



Press Release

**Soundwill Group Spotlight Residential Project 「COHO」
The First Residential Development in Asia
To Use the “F-digital Deluxe” Shower Series from
Renowned German Bathroom Fittings Brand “GROHE”**

[27 March 2014] Soundwill Holdings Limited (the “Group”, stock code: 0878) is pleased to announce the collaboration between 「COHO」, the Group’s new residential development in Causeway Bay, and renowned German bathroom fittings brand GROHE, where 「COHO」 will be the first residential development in Asia to integrate the brand’s renowned “F-digital Deluxe” shower system into its bathroom design. An official signing ceremony between Ms. Vivian Chan, Executive Director of Soundwill Group, and Mr. Bijoy Mohan, President of GROHE’s Asia Pacific operations, was conducted today to signify their cooperation in delivering the utmost spa experience to 「COHO」.

Leveraging on its legacy as a renowned German bathroom fittings brand with a long-established operating history, GROHE has cultivated an international team of house designers. Chief designer, Paul Flowers was included on the prestigious “40 under 40” awards list in 2008; and GROHE was the sole bathroom fittings brand to be honoured the title of “RedDot Design Team of The Year 2011/2012”. At the same time, a number of GROHE’s house products were accredited by Chicago’s “Green Good Design” and Germany’s “Design Plus”, prominent awards that relate to international brand recognition. As such, GROHE’s holistic and innovative approach to bathroom design will align perfectly with Soundwill Group’s pursuit of perfection in all development projects.

The Pursuit of Perfection & Innovation

Ms. Vivian Chan, Executive Director of Soundwill Group said: “With reference to the award-winning GROHE SPA, our 「AQUA SPA」 bathroom design concept is also committed to deliver the most luxurious bathroom environment to customers. This will include a full-range of facilities, such as a bathroom television, bathroom heating and a bathtub with multi-configuration massage features. Unprecedented in Hong Kong’s high-end residential market, the functionality of the bathroom facility will set a new benchmark in the industry and will reflect the standard of quality envisioned by 「COHO」.”

Mr. Bijoy Mohan, President of GROHE’s Asia Pacific operations, commented: “The F-digital Deluxe Series strives to deliver an exceptional shower experience with its four core elements: touch, steam, lighting and sound. The system is an intuitive controller that can transform one’s shower into a personal spa haven with a single touch. From changing the colour of the showering ambience to selecting various



steam settings, together they create an aura of well-being that gives customers a tailor-made experience. Newly introduced to residential properties in Hong Kong, the series aims to bring a new level of comfort to those that pursue a deluxe lifestyle environment.”

About Soundwill Holdings Limited

Soundwill Holdings Limited (the “Group”, stock code: 0878) was established in 1978 and listed on the Main Board of the Hong Kong Stock Exchange in 1997. The Group is principally engaged in property investment, property development, property management, urban renewal and has further extended its business to property development in the PRC. Committed in revitalizing old districts in Hong Kong, the Group has completed over 100 residential, commercial and retail projects in the past 35 years. In particular, the Group has focused on the development of high-end residential projects in core districts of Hong Kong, namely Causeway Bay, Wan Chai, Mid-Level West.

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For enquiries, please contact:

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Project details and disclaimers:

- Name of the street and street number: 18 School Street, 3 Jones Street and 3 Warren Street
- District: Causeway Bay
- Vendor: School Investment Properties Limited
- Holding Company of the vendor: Soundwill (BVI) Limited, Grape Trade Limited
- Authorised person for the development: Mr. Mak Chi Cheung Peter of WMKY Limited
- Building contractor for the development: Maxrise Construction Engineering Limited
- Firm of solicitors acting for the owners in relation to the sale of residential properties in the development: Woo Kwan Lee & Lo
- Authorised institution that has made a loan, or has undertaken to provide finance, for the construction of the development: The Hong Kong and Shanghai Banking Corporation Limited
- Any other person who has made a loan for the construction of the development: Soundwill Management Company Limited
- To the best of the vendor, the estimated material date for the development as provided by the authorised person for the development: 29 February 2016
- Website for the development as provided by the vendor: www.coho.com.hk