

# PLAZA HOLLYWOOD



Revenue increased by 11% to HK\$420 million and operating profit by 10% to HK\$307 million. Average occupancy was maintained at 99%. Retail sales grew by 15% in 2012 to HK\$2.4 billion or HK\$570 per square foot per month, riding on its success in brand repositioning and tenant mix refinement. As a regional shopping mall targeting primarily local shoppers, Plaza Hollywood has successfully established its presence in the Kowloon East region.

Plaza Hollywood is purposely-designed with no towers above it to provide maximum planning and re-planning flexibility. It has a highly efficient layout with lettable floor area representing 65% of gross floor area. It comprises over 200 retail outlets, including a purpose built stadium seating six-screen multiplex with 1,625 seats. Parking for 527 vehicles is provided.

Located in Kowloon East, with a catchment area that comprises 1.42 million residents, this property is directly linked to the Diamond Hill MTR Station, which will be the future interchange hub for the new Shatin-Central line with the existing network. It is also directly linked to the Diamond Hill bus terminus and at the entrance to Tate's Cairn tunnel, a vehicular transport hub to link Kowloon East with New Territories East and beyond that to Shenzhen.

A series of structural reconfiguration of tenants started since 2010. International fashion and accessories brands were introduced. Annual footfall in 2012 rose to 19.4 million.

## Retail Tenant Mix (by Rental and Area)

	% by Rental	% by Area
Fashion	21.9	22.5
Jewellery, Beauty and Accessories	19.9	12.0
Restaurant, Fast Food, F&B	16.7	21.6
Department Store, Healthcare & Confectionery Products	12.3	12.2
Electrical & Audio-visual Equipment & Entertainment	11.4	19.2
Travel, Telecommunication and Other Services	8.3	4.9
Sports Wear	5.2	4.0
Others	4.3	3.6
Total	100.0	100.0



Plaza Hollywood features one of the largest atriums in Hong Kong with 10,000 square feet of event space and a ceiling height of nearly 80 feet.