



## BUSINESS REVIEW

### PLAZA HOLLYWOOD

Plaza Hollywood, a leading mall in Kowloon East, performed solidly. Revenue increased by 3% to HK\$529 million and operating profit was maintained at HK\$398 million. Occupancy rate was 96% at year-end. Meticulous tenant mix enhancement further unleashed growth opportunities.

The prime location in Kowloon East, where a vibrant CBD2 is emerging in a populous middle class residential area, affirms the enormous growth potential for Plaza Hollywood. The mall is served by excellent transport connections with its favourable location atop Diamond Hill MTR Station, the future interchange hub for the new Shatin-Central link with the existing MTR network, and its direct linkage with the Diamond Hill bus terminus. It is also in close proximity to the Tate's Cairn tunnel, a vehicular artery connecting Kowloon East with the New Territories and beyond to Shenzhen. Various adjacent cultural landmarks and tourist attractions further distinguish Plaza Hollywood from other malls in the region.

The deliberate design without towers atop it provides Plaza Hollywood with maximum planning flexibility. With a highly efficient layout (65% of GFAs is lettable), the mall's competitive edge also lies in its valuable critical mass for shoppers and retailers (over 250 retail outlets, 20 restaurants, and a purpose-built stadium seating six-screen cinema multiplex with 1,614 seats that tops the box office chart in Kowloon East).

✓ Total retail sales of  
HK\$ **2.6** BILLION

✓ Annual footfall of  
**20+** MILLION

#### RETAIL TENANT MIX (by rental, area and sales)

	% by Rental	% by Area	% by Sales
Restaurant, Fast Food, F&B, Entertainment	22.2	34.5	21.2
Jewellery, Beauty and Accessories	21.5	12.6	18.4
Fashion	20.1	21.2	14.2
Department Store, Healthcare, Confectionery Products	13.6	13.3	15.6
Travel, Telecommunication and Other Services	7.9	4.8	7.5
Electrical & Audio-visual Equipment	6.7	5.7	16.7
Sports Wear	5.3	4.7	4.3
Others	2.7	3.2	2.1
<b>Total</b>	<b>100</b>	<b>100</b>	<b>100</b>