

Enterprise Square 5
MegaBox



Located in the heart of a rapidly growing residential and office district, Enterprise Square 5 is another Grade A office/ retail landmark developed by Kerry Properties. The development has a gross area of 1.6 million sq ft. It comprises two 15-storey office towers of total 500,000 sq ft and the 19-storey large-scale shopping mall — MegaBox.

The overall architectural design of Enterprise Square 5 provides a people friendly, ultra convenient environment. Set under a versatile one-roof concept, and accented by a brilliant panoramic view of Hong Kong Island, Enterprise Square 5 is an ideal work and leisure venue in East Kowloon.

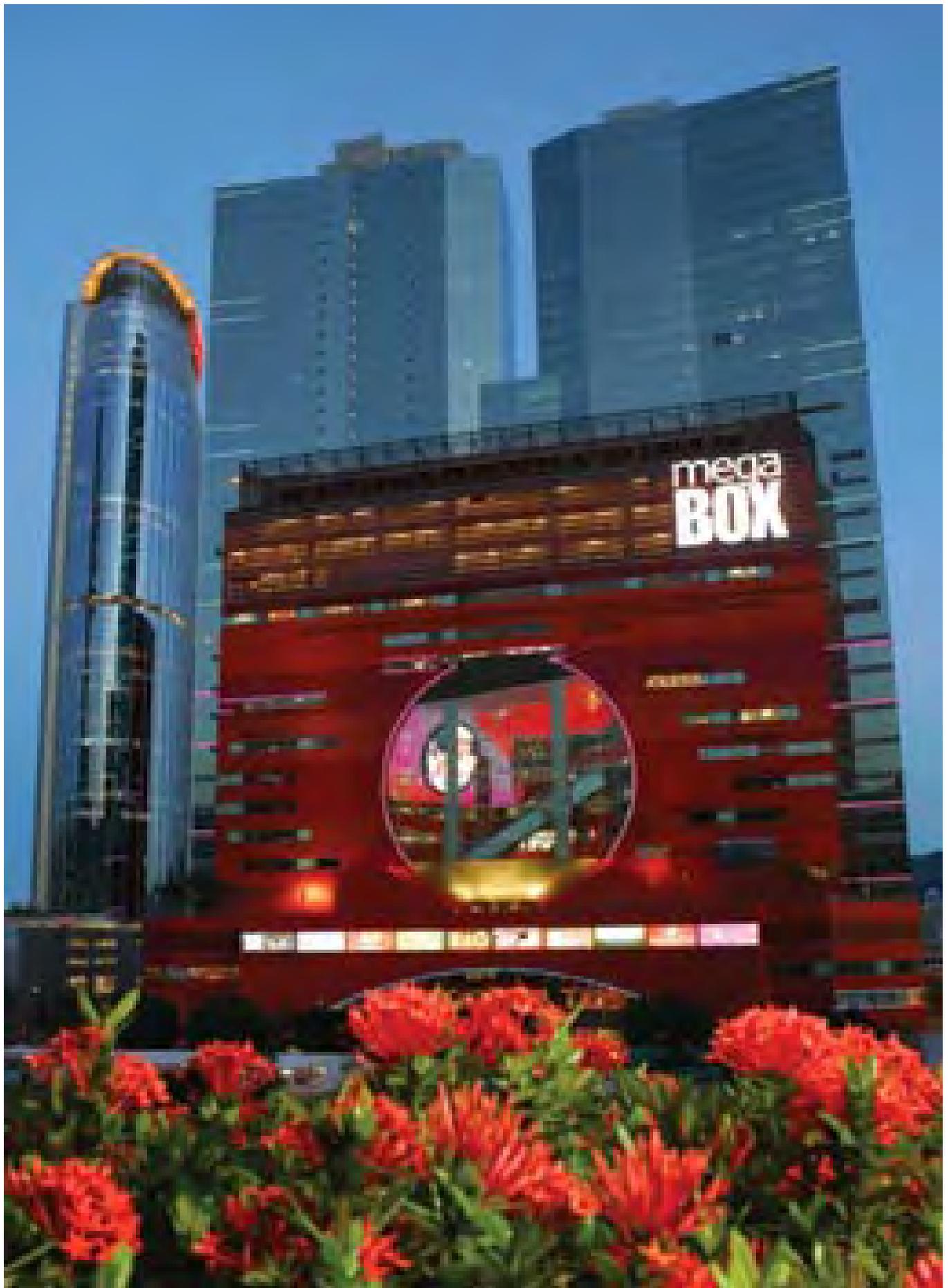
MegaBox

Located at East Kowloon, MegaBox is set to redefine shopping, entertainment, dining and the arts to create an exciting, dynamic experience for all visitors.

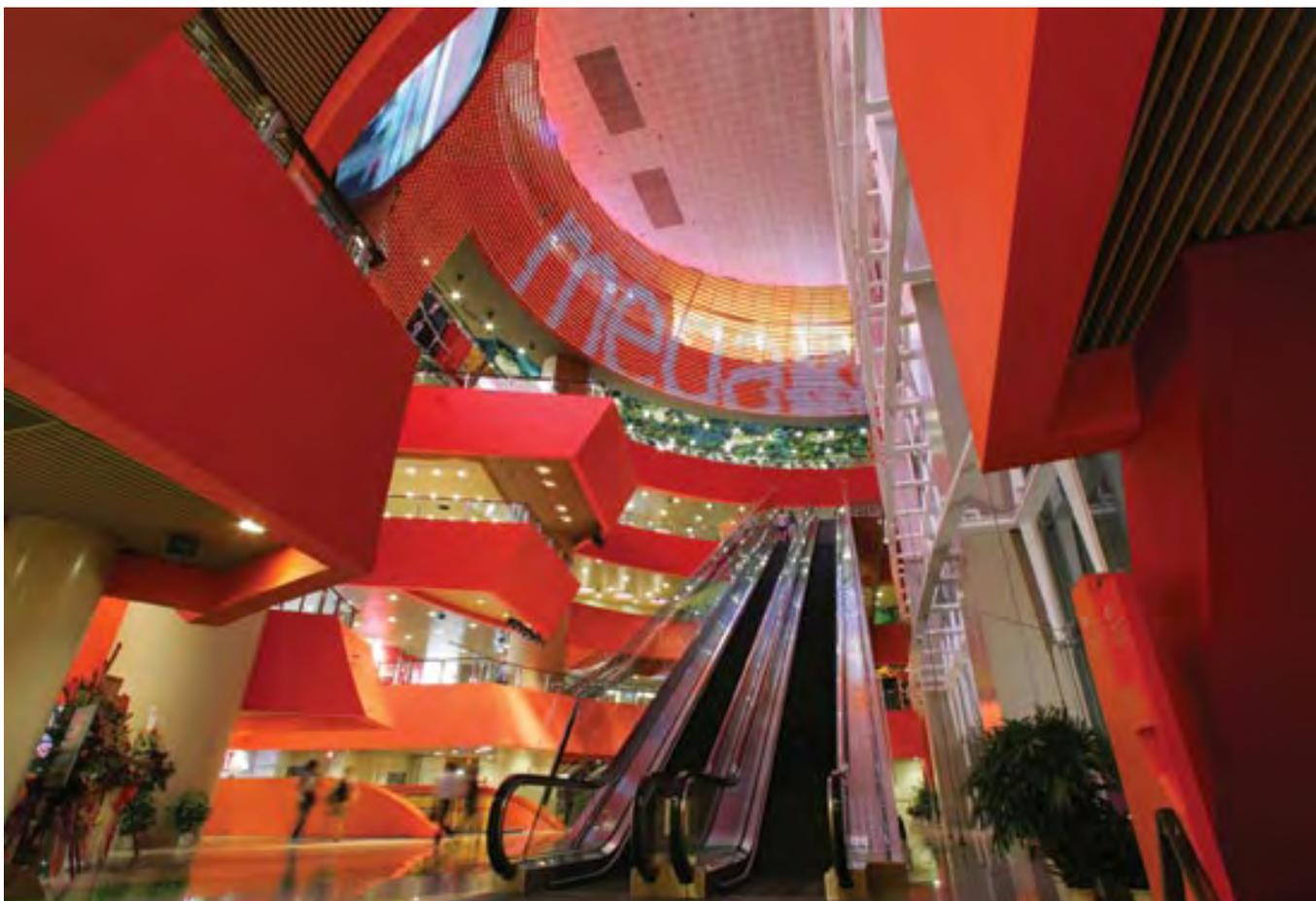
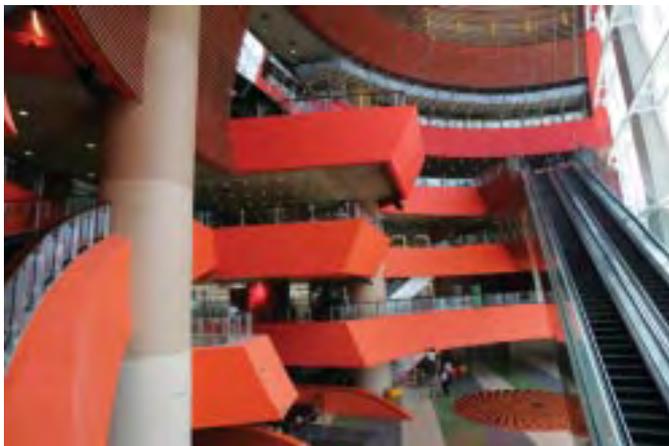
Designed as a totally-connected vertical mega-mall, MegaBox ranges over 19 storeys and across 1.1 million sq ft of retail space. It also offers 1,000 car parking spaces enabling shoppers to literally 'park and shop'.

MegaBox is built around Totally Connected Modules (TCM). This proprietary 'TCM' concept is realized in three ways: First, in the free-flow of visitor traffic, facilitated by express escalators and elevators connecting the mall's four major











zones; second, in the convenient access driveway reaching all floors, enabling drivers to quickly reach the top zone in only three loops; and third, the mall's ultimate connectivity with the outside environment through its L5 and Beehive Atriums, both incorporating six-storey glass curtain wall allowing natural light to flood into the building and giving shoppers scenic vistas across Kowloon and Hong Kong. Moreover, a 10-metre long Video Eye is set at Ball Atrium, allowing visitors to grasp upcoming activity and latest news of the mall.

MegaBox has four distinctive lifestyle-theme zones catering to shoppers' personalized tastes and aspirations: IN-Style embraces fashions and accessories currently in style; Better HOME features the collection of home improvement stores; and FAMILY Circus offers an electrical and electronics centre and a book city. These are complemented by EATertainment across seven floors, with an array of theme restaurants, specialty cinemas, an ice rink and a 105,000-sq ft all-seasons theme park.

At 26 m by 57 m, the ice rink is built by Asiasports Limited. Situated in the Beehive atrium of MegaBox next to a 30-metre glass





curtain wall with full views of the harbour, the MegaBox ice rink is Hong Kong's first venue to host Olympic qualifying games and international matches.

UA MegaBox comprises six theatres with over 1,000 high-back reclining seats. Custom-built at MegaBox across five storeys of space, and equipped with giant screens and state-of-the-art digital surround-sound and projection technologies, the IMAX Theatre delivers an entirely new theatre experience by turning Hollywood movies, documentaries and adventures into revolutionary IMAX Experience.

Upon completion, MegaBox will host more than 30 gourmet restaurants in an area of 280,000 sq ft, two floors of which will be based on a 'Chopsticks' theme featuring China's provincial cuisine. 'Chopsticks' also boasts distinctive interior design themes. Located on two connected floors, 'Chopsticks' presents a warm and comfortable ambience set against a backdrop of vivid colours. Decorated in a Chinese style featuring a chopsticks motif, the interior design offers enough space to seat large numbers of customers in the central area. It also has a large LCD screen showing cooking and gourmet programmes as part of the overall culinary experience.

The completion of MegaBox, coupled with Government's plans for the redevelopment of the Kai Tak Airport site and other developments underway at Kowloon Bay, will help brand this





area as an important new metropolitan district where the East Kowloon action is.

Kerry Properties Limited is the developer of MegaBox. The construction cost of the project will amount to HK\$2 billion. The retail development is slated for completion by the second quarter of 2007.

Enterprise Square 5 Office Tower

Combining stylish, cutting-edge design with classically elegant architecture, the twin office towers at Enterprise Square 5 enjoy brilliant panoramic view of Victoria Harbour, and are well received by large corporations. The Enterprise Square 5 building complex shares the ground floor with MegaBox. It features a separate ramp to enter the Office Tower lobby areas on level 1. Level 1 of the complex is the lobby entrance for both Tower 1 and Tower 2. This pickup and drop-off area for the office tower is also shared with an entrance to the MegaBox shopping mall.

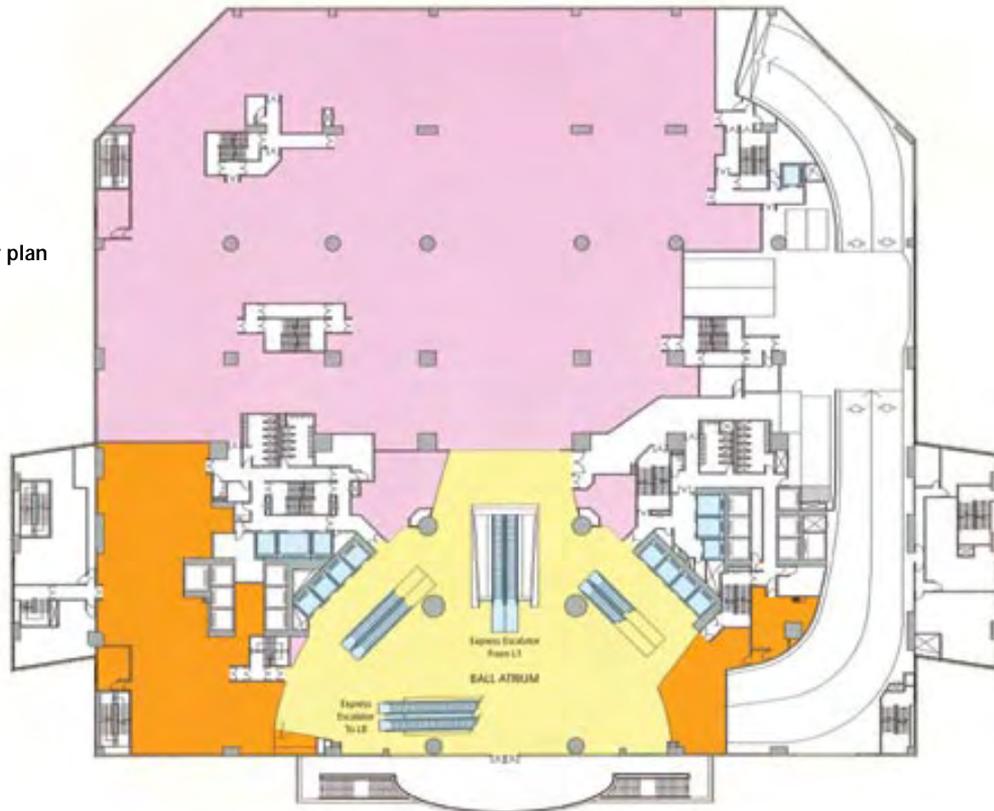
Each office occupies a floor area from 8,000 sq ft to 18,500 sq ft of the entire floor. The top two floors are connected by a sky atrium having huge windows overseeing harbour view. Enterprise Square 5 has a ceiling height of up to 2.8 metres with provision of raised floor system, emergency power supply and wireless LAN.



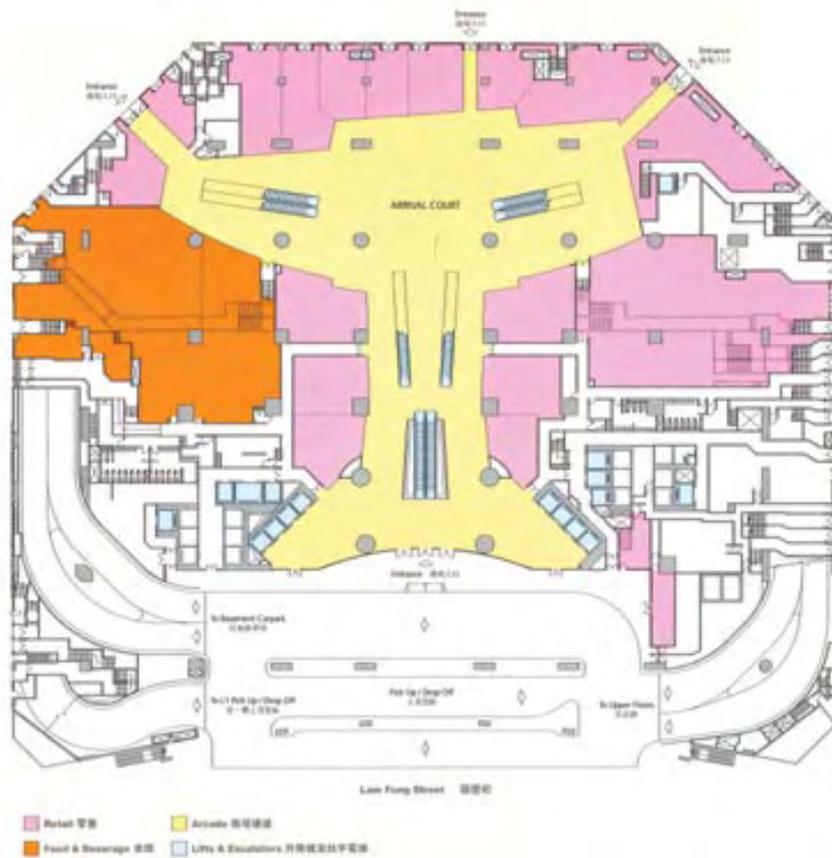
Fast Facts	
location	38 Wang Chiu Road, Kowloon Bay, Hong Kong
total GFA	Approx 1.6 million sq ft
Shopping mall (MegaBox)	1,100,000 sq ft
Two office towers	500,000 sq ft
car parking spaces	Around 1,000
floors	
Basement	car park and loading bay
G-L18	shopping mall
L20-L36	offices
theme zones of MegaBox	
G-L2	IN-style
L3-L5	Better HOME
L6-L9	FAMILY Circus
L10-L18	EATertainment
construction cost	HK\$2 billion
completion date	June 2007

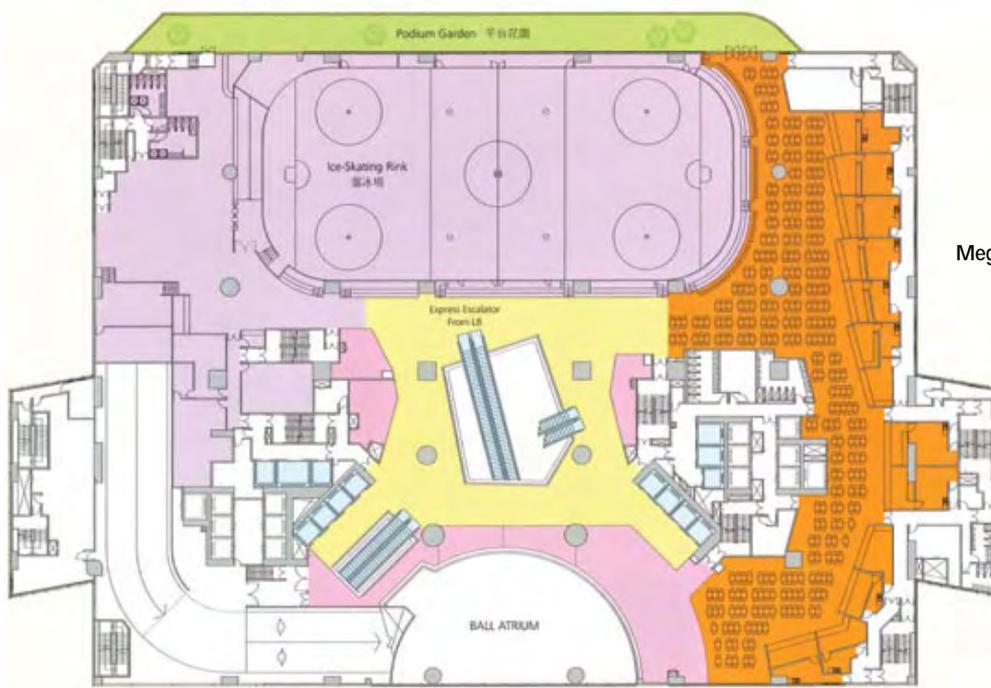


MegaBox 5th floor plan



MegaBox ground floor plan





MegaBox 10th floor plan

project manager
Kerry Project Management (HK) Limited

architect
Wong Tung & Partners Ltd

concept and architectural design consultant
The Jerde Partnership International Inc.

facade consultant
Meinhardt Facade Technology (HK) Ltd

ID consultant — office and F&B common area
CL3 Architects Ltd

structural and geotechnical consultant
Siu Yin Wai & Associates Ltd

building services consultant
Meinhardt (M&E) Ltd

quantity surveyor
WT Partnership (HK) Ltd

lighting consultant
Lightsource International (Asia) Ltd

signage consultant
Duttonbray Design Ltd

graphic design consultant
Brandworks Asia Co Ltd

acoustic consultant
Ove Arup & Partners Hong Kong Ltd

audio visual consultant
MET Studio Design (HK) Ltd

landscape consultant
Belt Collins International (HK) Ltd

main contractor
China Overseas Building & Construction Ltd



L21-L22
 Enterprise Tower 1