



2024 INTERIM RESULTS ANALYST BRIEFING



Hysan Development Company Limited

23 August 2024



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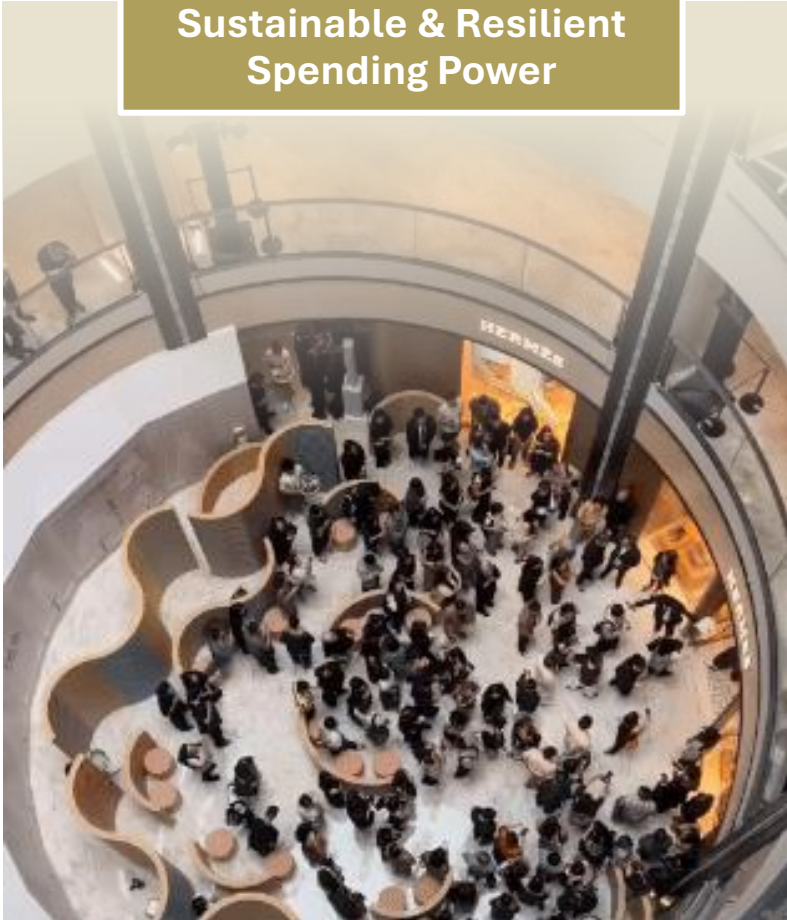
Our Visionary Rejuvenation



The Rejuvenated Lee Gardens

Destination for now & generations to come

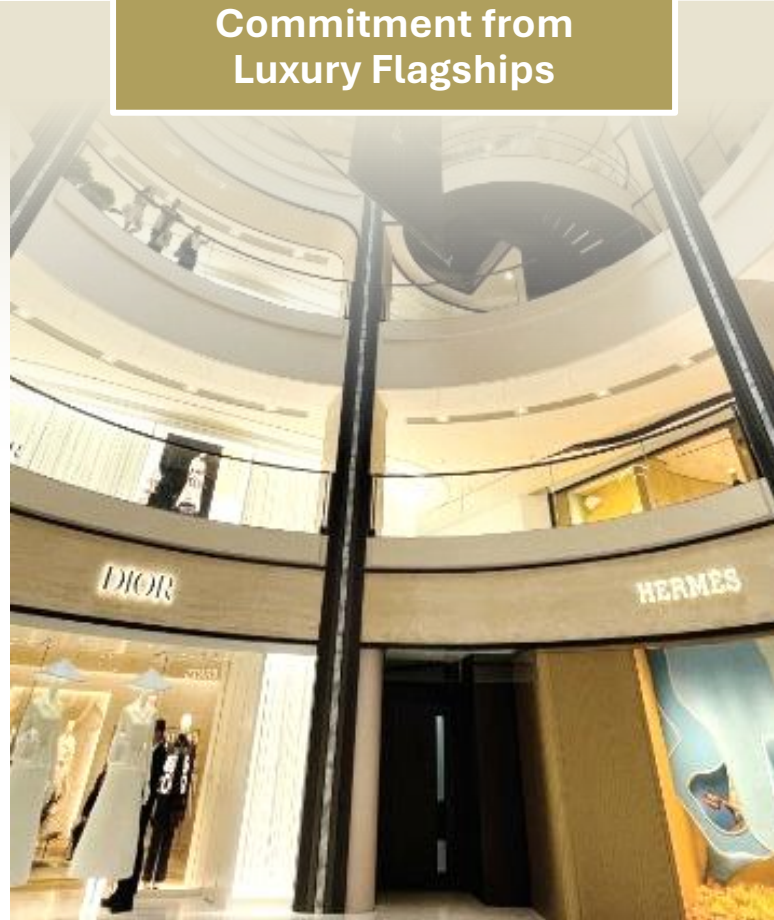
Sustainable & Resilient
Spending Power



Club Avenue

40% spending growth since 2018
serving multi-generations of old & new HK

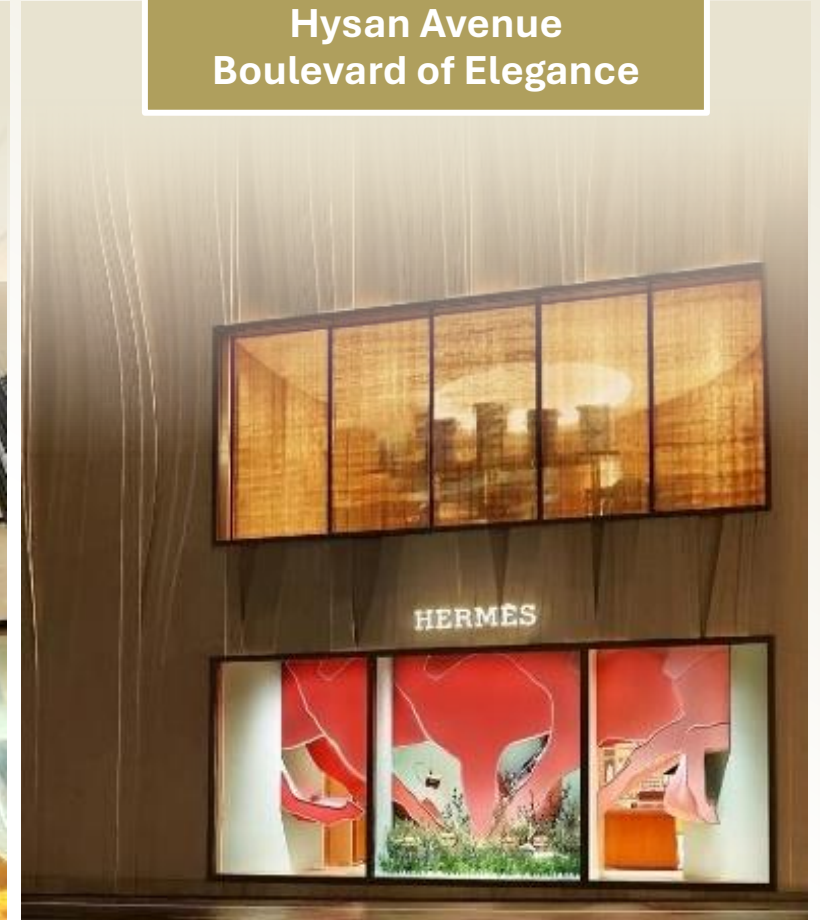
Commitment from
Luxury Flagships



10+ Expanded & New Maisons

Major investments from
top luxury brands sharing
our long-term vision

Hysan Avenue
Boulevard of Elegance



Full-range luxury experience of
high fashion and culinary
doubling our luxury portfolio

Unique Community #URBANHOOD

Authentic HK Experience:
100 Years of Heritage
Appealing to Locals and Tourists



Vibrant Heart of HK:
Curated Contrast & Diversity,
Offering Choices for
100K+ People Each Day



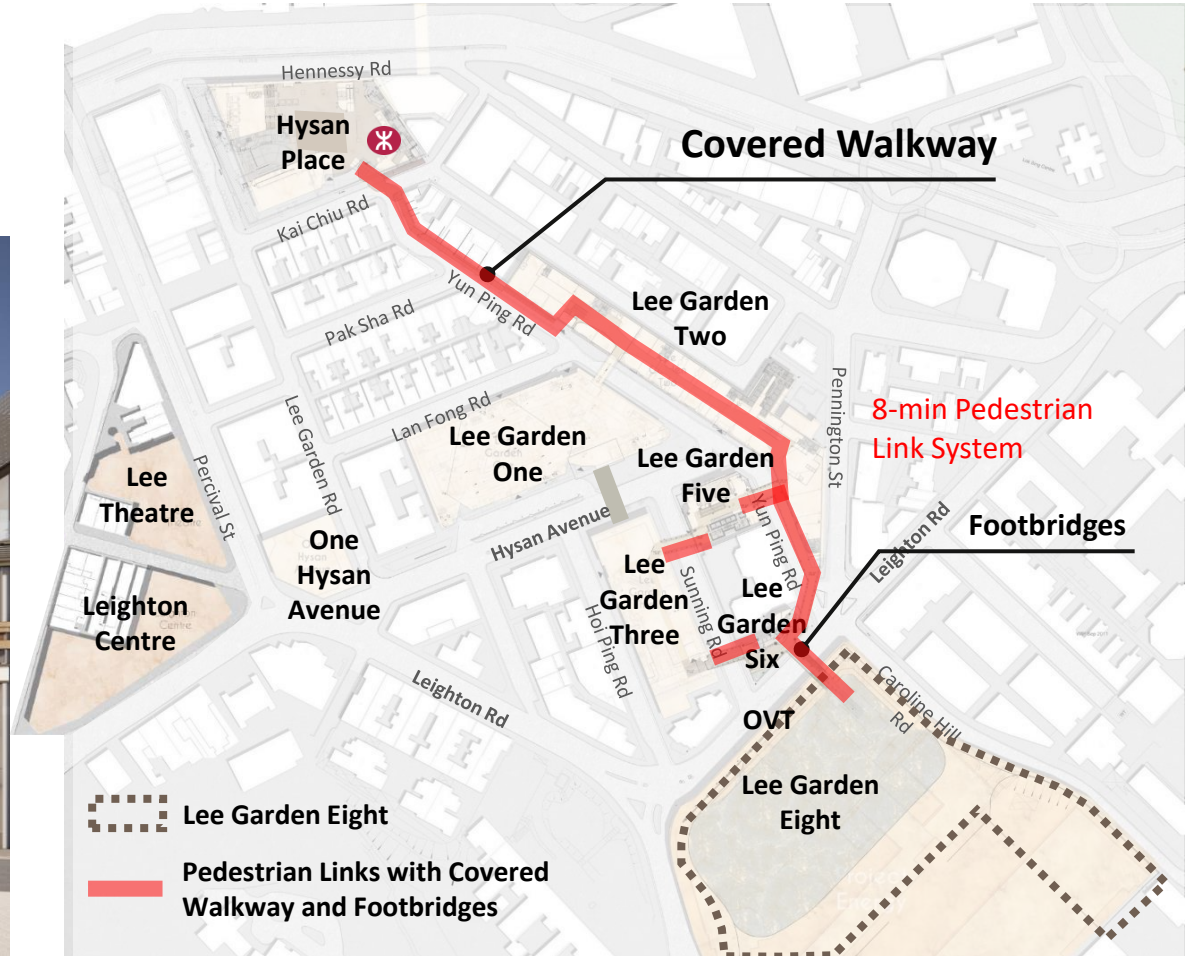
Ever-evolving Trendsetter:
200+ Brands & 100+ Events
Every Year, Igniting Culture in Style,
Living, and Enjoyment



A Fully Connected Lee Gardens by 2026

Pleasant Journey

An All-Weather Walkway Neighbourhood, Integrating the Lee Gardens Community within an 8-minute Walk





Caroline Hill Road Project

Lee Garden Eight

Premium addition to Lee Gardens

30% Area Expansion

Pioneering Green

Cutting-Edge Sustainability
Green-Centric Retail and Office

Lee Gardens Shanghai



Strong Start

70%

Office area
committed for lease

Prime Corporate Hub for Quality Tenants

A prestigious mix of international tenants:
financial institutions, luxury brands, and
elite professional firms

IWG GBA Flex

One of the largest
co-working networks in GBA

4 Brands | 36 Centres and Growing

Strong occupancy

Flexible space has become an
integral part of the modern office
ecosystem

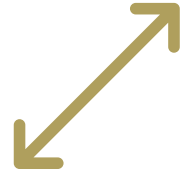


Key Milestones



2020

Define and formulate our strategy for the new normal



2021-23

Swift execution to secure opportunities and long-term partnerships



2024

Unleashing new revenue engines: Rejuvenated Lee Gardens and Pillar Investments of Lee Gardens Shanghai and GBA Flex



2025/26

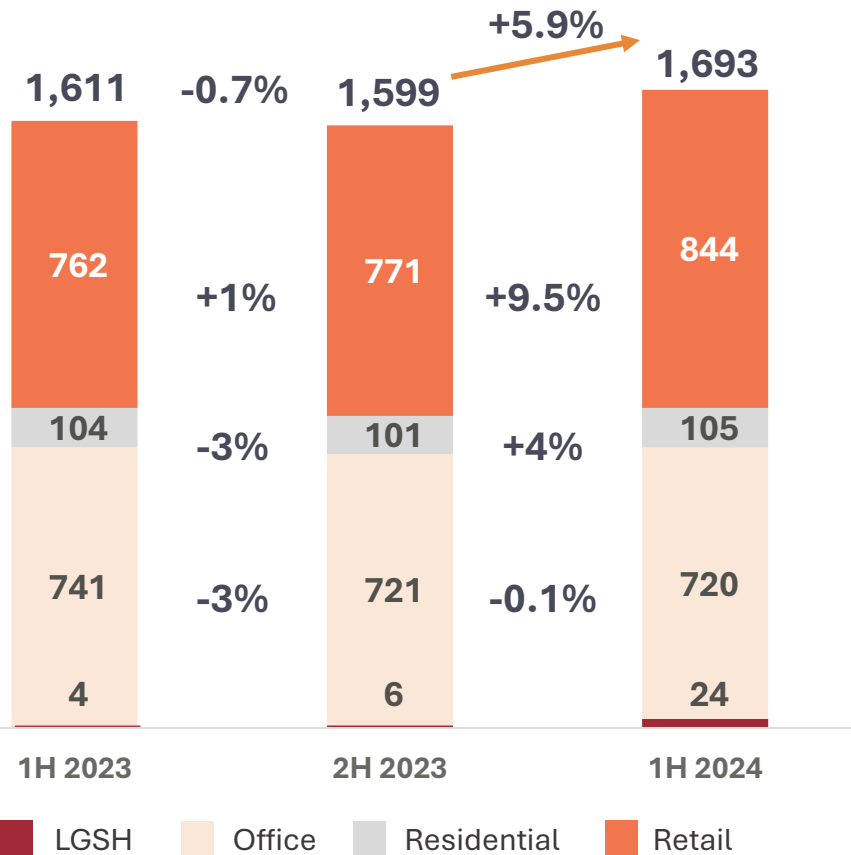
Fully connected Lee Gardens with addition of Lee Garden Eight and completed rejuvenation. Maturing growth pillars offer diversified revenue base

Review of Business Performance and Operation



2024 Interim Results

Revenue (HK\$M)



Period-end Occupancy

HK Retail

95%

(2023 Dec : 97%)

HK Office

89%

(2023 Dec : 89%)

Residential

68%

(2023 Dec : 60%)

HK Retail Revenue : +10.8% Y.o.Y / +9.5% H.o.H

- Reopening of rejuvenated area
- Positive rental reversion

HK Office Revenue : -2.8% Y.o.Y / -0.1% H.o.H

- Stable occupancy while rental pressure prevailed
- Diversification of tenant mix

- Residential revenue and occupancy recovering
- Lee Gardens Shanghai (LGSH) started to contribute

Lee Gardens Rejuvenation Starting to Bring Results

Transformed and expanded luxury flagships along Hysan Avenue together with exciting concepts throughout Hysan Place were launched in 1H 2024

Expanding our portfolio's width and breath with 50+ new brands / stores in the past year.

Further key openings will continue to be launched in the next 12 months, sustaining the momentum for diverse and ever-evolving consumer experience.

In line with HK retail sales performance, our tenant sales also faced pressure from change in consumption patterns and strong Hong Kong dollar.

HK Retail Revenue

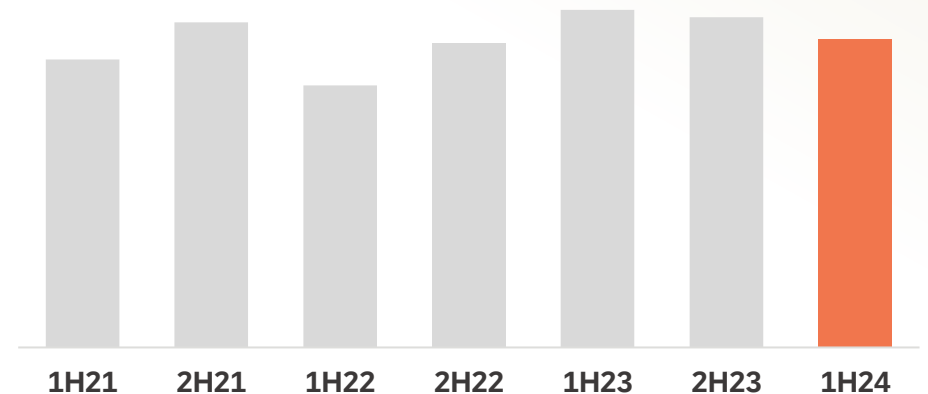
↑ 10.8%

VS 1H 2023

Occupancy

95%

Hysan Tenant Sales Trend (2021 - 2024)



Expanded Loyalty Programme

Member Spending

↑ **38%**

VS 2018

Contribution to Sales

↑ **13%**

VS 2018

Member Spending

\$1.6M

Avg. per Top Tier Member

**Balanced Contribution
Across Member Tiers**

New Hy! Membership

Diversified offerings to attract a wider demographic - spanning generations and both established and new Hong Kong residents.

Re-activate and recruit with our new App launch

- **60K+ members** recruited in 6 weeks
- **+20%** of members' spending

Unique Position Supports Resilient Occupancy

Continued efforts to diversify our tenant mix and retain key tenants

Stable occupancy. Leveraging premium specifications and sustainable features, curated retail and dining options.

Diverse tenant mix providing wider catchment and stronger resilience. Strong demand from retailers, medical and health sector.

Flex office sector, an integral part of the office ecosystem, achieved steady growth and maintained high occupancy

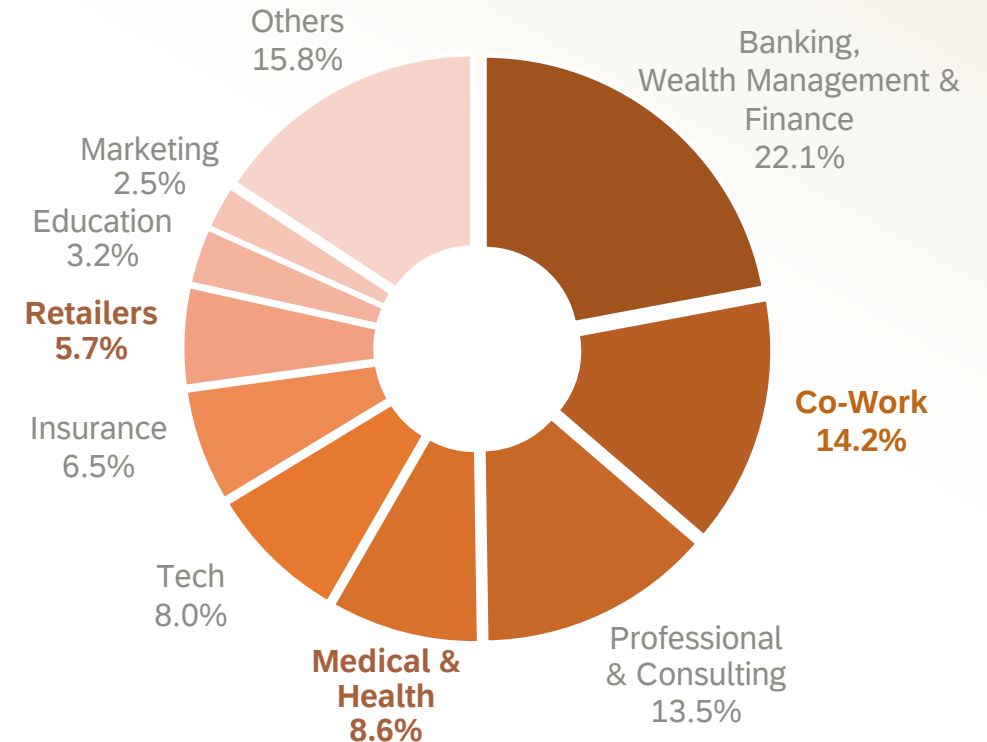
HK Office Revenue

↓ **2.8%**
VS 1H 2023

Occupancy

89%

Office Tenant Profile by Area (as at 30 June 2024)



The five-day Urban Jam Festival has driven 600k+ organic traffic to the Lee Gardens Area





Financial Management

Financial & Capital Management

Shareholders'
Fund

HK\$ 66.8b *(-0.6%)*

NAV
per share

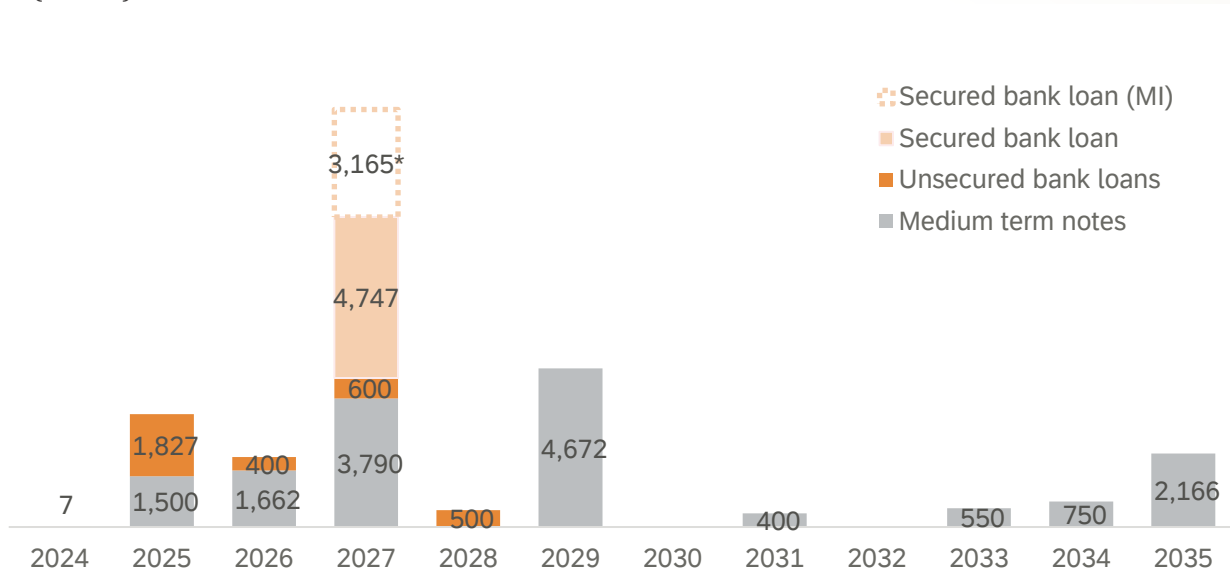
HK\$ 65.0 *(-0.6%)*

DPS

HK\$ 0.27 *(flat)*

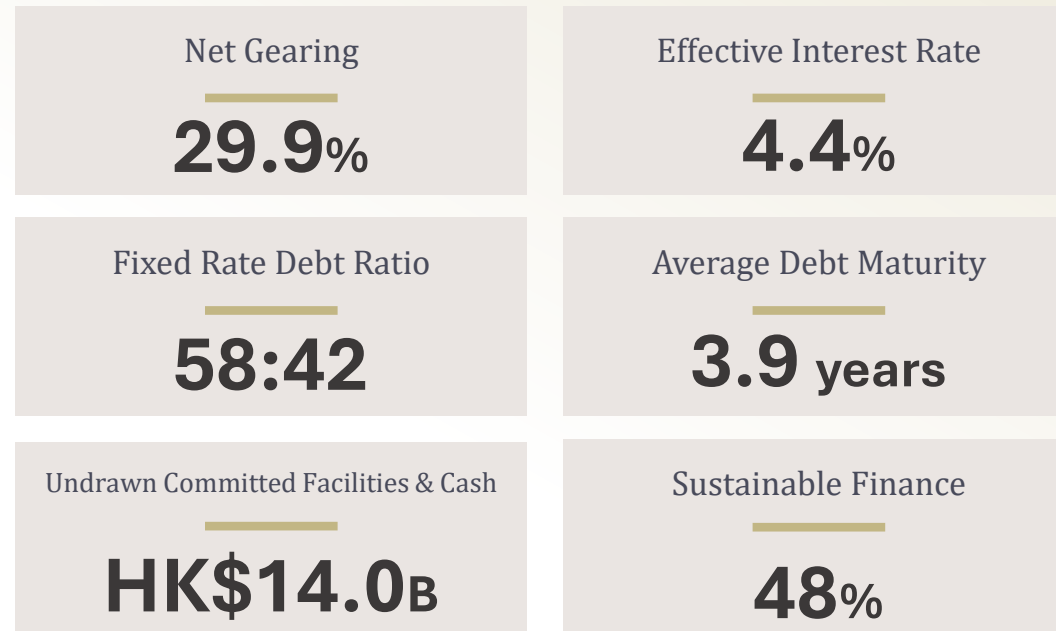
Financial & Capital Management

Debt Maturity Profile as at 30 Jun 2024
(HK\$ m)



* Attributable to the minority interest in the CHR project, accounting of 40% of the secured bank loan

Key Financial Metrics



HK\$8B 4-Year Syndicated Loan Signed

- Strong support from 20 banks
- Secure ample funding for refinancing & working capital over the medium term

Prudent Capital Management

- All project capex funding have been secured
- Moving into harvesting phase as LG Rejuvenation and LG8 Project entering final phases

Indicative Cap Rates

30 Jun 2024

31 Dec 2023

	30 Jun 2024	31 Dec 2023
Retail	5.25% - 5.50%	5.25% - 5.50%
Office	4.25% - 5.00%	4.25% - 5.00%
Residential	3.75%	3.75%



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