

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.

Business Review PLAZA HOLLYWOOD

Plaza Hollywood, a leading shopping mall in Kowloon East with a population catchment area of 1.5 million residents, offers enormous growth potential. Relentless tenant mix enhancement and powerful retail marketing drove its growth and performance. Revenue increased by 8% to HK\$513 million and operating profit by 9% to HK\$397 million. Occupancy was 99% at year-end.

Prominent location and efficient transport infrastructure places Plaza Hollywood in an excellent position to attract phenomenal foot traffic and creates a good catchment area for the mall. It is not only located atop the Diamond Hill MTR Station, the future interchange hub for the new Shatin-Central link with the existing MTR network but 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 set to benefit from the government's "Energizing Kowloon East" initiative as the entire region will become increasingly more attractive and vibrant.

The favourable location alongside various adjacent cultural landmarks and tourist attractions including Tang Dynasty-styled Chi Lin Nunnery and the renowned Wong Tai Sin Temple differentiate Plaza Hollywood from other malls in the region.

Plaza Hollywood is purposely-designed without towers above it to maximize planning flexibility. It has a highly efficient layout (65% of GFA is lettable), and a valuable critical mass for shoppers and retailers, with its over 250 retail outlets, 20 restaurants, and a purposely-built stadium seating six-screen cinema multiplex with 1,614 seats.

RETAIL TENANT MIX (by Rental, Area and Sales)

	% by Rental	% by Area	% by Sales
Fashion	22.0	22.0	14.8
Restaurant, Fast Food, F&B, Entertainment	21.2	34.7	21.2
Jewellery, Beauty and Accessories	19.5	11.8	18.9
Department Store, Healthcare, Confectionery Products	13.7	12.7	15.6
Travel, Telecommunication and Other Services	8.1	4.7	7.3
Electrical & Audio-visual Equipment	6.6	5.7	15.5
Sports Wear	4.9	4.1	4.1
Others	4.0	4.3	2.6
Total	100.0	100.0	100.0