

For Immediate Release

MADERA GARDEN partners with Indigo to launch Premium Furniture Set Offer⁹

Occupancy rate reaches 80%, indicating strong market demand

(21 August 2023, Hong Kong) “MADERA GARDEN” at 5 Victory Road, Ho Man Tin, by Hip Shing Hong (Holdings) Company Limited (“Hip Shing Hong”), has achieved an impressive occupancy rate of 80% since receiving its occupation permit last year, demonstrating a satisfactory performance. Now in collaboration with Indigo, buyers enjoy a **Premium Furniture Set Offer⁹** to effortlessly complete their move-in. Two furnished units, 18A and 18C, both in two-bedroom layouts, offer saleable areas¹ of 465 square feet and 414 square feet. Customers who purchase these units receive a furniture set⁹ worth HK\$368,000 and choose one of three payment methods⁴, including "Cash Payment Plan⁵", "Easy House Exchange 730 Payment Plan⁶" and "Madera Relax First Mortgage Payment Plan⁷". These offers appeal to young couples and small families looking for a new home.

Bonnie Cheung, Head of Property Sales of Hip Shing Hong (Holdings) Company Limited, said, "Located in Kowloon's core, MADERA GARDEN boasts a superior location with high demand for premium units. After the launch of mid-to-high-floor units for lease, our occupancy rate reached 80%. Most residents are young couples and branch families, so we selected two two-bedroom units and collaborated with Indigo to provide an additional offer, a furniture package worth HK\$368,000⁹. This ensures buyers can easily move in and enjoy the advantages of MADERA GARDEN. Moreover, 18A and 18C units are eligible for a maximum discount of 15%³, with the lowest possible discounted price per square foot starting from HK\$26,387²."

Embrace your home, where natural colours bring warmth for families of two to four¹⁰

Unit 18A features two bedrooms with a closed kitchen, and a saleable area¹ of 465 square feet. The master bedroom spans 2.3meters long and 3.3meters wide, accompanied by a 16-square-foot utility platform. The master bedroom blends simplicity and style, with light beige-grey and pink as the main colours for bedding and fabrics. The living-dining room has a palette of olive green and grey. A dark green velvet sofa and earth-tone furniture including dining chairs in light beige grey hues pair with carpet, curtains, cabinet, small tea table, and TV cabinet. As night falls, an artistic chandelier in the living room and a column chandelier in the dining room illuminate the home with a soft glow for joyful evening dining.

The layout of the second bedroom is practical and square, ideal for use as a kid's room. Shades of light grey and white feature, providing space for a single bed adorned with animal

and plant-themed bedding and cushion, plus there's room for a desk and chair combination on both sides and a cabinet. To give an atmosphere of learning, astronomy-themed hanging pictures and globe display are incorporated, providing children with space for studying and leisure. The room accommodates a multi-functional loft bed in the future, providing flexibility; this design approach ensures the room can cater to evolving family preferences.

Sophisticated artistic spaces, embracing a simple tranquil style for young couples¹⁰

18C is a two-bedroom unit with a saleable area¹ of 414 square feet. The rectangular living-dining room is about 5 meters long and 2.4 meters wide. The room is adorned with a colourful artwork and a fashionable metal chandelier, exuding a contemporary flair. A light grey sofa sits beside a dark brown wood-grain tall shelf, complementing a grey Ombré suede carpet and velvet cushion with leaf pattern, in front of floor-to-ceiling windows.

The living room's light grey wall extends to open kitchen on the left. Adjacent is a dining console table with white marble-top providing a stylish and functional space for cooking and dining. The 22-square-foot balcony behind the sofa can be accessed through a wide, full height glass door with wide-angle window offering panoramic views of the surrounding landscape¹¹. The balcony allows residents to enjoy drinks and snacks with friends and family while basking in sunshine and experiencing a sense of outdoor leisure.

The master bedroom boasts a spacious saleable area¹ of approximately 71 square feet. The primary colour scheme is light grey and white, with accents of blue. It is equipped with a straight metal and wood-grain wardrobe, bedside table, blue-toned bedding and sky-blue headboard, and metal chandelier for a fashionable touch. The other bedroom has a saleable area¹ of around 45 square feet, dominated by dark green and light grey hues. It exudes a minimalist stylish ambience. The bedroom is equipped with a single bed, and light grey headboard. Green/white bedding and curtains contribute to a tasteful feel; dark brown wood-and-marble panel desk, accompanied by a dark green velvet chair match to black-and-white themed decorations to add contrast and visual intrigue.

Fashionable kitchen and bathroom fixtures for liberating living¹⁰

Both 18A and 18C units boast fully-equipped kitchens featuring renowned European brands. Indulge in the convenience of Siemens telescopic cooker hoods and built-in induction hobs, plus De Dietrich built-in refrigerators and washer-dryers. A Stiebel Eltron instantaneous water heater and Hansgrohe sink mixer ensure seamless cooking in a pristine culinary space.

Bathrooms impress with Terrazzo stones and Italian tiles on walls and floors; sleek aesthetics blend with large mirror cabinets, creating a radiant ambience. Equipped with Duravit wash basins and water toilets, bathrooms offer style and functionality; a Hansgrohe shower installation with hand shower, overhead shower and basin mixer guarantee

rejuvenating bathing. With Panasonic ceiling-mounted thermos ventilator and Stiebel Eltron instantaneous water heater, a blissfully comfortable bathroom space is created.

Multiple geographical advantages, in addition to complete living facilities

"MADERA GARDEN" is a single building with 26 floors (excluding roof) with 71 units in a range of configurations. One & two-bedroom units feature a saleable area¹ ranging from 286 to 481 square feet, and four exclusive units boasting platforms or rooftops. An acclaimed team from Spain, Lagranja Design, incorporates design elements of "the Barcelona lifestyle" melding natural flourishes and an overall unfettered living experience. "MADERA GARDEN" is pet-friendly and offers access to a prestigious private clubhouse. The development is located at the heart of Kowloon's transport hub, and benefits from convergence of two MTR stations across three lines⁸. With just a two-station ride from Mong Kok East to Exhibition Centre Station, residents have access to business districts, leisure destinations, and the mainland.

"MADERA GARDEN" is affiliated with School Net 34, with many elite schools including Diocesan Boys' School, Pui Ching Primary School, Pui Ching Middle School, and more. Cultural and recreational facilities are close by, such as Kowloon Public Library, Pui Ching Road Playground, Man Fuk Road Garden, MacPherson Playground and Ko Shan Theatre. The surrounding community facilities include shops, supermarkets, convenience stores, banks and a 24-hour fitness centre to meet basic daily needs. Adjacent to bustling Mong Kok, residents can easily reach large-scale shopping malls (MOKO New Century Plaza and Langham Place) and a movie theatre (MOKO Cinema), all within walking distance ¹².

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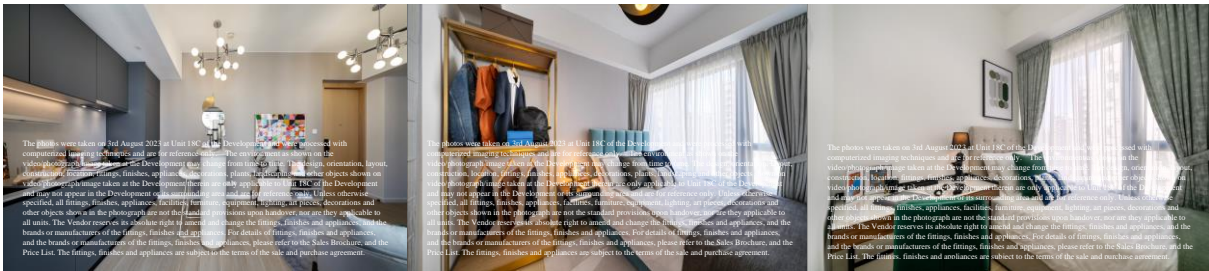
Photo Captions:



“MADERA GARDEN” partners with Indigo to launch a Premium Furniture Set Offer⁹; the development’s overall occupancy rate has reached 80%, reflecting strong market demand.



Unit 18A is adorned in natural hues, exuding a cozy and comforting ambience, and is perfectly suited to families with two to four family members.



Unit 18C, elegantly appointed with artistic flair, creates an atmosphere that resonates with sophistication; a simple and tranquil style makes it the ideal choice for young couples seeking a serene and stylish living space.

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About Hip Shing Hong (Holdings) Company Limited

Since 1948, Hip Shing Hong (Holdings) Company Limited (“Hip Shing Hong”) has a long establishment in Hong Kong and has grown steadily over the years from a traditional real estate company to a modern and dynamic enterprise.

Having navigated an ever-changing and challenging market, Hip Shing Hong has established itself as a diversified enterprise with an extensive portfolio across Hong Kong Islands and Kowloon, covering development of residential, commercial and industrial buildings, operation of hospitality chains and serviced apartments, and asset management of commercial and industrial buildings, luxury homes and over 200 retail premises. We constantly introduce new technologies and actively recruit young talents to maintain our competitiveness in the market. We have created renowned brands such as Office Plus, The Collab, Madera Residences, Madera Hotel, Madera Cafe, Madera Yoga, Genesis, Gravity, Le Riviera, Madera Garden and more. Over the years, we have also worked with our joint venture partners in the industry to develop a number of signature projects including The Pavilia Hill, H Code and Global Trade Square.

Charity has been an important pillar of Hip Shing Hong's activity since the 1960s. Hip Shing Hong has committed a portion of its annual profits to charitable work through the Fong Shu Fook Tong Foundation and Fong's Family Foundation. Over the past 40 years, the two foundations have been involved in about 600 projects – building schools, supporting technology and medical research and provision of medical services – in Hong Kong, the Mainland and overseas.

Under the leadership of our experienced management team, we have received numerous awards and accolades, including “Hong Kong Council of Social Service – 15 Years Plus Caring Company Logo”, “Home Affairs Bureau and Family Council – Meritorious Family-Friendly Employers & Special Mention (Gold)” and “Asia Pacific Property Awards – Best Office Architecture Hong Kong & Highly Commended Office Development Hong Kong”. Madera Hong Kong, a member of Hip Shing Hong, also won “Hong Kong Green Awards – Green Management Award – Service Provider (SME) – Gold” and was listed in “The Michelin Guide Hong Kong Macau 2021”. For more information, please visit www.hshd.com.hk.

Name of the Development: Madera Garden (the "Development") | The district at which the Development is situated: Ho Man Tin | The name of the street at which the Development is situated and the street number allocated by the Commissioner of Rating and Valuation for the purpose of distinguishing the Development: 5 Victory Avenue | Address of the website designated by the Vendor for the Development: www.madera-garden.com.hk

The photographs, images, drawings or sketches shown in this advertisement/promotional material represent an artist's impression of the development concerned only. They are not drawn to scale and/or may have been edited and processed with computerized imaging techniques. Prospective purchasers should make reference to the sales brochure for details of the development. The vendor also advises prospective purchasers to conduct an on-site visit for a better understanding of the development site, its surrounding environment and the public facilities nearby.

Vendor: Gainwin Enterprises Limited | Holding companies of the Vendor: Not applicable | Authorized Person for the Development: Lai Siu Kin | The firm or corporation of which the Authorized Person for the Development is a proprietor, director or employee in his professional capacity: Lu Tang Lai Architects Limited | Building Contractor for the Development: Ching Lee Engineering Limited | The firms of solicitors acting for the owner in relation to the sale of residential properties in the Development: Woo Kwan Lee & Lo | Authorized institution that has made a loan, or has undertaken to provide finance, for the construction of the Development: Not applicable | Any other person who has made a loan for the construction of the Development: Hip Shing Hong Development Company Limited

Prospective purchasers are advised to refer to the sales brochure for any information on the Development. | Please refer to the Sales Brochure for details of the Development | This advertisement is published by or with the consent of the Vendor

The Development and its surrounding environment may change from time to time. | This advertisement and contents thereof are for reference only and do not constitute and shall not be

construed as constituting any contractual term, offer, representation and warranty, whether express or implied (whether related to view or not). | Market conditions may change from time to time. Prospective purchasers shall consider their own financial status and ability to afford and all relevant factors before deciding whether to purchase or when to purchase any residential property. In any circumstances or at any time, prospective purchasers shall not rely on or be affected by any content, information or concept of this advertisement/promotional material in deciding whether to purchase or when to purchase any residential property.

Date of printing/production: 21 August 2023

¹ The saleable area including the floor areas of balcony, utility platform and veranda (if any) to the extent that it forms part of the residential property are calculated in accordance with Section 8 of the Residential Properties (First-hand Sales) Ordinance. The saleable areas do not include the specified items (if any) under Part 1 of Schedule 2 of the Residential Properties (First-hand Sales) Ordinance. The above areas have been converted to square feet based on a conversion rate of 1 square metre = 10.764 square feet and rounded off to the nearest integer, and the area shown in square feet may be slightly different from that shown square metre.

² HK\$26,387 is the price calculated by applying the 15% maximum discount (see 3) to the price of Unit C, 18/F shown in Price List No.2A of the Development divided by the saleable area of the unit and is the lowest possible unit price. Please refer to Price List No.2A and its revision from time to time. The benefits mentioned above may not be applicable to all buyers. The Vendor reserves the right to make the final decision on whether or what discounts or benefits a buyer can enjoy.

³The maximum discount offer is 15%, including 6% off the price for "Cash Payment Plan", 4% off for "Interest Subsidy Benefit", 1% off for "Like Facebook/Instagram Benefit", 2% off for "Living Aesthetic Benefit", and 2% off for "Super Railway Benefit". The above offers may not be applicable to all buyers. For details, please refer to Price Lists Nos. 1H and 2A of the Development and its revision from time to time. Please refer to 5 for the payment terms of the Cash Payment Plan.

⁴For all details such as prices, payment terms, discounts and benefits, etc., please refer to Price Lists Nos. 1H and 2A and its revision from time to time and the tender documents. All prices, payment terms, discounts, gifts, financial benefits and incentives are subject to the terms of the relevant price lists and transaction documents. The Vendor has the right to revise the prices, payment terms, discounts, gifts, financial benefits or incentives of different residential properties from time to time, and different residential properties may be sold at different times, so the relevant purchasers may not choose or be given the relevant payment terms, discounts, gifts, financial benefits or incentives mentioned in this advertisement/promotional material. The residential property market conditions may change from time to time, so the price, discounts, benefits or other contents mentioned in this advertisement/promotional material may be different from the actual situation and become inapplicable. The prices and calculations mentioned in this advertisement/promotional material may not cover all residential properties in the Development, and the benefits mentioned above may not be applicable to all buyers. The Vendor reserves the right to make the final decision on whether or what discounts or benefits a buyer can enjoy.

⁵Cash Payment Plan (6% discount from the Price)

- (1) 5% of the Transaction Price being the Preliminary Deposit shall be paid upon signing of the preliminary agreement for sale and purchase.
- (2) The balance of the Transaction Price (i.e., 95% of the Transaction Price) shall be paid within 120 days after signing of the preliminary agreement for sale and purchase.

⁶Easy House Exchange 730 Payment Plan (3% discount from the Price)

- (1) 5% of the Transaction Price being the Preliminary Deposit shall be paid upon signing of the preliminary agreement for sale and purchase.
- (2) 3% of the Transaction Price being Further Deposit shall be paid within 90 days after signing of the preliminary agreement for sale and purchase.
- (3) 2% of the Transaction Price being Further Deposit shall be paid within 120 days after signing of the preliminary agreement for sale and purchase.
- (4) The balance of the Transaction Price (i.e., 90% of the Transaction Price) shall be paid within 730 days after signing of the preliminary agreement for sale and purchase.

⁷Madera Relax First Mortgage Payment Plan (4% discount from the Price)

- (1) 5% of the Transaction Price being the Preliminary Deposit shall be paid upon signing of the preliminary agreement for sale and purchase.
- (2) 5% of the Transaction Price being Further Deposit shall be paid within 90 days after signing of the preliminary agreement for sale and purchase.
- (3) 5% of the Transaction Price being Further Deposit shall be paid within 180 days after signing of the preliminary agreement for sale and purchase.
- (4) 5% of the Transaction Price being Further Deposit shall be paid within 270 days after signing of the preliminary agreement for sale and purchase.
- (5) The balance of the Transaction Price (i.e., 80% of the Transaction Price) shall be paid within 360 days after signing of the preliminary agreement for sale and purchase.

⁸“2 stations” and “3 lines” refer to Mong Kok Station of the Tsuen Wan Line and Kwun Tong Line near the Development, and Mong Kok East Station of the East Rail Line.

⁹ Furniture Set Offer (applicable to Unit 18A and Unit 18C only)

The total value of the Chattels is HK\$ 368,000. The Chattels are now installed at or placed within the said property and will be handed over by the Vendor to the purchaser on the completion of the sale and purchase of the property in an “as is” condition, meaning, the condition the Chattels are or will be as at the date of completion. No warranty or representation whatsoever is given by the Vendor or any person on behalf of the Vendor in any respect as regards the Chattels or any of them. In particular, no warranty or representation whatsoever is given as to the physical condition and state, market value, quality or the fitness of any of the Chattels or as to whether any of the Chattels are or will be in working condition. Any failure on the Vendor’s part (due to any reason whatsoever) to deliver or provide the Chattels, or any part thereof, to the purchaser on completion shall not entitle the purchaser to terminate or rescind the preliminary agreement for sale and purchase or the agreement for sale and purchase, nor shall entitle the purchaser to delay completion or to seek any reduction of the purchase price of the property. The purchaser shall still be obliged to perform and comply with all the terms and conditions of the preliminary agreement for sale and purchase and agreement for sale and purchase to complete the purchase of the property in accordance with the terms and conditions contained

therein. Should the sale and purchase of the property be annulled, cancelled or rescinded, the Vendor shall not be obliged to deliver or hand over any of the Chattels to the purchaser. The Vendor shall have the absolute discretion in case of dispute. The Free Furniture Offer is subject to other terms and conditions. Please refer to the Price Lists Nos. 1H and 2A and other relevant transaction documents for details.

¹⁰Unless otherwise specified, the general description of the above-mentioned supporting facilities, and all fittings, finishing materials, equipment, facilities, furniture, equipment, lighting, artwork, decorations and other items are not standard provisions upon handover, nor are they applicable to all units. Please refer to the sales brochure and Price Lists for details of the fittings, finishing materials and equipment, brands or manufacturers used, and the terms of the sale and purchase agreement shall prevail. The Vendor reserves its absolute right to amend, change and/or replace the relevant fittings, finishes, appliances and brands or manufacturers used. Please refer to the sales brochure and Price Lists for details.

¹¹ The views in the unit are affected by its orientation, floor level, height, surrounding buildings and environment, and are not applicable to all units. The advertisement does not constitute any offer, undertaking, representation or warranty whatsoever, whether express or implied, on the part of the Vendor as to the Development or its view. Prospective purchasers should make reference to the sales brochure for details of the development. The vendor also advises prospective purchasers to conduct an on-site visit for a better understanding of the development, its surrounding environment and the public facilities nearby.

¹² The estimated time is for reference only. The actual required time might differ due to the route taken and the traffic condition.