



Press Release

yoo Residence Partners with Savills (Hong Kong) Limited To Introduce Customised Asset Management Service And Name J Plus Boutique Hotel as Hospitality Management Consultant

[14 March 2013, Hong Kong] yoo Residence, the first and only internationally branded residence in Hong Kong jointly developed by Couture Homes Limited (Couture Homes) and ITC Properties Group Limited (ITC Properties), represents a rare world-class investment with exceptional design and convenient location at 33 Tung Lo Wan Road, Causeway Bay. Today, the developers announced an exclusive partnership with leading real estate consultant Savills that will offer tailor-made professional asset management service to maximise buyers' investment returns. The prestigious living is further guaranteed by the bespoke management service with J Plus Boutique Hotel as consultant.

Jimmy Fong, Managing Director of Couture Homes, said, "With its unparalleled location and unique design, yoo Residence has received over 1,000 enquiries since its naming. We are honoured to have Savills as the project's sole asset manager and pleased to offer local and overseas buyers a full range of services ranging from leasing agency to asset management. Savills is one of the largest leasing and asset management companies in Hong Kong and a leading leasing agent. Its international corporate clientele include Deutsche Bank, BNP Paribas, Thomson Reuters, John Swire & Sons Limited and Cathay Pacific. We believe that Savills' rich experience and global vision will maximise the investment returns of the buyers of yoo Residence. Meanwhile, as the project's hospitality management consultant, J Plus Boutique Hotel will provide top-class training for our property management team, allowing residents to enjoy world-class management service."

"Couture Homes and ITC Properties both aim to complete the project with world-class offerings. We believe that the partnership with Savills will maximise the project's potential and underpin its position as the city's only internationally branded residence, attracting more investors and buyers," he added.



Savills' market survey and analysis conducted earlier showed that branded residences enjoy immense advantages and investment potential. Edina Wong, Senior Director - Residential Leasing of Savills (Hong Kong) Limited, said, "Grade-A serviced apartments are scarce and sought after by investors. Branded serviced apartments are exceptionally rare. At present, the rent premium of branded grade-A serviced apartments ranges between 25% and 35%, evidencing that brand value enhancement may drive premium beyond expectation. Therefore, the project's average rent per square foot of yoo Residence is expected to reach \$80 to \$100 by 2015, promising an attractive investment return in the long run."

She added, "We are delighted to be the project's sole asset manager. yoo Residence excels in branding, design and location, and is a jewel in the market with huge potential. To match with these world-class qualities, a comprehensive range of integrated asset management services will be offered, covering lease management, property maintenance and wealth management. Residents can enjoy maximum rent return and asset appreciation as well as unrivalled luxury living."

In addition, J Plus Boutique Hotel will bring its hospitality management expertise to the project by offering professional hospitality training to the project's management team. The exceptional concierge service and five-star property management will take care of residents' every need, whether they want to reserve a table in Michelin-star restaurants, order catering service, book a charter flight, or request for business and personal services like secretarial service, express delivery and home moving service. A variety of home cleaning services and professional services, such as fire safety equipment examination, will also be available for residents to choose from. Prices for the above services will be announced later. Situated in the heart of Causeway bay, J Plus Boutique Hotel is the first boutique hotel designed by acclaimed designer Philippe Starck in Hong Kong, attracting celebrities and big names with its contemporary interior design and artistic charm. The collaboration between J Plus Boutique Hotel and yoo Residence will indulge residents in world-class premium management service and an enchanting lifestyle.



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) founded 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 project like The Hampton in Happy Valley as 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 Macau, the People's Republic of China ("PRC") and Hong Kong, golf resort and leisure operations in the PRC, and securities investment and loan financing services. ITC Properties has in-house expertise in architecture, construction, engineering and project management that ensures a high standard of product quality.



About Savills (Hong Kong) Limited

Savills is a leading global real estate service provider listed on the London Stock Exchange. Since 1855, it has been rapidly developing and has established leading presence with over 500 offices in Europe, Asia Pacific, the Americas, Africa and the Middle East.

With its wide-ranging expertise and insight, Savills has become an authority on real estate consultancy known for its innovative ideas and exceptional negotiation skills. It offers the most prestigious services to clients sharing the same vision. As a forward-looking player, Savills is committed to building long-term strategic relationships with the real estate industry, delivering top-quality services and creating premium brands.

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This release is issued by Joyous Communications on behalf of Couture Homes Limited and ITC Properties Group Limited. For media enquiries, please contact:

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Photo Caption:

1. Developers announced an exclusive partnership with leading real estate consultant Savills that will offers tailor-made professional asset management service to maximise buyers' investment returns

Jimmy Fong, Managing Director of Couture Homes Limited (Right)

Edina Wong, Senior Director of Residential Leasing of Savills (Hong Kong) Limited (Left)

