

(Immediate release)

New World Development and Hong Kong Disneyland to Elevate Lantau Island’s Travel-tainment Offerings

(September 7, 2023 – Hong Kong) New World Development Company Limited and Hong Kong Disneyland Resort announced the signing of a Memorandum of Understanding (MoU) to build and operate a retail store at 11 SKIES, which is the first retail-tainment destination of its kind in Hong Kong. New World’s comprehensive hub in the Greater Bay Area (GBA) will strengthen transportation connections as well as new tourism and cultural products, all the while enhancing Lantau Island’s Travel-tainment offerings. Located in close proximity to Hong Kong International Airport and the Hong Kong-Zhuhai-Macao Bridge, 11 SKIES and the Resort are well-positioned to leverage this strategic location together.

11 SKIES, an integral part of the SKYCITY, is opening in phases from 2022 to 2025. It is the largest one-stop retail-tainment and business landmark in Hong Kong, with a total floor area of over 3.8 million square feet. Its three Grade-A office towers, K11 ATELIER 11 SKIES, have been in operation since last year, with tenants primarily in the professional fields of finance and wealth management, healthcare and wellness services, as well as cross border businesses. The next phase of 11 SKIES will see the gradual opening of its retail-tainment section, which will feature over 800 shops, 120 dining concepts, and eight world class and first-in-Hong Kong entertainment attractions. With its strategic location near the airport and the Hong Kong-Zhuhai-Macao Bridge, it will also become the gateway and a bridgehead to a population of 86 million within the “1.5-hour living circle” in the GBA.

Hong Kong Disneyland offers an extensive array of new, differentiated experiences, reinforcing its position as the city’s tourism landmark. The reimagined Castle of Magical Dreams, the “Momentous” nighttime spectacular and the arrival of Duffy’s newest friend LinaBell, which have been popular with locals, are now captivating guests worldwide as inbound tourism resumes. As the slate of new offerings continues, the Walt Disney and Mickey Mouse Statue – “Dream Makers” will be unveiled in October and is sure to delight fans of all ages. The highly anticipated “World of Frozen”, the world’s first and largest *Frozen*-themed land, will open in November and be a defining addition to the Resort’s world-class attractions.

According to the MoU, the synergy opportunities between New World and Hong Kong Disneyland could encompass retail and product collaborations to connect with the 26 million members within New World’s loyalty programmes ecosystem and marketing collaborations at different K11 locations across Hong Kong and the GBA.

Nam-Hoi Sitt, Executive Director of New World Development, said, “We are honoured to join forces with Hong Kong Disneyland Resort to build on our respective strengths, and lead the

transformation of Lantau Island through this synergy. We will continue to explore collaborations with like-minded partners, in order to transform Lantau Island into the new Travel-tainment hub, and turn Hong Kong into the top travel destination among locals, Mainland Chinese and global travellers.”

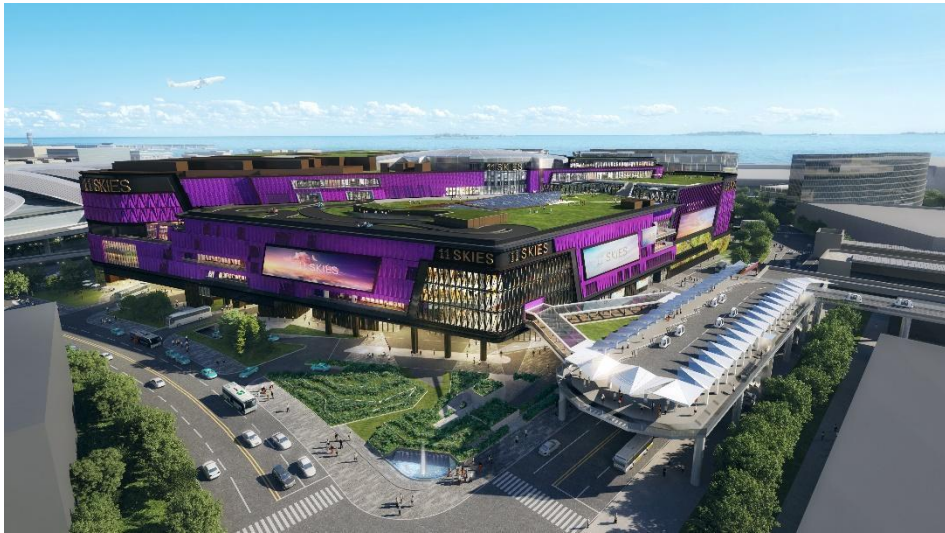
Michael Moriarty, Managing Director at Hong Kong Disneyland Resort, said, "As a tourism landmark bolstering the economy and working to foster the city as a top destination, Hong Kong Disneyland is committed to bringing new experiences to guests in creative new ways. We are delighted to work with New World as part of this effort. Together, with all our good neighbours on Lantau, we look forward to catering to the evolving needs of tourists returning to the city and seeking more experiential travel options.”

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Photo Captions



(From left to right) Nam-Hoi Sitt, Executive Director of New World Development, Mickey Mouse, and Michael Moriarty, Managing Director at Hong Kong Disneyland Resort.



One of the highlights of both sides' collaboration will be at 11 SKIES, an integral part of the SKYCITY, where Hong Kong Disneyland plans to open a retail store. (Rendering photo)

High-res photos are available for download here:

<https://nwdrive.nwplatform.com.cn:443/link/A48DE90FBCC5FC7E24098ACBA5710B28>

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About New World Development Company Limited

Founded in 1970, New World Development Company Limited (“The Group”, Hong Kong stock code: 0017) was publicly listed in Hong Kong in 1972 and is a constituent stock of the Hong Kong Hang Seng Index. A premium brand infused with a unique personality best defined by The Artisanal Movement, New World Group’s core business areas include property development, property investment, road, construction and insurance. Its operations in Greater China, especially the Greater Bay Area, had a total asset value of approximately HK\$621.9 billion as at 31 December 2022. The Group has an effective interest of approximately 61% in NWS Holdings Limited (Hong Kong stock code: 0659) and approximately 75% in New World Department Store China Limited (Hong Kong stock code: 0825) and wholly owns New World China Land Limited.

About Hong Kong Disneyland Resort

Hong Kong Disneyland Resort offers unforgettable, culturally distinctive Disney experiences for guests of all ages and nationalities. Filled with your favourite Disney stories and characters, Hong Kong Disneyland offers guests the opportunity to explore seven diverse themed lands that are home to award-winning, unique attractions and entertainment. Complete your adventure with stays at the Resort’s luxurious Disney hotels. The magic doesn’t end at our doorstep; as a dedicated member of the local community that cares deeply about societal wellbeing, Hong Kong Disneyland Resort spreads its magic through community service programmes that help families in need, boost creativity among children and families, encourage the protection of the environment and inspire healthier living.