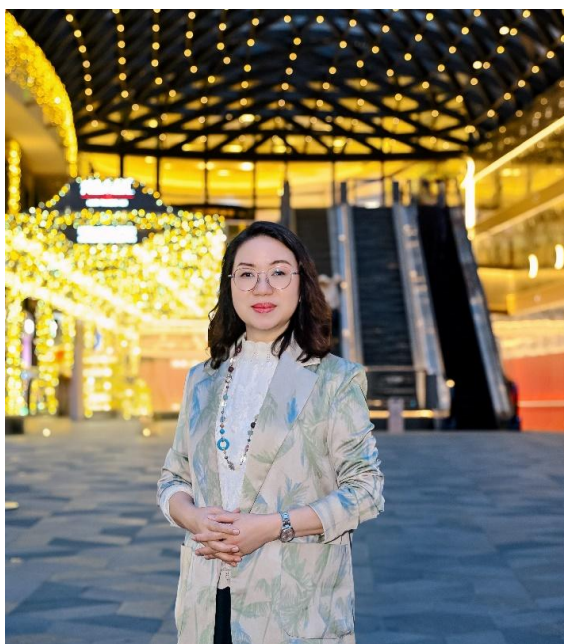


HKR International Drives Integrated Commercial, Residential and Hospitality Portfolio, Leveraging its 50-Year Solid Foundation

Commercial Development Leading New Wave of Experiential Retail
Luxury Residential Projects Built to Rigorous Hong Kong Standards
Creating Long-term Value with Cities and Paving Way for 50th Anniversary

Click here to download high-resolution photos: <https://bit.ly/48h4AmG>

HKR International Limited (“HKRI”), rooted in Hong Kong for nearly half a century, has successfully transformed Discovery Bay into a resort-style integrated community. Leveraging its strong capital assets and extensive operational experience, HKRI has in recent years actively advanced its “Yangtze River Delta Upgrade Strategy”, which, together with the “Discovery Bay 2.0 Blueprint,” serves as a dual engine for sustained growth. Following last month’s announcement of “Discovery Bay 2.0 Blueprint”, which highlighted a Transport Interchange Complex named “DB Times Square”, upgrades in land and sea transportation, construction of a multi-recreation centre, enhanced leisure facilities, a series of cultural, sports and tourism events, and the plan to unleash the area’s development potential; HKRI today announces that its “Yangtze River Delta Upgrade Strategy” is advancing at full pace. With Shanghai, Jiaxing, and Hangzhou as the focus, commercial and residential projects are being developed to the rigorous standards of Hong Kong developers. The sales of a large-scale new residential project in DB North will soon be unveiled, carrying forward HKRI’s craftsmanship and vision of a resort-style residential community at Discovery Bay. Meanwhile, HKRI remains committed to advancing its commercial, residential and hospitality portfolio in Hong Kong, the Yangtze River Delta area, Thailand and Japan, underscoring a forward-looking vision for sustained growth. Together, these will lay a solid foundation as HKRI approaches its 50th anniversary in 2027.



Ms. Charlotte Ho, General Manager of Branding & Marketing of HKRI, said “HKRI has long been guided by the corporate values of ‘Pioneer’, ‘Respect’, ‘Innovation’, ‘Integrity’, ‘Devotion’ and ‘Excellence’, in building vibrant communities. From Discovery Bay, where HKRI has developed for nearly half a century, to key cities across the Yangtze River Delta area, every project reflects HKRI’s thoughtful long-term planning. At present, HKRI is proud to achieve new milestones in both of our core regions of Discovery Bay and the Yangtze River Delta area. As we prepare to celebrate HKRI’s 50th anniversary in 2027, we look forward to working closely with our partners to strengthen our presence in Hong Kong and the Chinese Mainland, while expanding into new markets to usher in a new era of high-quality growth.”

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Driving Integrated Commercial, Residential and Hospitality Portfolio in Asia: A Leading Luxury and Lifestyle Landmark through Experiential Retail

With a total investment nearing RMB18 billion, HKRI's flagship project in the Yangtze River Delta area, HKRI Taikoo Hui, has established itself as a premier trendy luxury fashion landmark. Located in the prime Nanjing West Road Business District of Shanghai, HKRI Taikoo Hui integrates experiential retail, premium office towers and boutique hotels. HKRI Taikoo Hui has consistently elevated its tenant portfolio through brand enhancement, introducing over 20 China-first stores alongside more than 30 global flagship and concept stores in the past three years. Since launching the "2.0 Upgrade" in 2022 to optimise traffic flow, HKRI Taikoo Hui proudly introduced Louis Vuitton's "The Louis", the world's only giant ship-shaped and largest installation exhibition, in June 2025. During its inaugural weekend, HKRI Taikoo Hui welcomed nearly 200,000 visitors, driving double-digit year-on-year growth in revenue across the Nanjing Road West Commercial District, as well as generating over 16 billion cumulative social media engagements.



The world's only giant ship-shaped and largest exhibition installation "The Louis" of Louis Vuitton has continued to generate high market momentum since its grand opening



HKRI Taikoo Hui

Underpinned by HKRI's vision for long-term community development, HKRI Taikoo Hui prioritises optimising its tenant mix and future growth, distinct from the traditional short-term return approach. Art curation and VR experiences possess potential in enriching overall offering and entertainment appeal, attracting and retaining a premium clientele. In April, HKRI Taikoo Hui launched **two highly anticipated debuts**. The **global debut of "Paradise Eternal"**, a photo exhibition by internationally renowned wildlife photographer Mr. Jeffrey Wu - one of the most influential contemporary wildlife photographers and brand ambassador of "Magical Kenya" - was unveiled. The event was graced by the presence of Princess Marie of Liechtenstein, global ambassador of the Mara Elephant Project. Meanwhile, at HKRI Taikoo Hui, the VERS Immersive Exploration Center by The Multiverse Project welcomed the **national debut of "Horizon of Khufu 2: The Secret of the Builders,"** an immersive VR experience developed by the French immersive VR content studio Excurio. Utilising cutting-edge technology to digitally reconstruct an immersive environment, visitors are transported back 4,500 years to ancient Egypt to explore the interior of the pyramids from a first-person perspective. This marks the first public experiential showcase of its kind since its discovery.

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The global debut of “Paradise Eternal” by wildlife photographer Jeffrey Wu was unveiled at HKRI Taikoo Hui. Jeffrey Wu (3rd from right) joined Princess Marie of Liechtenstein (4th from left) at the opening ceremony



The immersive VR experience “Horizon of Khufu 2: The Secret of the Builders” was unveiled at The VERS Immersive Exploration Center of HKRI Taikoo Hui, sparking a new wave of excitement

Building on HKRI’s values of “Pioneer” and “Innovation”, HKRI Taikoo Hui continues to curate a **diverse portfolio of experiential initiatives spanning art, gastronomy, cultural tourism and sports**. In April, Discovery Boulevard of HKRI Taikoo Hui was transformed into an immersive cherry blossom-themed promenade, while the South Garden introduced the popular “Angry Molly” large-scale sculpture matrix. In recent years, HKRI Taikoo Hui has established itself as a curator of signature citywide events, including China’s inaugural Michelin Food Festival and creative night markets to boost the evening economy. HKRI Taikoo Hui has also collaborated with leading global artists and art institutions to present large-scale public art installations such as “Pez” the Crowned Little Dinosaur and the “Confetti Rabbit”, as well as multiple editions of the charity public piano art campaign, “Play Me, I’m Yours”.



Ms. Connie Ting, General Manager of Leasing and Management of HKRI and Joint General Manager of HKRI Taikoo Hui, said, “Upholding HKRI’s commitment to innovation, HKRI Taikoo Hui has consistently positioned itself at the forefront of experiential retail. From the highly anticipated launch of Louis Vuitton’s ‘The Louis’ to the global debut of ‘Paradise Eternal’ and the national debut of ‘Horizon of Khufu 2: The Secret of the Builders’, HKRI Taikoo Hui continues to drive business innovation through internationalisation, exclusivity, and immersive experiences. We remain committed to responding to evolving market trends and aim to attract discerning domestic and international consumers through first store openings, exclusive debuts, and pioneering retail experiences, unlocking market potential.”

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White cherry blossoms on Discovery Boulevard of HKRI Taikoo Hui have become a new photo spot of Shanghai this April



Nearly 20 rainbow-hued fiberglass Angry Molly sculptures have transformed the South Garden of HKRI Taikoo Hui into a giant photo spot for fans



HKRI Taikoo Hui presented a large-scale public art installation “Pez”, a collaboration with the Jean-Michel Basquiat Foundation



HKRI introduced China's first Michelin Food Festival

Driving Integrated Commercial, Residential and Hospitality Portfolio in Asia: Luxury Residential and Commercial Projects Developed to Hong Kong Rigorous Standards

HKRI has established a strong presence in the Yangtze River Delta region over the years. All its residential projects adhere to the rigorous standards of Hong Kong developers and follow the Discovery Bay model, focusing on low-density, comfortable living environments that create a tasteful lifestyle, exemplified by “Oasis One” in Hangzhou, as well as “Starlight One” and “Sienna One” in Jiaxing. **“Sienna One”, HKRI’s sixth residential project in Jiaxing**, features boutique residences inspired by the charm of Southern France. The sales gallery has opened, and sales and marketing are now underway. Sienna One offers a diverse selection of residences, including garden villas, premium and river-view high-rise apartments, with floor areas ranging from around 123 to 310 sq. m. It continues Discovery Bay’s signature orange visual theme, featuring 12 themed gardens, complemented by a tiered spatial design that includes a bird pavilion, French-style arches, mosaic pathways, and luxurious residential lobbies. These elements combine elegance and sophistication with comfort and ease, shaping a modern and stylish architectural character.

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In commercial development, HKRI has recently acquired the prime commercial land plot “2026 Jiaxiuzhou 007” in Xiuzhou District, Jiaxing, Zhejiang, marking HKRI’s entry into integrated commercial development in the Yangtze River Delta region. Strategically located in the core area of Yunhewan New Town within the Xincheng subdistrict of Xiuzhou District, Jiaxing, the site offers exceptional locational value and panoramic views of the iconic Xiuhu Lake.



Mr. Mike Wang, General Manager - Business Development & Marketing of HKRI, said, “HKRI is committed to integrating the Group’s distinctive Hong Kong lifestyle and global vision with the unique character of different cities and sites across the Yangtze River Delta area, thereby delivering bespoke, high-quality developments. Building on years of extensive presence in the region, the launch of our sixth residential project, Sienna One, extends the leisure lifestyle of Discovery Bay. Through its Southern French-inspired design and exquisite landscaping, it creates a unique living experience, generating significant synergies, and further consolidating our competitive advantage in the Yangtze River Delta region.”



“Sienna One” , HKRI’ s sixth residential development in Jiaxing, has launched sales



Sienna One fully embodies the high Hong-Kong-developer construction standard

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Driving Integrated Commercial, Residential and Hospitality Portfolio in Asia: Top-tier Luxury Hotels and Leisure Services

Meanwhile, HKRI's two hospitality brands - Auberge Hospitality and The Sukhothai Hotels & Resorts - boast decades of experience in managing and operating prestigious hotels. Their award-winning properties in Hong Kong, Shanghai, and Thailand are highly regarded by discerning guests. Auberge Hospitality's extensive operations in Hong Kong include Auberge Discovery Bay Hong Kong, Discovery Bay Golf Club, Lantau Yacht Club, Club Siena, Discovery Bay Recreation Club, and Discovery Bay Ice Rink. The Sukhothai Hotels & Resorts brand, long favoured by the Thai royal family and renowned for its world-class hospitality and dining experiences, have seen their Shanghai and Bangkok hotels recognised as "MICHELIN Key Hotels", "Forbes Four-Star Hotels", and recipients of multiple international awards, earning market acclaim.

In April, Auberge Hospitality partnered with The Sukhothai Hotels & Resorts to introduce Italy's leisurely coastal lifestyle and fine culinary to Discovery Bay. Chef Andrea Cetani, Chef of La Scala at The Sukhothai Bangkok, made a special appearance at Discovery Bay, showcasing his exquisite Italian cooking skills and endless creative inspiration. Over the same weekend, he collaborated across three consecutive events with three star chefs from Discovery Bay, including Chef Jonathan Lam, Executive Chef of Café bord de Mer & Lounge at Auberge Discovery Bay Hong Kong, Chef Lo Chi Sing, Head Chef of Lantau Yacht Club, and Chef Lam Yin Chak, Executive Chef at Peony Chinese Restaurant. Together, they crafted a series of ingenious Italian dining experiences, offering discerning guests a refreshing and memorable culinary journey.

Last July, Hotel Kanronomori, located in the renowned Niseko Konbu Onsen area of Hokkaido, Japan, joined the Group's hospitality portfolio, standing alongside Auberge Hospitality and The Sukhothai Hotels & Resorts. Each of HKRI's hotel and leisure brands has its own distinct character, yet all uphold the Group's core value of "Devotion". HKRI has consistently maintained the highest hospitality standards, earning long-term trust of discerning guests. This dedication to service excellence shares the same craftsmanship spirit as the Group's residential and commercial projects, writing a long-term commitment to thrive alongside the cities and the communities.



The leisure brands under Auberge Hospitality



The two hotels under HKRI's hospitality brand "The Sukhothai Hotels & Resorts" were recognised "MICHELIN Key Hotels"

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Discovery Bay hosted a series of three Italian four-hands culinary showcases in April

- End -

About HKR International Limited

HKR International Limited has diversified interests in real estate development and investment, property management, luxury hotels and serviced apartments, and other investments in Hong Kong, mainland China and across Asia.

The Company's diverse portfolio includes Discovery Bay and CDW Building in Hong Kong, HKRI Taikoo Hui in Shanghai, and a number of premium residential properties under development in Shanghai, Jiaxing and Hangzhou. HKRI has been listed on The Stock Exchange of Hong Kong since 1989, under the Stock Code of 00480.

Website: www.hkri.com

This press release is issued by HKR International Limited.

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