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Soundwill Unveils Spotlight Project 「Soundwill Plaza II - Midtown」 at No. 1 Tang Lung Street

A future iconic landmark to reshape the retail and leasing marketing Causeway Bay

Hong Kong, 24 October 2012 – Soundwill Holdings Limited (Stock code: 0878) today announced the official name of its commercial project situated on No. 1-29 Tang Lung Street as 「Soundwill Plaza II- Midtown」. The project is located in the traditional 'golden triangle' of the Causeway Bay retail market, with stunning 270 degree views across Victoria Harbour, Times Square and Causeway Bay. Soundwill announced the property's name, its meaning behind and the project's latest updates at a press conference today.

Named as 「Soundwill Plaza II- Midtown」, the project aims to continue the superior legacy of Soundwill Plaza, which is the most iconic commercial project developed by Soundwill. In addition, 「Midtown」, which stands for the heart of the city, not only targets to compete with the unique personality of Manhattan Midtown, but also targets to bring the utmost shopping experience to consumers by offering them with world-class brands and a combination of East and West cuisines. In every sense, 「Soundwill Plaza II- Midtown」 is not only a landmark, but an icon that stands for fashion and luxury, unique personality, confidence and taste.

Matthew Ng, Associate Director, Leasing and Marketing of Soundwill said: "Soundwill Plaza has always steered its development focus in the Hong Kong Island. Beloved by local consumers and tourists, Soundwill Plaza's flagship properties have maintained the occupancy rates over 99% for long time, which also proves the market's confidence at the Group. Following the huge success of Soundwill Plaza, 「Soundwill Plaza II- Midtown」 will be our spotlight project in 2012 – 2013. With unparalleled design and unique location, we believe the development will soon become a new iconic landmark in the Causeway Bay market. To cater to the needs of target consumers, 「Soundwill Plaza II- Midtown」 will provide consumers with diverse choices and superior services, aiming to attract different types of retailers and top-tier restaurants, bringing unparalleled unique shopping experience to the customers.

Tom Gaffney, Head of Retail, Hong Kong of Jones Lang LaSalle added: "「Soundwill Plaza II- Midtown」 is another significant commercial project in Causeway Bay. Located in the traditional 'golden triangle' of the area, the development is destined to bring in more chic and enthusiastic consumers and attract top-tier international fashion, high end dining and lifestyle retailers. Alongside with current popular shopping destinations such as Times Square and Hysan Place, the completion of the project will further boost the vitality of the retail sector in Causeway Bay."

"Looking forward, we are still optimistic about the outlook of Hong Kong's retail market. There will be a 15% growth in retail rentals this year and at this point in the year we foresee approximately a further growth of 6 to 10 percent in 2013." Tom added. "This new landmark project by Soundwill is destined to become a future icon in Causeway Bay and will help to reshape the current landscape of the retail and leasing market in the area."

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Situated on No. 1-29 Tang Lung Street, 「Soundwill Plaza II- Midtown」 is a 31-storey building, with a gross floor area of approximately 216,865 sq.ft gross. The project is targeted for completion in Q3 2012. Located in the traditional 'golden triangle' in Causeway Bay, 「Soundwill Plaza II- Midtown」 allows stunning 270 degree views across Victoria Harbour, Times Square and Causeway Bay, including a super high-ceiling retail podium of approximately 32,000 sq.ft., with approximately 70 metres of street frontage and iconic glass box façade and eight storeys of international food and beverage offerings with alfresco areas. The ground floor to the 2/F is approximately 11,000-12,000 sq.ft per floor.; 3/F-5/F is approximately 7,000 sq.ft per floor.; the lower standard floor is approximately 6,800-7,800 square feet per floor; the higher-level standard floors is approximately 7,800-8,600 sq.ft per floor; and the food and beverage floors on the 25/F-30/F is approximately 6,800-8,500 sq.ft per floor. 「Soundwill Plaza II- Midtown」 has engaged Woods Bagot, an award winning global studio and architect as the façade designer and Jones Lang LaSalle as the sole leasing agent.

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About Soundwill Holdings Limited

Established in 1978 and listed on the Main Board of the Hong Kong Stock Exchange in 1997, Soundwill Holdings Limited is principally engaged in old building assembly and acquisition, commercial leasing and property development.



Matthew Ng, Associate Director, Leasing and Marketing of Soundwill (right) and Tom Gaffney, Head of Retail Hong Kong of Jones Lang LaSalle unveil the name of Soundwill Holdings Limited's latest project – 「Soundwill Plaza II - Midtown」.

About Jones Lang LaSalle

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