



# Plaza Hollywood

The 10,000-square foot event space with a ceiling height of nearly 80 feet is among the largest retail mall atriums in HK.

## PLAZA HOLLYWOOD

Plaza Hollywood is a market leading shopping mall in Kowloon East and poised for growth in coming years. Thanks to product and brand repositioning and enhanced tenant mix, retail sales increased by 7.5% to a record of HK\$2.6 billion or HK\$602 per square foot per month. Revenue increased by 13% to HK\$475 million and operating profit by 18% to HK\$363 million. Occupancy reached 100% at the end of 2013.

With its prominent location and efficient transport infrastructure, Plaza Hollywood is well-positioned to attract high volumes of foot traffic. It is located atop the Diamond Hill MTR Station, which will be the future interchange hub for the new Shatin-Central link in 2017 with the existing MTR network. It is also located at the entrance to Tate's Cairn tunnel, a vehicular artery linking Kowloon East with the New Territories and beyond to Shenzhen, and directly linked to the Diamond Hill bus terminus.

Plaza Hollywood is also in close proximity to various tourist attractions including the celebrated Wong Tai Sin Temple and Tang Dynasty-styled Chi Lin Nunnery and Nan Lian Garden. The prime location alongside the popular attractions set Plaza Hollywood apart from other malls. The mall has been working with the Chi Lin Nunnery in a series of cultural promotions that is proving highly popular. It is rapidly transforming itself from a successful community mall into a major destination for both locals and visiting tourists.

Plaza Hollywood is purposely-designed without towers above it, providing itself with maximum planning flexibility. With a highly efficient layout, the mall has lettable floor area representing 65% of gross floor area. Its over 250 retail outlets, 20 restaurants, as well as a purposely-built stadium seating six-screen multiplex with 1,614 seats create valuable critical mass for both shoppers and retailers.

Prominently located in Kowloon East with a population catchment area of 1.5 million residents, Plaza Hollywood is set to benefit from the government's "Energizing Kowloon East" initiative which is enhancing the attractiveness of the entire region.

## Retail Tenant Mix (by Rental, Area and Sales)

	% by Rental	% by Area	% by Sales
Fashion	22.9	23.5	14.6
Restaurant, Fast Food, F&B, Entertainment	20.9	34.2	20.6
Jewellery, Beauty and Accessories	19.5	12.1	19.1
Department Store, Healthcare, Confectionery Products	13.2	12.6	15.4
Travel, Telecommunication and Other Services	8.7	4.9	7.5
Electrical & Audio-visual Equipment	6.7	5.9	16.9
Sports Wear	4.4	3.6	3.3
Others	3.7	3.2	2.6
Total	100.0	100.0	100.0