



【即時發布】

協成行何文田全新住宅項目「芳菲」
首張價單推出 30 個一房及兩房單位
折實售價港幣 6,800,000 元起¹ 最低折實呎價港幣 23,188 元²

(2021 年 7 月 22 日，香港) 由協成行發展有限公司(「協成行」)匠心打造的何文田勝利道 5 號全新住宅項目「芳菲」(MADERA GARDEN)，座落於九龍核心高尚住宅地段，地理位置優越。繼早前開放無改動示範單位予傳媒參觀後，協成行於今天公布項目之首張價單，率先推出 30 個單位，包括 14 個一房及 16 個兩房單位，實用面積³由 286 平方呎至 465 平方呎，折實售價由港幣 6,800,000 元起¹。

「芳菲」首張價單售價由港幣 7,556,000 元至港幣 15,055,000 元，實用面積³呎價由港幣 25,766 元至港幣 32,376 元。扣除 10%最高折扣優惠⁴後，折實售價則由港幣 6,800,000 元¹至港幣 13,550,000 元¹，折實呎價由港幣 23,188 元²至港幣 29,140 元²。

協成行發展有限公司高級項目經理陳婉霞女士表示：「『芳菲』傲立於九龍核心交通樞紐，享有港鐵兩站及三綫匯聚優勢⁵，並隸屬 34 校網，名校林立，潛力優厚，加上市況反映市場需求殷切，集團對項目銷情相當有信心。是次價單定價參考九龍區核心地段的住宅項目，屬於『貼市超值價』，有望吸引年輕家庭。以 2 樓 B 室一房單位為例，單位實用面積³286 平方呎，價單售價為港幣 7,556,000 元，扣除最高 10%折扣優惠⁴後，折實實用面積³呎價為港幣 23,776 元²，而折實售價為港幣 6,800,000 元¹，比原價共減港幣 756,000 元。」

為讓買家更輕鬆置業，價單第一號主要提供兩種付款方式，分別為「即供付款」及「建築期付款」，以配合買家的不同需要。當中，「即供付款」方法除提供「現金優惠付款計劃」外，另備有「備用一按貸款付款計劃」，買家購買售價一千萬元以下之單位可透過「90 日即供按揭計劃」申請最高 9 成按揭；售價一千萬元或以上之單位則可透過「90 日即供按揭計劃」申請最高 8 成半按揭。如買家使用「現金優惠付款計劃」，即可享 4%之折扣優惠⁶；若採用「備用一按貸款付款計劃」，即可享 3%之折扣優惠⁶；如選擇「建築期付款」方法，則可享 2%的折扣優惠⁶。

除上述折扣外，如於 2021 年 10 月 30 日或之前簽訂臨時買賣合約，更可享 1%之「早鳥折扣優惠」，連同其他折扣優惠，包括：1%之「Facebook /Instagram 讚好優惠」⁷及 4%之印花稅津貼折扣。因此，若買家選擇「現金優惠付款計劃」，最高可享 10%折扣優惠⁴；使用「備用一按貸款付款計劃」方法，最高可享 9%折扣優惠⁸。而至於選擇「建築期付款」方法的買家，則可享最高 8%的折扣優惠⁹。有關詳情可參閱價單第一號。

另外，「芳菲」示範單位及銷售廳將由本星期六（7月24日）起，由上午11時至晚上8時開放予公眾參觀，地址為佐敦彌敦道192-194號協成行九龍中心地下。

有關支付條款、折扣、財務優惠或利益之詳情，請參閱價單第一號。

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協成行發展有限公司高級項目經理陳婉霞女士（左）及物業發展部主管張穎敏女士（右）揭曉「芳菲」首張價單之詳情。

關於協成行發展有限公司

創立於1948年，協成行發展有限公司（協成行）一直在努力不懈中蛻變，由傳統地產商，重新出發成為一間富有時代感及充滿活力的企業。

協成行不僅在瞬息萬變及充滿挑戰的市場上馳騁，而且更成功構建成為一個新時代多元化的地產企業，當中涵蓋酒店、辦公室大樓、高級住宅及逾200個遍佈港九的商舖。同時，協成行不斷引進創新科技及年輕專業人才，務求保持自身的競爭優勢及與時並進。該集團亦成功開發各類優質品牌，包括Office Plus、The Collab、木的地·R、木的地酒店、Madera Cafe、Madera Yoga、創協坊、萬有引力、遠晴等。



協成行致力回饋社會，自 60 年代初起，該公司已捐助逾 500 個大中型慈善項目，惠及弱勢社群和有需要人士。

在卓越的管理層團隊帶領下，協成行屢獲殊榮，其中包括 15 年 Plus「商界展關懷」標誌、「優秀家庭友善僱主」及「特別嘉許金獎」。其他獎項包括：「香港最佳辦公室建築項目」及「香港辦公室項目高度嘉許」；而旗下木的地酒店亦榮獲「環保促進會香港綠色企業大獎 2020」之「優越環保管理獎 — 服務供應商（中小企）金獎，以及榮登《香港澳門米芝蓮指南 2021》酒店精選之一。查詢詳情，請瀏覽：www.hshd.com.hk。

此新聞稿由縱橫傳訊顧問服務有限公司(SCC)在賣方的同意下發布。

傳媒如有任何查詢，歡迎聯絡：

縱橫傳訊顧問服務有限公司 (SCC)

譚卓熙先生 (Jonathan Tam)

電話：2114 4321 / 6243 8113

電郵：jonathan.tam@sprg.com.hk

蘇映枝小姐 (Nicole So)

電話：2114 4980 / 9793 8060

電郵：nicole.so@sprg.com.hk

協成行發展有限公司

洪錦怡小姐 (Becky Hung)

電話：2978 3055

電郵：beckyhung@hshd.com.hk

朱棣敏小姐 (Kelly Chu)

電話：2978 3083

電郵：kellychu@hshd.com.hk

¹ 「港幣 6,800,000 元」為發展項目於 2021 年 7 月 22 日上載之價單第 1 號所示 2 樓 B 單位之售價應用 10%最高折扣優惠 (見 4) 後的價格，為最低可能之售價，詳情請參閱價單第 1 號 (及其不時修改之價單)，所述之優惠不適用於所有買方，賣方對買方可否享有或享有何種折扣或優惠保留最終決定權。

「港幣 13,550,000 元」為發展項目於 2021 年 7 月 22 日上載之價單第 1 號所示 21 樓 A 單位之售價應用 10%最高折扣優惠(見 4)後的價格，為最低可能之售價，詳情請參閱價單第 1 號 (及其不時修改之價單)，所述之優惠不適用於所有買方，賣方對買方可否享有或享有何種折扣或優惠保留最終決定權。

² 港幣 23,188 元為發展項目於 2021 年 7 月 22 日上載之價單第 1 號所示 3 樓 C 單位之售價應用 10%最高折扣優惠 (見 4) 後再除以單位的實用面積得出的。
港幣 29,140 元為發展項目於 2021 年 7 月 22 日上載之價單第 1 號所示 21 樓 A 單位之售價應用 10%最高折扣優惠 (見 4) 後再除以單位的實用面積得出的。
港幣 23,776 元為發展項目於 2021 年 7 月 22 日上載之價單第 1 號所示 2 樓 B 單位之售價應用 10%最高折扣優惠 (見 4) 後再除以單位的實用面積得出的。
**以上呎價均為最低可能之呎價，詳情請參閱價單第 1 號 (及其不時修改之價單)，所述之優惠不適用於所有買方，賣方對買方可否享有或享有何種折扣或優惠保留最終決定權。

³ 實用面積(包括在構成該住宅物業的一部分的範圍內的露台、工作平台及陽台(如有)的樓面面積)是按照《一手住宅物業銷售條例》第 8 條計算得出的。實用面積不包括《一手住宅物業銷售條例》附表 2 第 1 部所指明的每一項的面積。上述以平方呎所列之面積，均以 1 平方米=10.764 平方呎換算，並以四捨五入至整數平方呎，以平方呎與以平方米之數字可能有些微差異。

⁴ 最高折扣優惠為 10%，包括「現金優惠付款計劃」優惠照售價減 4%折扣、「Facebook /Instagram 讚好優惠」優惠 1%折扣、「早鳥折扣優惠」優惠 1%折扣、「印花稅津貼折扣」優惠 4%折扣。上述優惠未必適用於所有買家。詳情請參閱發展項目於 2021 年 7 月 22 日上載之價單第 1 號。有關現金優惠付款計劃的支付條款請見 6。

⁵ 「兩站」及「三綫」是指發展項目鄰近港鐵荃灣綫及觀塘綫旺角站，以及東鐵綫旺角東站。

⁶ 根據 2021 年 7 月 22 日上載之價單第 1 號：

「現金優惠付款計劃」的支付條款：成交金額 5% (臨時訂金) 於買方簽署臨時買賣合約時繳付。成交金額 5% (加付訂金) 於買方簽署臨時買賣合約後 30 天內繳付。成交金額餘額 (即成交金額 90%) 於買方簽署臨時買賣合約後 90 天內繳付。

「備用一按貸款付款計劃」的支付條款：

成交金額為港幣一千萬以下的住宅物業：成交金額 5% (臨時訂金) 於買方簽署臨時買賣合約時繳付。成交金額 5% (加付訂金) 於買方簽署臨時買賣合約後 30 天

內繳付。成交金額餘額 (即成交金額 90%) 於買方簽署臨時買賣合約後 90 天內繳付。

成交金額為港幣一千萬或以上的住宅物業:成交金額 5% (臨時訂金) 於買方簽署臨時買賣合約時繳付。成交金額 5% (加付訂金) 於買方簽署臨時買賣合約後 30 天內繳付。成交金額 5% (部分售價) 於買方簽署臨時買賣合約後 60 天內繳付。成交金額餘額 (即成交金額 85%) 於買方簽署臨時買賣合約後 90 天內繳付。

「建築期付款計劃」的支付條款:成交金額 5% (臨時訂金) 於買方簽署臨時買賣合約時繳付。成交金額 5% (加付訂金) 於買方簽署臨時買賣合約後 90 天內繳付。買方須於賣方就其有能力將物業有效地轉讓予買方一事向買方發出書面通知的日期後的 14 天內付清成交金額 90%作為成交金額之餘款。

⁷ 凡追蹤「Living Aesthetics 協作·生活」Instagram (連結:www.instagram.com/livingaestheticshk/) 或讚好 Facebook 專頁 (連結:www.facebook.com/LivingAestheticsHK/), 買方可獲額外 1%售價折扣優惠。

⁸ 9%的折扣優惠包括「備用一按貸款付款計劃」優惠照售價減 3%折扣、「Facebook /Instagram 讚好優惠」優惠 1%折扣、「早鳥折扣優惠」優惠 1%折扣、「印花稅津貼折扣」優惠 4%折扣。上述優惠未必適用於所有買家。詳情請參閱發展項目於 2021 年 7 月 22 日上載之價單第 1 號。有關備用一按貸款付款計劃的支付條款請見 6。

⁹ 8%的折扣優惠包括「建築期付款計劃」優惠照售價減 2%折扣、「Facebook /Instagram 讚好優惠」優惠 1%折扣、「早鳥折扣優惠」優惠 1%折扣、「印花稅津貼折扣」優惠 4%折扣。上述優惠未必適用於所有買家。詳情請參閱發展項目於 2021 年 7 月 22 日上載之價單第 1 號。有關建築期付款計劃的支付條款請見 6。

發展項目名稱: 芳菲 (「發展項目」) | 發展項目所位於的區域: 何文田

發展項目所位於的街道的名稱及由差餉物業估價署署長為識別發展項目的目的而編配的門牌號數: 勝利道 5 號#

賣方就發展項目指定的互聯網網站的網址: www.madera-garden.com.hk

本廣告/宣傳資料內載列的相片、圖像、繪圖或素描顯示純屬畫家對有關發展項目之想像。有關相片、圖像、繪圖或素描並非按照比例繪畫及/或可能經過電腦修飾處理。準買家如欲了解發展項目的詳情, 請參閱售樓說明書。賣方亦建議準買



家到有關發展地盤作實地考察，以對該發展地盤、其周邊地區環境及附近的公共設施有較佳了解。

賣方：佳運企業有限公司 | 賣方之控權公司：不適用 | 發展項目的認可人士：黎紹堅 | 發展項目的認可人士以其專業身份擔任經營人、董事或僱員的商號或法團：呂鄧黎建築師有限公司 | 發展項目的承建商：正利工程有限公司 | 就發展項目中的住宅物業的出售而代表擁有人行事的律師事務所：胡關李羅律師行 | 已為發展項目的建造提供貸款或已承諾為該項建造提供融資的認可機構：不適用 | 已為發展項目的建造提供貸款的任何其他人：協成行有限公司 | 盡賣方所知的發展項目的預計關鍵日期：2022年9月30日（「關鍵日期」指發展項目在遵照經批准的建築圖則的情況下在各方面均屬完成的日期。預計關鍵日期是受到買賣合約所允許的任何延期所規限的。）

賣方建議準買方參閱有關售樓說明書，以了解發展項目的資料。| 詳情請參閱售樓說明書。| 本廣告由賣方或在賣方的同意下發布。| #此臨時門牌號數有待發展項目建成時確認。

賣方保留權利不時改動建築圖則及其他圖則，發展項目之設計以政府相關部門最後批准之圖則為準。| 發展項目及其周邊地區日後可能出現改變。| 本廣告及其任何內容僅供參考，並不構成亦不得詮釋作構成任何不論明示或隱含之合約條款、要約、陳述或保證（不論是否有關景觀）。| 住宅物業市場情況不時變化，準買方應衡量其財務情況及負擔能力及所有相關因素方作出決定購買或於何時購買任何住宅物業，於任何情況或時間，準買方絕不應以本廣告／宣傳資料之任何內容、資料或概念作依據或受其影響決定購買或於何時購買任何住宅物業。

印製日期: 2021年7月22日



【 Immediate Release 】

Hip Shing Hong's Ho Man Tin Brand-new Residential Development "MADERA GARDEN"

First Price List features 30 units covering 1- and 2-bedroom units with a Discounted Price from HK\$6,800,000¹ and the Lowest Discounted Price per square foot at HK\$23,188²

(July 22, 2021, Hong Kong) Launched by Hip Shing Hong (Holdings) Company Limited ("Hip Shing Hong"), the brand-new residential development located at 5 Victory Avenue, Ho Man Tin[#], **MADERA GARDEN** is situated in a prestigious residential area and a superb geographical location. Following the opening of the unmodified show flat for media preview, Hip Shing Hong announced the first price list for the project today. In total, 30 units will be available for sale, covering 14 units of one-bedroom and 16 units of two-bedroom with a saleable area³ from 286 square feet to 465 square feet, and with discounted prices from HK\$6,800,000¹.

Unit prices on the first price list of **Madera Garden** range from HK\$7,556,000 to HK\$15,055,000, and the price per square foot of saleable area³ is from HK\$25,766 to HK\$32,376. After deducting discounts of up to 10%⁴, the discounted unit prices range from HK\$6,800,000¹ to HK\$13,550,000¹, and the discounted price per square foot is from HK\$23,188² to HK\$29,140².

Ms. Ruby Chan, Senior Project Manager, Hip Shing Hong (Holdings) Company Limited said, "**Madera Garden** is located right at the heart of the transportation hub of Kowloon and enjoys the advantages of the convergence of 2 MTR stations across 3 lines⁵. It is affiliated with School Net 34, with a lot of elite schools and great potential. In addition to the strong demand projected by recent market conditions, the group is very confident in the sales performance of the project. The pricing of this price list made reference to the prices of residential projects in the heart of Kowloon which can be described as "Close-to-market Price", so we are confident in attracting young families. Taking unit B, 2/F, a 1-bedroom unit, as an example, the saleable area³ of the unit is 286 square feet and its unit price is HK\$7,556,000. After deducting the highest discount of 10%⁴, the discounted price per square foot of saleable area³ is HK\$23,776², while the discounted price is HK\$6,800,000¹, which is HK\$756,000 less than the original price."

In order for buyers to achieve their home-owning plans with ease, the first price list mainly offers two payment methods, namely "Cash Payment" and "Stage Payment" which are designed to meet the different needs of buyers. Among them, the project's



cash payment method provides not only a “Cash Payment Plan”, but also a “Standby First Mortgage Loan Payment Plan”. Buyers of units with a price of less than HK\$10 million can apply for up to 90% mortgages through the "90-day Mortgage Payment Plan"; for units with a price of HK\$10 million or above, buyers can apply for a mortgage of up to 85% through the "90-day Mortgage Payment Plan". If buyers choose the “Cash Payment Plan”, they can enjoy a 4% discount⁶; while buyers who adopt the “Standby First Mortgage Loan Payment Plan” can enjoy a 3% discount⁶; and buyers who select the "Stage Payment" method can also enjoy a 2% discount⁶.

Apart from the abovementioned discounts, if they sign a Preliminary Agreement for Sale and Purchase on or before October 30, 2021, a 1% “Early Bird Discount” can be gained together with other discounts, including 1% “Like Facebook/Instagram Benefit”⁷ and 4% “Stamp Duty Subsidy Benefit”. Therefore, buyers can enjoy up to 10% in total discount⁴ if they choose the “Cash Payment Plan”; while they can also enjoy up to 9% in total discount⁸ for the “Standby First Mortgage Loan Payment Plan” and up to 8% in total discount⁹ for the "Stage Payment Plan" method. For details, please refer to Price List No. 1.

In addition, **MADERA GARDEN** will officially open its show flat and sales hall to the public from 11am to 8pm starting from this Saturday (24 July), the address is G/F, Hip Shing Hong Kowloon Centre, 192-194 Nathan Road, Jordan.

For details of payment terms, discounts, financial incentives or benefits, please refer to Price List No. 1.

- End -



Ms. Ruby Chan, Senior Project Manager, Hip Shing Hong (Holdings) Company Limited (left) and Ms. Vivian Cheung, Head of Property Development (right) unveil the first price list details of MADERA GARDEN.

About Hip Shing Hong (Holdings) Company Limited

Established in 1948, Hip Shing Hong (Holdings) Company Limited (Hip Shing Hong) has rejuvenated itself many times over to stay young, active and innovative.

Hip Shing Hong's leadership and financial prudence have allowed it not only to have surfed the volatile real estate market, but also built a robust portfolio of real estate in response to dynamic market trends, which includes hotels, office buildings, high-end homes and over 200 retail properties. Hip Shing Hong revitalizes its portfolio constantly with new technologies and young talents to stay competitive and relevant. It has successfully created reputable brands like Office Plus, The Collab, Madera Residences, Madera Hotel, Madera Cafe, Madera Yoga, Genesis, Gravity, Le Riviera and many others.

Hip Shing Hong strives to do well and do good. Since the early 1960's, it has donated to over 500 charitable projects large and small, benefiting the underprivileged and people in crises.

Hip Shing Hong's management excellence is reflected by its collection of accolades. To mention a few, they include the "15 Years Plus Caring Company Logo" and "Meritorious Family-Friendly Employers and Special Mention (Gold)". Other awards



include the “Best Office Architecture Hong Kong” and “Highly Commended Office Development Hong Kong”. Hotel Madera Hong Kong, its hotel arm, captured the “Green Management Award - Service Provider (SME) - Gold” at “Hong Kong Green Awards 2020” by Green Council, and was listed in “The Michelin Guide Hong Kong Macau 2021”. For details, please visit www.hshd.com.hk.

This press release is issued by Strategic Communications Consultants Limited with the consent of Hip Shing Hong (Holdings) Company Limited.

For media inquiries, please contact:

Strategic Communications Consultants Limited (SCC):

Mr. Jonathan Tam

Tel: 2114 4321 / 6243 8113

Email: jonathan.tam@sprg.com.hk

Ms. Nicole So

Tel: 2114 4980 / 9793 8060

Email: nicole.so@sprg.com.hk

Hip Shing Hong (Holdings) Company Limited

Ms. Becky Hung

Tel: 2978 3055

Email: beckyhung@hshd.com.hk

Ms. Kelly Chu

Tel: 2978 3083

Email: kellychu@hshd.com.hk



1. "HK\$6,800,000" is the price of Unit B, 2/F shown in the Price List No. 1 uploaded on July 22, 2021 after applying the 10% maximum discount (see 4), which is the lowest possible unit price. For details, please refer to the Price List No. 1 (and the price list revised from time to time). The discounts mentioned are not applicable to all buyers. The vendor reserves the right to make the final decision on whether or what discounts or promotions the buyer can enjoy.
"HK\$13,550,000" is the price of Unit A, 21/F shown in the Price List No. 1 uploaded on July 22, 2021 after applying the 10% maximum discount (see 4), which is the lowest possible unit price. For details, please refer to the Price List No. 1 (and the price list revised from time to time). The discounts mentioned are not applicable to all buyers. The vendor reserves the right to make the final decision on whether or what discounts or promotions the buyer can enjoy.
2. HK\$23,188 is calculated by applying the 10% maximum discount (see 4) to the price of Unit C, 3/F shown in Price List No.1 of the Development uploaded on July 22, 2021 and dividing by the saleable area of the unit.
HKD 29,140 is calculated by applying the 10% maximum discount (see 4) to the price of Unit A, 21/F shown in Price List No.1 of the Development uploaded on July 22, 2021 and dividing by the saleable area of the unit.
HK\$23,776 is calculated by applying the 10% maximum discount (see 4) to the price of the unit B, 2/F shown in Price List No.1 of the Development uploaded on July 22, 2021 and dividing by the saleable area of the unit.
**The above price per square foot is the lowest possible price per square foot. For details, please refer to the Price List No. 1 (and the price list revised from time to time). The above-mentioned offers are not applicable to all buyers, and the vendor reserves the right to make the final decision on whether or what discounts or promotions the buyer can enjoy.
3. The saleable areas 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 2 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.
4. The maximum discount offer is 10%, including 4% off the price of "Cash Payment Plan", 1% off for "Like Facebook/Instagram Benefit", 1% off for "Early Bird Discount", 4% off for "Stamp Duty Subsidy Discount". The above offers may not be applicable to all buyers. For details, please refer to the development project Price



List No. 1 uploaded on July 22, 2021. Please refer to 6 for the payment terms of the Cash Payment Plan.

5. "2 stations" and "3 lines" refer to Mong Kok Station on Tsuen Wan Line and Kwun Tong Line near the Development, and Mong Kok East Station on East Rail Line.
6. According to the Price List No. 1 uploaded on July 22, 2021:
The payment terms of the "Cash Payment Plan": 5% of the Transaction Price being the Preliminary Deposit shall be paid upon signing of the preliminary agreement for sale and purchase. 5% of the Transaction Price being Further Deposit shall be paid within 30 days after signing of the preliminary agreement for sale and purchase. The balance of the Transaction Price (i.e. 90% of the Transaction Price) shall be paid within 90 days after signing of the preliminary agreement for sale and purchase.

The payment terms of the "Standby First Mortgage Loan Payment Plan":

For residential property with transaction price under HK\$10 million, 5% of the transaction price being the preliminary deposit shall be paid upon signing of the preliminary agreement for sale and purchase. 5% of the transaction price being Further Deposit shall be paid within 30 days after signing of the preliminary agreement for sale and purchase. The balance of the Transaction Price (i.e. 90% of the Transaction Price) shall be paid within 90 days after signing of the preliminary agreement for sale and purchase.

For residential property with transaction price of HK\$10 million or above, 5% of the transaction price being the preliminary deposit shall be paid upon signing of the preliminary agreement for sale and purchase. 5% of the transaction price being Further Deposit shall be paid within 30 days after signing of the preliminary agreement for sale and purchase. 5% of the Transaction Price being Part Payment shall be paid within 60 days after signing of the preliminary agreement for sale and purchase. The balance of the Transaction Price (i.e. 85% of the Transaction Price) shall be paid within 90 days after signing of the preliminary agreement for sale and purchase.

The payment terms of the "Stage Payment Plan": 5% of the Transaction Price being the Preliminary Deposit shall be paid upon signing of the preliminary agreement for sale and purchase. 5% of the Transaction Price being Further Deposit shall be paid within 90 days after signing of the preliminary agreement for sale and purchase. 90% of the Transaction Price being balance of the Transaction Price shall be paid by the Purchaser(s) within 14 days of the date of the written notification to the Purchaser(s) that the Vendor is in a position validly to assign the Property to the Purchaser(s).

7. When "follow" "Living Aesthetics" on Instagram (link: www.instagram.com/livingaestheticshk/) or "like" on the Facebook page (link:



www.facebook.com/LivingAestheticsHK/), buyers can get an additional 1% discount on the price.

8. The 9% discount includes the “Standby First Mortgage Loan Payment Plan” discount of 3% off the sale price, 1% discount of the “Like Facebook/Instagram Benefit”, 1% discount of the “Early Bird Discount”, and 4% discount of the “Stamp Duty Subsidy Benefit”. The above offers may not be applicable to all buyers. For details, please refer to the development project Price List No. 1 uploaded on July 22, 2021. Please refer to 6 for the payment terms of the Standby First Mortgage Loan Payment Plan.
9. The 8% discount includes the “Stage Payment Plan” discount of 2% off the sale price, 1% discount of the “Like Facebook/Instagram Benefit”, 1% discount of the “Early Bird Discount”, and 4% discount of the “Stamp Duty Subsidy Benefit”. The above offers may not be applicable to all buyers. For details, please refer to the development project Price List No. 1 uploaded on July 22, 2021. Please refer to 6 for the payment terms of the Stage Payment Plan.

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: Mr. 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 | The estimated material date for the Development to the best of the Vendor's knowledge: 30 September 2022 ("Material date" means the date on which the development is completed in all respects in compliances with the approved building plans. The estimated material date is subject to any extension of time that is permitted under the agreement for sale and purchase.)

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 above provisional street number is subject to confirmation when the Development is completed.

The vendor reserves the right to alter the building plans and other plans and the design of the development and any part thereof from time to time. The building design is subject to the approval of the relevant government authorities. | 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.

Printing date: July 22, 2021



【实时发布】

协成行何文田全新住宅项目「芳菲」 首张价单推出 30 个一房及两房单位 折实售价港币 6,800,000 元起¹ 最低折实呎价港币 23,188 元²

(2021 年 7 月 22 日，香港) 由协成行发展有限公司 (「协成行」) 匠心打造的何文田胜利道 5 号#全新住宅项目「芳菲」(MADERA GARDEN)，座落于九龍核心高尚住宅地段，地理位置优越。继早前开放无改动示范单位予传媒参观后，协成行于今天公布项目之首张价单，率先推出 30 个单位，包括 14 个一房及 16 个两房单位，实用面积³由 286 平方呎至 465 平方呎，折实售价由港币 6,800,000 元起¹。

「芳菲」首张价单售价由港币 7,556,000 元至港币 15,055,000 元，实用面积³呎价由港币 25,766 元至港币 32,376 元。扣除 10%最高折扣优惠⁴后，折实售价则由港币 6,800,000 元¹至港币 13,550,000 元¹，折实呎价由港币 23,188 元²至港币 29,140 元²。

协成行发展有限公司高级项目经理陈婉霞女士表示：「『芳菲』傲立于九龙核心交通枢纽，享有港铁两站及三线汇聚优势⁵，并隶属 34 校网，名校林立，潜力雄厚，加上市况反映市场需求殷切，集团对项目销情相当有信心。是次价单定价参考九龙区核心地段的住宅项目，属于『贴市超值价』，有望吸引年轻家庭。以 2 楼 B 室一房单位为例，单位实用面积³ 286 平方呎，价单售价为港币 7,556,000 元，扣除最高 10%折扣优惠⁴后，折实实用面积³呎价为港币 23,776 元²，而折实售价为港币 6,800,000 元¹，比原价共减港币 756,000 元。」

为让买家更轻松置业，价单第一号主要提供两种付款方式，分别为「即供付款」及「建筑期付款」，以配合买家的不同需要。当中，「即供付款」方法除提供「现金优惠付款计划」外，另备有「备用一按贷款付款计划」，买家购买售价一千万元以下之单位可透过「90 日即供按揭计划」申请最高 9 成按揭；售价一千万元或以上之单位则可透过「90 日即供按揭计划」申请最高 8 成半按揭。如买家使用「现金优惠付款计划」，即可享 4%之折扣优惠⁶；若采用「备用一按贷款付款计划」，即可享 3%之折扣优惠⁶；如选择「建筑期付款」方法，则可享 2%的折扣优惠⁶。

除上述折扣外，如于 2021 年 10 月 30 日或之前签订临时买卖合约，更可享 1%之「早鸟折扣优惠」，连同其他折扣优惠，包括：1%之「Facebook/Instagram 赞好优惠」⁷及 4%之印花税津贴折扣。因此，若买家选择「现金优惠付款计划」，最高可享 10%折扣优惠⁴；使用「备用一按贷款付款计划」方法，最高可享 9%折扣

优惠⁸。而至于选择「建筑期付款」方法的买家，则可享最高 8% 的折扣优惠⁹。有关详情可参阅价单第一号。

另外，「芳菲」示范单位及销售厅将由本星期六（7 月 24 日）起，由上午 11 时至晚上 8 时开放予公众参观，地址为佐敦弥敦道 192-194 号协成行九龙中心地下。

有关支付条款、折扣、财务优惠或利益之详情，请参阅价单第一号。

- 完 -



协成行发展有限公司高级项目经理陈婉霞女士（左）及物业发展部主管张颖敏女士（右）揭晓「芳菲」首张价单之详情。

关于协成行发展有限公司

创立于 1948 年，协成行发展有限公司（协成行）一直在努力不懈中蜕变，由传统地产商，重新出发成为一间富有时代感及充满活力的企业。

协成行不仅在瞬息万变及充满挑战的市场上驰骋，而且更成功构建成为一个新时代多元化的地产企业，当中涵盖酒店、办公室大楼、高级住宅及逾 200 个遍布港九的商铺。同时，协成行不断引进创新科技及年轻专业人才，务求保持自身的竞争优势及与时俱进。该集团亦成功开发各类优质品牌，包括 Office Plus、The Collab、



木的地、R、木的地酒店、Madera Cafe、Madera Yoga、创协坊、万有引力、远晴等。

协成行致力回馈社会，自 60 年代初起，该公司已捐助逾 500 个大中型慈善项目，惠及弱势社群和有需要人士。

在卓越的管理层团队带领下，协成行屡获殊荣，其中包括 15 年 Plus「商界展关怀」标志、「优秀家庭友善雇主」及「特别嘉许金奖」。其他奖项包括：「香港最佳办公室建筑项目」及「香港办公室项目高度嘉许」；而旗下木的地酒店亦荣获「环保促进会香港绿色企业大奖 2020」之「优越环保管理奖 — 服务供货商（中小企）金奖，以及荣登《香港澳门米芝莲指南 2021》酒店精选之一。查询详情，请浏览：www.hshd.com.hk。

此新闻稿由纵横传讯顾问服务有限公司(SCC)在卖方的同意下发布。

传媒如有任何查询，欢迎联络：

纵横传讯顾问服务有限公司 (SCC)

谭卓熙先生 (Jonathan Tam)

电话：2114 4321 / 6243 8113

电邮：jonathan.tam@sprg.com.hk

苏映枝小姐 (Nicole So)

电话：2114 4980 / 9793 8060

电邮：nicole.so@sprg.com.hk

协成行发展有限公司

洪锦怡小姐 (Becky Hung)

电话：2978 3055

电邮：beckyhung@hshd.com.hk

朱棣敏小姐 (Kelly Chu)

电话：2978 3083

电邮：kellychu@hshd.com.hk

¹ 「港币 6,800,000 元」为发展项目于 2021 年 7 月 22 日上载之价单第 1 号所示 2 楼 B 单位之售价应用 10%最高折扣优惠 (见 4) 后的价格,为最低可能之售价,详情请参阅价单第 1 号 (及其不时修改之价单),所述之优惠不适用于所有买方,卖方对买方可否享有或享有何种折扣或优惠保留最终决定权。

「港币 13,550,000 元」为发展项目于 2021 年 7 月 22 日上载之价单第 1 号所示 21 楼 A 单位之售价应用 10%最高折扣优惠(见 4)后的价格,为最低可能之售价,详情请参阅价单第 1 号 (及其不时修改之价单),所述之优惠不适用于所有买方,卖方对买方可否享有或享有何种折扣或优惠保留最终决定权。

² 港币 23,188 元为发展项目于 2021 年 7 月 22 日上载之价单第 1 号所示 3 楼 C 单位之售价应用 10%最高折扣优惠 (见 4) 后再除以单位的实用面积得出的。

港币 29,140 元为发展项目于 2021 年 7 月 22 日上载之价单第 1 号所示 21 楼 A 单位之售价应用 10%最高折扣优惠 (见 4) 后再除以单位的实用面积得出的。

港币 23,776 元为发展项目于 2021 年 7 月 22 日上载之价单第 1 号所示 2 楼 B 单位之售价应用 10%最高折扣优惠 (见 4) 后再除以单位的实用面积得出的。

**以上呎价均为最低可能之呎价,详情请参阅价单第 1 号 (及其不时修改之价单),所述之优惠不适用于所有买方,卖方对买方可否享有或享有何种折扣或优惠保留最终决定权。

³ 实用面积(包括在构成该住宅物业的一部分的范围内的露台、工作平台及阳台(如有)的楼面面积)是按照《一手住宅物业销售条例》第 8 条计算得出的。实用面积不包括《一手住宅物业销售条例》附表 2 第 1 部所指明的每一项的面积。上述以平方呎所列之面积,均以 1 平方米=10.764 平方呎换算,并以四舍五入至整数平方呎,以平方呎与以平方米之数字可能有些微差异。

⁴ 最高折扣优惠为 10%,包括「现金优惠付款计划」优惠照售价减 4%折扣、「Facebook /Instagram 赞好优惠」优惠 1%折扣、「早鸟折扣优惠」优惠 1%折扣、「印花税津贴折扣」优惠 4%折扣。上述优惠未必适用于所有买家。详情请参阅发展项目于 2021 年 7 月 22 日上载之价单第 1 号。有关现金优惠付款计划的支付条款请见 6。

⁵ 「两站」及「三线」是指发展项目邻近港铁荃湾线及观塘线旺角站,以及东铁线旺角东站。

⁶ 根据 2021 年 7 月 22 日上载之价单第 1 号:

「现金优惠付款计划」的支付条款:成交金额 5%(临时订金)于买方签署临时买卖合同时缴付。成交金额 5%(加付订金)于买方签署临时买卖合同后 30 天内缴付。成交金额余额(即成交金额 90%)于买方签署临时买卖合同后 90 天内缴付。

「备用一按贷款付款计划」的支付条款:

成交金额为港币一千万以下的住宅物业:成交金额 5%(临时订金)于买方签署临时买卖合同时缴付。成交金额 5%(加付订金)于买方签署临时买卖合同后 30 天

内缴付。成交金额余额 (即成交金额 90%) 于买方签署临时买卖合约后 90 天内缴付。

成交金额为港币一千万或以上的住宅物业:成交金额 5% (临时订金) 于买方签署临时买卖合约时缴付。成交金额 5% (加付订金) 于买方签署临时买卖合约后 30 天内缴付。成交金额 5% (部分售价) 于买方签署临时买卖合约后 60 天内缴付。成交金额余额 (即成交金额 85%) 于买方签署临时买卖合约后 90 天内缴付。

「建筑期付款计划」的支付条款:成交金额 5% (临时订金) 于买方签署临时买卖合约时缴付。成交金额 5% (加付订金) 于买方签署临时买卖合约后 90 天内缴付。买方须于卖方就其有能力将物业有效地转让予买方一事向买方发出书面通知的日期后的 14 天内付清成交金额 90% 作为成交金额之余款。

⁷ 凡追踪「Living Aesthetics 协作·生活」Instagram (连结:www.instagram.com/livingaestheticshk/) 或赞好 Facebook 专页 (连结:www.facebook.com/LivingAestheticsHK/), 买方可获额外 1% 售价折扣优惠。

⁸ 9% 的折扣优惠包括「备用一按贷款付款计划」优惠照售价减 3% 折扣、「Facebook /Instagram 赞好优惠」优惠 1% 折扣、「早鸟折扣优惠」优惠 1% 折扣、「印花税津贴折扣」优惠 4% 折扣。上述优惠未必适用于所有买家。详情请参阅发展项目于 2021 年 7 月 22 日上载之价单第 1 号。有关备用一按贷款付款计划的支付条款请见 6。

⁹ 8% 的折扣优惠包括「建筑期付款计划」优惠照售价减 2% 折扣、「Facebook /Instagram 赞好优惠」优惠 1% 折扣、「早鸟折扣优惠」优惠 1% 折扣、「印花税津贴折扣」优惠 4% 折扣。上述优惠未必适用于所有买家。详情请参阅发展项目于 2021 年 7 月 22 日上载之价单第 1 号。有关建筑期付款计划的支付条款请见 6。

发展项目名称: 芳菲 (「发展项目」) | 发展项目所位于的区域: 何文田

发展项目所位于的街道的名称及由差饷物业估价署署长为识别发展项目的目的而编配的门牌号数: 胜利道 5 号#

卖方就发展项目指定的互联网网站的网址: www.madera-garden.com.hk

本广告/宣传资料内载列的相片、图像、绘图或素描显示纯属画家对有关发展项目之想象。有关相片、图像、绘图或素描并非按照比例绘画及/或可能经过计算机修饰处理。准买家如欲了解发展项目的详情, 请参阅售楼说明书。卖方亦建议准



买家到有关发展地盘作实地考察，以对该发展地盘、其周边地区环境及附近的公共设施有较佳了解。

卖方：佳运企业有限公司 | 卖方之控权公司：不适用 | 发展项目的认可人士：黎绍坚 | 发展项目的认可人士以其专业身份担任经营人、董事或雇员的商号或法团：吕邓黎建筑师有限公司 | 发展项目的承建商：正利工程有限公司 | 就发展项目中的住宅物业的出售而代表拥有人行事的律师事务所：胡关李罗律师行 | 已为发展项目的建造提供贷款或已承诺为该项建造提供融资的认可机构：不适用 | 已为发展项目的建造提供贷款的任何其他人：协成行有限公司 | 尽卖方所知的发展项目的预计关键日期：2022年9月30日(「关键日期」指发展项目在遵照经批准的建筑图则的情况下在各方面均属完成的日期。预计关键日期是受到买卖合同所允许的任何延期所规限的。)

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印制日期：2021年7月22日