



Press Release

**yoo Residence Enhances the Kitchen Experience with
Miele Appliances Worth HK\$20,000,000**

***Residents also entitled to Exclusive by Meile - Lifestyle Membership and
access to The Private Lounge by Miele***

(11 April 2013, Hong Kong) Developed by renowned property specialists Couture Homes Limited (Couture Homes) and ITC Properties Group Limited, yoo Residence at No. 33 Tung Lo Wan Road, Causeway Bay, is Hong Kong's first internationally branded residence. This world-class investment project of the year has received tremendous market enthusiasm from the city since its official launch.

To underline its commitment to international branding, the developers have today (11 April) announced a partnership with top German kitchenware brand Miele that brings world-class kitchen appliances to yoo Residence. The XL Steam Oven and FlexTouch Induction Hob from Miele were presented at the yoo press conference, while the FlexTouch Induction Hob even made its first appearance in Hong Kong, and yoo Residence is the first residential project in Hong Kong to adopt this innovative induction hob. Residents will also be entitled to Exclusive by Miele – Lifestyle Membership, an after-care service programme.

Jimmy Fong, Managing Director of Couture Homes Limited, commented, "yoo Residence demonstrates the privileges of being a world-class investment project by showcasing renowned brands globally in addition to its exceptional location and unique design. The market response has been enthusiastic since sales began, proving the success of the property's market positioning as a branded residence. We are honoured to work with Miele to bring world-class kitchen appliances to yoo Residence at an investment value of HK\$20,000,000.



The partnership introduces first-rate appliances that turn every detail of residents' everyday life experiences into an exclusive and unique lifestyle fulfilment.”

Richard Green, Marketing Director of Miele, stated, “Miele is an industry leader in the world of home appliances and has received numerous international design awards from iF, red dot, and so on. Each appliance integrates modern aesthetics and functionality with quality and design for the ultimate lifestyle. We are delighted to partner with yoo Residence and offer a selection of stylish home appliances that reflects its status as a world-class luxury residence.” He added, “The selected items include the latest DGC5080XL Steam Oven and KM6395 FlexTouch Induction Hob, and yoo Residence is the first residential project to use these innovative appliances in Hong Kong. To underline the privileged position of yoo residents, Miele offers Exclusive by Miele - Lifestyle Membership and a free cooking workshop conducted by prominent executive chefs to all residents.”

A Stylish Lifestyle Complemented by Miele Home Appliances

Miele will offer the stylish DGC5080XL Steam Oven – which combines the functionality of a convection oven and a steam cooker – to all apartment units of yoo Residence, so residents can cook up delicious meals from the comfort of their own home. Its elegant design earned it the iF Product Design Award 2010 and the oven has an extra large capacity with giant Navitronic TouchControl monitor and 150 automatic culinary programmes. The DGC5080XL Steam Oven intuitively selects the best process, temperature and cooking time for different culinary styles, and its outstanding elegant design has won the iF Product Design Award 2010.

In addition to this professional steam oven, Miele has installed the latest KM6395 FlexTouch Induction Hob in all 2-bedroom units. The refined ceramic surface is a stylish addition to the sleek kitchen design within yoo Residence, and the ceramic screen is equipped with the latest technology. The surface



conceals internal sensors that accurately identify the positions and sizes of different kitchenware, and the hob has five flexible power zones so that five pans can be used simultaneously.

Exclusive by Miele - Lifestyle Membership Offers World-class Recognition with The Private Lounge by Miele

To underline the privileged position of yoo residents, Miele offers Exclusive by Miele - Lifestyle Membership to all yoo residents. Membership gives residents priority access to The Private Lounge by Miele and invites to Miele VIP events at discounted rates, as well as the privileged series of Miele services, including product maintenance, personal product care advice and product tutorials.

About yoo Residence

yoo Residence is the first residential project in Hong Kong by world-renowned property brand yoo. Designed by the brand's own yoo Studio, yoo Residence represents a collaboration between Couture Homes and ITC Properties Group Limited. The stylish standalone residential tower at 33 Tung Lo Wan Road comprises 144 units, with 140 standard units and four special units offering a unique style of living. The development is located in a residential-only area at the heart of the bustling Causeway Bay, enjoying excellent shopping, dining and entertainment options and seamless link-up to other core business districts.

About Couture Homes Limited

Couture Homes Limited is the wholly owned subsidiary of CSI Properties Limited (Stock code: 497) set-up in 2011 to develop ultra-luxury residential developments in Hong Kong and PRC. With Haute Couture (the tradition of tailoring exclusive custom-fitted clothing for privileged customers) as its blue-print concept, Couture Homes specializes in crafting special residences made to order for private clients, with projects like The Hampton in Happy Valley the first of the series in this direction. Other developments in progress for Couture Homes include a luxury villa development site in Kau To Shan in Shatin, 60% interest in a landmark project at No.47-49 Perkins Road at



Jardine's Lookout (project partner: Grosvenor International SA and Asia Standard International Group Limited, No. 47 Barker Road at the Peak, and 50% interest in a luxury villa development site in Qing Pu district, Shanghai.

About ITC Properties Group Limited

ITC Properties Group Limited ("ITC Properties") is a Hong Kong-based corporation listed on The Stock Exchange of Hong Kong Limited (Stock code: 199). The principal engagements of ITC Properties include property development and investment in Mainland China, Hong Kong and Macau, golf resort and leisure operations in Mainland China, and securities investment and loan financing services. ITC Properties has in-house expertise in architecture, construction, engineering and project management that ensure a high standard of product quality.

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This release is issued by Joyous Communications on behalf of Couture Homes Limited and ITC Properties Group Limited.

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Photo Caption:

1. The developers today (11 April) announced a partnership with top German kitchenware brand Miele at an investment value of HK\$20,000,000 that brings world-class kitchen appliances to yoo Residence.

Mr. Jimmy Fong, Managing Director of Couture Homes Limited (Left)
Mr. Richard Green, Marketing Director of Miele (Right)





2. Miele will offer the stylish DGC5080XL Steam Oven – which combines the functionality of a convection oven and a steam cooker – to all apartment units of yoo Residence, so residents can cook up delicious meals from the comfort of their own home.



3. The latest product from Miele, KM6395 FlexTouch Induction Hob made its first appearance in Hong Kong, and yoo Residence is the first residential project in Hong Kong to adopt this innovative induction hob to all 2-bedroom units.





4. To underline the privileged position of yoo residents, Exclusive by Miele - Lifestyle Membership will be offered to all residents.

