



金朝陽集團有限公司\*

SOUNDWILL HOLDINGS LIMITED

Stock Code: 878.HK

\*For identification purpose only

# 2024 Interim Results



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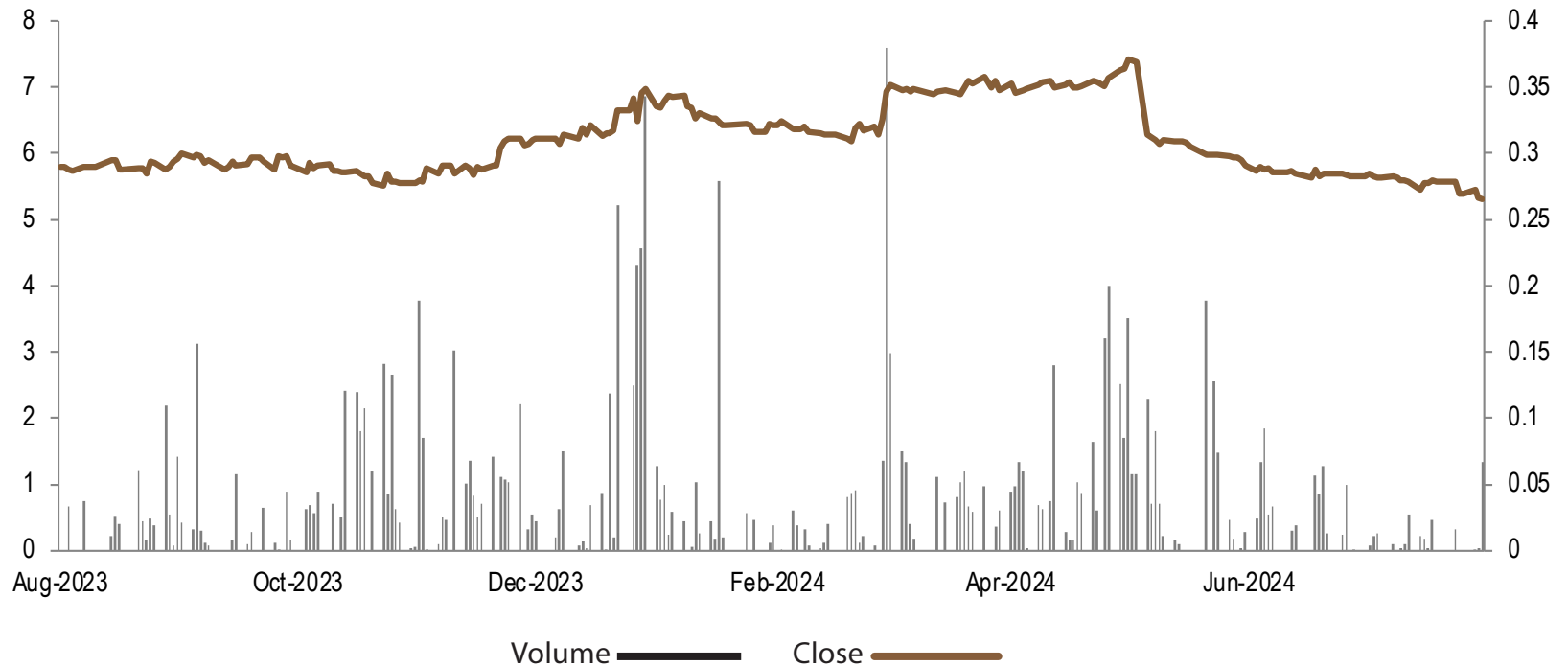
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## About Soundwill

Stock code	:	878.HK
Listing date	:	March 1997
No. of issued shares (as at 21 Aug 2024)	:	283,308,635 shares
Share price (as at 21 Aug 2024)	:	HK\$5.30
Market cap (as at 21 Aug 2024)	:	HK\$1.50 billion

## Stock Price Performance



A niche property play in Hong Kong with proven track record in property redevelopment

- Completed more than 100 redevelopment projects since its inception 30 years ago
- Mainly focused on buildings with high potential redevelopment value in Hong Kong
- Actively participated in urban redevelopment

## Property Investment



Kai Kwong Commercial Building

## Commercial



## Residential



## Industrial



## Causeway Bay



1954



Soundwill Plaza



2004



Soundwill Plaza II  
Midtown



2010



Park Haven



2010



THE SHARP

## Wan Chai



Kai Kwong  
Commercial Building

## Tai Hang



Jones Hive



WarrenWoods

## Kwai Chung



2014



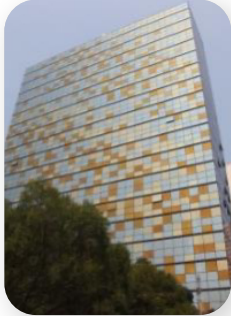
iPLACE



iCITY

# Soundwill's Footprint

## Industrial



**iPLACE**



**CITY**

## Residential



**PARK HAVEN**  
CAUSEWAY BAY



**尚 密**  
Green Woods



**Jones Hive**  
尚 厝

## Commercial

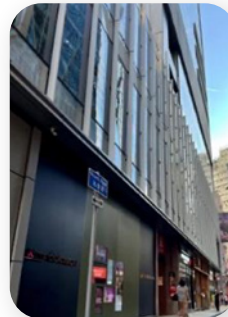


**THE SHARP**  
CAUSEWAY BAY

## Property Investment



**Soundwill Plaza**  
金·朝·陽·中·心



**MIDTOWN**  
Soundwill Plaza II



**Knutsford Terrace**



**Kai Kwong Commercial Building**

### 1-3 years

- Sale of un-developed land sites after site re-zoning & modifying building plan
- Property Development - self-development industrial property for resale



### 3-5 years

- Property Development - self-development of residential / commercial / industrial properties for resale



### 5 years or above

- Property investment & leasing - self-development of commercial properties in prime areas



### Soundwill's property expertise:

- 1.Active exploration of high potential old properties
- 2.Purchase premium properties at opportunity times
- 3.Raise property quality



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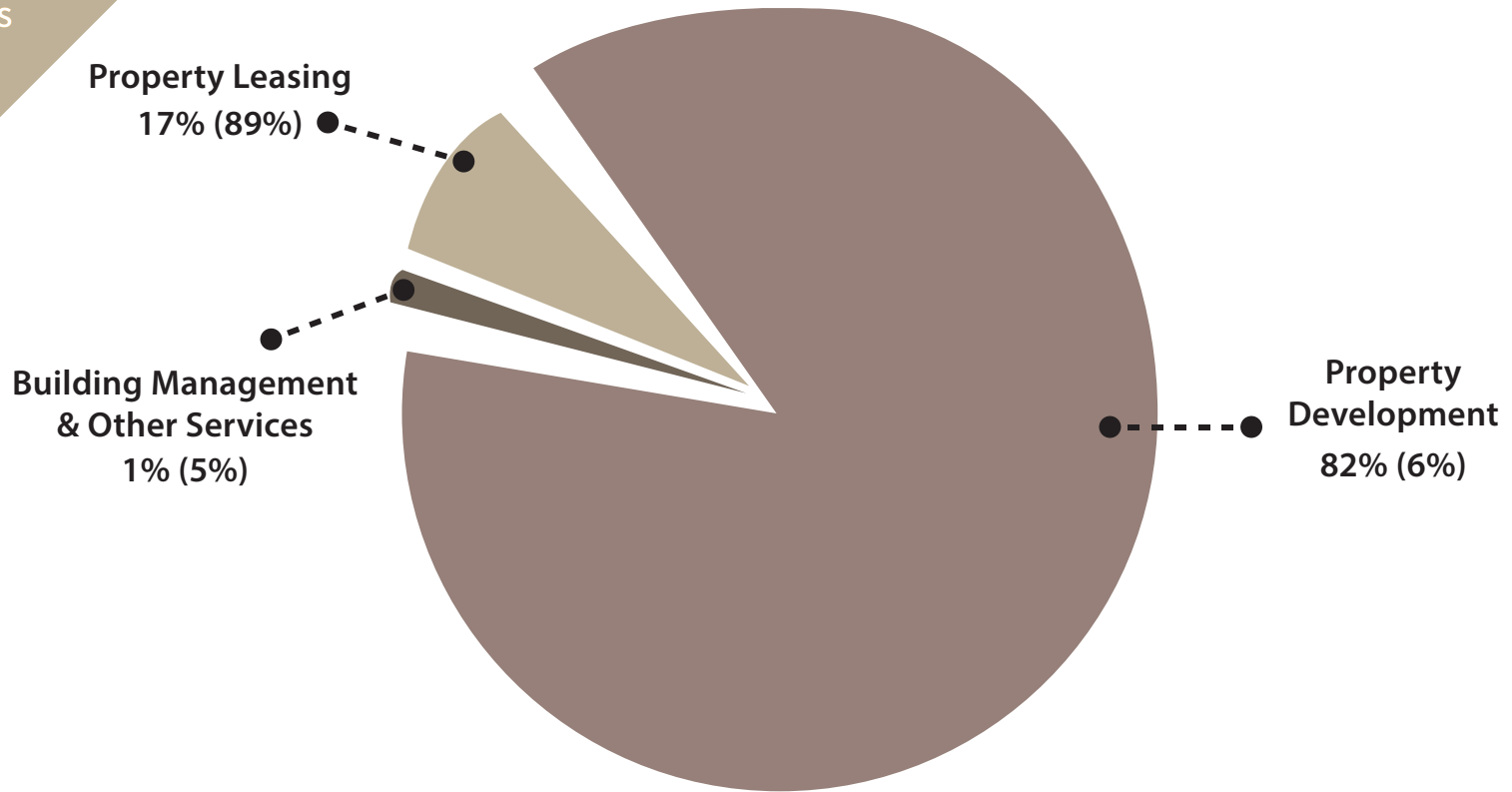


# Earnings

	FY 2023	1H 2024	1H 2023	Change
Revenue (HK\$ mil)	395.9	1,030.1	212.3	+385%
Adjusted Profit* (HK\$ mil)	554.9	347.6	123.7	+181%
Basic Loss Per Share (HK\$)	(2.28)	(3.44)	(1.23)	+180%

\*Exclude net fair value loss on investment properties, gain on disposal of subsidiaries, investment properties and impairment loss on loan receivables

## Revenue by business segments



(Comparative figures of FY2023 in parentheses)

### Revenue composition

- Property development: Sales of properties under development
- Property leasing: Rental, signage rental income and rental under mini-storage operation
- Building management and other services

As at	30 Jun 2024 (HK\$ mil)	31 Dec 2023 (HK\$ mil)	Change
Total assets	19,488	21,000	-7.20%
Net assets	17,213	18,460	-6.76%
Cash and bank deposit	1,074	1,138	-5.62%
Total borrowings	1,394	1,517	-8.11%
Gearing ratio*	8%	8%	-
Net of cash gearing ratio <sup>#</sup>	1.9%	2.1%	-0.2 p.p

\*Gearing ratio = Total debt / Total equity

<sup>#</sup>Net of cash gearing ratio = (Total borrowings – Cash and bank deposit) / Total equity



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# Business Overview

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## Top class rental property in the prime location of Causeway Bay



### Soundwill Plaza, Causeway Bay

- Total leasing GFA : 245,105 sq. ft.
- Prime location in one of the world's most expensive districts
- Destination of choice for international brands

Floor	GFA (sq. ft.)	Occupancy rate*
G/F & 1/F	18,269	100%
Upper levels	226,836	98%

\*As at 30 Jun 2024

## SWP Current Tenants (as at 30 Jun 2024)



3 - 39/F

ALYSSA	AEON CREDIT SERVICE	天然鑽石 NATURAL DIAMOND	LALIQUE	TONY BLACK	OASIS spa	MIOGGI MedCenter+
+medispa	TAO	李居明大文匯	Double Luck Investment Ltd	baby FACE	MediME	MUSÉE Medical Beauty Centre
MUSÉE PLATINUM TOKYO	FACEMED Laser & Esthetic Center	GLYCEL SWITZERLAND	BEAUTY SIGNATURE 美麗界	Long Benefits Enterprises Ltd 長安企業有限公司	SENSUS	S P A
MIOGGI	MediLASE 755nm 點陣激光美容系統	SKIN RETREAT	BEIJING	VITAE	DermaGram INSTITUT	PURE YOGA
OASIS medical	謝沈鎮 醫學博士 皮膚科 醫學博士 皮膚科	COLLAGEN+ 醫學激光皮膚護理中心	NewGorn	大眾財務 PUBLIC FINANCE LTD.	妍髮活髮專家 全港首間女性脫髮治療中心	Artemis
HaFiNa LINGERIES	新星茶莊 www.sunwing.com	GLAMSMILE 愛感白 全球連鎖潔牙	VI Dental Clinic	銀聯鐘錶珠寶 Luxury Watch & Jewellery	機能再生 ANKH	LIGHTMAC - Medical SkinCare Centre
MIRISPA	CosMax+					
Street level		OMEGA				

## Top class rental property in the prime location of Causeway Bay



New Rental Income  
Growth Driver



### Soundwill Plaza II - Midtown, Causeway Bay

- Total leasing GFA : 218,000 sq. ft.
- Quality tenants

Floor	GFA (sq. ft.)	Occupancy rate*
Non-dining	127,775	88%
Dining	90,225	75%
Total	218,000	83%

\*As at 30 Jun 2024



## MT Current Tenants (as at 30 Jun 2024)

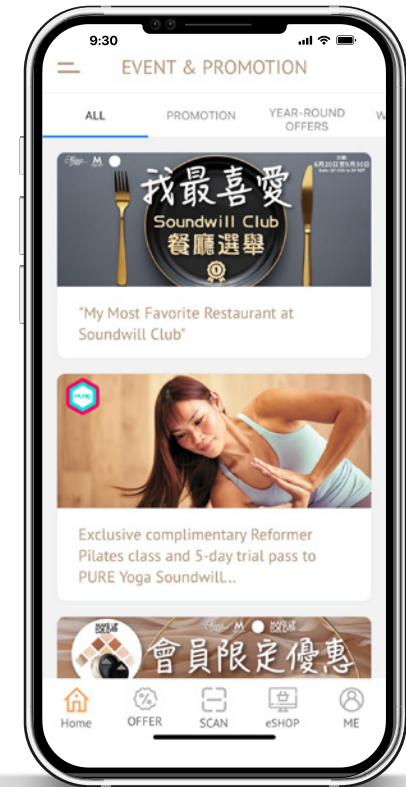






## Soundwill Club

- Established a multi-platform for publicity activities that products and services offered by tenants would be launched with their peculiar characteristics.
- Optimized to enhance the customer experience of online sales with a simpler, more convenient and faster system, enhancing its competitiveness.
- Expanded our customer base and enhanced our customer loyalty, with the number of new members of our membership programme increased by 15% in 2023 and the total consumption amount of our members also increased by 60% as compared with the previous year.



## Investment property



### 10 Knutsford Terrace, Tsim Sha Tsui

- Total leasing GFA : approx.114,000 sq. ft.
- New leasing specifications



Floor	GFA (sq. ft.)	Occupancy rate*
G/F - 3/F	20,000	50%
4/F - 23/F	94,000	69%
Total	114,000	64%

\*As at 30 Jun 2024



### Kai Kwong Commercial Building, Wan Chai

- Total leasing GFA : approx.33,000 sq. ft.
- New leasing specifications

Kai Kwong  
Commercial  
Building

Floor	GFA (sq. ft.)	Occupancy rate*
G/F	2,400	100%
1/F - 21/F	30,656	69%
Total	33,056	76%

\*As at 30 Jun 2024

## Investment property



### THE SHARP, Causeway Bay

(G/F retail space retained for investment purpose)

- Total leasing GFA : approx.5,968 sq. ft.
- New leasing specifications



Floor	GFA (sq. ft.)	Occupancy rate*
G/F - 2/F Shops 1-3	4,570	100%
G/F Shop A	1,398	100%

\*As at 30 Jun 2024



### Project location

#### Causeway Bay

Yiu Wa St. and Canal Road East

耀華街及堅拿道東

### Development plan

- Commercial development
- Site area: 2,952 sq. ft.
- GFA: 44,000 sq. ft.



### Project location

#### Kwai Chung

South China Cold Storage Building

南華冷房工業大廈

### Development plan

- Industrial development
- Site area: 19,134 sq. ft.
- GFA: 180,000 sq. ft.



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# Sustainability

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### Green Investment



- Rapid Reaction to Extreme Climate



- Initiatives to energy saving



### Green Education



- Public Recycling to reduce Landfill Waste





- Caring for the underprivileged



- Sponsoring NGOs





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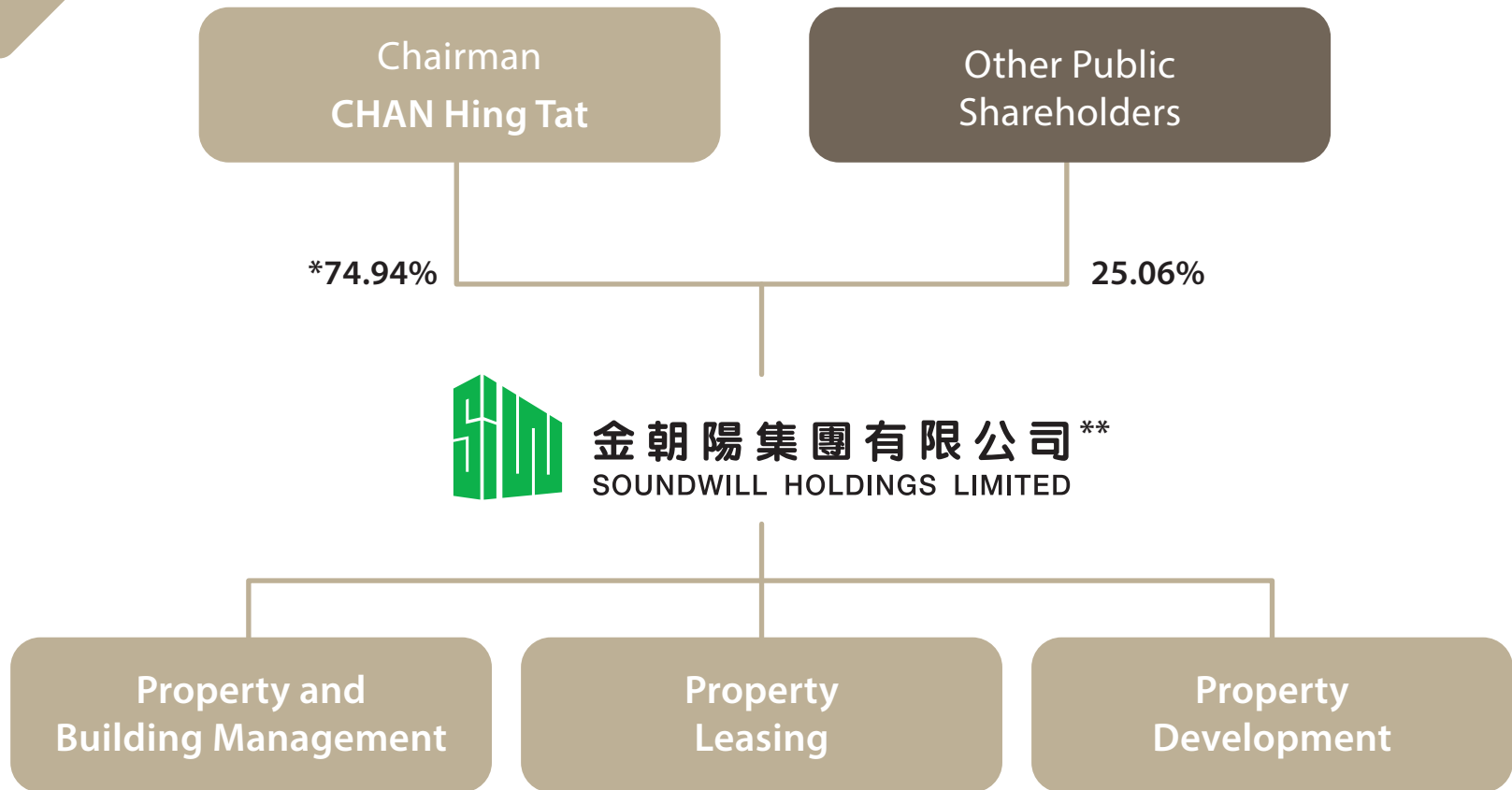
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# Appendix

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No. of issued shares : 283,308,635 shares (as at 21 Aug 2024)

\*approximately 74.94% held by a trust, in which the Chairman is a beneficiary

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