

PRESS RELEASE

Phoenix Property Investors won the 'International Property Awards 2017-2018' with TOWER 535 in Causeway Bay and THE MORGAN in Mid-Levels, Hong Kong

(Hong Kong, 13 December 2017) Phoenix Property Investors (“Phoenix”) is pleased to announce our success in the International Property Awards 2017-2018.

Our Grade-A commercial project, TOWER 535 is crowned “the Best in Asia Pacific” under the “Commercial High-rise Development” category and has achieved “the Best in Hong Kong” under the “Mixed-use Development” category.

Our luxury residential development, THE MORGAN has achieved the National win as “the Best in Hong Kong” under the “Residential High-rise Architecture” category. This is a world-renowned accreditation to Phoenix’s significant achievements in developing and managing premium properties in prime locations across various first-tier Asian cities.

Award	Project
Best Commercial High-rise Development – Asia Pacific	TOWER 535, Hong Kong
Best Mixed-use Development – Hong Kong	TOWER 535, Hong Kong
Best Residential High-rise Architecture – Hong Kong	THE MORGAN, Hong Kong

Chosen from around 900 entries spread across the Asia Pacific region, Phoenix has once again proven ourselves to be the very best in the real estate and architecture sectors respectively at the International Property Awards held in London on 4th December 2017, with TOWER 535 winning double awards and obtaining the global recognition as the “Best Commercial High-rise Development” in the Asia Pacific region, and THE MORGAN gaining the exceptional title as the “Best Residential High-rise Architecture” in Hong Kong.

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 globally and presented with such prestigious award within a highly professional and competitive industry.

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.”



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 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 the title as the Best Commercial High-rise Development in Asia Pacific in the International Property Awards 2017 – 2018, TOWER 535 has also received 3 awards namely Best Commercial High-rise Development in Hong Kong, Best Mixed-use Development in Hong Kong and Office Development Hong Kong – Award Winner. In 2015, it was named "Best Mixed-Use Development" in China Property Awards. 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

**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 has been recognised in different international awards. The property won Best Residential High-rise Architecture Hong Kong in International Property Awards 2017-18 and three top residential prizes in the Architectural Design, Interior Design and Landscaped Design categories in China Property Awards 2016. 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

The International Property Awards

The International Property Awards is one of the largest, most prestigious, and widely recognised property award programmes to celebrate the highest levels of achievements by companies operating in all sectors of the property and real estate industry. The awards are split into regions covering Africa, Asia Pacific, Arabia, Canada, Caribbean, Central & South America, Europe, UK and USA. Participants enter at their relevant national level and are judged by a highly experienced team of professionals who cover the whole range of property disciplines. The winners are recognized as examples of excellence throughout the global real estate industry. For more details, please visit <https://propertyawards.net/international-2017/>

About Phoenix Property Investors

Phoenix Property Investors (“Phoenix”) is an innovative independently-owned and managed private equity real estate firm. Founded in 2002, Phoenix has a successful track record of creating value and delivering attractive results for its investors and stakeholders by developing exceptional real estate investment opportunities in the residential, retail, office and commercial sectors across 12 first-tier, Pan-Asian cities, including Hong Kong, Beijing, Jakarta, Kyoto, Manila, Seoul, Shanghai, Singapore, Sydney, Taipei, Tokyo and Osaka.

Phoenix has been working with global institutional investors, including public and corporate pension funds, foundations, university endowments and important family offices. Phoenix is a registered Investment Advisor with the United States of Securities and Exchange Commission (SEC).

As of 30th June 2017, Phoenix exceeded US\$7.6 billion of real estate assets managed and/ or under management with over 160 talented specialists operating from seven offices in Hong Kong, Seoul, Shanghai, Singapore, Sydney, Taipei and Tokyo. By keeping all of the vital investments, project management, asset management, finance, legal, risk, compliance and investor relations functions in-house, Phoenix has ensured the best possible levels of collaboration to maintain efficiency and quality.

The collaboration between Phoenix and some of the world’s most renowned architects and designers has created value through its distinctive, premium-quality, award-winning real estate projects – each positively underpins Phoenix’s commitment to excellence and reinforces the principle to conceive and create original, distinctive and innovative properties - each designed to enhance the lives of those who live, work and shop in them.

For more details, please visit www.ppinvestors.com



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