



Press Release

## Emperor International launched a new hotel-style residential project, Central 8, standing proud above the Central Mid-Levels and embracing the splendid scenery of the city

[Hong Kong, 20<sup>th</sup> May, 2020] Emperor International Holdings Limited ("Emperor International") proudly presents its new hotel-style residential project in Mid-Levels – **Central 8**. Located in the traditional luxurious area in Mid-Levels, Central 8 offers 99 units in studio to 2-bedroom room type and featured unit. Meanwhile, all units are furnished with exquisite home appliances. Today, the one-bedroom standard provision show flat is open to the media.

**Mr. Alex Yeung, Executive Director of Emperor International**, said "Central 8 is named by its prime location in No.8, Mosque Street\*, among the traditional luxury neighborhood of Mid-levels. Adjoining the Central business hub, Central 8 enjoys the convenience of a 2-minute walk to the Central-Mid-Levels Escalators. Hence, the district nestled some of the international creative arts and cultivated a strong historical and cultural sense."

**Mr. Donald Cheung, Executive Director of Emperor International**, said "The Sales Brochure of Central 8 is uploaded today. The 99 units in total are comprised of studio to 2-bedroom room type. The saleable area is from 181 sq.ft. to 491 sq.ft. Nearly half of the units are in one-bedroom design. Also, there would be some units featured with flat roof or roof. High-ended furniture from renowned furniture retailer, **Ulferts**, has been installed in all the units when comprehensive hotel style concierge services by our **Emperor Hotels Group** will also be provided for our residents. Today, the furnished one-bedroom showflat is open to the press. It is expected that it will be open to the public from tomorrow afternoon while the property will open to sale shortly. It will definitely arouse market's attention."

Covering a saleable area of 310 sq.ft., the one-bedroom unmodified showflat of 18C is first open today. The unit is equipped by a wide range of high-ended furniture. The living room accommodates a blue double fabric sofa, a white coffee table, also a white TV cabinet to allow

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the residents enjoy their luxury life and breathe in the center of the city. In the studio room type, the kitchenware is fully installed while the storage is sufficient.

The extensive windows in the bedroom connect the interiors to the outside view, and make the units look spacious. The double wardrobe, double bed with mattress and bedside table are equipped in the bedroom to echo with the stylish grey wall. The coherence imitates the artistic atmosphere in the community. Moreover, the bathroom is furnished with decorative storage cabinet, and connected to the utility platform, to enhance the ventilation.

Sitting at the traditional luxury neighborhood of Mid-levels, **Central 8** enjoys the advantages of its prime location and embraces the splendid scenery. With the proximity of a 2-minute walk to the Central-Mid-Levels Escalators, residents can easily travel to the Central MTR Station and connect other parts of the city. As one of the world-class business hubs, Central has the international luxury hotels, global boutiques, multinational corporate headquarters, the Court of Final Appeal and other renowned companies and organizations. It brings the international professionals and leads to its high political and economic status. Sales office and show flat are set in 2/F, Emperor Group Centre, 288 Hennessy Road, Wan Chai, Hong Kong.

With a view to ensuring the safety of the visitors, Emperor International invited the GERMAGIC team to apply the durable GERMAGIC™ THYME in our sales office against multiple bacteria, fungi and viruses. GERMAGIC™ THYME was developed by a team led by Prof. Yeung King Lun, of the HKUST-CIL Joint Laboratory of Innovative Environmental Health Technologies and delivers a smart coating that is proven to be effective in killing viruses, bacteria and even hard-to-kill spores. It can inactivate up to 99.9 per cent of highly infectious viruses such as measles, mumps and rubella, and 99.9 per cent of surrogate feline calicivirus – a gold standard for disinfection efficiency – and is more resistant than coronaviruses such as the one responsible for the COVID-19 epidemic. For details, please see: <http://www.germagic.com/en/index.php>

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### **About Emperor International Holdings Limited**

Emperor International is an investment holding company, which is principally engaged in property investments, property development and hospitality with property portfolio of over 6 million square feet in the Greater China and overseas. Under its tri-engine business model, Emperor International owns many investment properties in prime locations that generate stable recurrent income; runs many property development projects for earning visibility; and develops hospitality services with strong recurrent cash flow. With its management execution strengths and market insight, Emperor International aims to be a key property player in Greater China. Emperor International has become one of the constituent stocks Hang Seng Corporate Sustainability Benchmark Index since September 2018. Emperor International has been recognised by BCI Asia as one of the “Top 10 Developer in Hong Kong 2019” for its sustainability efforts and achievements in developing high quality and innovative projects. For more information, please visit its website: [www.EmperorInt.com](http://www.EmperorInt.com).

### **Press Enquiry**

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**Photo Caption:**

Photo 1



Photo 1: Mr. Alex Yeung, Executive Director of Emperor Group (right) and Mr. Donald Cheung, Executive Director of Emperor International (left) attended the name unveiling event of the residential project “Central 8”.



Photo 2



Photo 2: The unmodified showflat of 18C is first open today with the saleable area of 310 sq.ft. in one-bedroom layout. The unit is furnished with a wide range of high-ended furniture.



Photo 3



Photo 3: Emperor International invited the **GERMAGIC** team to apply the durable GERMAGIC™ THYME in our sales office against multiple bacteria, fungi and viruses.



District: Mid-Levels West

Name of the street and street number of the development: 8 Mosque Street\*

\*The above provisional street number is subject to confirmation when the development is completed.

The address of the website designated by the Vendor for the development for the purposes of Part 2 of the Residential Properties (First-hand Sales) Ordinance: [www.central8.com](http://www.central8.com)

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Vendor: Hill Concept Limited | Holding companies of the Vendor: Emperor International Holdings Limited and Emperor Property Development Limited | Authorized person for the development: Mr. Lai Siu Kin Rembert | The firm or corporation of which an authorized person for the development is a proprietor, director or employee in his or her professional capacity: Lu Tang Lai Architects Limited | Building contractor for the development: Ching Lee Engineering Ltd. | The



firm 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: Bank of China (Hong Kong) Limited | Any other person who has made a loan for the construction of the development: Emperor Financial Management Limited and Gold Shine Investment Limited | To the best of the Vendor's knowledge, the estimated material date for the development: 31st March 2021. The estimated material date is subject to any extension of time that is permitted under the agreement for sale and purchase. | This advertisement is published by or with the consent of the Vendor. | Prospective purchasers are advised to refer to the sales brochure for any information on the development. Please refer to the sales brochure for details. | Date of production of this advertisement: 19th May 2020

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Note: The phrase/concept as appeared herein such as "hotel style" and "concierge services" means the reasonable subjective understanding of the manager's perception towards hotel-style service(s) and provision of such service(s) are subject to any other relevant legal documents. The manager may from time to time amend, revise, insert/delete such terms and conditions without further notice, so that part or all such service(s) may be unavailable or suspended from time to time. The Vendor does not provide any undertaking or warranty regarding any service(s) provided by Emperor Hotel Group's related companies, relevant services providers or the manager etc from time to time.