

URA & Great Eagle Celebrate Soft Opening of Langham Place Mall - Tenant Commitment Over 98%

17 Nov 2004

HONG KONG, 17th November 2004. The Urban Renewal Authority and Great Eagle today celebrate the soft opening of Langham Place Mall with over 98% of the 600,000 sq ft complex leased and over 70% of the tenants making a debut appearance in Mongkok.

The Mall is anchored by prominent and high profile retailers including Hong Kong Seibu, i.t and MUJI, as well as UA Cinemas' first 6-screen cineplex in Mongkok. There are about 300 shops in the Mall, including 37 food and beverage outlets.

At a soft opening ceremony today, Mr. Billy Lam Chung-lun, Managing Director of URA said, "We are very proud to see the opening of the Langham Place Mall, which is a milestone in the urban renewal process in Hong Kong.

"Langham Place will serve as an anchor project that kick-starts a sustainable revitalisation impact on the old neighbourhood. Recently, we have already seen some remarkable changes in the mix of retailing activities taking place in the Portland Street/Argyle Street area and the URA will carry out more improvement works to the area to help speed up this process. Given time, we would expect to see a fundamental transformation of the whole area into a new oasis and activity hub for Mongkok."

Dr. K.S. Lo, Deputy Chairman and Managing Director of Great Eagle Holdings Limited also commented on the opening of the Langham Place Mall, "The leasing results of Langham Place Mall have been extremely positive. The whole mall is now almost fully let. While the retail market in Hong Kong has been very strong in the past year, it is also a reflection of tenants' confidence in the Mall's unique architectural design and its prime location in Mongkok, which is one of the most prosperous shopping areas of Hong Kong. As a result Langham Place is now able to offer a strong line up of quality retailers, broadening the appeal of Mongkok to shoppers from all over Hong Kong and tourists."

At today's soft opening, it is estimated that about 180 shops will commence business in the 15-level mall. The rest of the shops will also open their doors in the coming weeks.

Among the tenants, about 50% are fashion and cosmetics related with trend setting brands such as A/X Armani Exchange, Fornarina, Benetton, Bread n Butter, F.C.K., Shu Uemura, Miss Sixty and Red Dragon, while about 25% are lifestyle and accessory brands. These include Swarovski,

Dickson Watch and Jewellery, Just Gold and Just Diamond, Green Field Daikanyama, MAC Look and ctf2.

Level 4 (also known as the Grand Atrium floor) is the food and beverage hub of the mall with popular eateries including Italian Tomato, Shanghai Kitchen, Genki Sushi, Ajisen Ramen, Chee Kee Wonton Noodles, Honeymoon Desserts, Starbucks Coffee, Pacific Coffee and Cousin Cousin Cafe.

The Spiral (Levels 8 to 11) is a trendy zone comprising over 100 small boutiques offering the latest in Japanese and local designer fashion, limited edition sports shoes and collectibles, toys and unique accessories.

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