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EMax— Hopewell Holdings' Major Facelift for HITEC **A New All-inclusive Entertainment and Shopping Destination** **in East Kowloon**

Hong Kong, 10 October, 2006 – To capture new opportunities presented by expected population growth and rapid development in East Kowloon, Hopewell Holdings Limited (“Hopewell Holdings” or “the Group”; SEHK: 0054) is redeveloping the Hongkong International Trade & Exhibition Centre (HITEC) into **EMax** — an entertainment and shopping destination providing ideal locations for conventions and exhibitions, concerts, entertainment, dining and shopping all under one roof.



Mr Thomas Wu, Deputy Managing Director of Hopewell Holdings (fourth from the left) and Mr Stuart Wang, Director and General Manager of HITEC (first on the right), together with main tenants, host the lighting ceremony to kick off the development of EMax - an entertainment and shopping destination.

EMax will be made up of eight floors — B3, B1, G/F to 6/F of HITEC — with a total floor area of 900,000 sq. ft. The major entertainment and shopping facilities from the ground floor to the sixth floor will be opened by mid-2007, and a newly built Multi-purpose Hall will be unveiled in the third quarter of 2007. 50% of the total **EMax** floor area has already been rented. The entire project investment amounts to around HK\$600 million.

At today’s launch ceremony for **EMax**, Mr Thomas Wu, Deputy Managing Director of Hopewell Holdings, said: “Both the Government and private developers attach great importance to the future development of Southeastern Kowloon. 3K, which means Kowloon Bay, Kai Tak and Kwun Tong together, will see the highest number of Grade-A office buildings being completed in the next five years. Kai Tak is the last major piece of urban land available and will be developed as Hong Kong’s biggest integrated development project. In addition, the largest scale re-development project will be located in Kwun Tong centre.”

“From these, we foresee that the future Southeastern Kowloon will be a key traffic hub with a rapid increase in the working population and the number of residents and visitors from outside districts. We believe that Southeastern Kowloon will present huge business potential with an ever growing demand for retail, dining and entertainment facilities. And **EMax** is right at the centre of the key development area and will benefit from this advantageous and strategic position.”



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EMax stands for “Entertainment Maximized”. The letter “E” also means “Energy”, “Extraordinary” and “Exhibition”, referring to the unlimited enjoyment it will bring to all fun-loving people who aspire to an energetic, exciting and entertaining lifestyle. The newly added entertainment and shopping facilities include Kowloon’s largest Bowling City with 48 lanes; the glittering 250,000 sq. ft. Kowloon Bay Car City; and a 200,000 sq. ft Premier Home

Forum, plus a range of entertainment, retail outlets and restaurants synergistically sited throughout **EMax**.

On top of the upgraded exhibition, convention and banquet facilities, a new Multi-purpose Hall will be built. The four-storey high hall will be capable of accommodating 3,500 guests, which will make it the ideal venue for concerts, local and international music performance, film premiers, conference, exhibitions, and other entertainment activities. The existing premises together with the new hall will enable six events to be held at one time.

To project the vibrant and energetic character of **EMax**, the building will undergo major interior and exterior renovation using orange and yellow as the theme colours, and a large glass skylight will be incorporated allowing natural light to diffuse throughout the lobby. This design, together with special lighting effects will create a lively and spacious atmosphere. The complex also features a ‘horizon-to-horizon’ floor design, with each floor area ranging from 120,000 sq. ft. to 230,000 sq. ft. This will let visitors enjoy different kinds of entertainment and shopping facilities on a single floor without traveling up and down escalators.

“The brand-new **EMax** is the ultimate combination of conventions and exhibitions, concerts, entertainment, dining and shopping activities all under one roof. This revolutionary idea runs contrary to traditional shopping mall developments and tenant-mix concepts, and it also sets a new direction for the convention and exhibition industry. I believe that **EMax** will set a new benchmark in entertainment and enjoyment for East Kowloon, and for the whole of Hong Kong as well,” Mr Wu said.

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Hopewell Holdings Limited

Hopewell Holdings Limited (stock code: 54), listed on the Stock Exchange of Hong Kong since 1972, is one of Hong Kong’s premier companies with diverse business interests spreading across Property Investment and Development, Hotels and Hospitality, and Highway Infrastructure.



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