



**Wang On Properties and CIFI Group
Jointly Develop New Luxury Residence Brand Series “NOUVELLE”
First Project “maya 曦臺” on Shung Shan Street and Sze Shan Street in
Yau Tong
Set In the Heart of East Kowloon Boasts Stunning Harbour View¹**

maya 曦臺
BY Nouvelle

(18 October August 2018 – Hong Kong) – Following the successful launch of the much sought-after boutique residential property series “The Met.”, **Wang On Properties Limited** (“Wang On Properties”, stock code: 1243) together with CIFI Holdings (Group) Co. Ltd. (“CIFI Group”, stock code: 884) are launching a luxury residential brand series “**NOUVELLE**”, by unveiling the first project named “**maya 曦臺**” on Shung Shan Street and Sze Shan Street in Yau Tong.

In the heart of Kowloon East adjacent to both core business districts in Hong Kong – Island East and Kowloon East, the project has superior geographical advantages. Being in a well-planned locale with perfect traffic connections, the project promises great convenience to residents. Be it in location, architectural design, interior layout or ancillary facilities, the project is an admirable choice that meets the needs of those pursuing elegant and quality lifestyle. It is expected to attract prospective buyers within and outside the district (such as Hong Kong Island East and Kowloon East), and is set to rise as a new landmark in Kowloon East.

Mr Wong Yiu Hung Gary, Chief Executive Officer of Wang On Properties said, “Subsequent to the great success of ‘The Met.’ series, the Group is partnering with CIFI Group to develop a premium luxury residential project brand series ‘NOUVELLE’, stands as the true epitome of premium luxury residence. The French word ‘NOUVELLE’ presents the meaning of ‘new’, like ‘new’ knowledge and ‘new’ hopes, and the projects carrying the brand will all be superbly located in an area embracing potentials, residents are promised a leisurely French lifestyle filled with sunshine and hope. This new standard in luxury living is again set to attract the limelight of the market.”

Ms Teresa Ching, General Manager, Property Development Division of Wang On Properties said, “maya’ is also a French word, it denotes a clear and pure blue close to that of the sea. It brings out the project’s unique attribute – an exceptional sea view. The Chinese name of the project is ‘曦臺’, with ‘曦’ meaning the first morning light evoking hope, and filling a home with warmth, and ‘臺’ is a project overlook of flat and expansive space with a vista extending to the horizon, it also inspired by the shopping mall and carparking podium, which is scarce in the market. ‘曦臺’ thus stands for fullness of hope and light, just like the rising sun. It invites infinite possibilities for its residents in the future.

The project comprises two residential towers on a podium with a shopping arcade. It offers a total of 326 units of different layout designs, with standard two- to three-bedroom units and special units. Presenting a modern and clean outlook, exceptional green landscaping and a large clubhouse, the project provides residents a luxurious and cozy living environment.”

Pending pre-sale permission of “maya 曦臺”, Wang On Properties is actively preparing for the project launch and show flats.



Wang On Properties’ CEO Mr Wong Yiu Hung Gary (third-left), Executive Director Mr Tang Ho Hong Nick (second-left) and General Manager of Property Development Division Ms Teresa Ching (left), CIFI Group’s Chief Financial Officer Mr Yau Sze Ka Albert (third-right), Vice President Mr He Fei (second-right), and Director of Investor Relations Mr Leung Yuk Ming Lawrence (right) unveil the first luxury residential project named “maya 曦臺” in Yau Tong under the new “Nouvelle” brand series. “maya 曦臺” is on the opposite coast of the venue of press conference, which provides a perfect vantage point for guests to appreciate the premium location of the project with a panoramic view of Victoria Harbour in the centre of Kowloon East.

New luxury residence brand series “Nouvelle”

“Nouvelle” is the new luxury residence brand series crafted with heart by Wang On Properties. Meaning “new”, the French word can be used as an adjective to describe things “new” and “fresh”, and as a noun, it refers to “news”. The name conveys the promise of the brand to offer new experiences to residents every day. The brand’s first premium luxury residential project named “maya 曦臺”, is located at an area embracing potentials, creating a new concept for luxury residence, and is set to attract the limelight of the market.

About Wang On Properties Ltd.

Wang On Properties, a property developer in Hong Kong, was incorporated on 19 November 2015. Prior to completion of the reorganisation and the spin-off under separate listing, Wang On Properties was a wholly-owned subsidiary of Wang On Group Limited. The property investment segment of Wang On Properties can be traced back to 1997, while its property development business began in 2004. At present, Wang On Properties has established “The Met.” brand in Hong Kong, with a broad range of properties for development and investment. Leveraging the solid foundation of its parent company Wang On Group Limited, the Group is well received by residents and investors with positive reputation. Wang On Properties was listed on the Main Board of The Stock Exchange of Hong Kong Limited on 12 April 2016.

About CIFI Holdings (Group) Co. Ltd.

Headquartered in Shanghai, CIFI Holdings (Group) Co. Ltd. (“CIFI”) is one of China’s top 15 real estate developers. CIFI principally focuses on developing high quality properties in first-, second- and third-tier cities in China. CIFI’s development projects cover various properties types like residential, office and commercial complexes.

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The district in which the Development is situated: Cha Kwo Ling, Yau Tong, Lei Yue Mun | The name of the street at which the Development is situated and the provisional street number allocated by the Commissioner of Rating and Valuation for the purpose of distinguishing the Development: 8 Shung Shan Street and 15 Sze Shan Street | The address of the website designated by the Vendor for the Development is www.nouvellehk.com/maya

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.

This advertisement is published by the Vendor. | The estimated material date for the Development: 31 October 2020 | The estimated material date is subject to any extension of time that is permitted under the agreement for sale and purchase. Please refer to the sales brochure for details.

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