



# PLAZA HOLLYWOOD

KOWLOON EAST, HONG KONG

## BUSINESS ASSETS

9,551  
HK\$ million

GROSS REVENUE  
546  
HK\$ million

OPERATING PROFIT  
413  
HK\$ million

## BUSINESS REVIEW

# PLAZA HOLLYWOOD

Revenue increased by 3% to HK\$546 million and operating profit by 4% to HK\$413 million. Occupancy rate was 96% at year-end.

Plaza Hollywood, a leading shopping mall in Kowloon East, is well positioned to exploit the growth opportunities in the vibrant and alternative CBD in the making. The 259 retail outlets, 25 restaurants, and a purpose-built stadium housing six-screen cinema multiplex with 1,614 seats that tops the box office chart in Kowloon East, form an unmatched critical mass for shoppers and retailers. Its highly efficient layout (65% of GFA is letable), and a deliberate design without towers overhead, will greatly enhance future planning flexibility.

Relentless tenant mix optimization and effective marketing strategies underline future growth potential.



Total retail sales

HK\$ **2.4** BILLION

Annual footfall

~**20** MILLION

## RETAIL TENANT MIX (by Rental, Area and Sales)

	% by Rental	% by Area	% by Sales
Restaurant, Fast Food, F&B & Entertainment	21.1	31.2	22.2
Jewellery, Beauty and Accessories	20.9	12.0	16.4
Fashion	19.1	22.9	15.2
Department Store, Healthcare & Confectionery Products	15.8	13.7	16.4
Travel, Telecommunication & Other Services	8.5	5.5	8.5
Electrical & Audio-visual Equipment	6.7	6.0	14.5
Sports Wear	5.3	4.8	4.5
Others	2.6	3.9	2.3
Total	100	100	100