



金朝陽集團有限公司
SOUNDWILL HOLDINGS LIMITED

Press Release

For Immediate Release

3 September 2012

To: Property Editor

Soundwill Holdings Limited
First Time Collaboration with Henderson Land Development
To Redevelop 1-11 Lai Yin Street and 2-12 Jones Street, Tai Hang



[3 September 2012] Soundwill Holdings Limited (the “Group”, stock code 0878) is pleased to announce that a Joint Redevelopment Agreement has been signed with Henderson Land on 31 August 2012. If the acquisition of 1-11 Lai Yin Street and 2-12 Jones Street is completed with 100% ownership, the inaugural agreement will represent the first collaborative redevelopment project between the two companies.

Soundwill Group and Henderson Land have jointly filed an application for the compulsory auction of 1-11 Lai Yin Street and 2-12 Jones Street, which is currently a 6-storey old building used for residential (class A) purposes. With a site area of approximately 6,530 square feet and based on a 10 times plot ratio, the combined site can be redeveloped into a 37-storey residential property (with clubhouse facilities) at a maximum gross floor area of approximately 65,000 square feet.

Upon the successful unification of property ownership, the anticipated residential property will be the Group’s first collaborative redevelopment project with Henderson Land, and will be comparable to “WarrenWoods”, the Group’s first boutique luxury residential development in the same district. Along with the Group’s other luxury residential development on 18-21 School Street, the projects together will not only help drive the development pace of Tai Hang, it will also further extend the district’s property appreciation potential. In view of Hong Kong’s scarce land supply coupled with the growing wealth of local home buyers and investors, the Group is



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optimistic with the prospect of the Lai Yin Street and Jones Street project, and strongly believes that it will become the next focal interest of the market upon completion.

Looking ahead, the Group will continue its endeavors in revitalizing old districts in Hong Kong by way of property assembly and property development. The Group will also actively source land sites with high appreciation potential in core locations of Hong Kong for self-development purposes and to increase its land bank for future development and ultimately, generate better return for its shareholders.

About Soundwill Holdings Limited

Established in 1978 and listed on the Main Board of the Hong Kong Stock Exchange in 1997, Soundwill Holdings Limited is principally engaged in old building assembly and acquisition, commercial leasing, property development and PRC urban infrastructure.

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