

## News Release

To: Editors and Reporters

For immediate release

### **Hongkong Land expands and innovates its Central Hong Kong F&B portfolio**

- *Opened 45 new F&B concepts since 2020, bringing the total to more than 100*
- *Innovative approach to use of space, collaborative leasing and digital to encourage new and exciting F&B concepts*

HONG KONG, 14<sup>th</sup> December 2021 – As part of a wide-ranging initiative to innovate its food & beverage (F&B) offer to cater for the evolving tastes of tenants and customers, Hongkong Land announces that it has opened 45 new F&B concepts in its Central Portfolio since the beginning of 2020. The diversified offer includes seven new restaurants, additional terrace dining options, sustainable focused eateries, and a wide range of pop-up options.

“As the leading landlord in Hong Kong’s Central district, we are adopting an increasingly innovative approach to the use of space, technology and collaborative leasing in order to attract a diverse range of high-quality F&B concepts,” commented Mr Raymond Chow, Executive Director of Hongkong Land. “Our unmatched, world-class ecosystem hosts the most F&B options in Central. Broadening our offers to include the latest international and homegrown brands as well as pioneering socially conscious dining concepts, drives considerable value for our retail customers and office tenants.”

### **Diverse offering**

Hongkong Land’s latest restaurant offering, The Grand Majestic Sichuan in LANDMARK ALEXANDRA, is due to open in the winter of 2021.

Mr Neil Anderson, Director and Head of Office, Commercial Property at Hongkong Land, added: “The new F&B concepts demonstrate the continuing evolution of our ecosystem to serve the next generation of business leaders. Our strategy of attracting younger customers, while continuing to cater to our existing loyal customer base, is reflected in the diverse range of options on offer. As well as 13 Michelin stars, the Portfolio now includes 15 premium ‘grab and go’ concepts and nine pop-ups, many of which are made accessible through our tenant-only Centricity app. As a landlord, we are never standing still, and innovation is at the heart of our long-term approach.”

### **Innovative use of space**

Since 2020, the Group has embarked on a series of initiatives to enhance its F&B offering, including converting and refurbishing commercial space. BaseHall in Jardine House, the first-of-its-kind food hall in Hong Kong, offers a diverse range of exciting new food concepts. Another example is the elegant, all day dining restaurant and bar, CATCHIC, which is part of Centricity, a Hongkong Land tenant amenity located in LANDMARK CHATER.

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The top floors of Gloucester Tower are being transformed into new terrace dining options, which together with the fine dining destination Ami / Wood Ear in LANDMARK ALEXANDRA, will bring the total number in the Portfolio to five by the second quarter of 2022. Additionally, 25 pop-ups have been introduced in the past 18 months. Among them are popular and exclusive to Hongkong Land outlets such as Freshly Baked by LMO, Butter, CATCHIC, The Mandarin Cake Shop, Royal Caviar Club and Charbonnel et Walker.

F&B is a key component of the portfolio, accounting for 30% of the total space of the Group's retail portfolio in the city and is a core part of its offering.

### **Promoting sustainable options, new and local brands**

Reflecting a growing appetite among tenants and customers for socially conscious eateries, the sustainability-focused Moxie restaurant debuted in LANDMARK ALEXANDRA in August 2021.

CATCHIC uses responsibly sourced products in its kitchen, including certified sustainable poultry, seafood and beef, while all packaging is sustainable and not single use plastic. Water served in the restaurant is filtered and carbonated on site removing the impact of importing water.

Hongkong Land's commitment to supporting new and local brands is evidenced by offering innovative, short term leasing arrangements to encourage start-ups in the F&B space to open as pop-ups at BaseHall. All ten concepts currently at BaseHall are local Hong Kong companies.

### **Digital innovation**

To increase convenience for office tenants and support restaurants to maximise their growth, Hongkong Land has embraced digital innovations across its Portfolio. This includes launching the exclusive Centricity app for tenants, which enables tenants to make restaurant bookings and order food, among other functions. There are over 14 restaurants available for bookings on the app, from Michelin star restaurants to more casual concepts. Since its launch, more than 45,000 F&B orders have been recorded in the app and more than 75% of the overall Portfolio's tenants have downloaded and activated the app.

**Photo Caption 1:**



Ami / Wood Ear's stunning terrace at LANDMARK ALEXANDRA is an example of Hongkong Land's innovative approach to enhancing its F&B offering, converting commercial space in the Central Portfolio to create unique spaces for its tenants and customers.

**Photo Caption 2:**



Moxie's ethos of sustainability-focused, local sourcing resonates with Hongkong Land's own commitment to sustainability and the changing tastes of customers in Hong Kong.

**Photo Caption 3:**

CATCHIC offers upmarket casual dining throughout the day, as well as a rooftop in the heart of Central offering an exclusive spot for after-work cocktails or a quiet daytime coffee.

**Photo Caption 4:**

BaseHall hosts ten premium 'grab and go' concepts, all of which are homegrown brands, in a recently refurbished space in the basement of Jardine House.

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**Hongkong Land**

Hongkong Land is a major listed property investment, management and development group. Founded in 1889, Hongkong Land's business is built on excellence, integrity and partnership.

The Group owns and manages more than 850,000 sq. m. of prime office and luxury retail property in key Asian cities, principally in Hong Kong, Singapore, Beijing and Jakarta. Its properties attract the world's foremost companies and luxury brands.

The Group's Central Hong Kong portfolio represents some 450,000 sq. m. of prime property. It has a further 165,000 sq. m. of prestigious office space in Singapore mainly held through joint ventures, a luxury retail centre at Wangfujing in Beijing, and a 50% interest in a leading office complex in Central Jakarta. The Group also has a number of high quality residential, commercial and mixed-use projects under development in cities across China and Southeast Asia. In Singapore, its subsidiary, MCL Land, is a well-established residential developer.

Hongkong Land Holdings Limited is incorporated in Bermuda and has a primary listing on the London Stock Exchange, with secondary listings in Bermuda and Singapore. The Group's assets and investments are managed from Hong Kong by Hongkong Land Limited. Hongkong Land is a member of the Jardine Matheson Group.

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For further information, please contact:

**Hongkong Land**

Jennifer Lam	+852 2842 8222	<a href="mailto:jennifer.lam@hkland.com">jennifer.lam@hkland.com</a>
Crystal Nash	+852 2842 8292	<a href="mailto:crystal.nash@hkland.com">crystal.nash@hkland.com</a>

**SEC Newgate**

Candise Tang	+852 3758 2231	<a href="mailto:candise.tang@secnewgate.hk">candise.tang@secnewgate.hk</a>
Fergus Herries	+852 5970 3618	<a href="mailto:fergus.herries@secnewgate.hk">fergus.herries@secnewgate.hk</a>