-metre-long swimming pool, dining room with kitchen, gym and private garden, all have been thoughtfully designed and styled to give residents the opportunity to enjoy the exclusivity and unique luxury of 'Mansion Living'.

THE MORGAN, as well as enjoying the unique greenery of The Victoria Peak, is only 3-minute walk to the Central-Mid-Levels Escalator, allowing for easy connection to the Central CBD and SOHO districts; along the advantages of the Central & Western District School Net 11.

The exceptional quality of THE MORGAN's has been recognised in the China Property Awards 2016. The property won three top residential prizes in the Architectural Design, Interior Design and Landscaped Design categories. Also, THE MORGAN has achieved the Gold Rating of Provisional Assessment under the Beam Plus of the Hong Kong Green Building Council.

For more details, please visit [www.themorgan.hk](http://www.themorgan.hk)



**JIM OLSON HOUSES, Taipei**

Jointly developed by Phoenix Property Investors and National Properties Holdings Limited, JIM OLSON HOUSES is designed by Jim Olson, the celebrated Seattle-based architect included in Architectural Digest's 2017 list of the world's Top 100 design influencers. Jim OLSON HOUSES comprising 5 remarkable, individually-crafted freehold houses are located with the spectacular Xueshan Mountains as a backdrop, each of the houses are deliberately configured and oriented to allow their owners maximum enjoyment of the stunning views across the entire landscape; setting a new benchmark for residential architecture in the region.

Jim Olson is acclaimed for his stunning residences around the world, including the magnificent Hong Kong Villa in Shek-O. JIM OLSON HOUSES is Jim Olson's third masterpiece in Asia. He has famously explored the relationship between art, nature and architecture for over 40 years. While many of his houses have been designed to display its owner's major art collection, all are designed to perfectly reflect their setting and frame their surroundings. Always modern in spirit, each is characterized by the ethereal qualities of light and space.

Reflecting Jim Olson's signature style and the finest craftsmanship, the façade of the houses are constructed from a range of premium natural stones imported from Egypt and Israel, together with high quality Japanese exterior coating. The houses include an aluminium window system by renowned Reynaers Aluminum in Belgium. Matched with double glazed LOW-E glass, this system ensures optimal noise reduction, as well as heat and condensation-resistant qualities using Reynaers' patented insulation technology.

The Jim Olson Houses are built with a range of energy-efficient features, including insulated glass windows for optimal temperature control, metal trellis and extended roofs as sun shades. Jim Olson has also incorporated a number of water features around the villas to enhance

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|  | <p>the micro-climate of these homes. The expansive garden and green areas also help minimize glare and heat reflected from the ground. Besides, in respect of the geological environment, the houses are built with 30cm thick of shear wall structure and surrounding by the stout retaining wall built with deep piles which embedded in rock at a depth of 3~10 meters as robust support and specifically designed for the hill area. The structure is secure and the space is maximized.</p> <p>Yangmingshan in the North and Great Taipei New Town in the South are two traditional low-density luxury residential neighbourhoods in Taipei. Located in Great Taipei New Town, Jim Olson Houses is within close proximity to a renowned hot spring and Kang Chiao Bilingual School. With Taipei 101 and Xinyi district around a 30 minute drive away, the area will appeal to buyers who appreciate superior levels of luxury and privacy.</p> <p>The five individually-named houses, Taiwan Villa, Lantern House, Sky House, House of Reflection, and Mountain House, vary in sizes: from 7,484 sq. ft to an expansive 13,718 sq. ft. Each includes a swimming pool and a private garden, ranging from 4,077 sq. ft to 23,961 sq. ft.</p> <p>For more details, please visit <a href="http://www.houseliving.com">www.houseliving.com</a></p> |
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**The Asia Pacific Property Awards**

The Asia Pacific Property Awards is the largest, most prestigious, and widely recognised property awards programme in the region. The winners are recognised as examples of excellence throughout the global real estate industry. The judging panel of the awards consists of over 70 internationally renowned experts from different professions within the industry. Judging focuses on design, quality, service, innovation, originality, and commitment to sustainability.

**About Phoenix Property Investors**

Phoenix Property Investors (Phoenix) is an independently owned and managed private equity real estate firm that strives to create value and deliver effective results for our investors and stakeholders. Founded in 2002, Phoenix has invested across Pan-Asian cities including Hong Kong, Taipei, Shanghai, Beijing, Tokyo, Singapore, Seoul, Osaka, Kyoto, Jakarta and Manila. Phoenix ensures a consistent level of quality by keeping all of the vital investment, project and asset management functions under one roof.

Through the network of local and affiliated Phoenix offices in Hong Kong, Taipei, Tokyo, Singapore, Shanghai Beijing and Seoul, the real estate assets managed and/or under management by Phoenix have surpassed

US\$7.4 billion\* with a proven track record of award-winning projects in luxury residential, retail and office spaces.

For more information, please visit Phoenix Property Investors' website at [www.ppinvestors.com](http://www.ppinvestors.com).

\*Data as of 31 December 2016

| Award Category                            | Star Rating  | Project Name                                      | Developer   |
|---|--------------|---|---|
| ASIA PACIFIC PROPERTY AWARDS DEVELOPMENT  | AWARD WINNER | OFFICE DEVELOPMENT HONG KONG                      | Tower 535 by Phoenix Property Investors                                       |
| ASIA PACIFIC PROPERTY AWARDS DEVELOPMENT  | ★★★★★        | BEST MIXED-USE DEVELOPMENT HONG KONG              | Tower 535 by Phoenix Property Investors                                       |
| ASIA PACIFIC PROPERTY AWARDS DEVELOPMENT  | ★★★★★        | BEST COMMERCIAL HIGH-RISE DEVELOPMENT HONG KONG   | Tower 535 by Phoenix Property Investors                                       |
| ASIA PACIFIC PROPERTY AWARDS ARCHITECTURE | ★★★★★        | BEST RESIDENTIAL HIGH-RISE ARCHITECTURE HONG KONG | The Morgan by Phoenix Property Investors                                      |
| ASIA PACIFIC PROPERTY AWARDS ARCHITECTURE | AWARD WINNER | ARCHITECTURE MULTIPLE RESIDENCE TAIWAN            | Jim Olson Houses by Phoenix Property Investors & National Properties Holdings |

2017-2018

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TOWER 535, THE MORGAN and JIM OLSON HOUSES won five awards at the Asia Pacific Property Awards 2017-2018, Ms. Jenny Cheung, Vice President, Asset Management (Middle), Ms. Doris Shek, Assistant Manager, Asset Management (Right), Ms. Annie Wong, Assistant Manager, Asset Management represented Pheonix Property Investors to receive awards

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