



市況分析

恰逢農曆新年，寫字樓市場整體表現相當淡靜，但仍錄得一些較矚目的買賣個案。月內亦不乏轟動的大事件發生，其中政府於月尾公布的新一份財政預算案中，落實解除維持歷時近14年的住宅辣招，為本地樓市帶來鼓舞。不過，相比對住宅市場的正面影響，市場憂慮寫字樓市場面臨的可能是競爭加劇的不利因素。對於投資者而言，投資住宅不但更容易接觸到市場資訊，而且銀碼普遍較寫字樓物業細，因此這些擔憂確實不無道理。只是，撤辣對本地經濟帶來的象徵意義比其本身的實質影響可能更為重大。多年來，辣招已勸退無數的投資者，撤辣不但代表香港即將邁進一個全新的時代，更是推動外地投資者進入香港市場的一支強心針。當投資者願意去接觸本地市場，才有可能實現後續進一步的商務交流。

港島區

- 雖然港島區買賣成交宗數維持在與上月相若水平，但由於月內市場錄得大宗大額全幢成交，令整體平均呎價出現明顯波動。由資深投資者持有的中環盈置大廈全幢，獲一家台資跨國軟體公司以約64億元購入，涉及樓面約264,622平方呎，平均呎價約24,185元，是近年台灣資金於本港樓市最大的單一投資。
- 月內錄得的買賣個案大多位於非核心商業區，其中更有一半是600呎以下的小型單位。北角方面，嘉匯商業大廈高層02室以約580萬元成交，涉及樓面約585平方呎，平均呎價約9,915元。灣仔方面，新銀集團中心低層全層以約1.05億元易手，面積約7,388平方呎，平均呎價約14,200元。
- 租賃成交量較上月下跌，平均租金則有輕微增長。灣仔方面，會展廣場辦公大樓高層07室以呎租約55元租出，涉及樓面約5,444平方呎。中環中心低層07室獲一家牌照諮詢公司以呎租約40元承租，面積約2,101平方呎。銅鑼灣方面，京都廣場高層A室以呎租約25元租予一家物理治療中心公司，涉及樓面約1,507平方呎。

九龍區

- 政府宣布下年度賣地計畫，推出的商業用地僅有2幅，包括滾存的啟德商業地皮，而新增的1幅商業地皮則位處石門，規模相對較細。此外，政府亦有意加快推展啟德及東九龍智慧綠色集體運輸系統，但由於招標流程繁複，加上需要技術配合，相信區內交通配套不足的問題難於短期內得到舒緩。
- 九龍區買賣成交量錄得明顯升幅，平均呎價則較上月大幅回落。尖沙咀方面，力寶太陽廣場高層19室以約2,000萬元易手，涉及樓面約1,367平方呎，平均呎價約14,631元。新蒲崗方面，萬迪廣場中層F室以1,740萬元成交，面積約2,347平方呎，平均呎價約7,414元。紅磡方面，半島廣場高層11至13室以約3,000萬元成交，面積約6,248平方呎，平均呎價約4,802元。
- 區內租賃成交量和平均租金均較上月有回落趨勢。觀塘方面，One Harbour Square低層全層以呎租約27元租出，面積約18,314平方呎，屬月內較大樓面的租賃個案。同區寧晉中心中層E室以呎租約25元租出，涉及樓面約2,798平方呎，新租客為一家貿易公司。尖沙咀方面，康宏廣場中層11室獲一家升學顧問公司以呎租約38元承租，面積約825平方呎。

所示物業之樓面面積均未經核實(標示「^」者除外)。「^」為已經核實的樓面面積。

重要事項：1.有關物業放盤視乎供應而定及一切以最終合約為準。本公司在此或其他情況下提供的資料只供閣下參考，本公司並無採取任何步驟核實有關資料是否合乎有關物業的實際情況。有興趣者須依賴自己進行視察、量度及查証以確定資料的準確性。本公司或業主不對資料的準確性作出任何明示或隱含的保證。2.市場上就非住宅物業的樓面面積的任何描述均沒有統一或普遍採納的定義。3.如本公司提供在入伙紙內的許可用途，該等資料只關乎於入伙紙發出之日的許可用途。如無入伙紙，本公司無法核實用途。此外，在政府批地書及/或公契可能載有限制特定用途的條文。4.如物業有關仔及閣樓但入伙紙沒有顯示，則本公司無法核實其合法性。如物業內有違例建築工程，所涉及風險包括但不限於：政府行使收回土地權、安全有問題、物業遭封閉及銀行拒絕融資。5.本公司在此或其他情況下提供的物業描述、尺寸、大小、用途、面積、比例及數據只供一般參考，本公司並不擔保或保證它們完整或正確，有興趣人士應就本公司提供的資料(包括但不限於樓面面積、用途、客戶擬作的特定用途、閣仔或閣樓或物業結構的合法性尋求獨立的法律及/或專業意見。

金鐘海富分行

香港金鐘夏愨道18號
海富中心第1座13樓1301室
電話：2810 0099

金鐘統一中心

香港金鐘金鐘道95號
統一中心2樓2038號舖
電話：2845 3118

金鐘力寶第一分行

香港金鐘金鐘道89號
力寶中心1座41樓4101室
電話：2810 4999

金鐘力寶第二分行

香港金鐘金鐘道89號
力寶中心1樓3號舖
電話：2523 3801

尖沙咀中心分行

九龍尖沙咀麼地街66號
尖沙咀中心東翼7樓708-711及714B室
電話：2721 8788

尖沙咀東海分行

九龍尖沙咀加連威老道98號
東海商業中心3樓302室
電話：2721 8068

觀塘創紀之城分行

九龍觀塘觀塘道418號
創紀之城5期東亞銀行中心16樓1605B室
電話：2388 1822

觀塘寧晉中心分行

九龍觀塘成業街7號
寧晉中心15樓G1室
電話：2613 9323

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2024年2月主要買賣成交

地區	物業	樓層	面積 (約平方呎)	成交金額 (約港幣\$)	平均呎價 (約港幣\$)	
港島	香港仔	匯賢大廈	高層	359(G)	\$2,680,000	@7,465
	金鐘	力寶中心1座	低層	1,495(G)	\$23,920,000	@16,000
	上環	德輔道西壹號	中層	1,088(G)	\$8,160,000	@7,500
	灣仔	新銀集團中心	低層	7,388(G)	\$104,909,600	@14,200
	黃竹坑	南匯廣場A座	低層	870(G)	\$11,310,000	@13,000
九龍	紅磡	半島廣場	高層	6,248 (G)	\$30,000,000	@4,802
	九龍灣	南豐商業中心	低層	1,187 (G)	\$6,000,000	@5,055
	觀塘	寧晉中心	低層	2,714 (G)	\$24,000,000	@8,843
	新蒲崗	萬迪廣場	中層	2,347 (G)^	\$17,400,000	@7,414
	尖沙咀西部	力寶太陽廣場	高層	1,367 (G)	\$20,000,000	@14,631

2024年2月主要租賃成交

地區	物業	樓層	面積 (約平方呎)	每月租金 (約港幣\$)	平均呎價 (約港幣\$)	
港島	金鐘	海富中心二座	低層	488(G)	\$24,000	@49
	中環	中環中心	中層	2,418(G)	\$176,514	@73
	上環	中遠大廈	高層	1,257(G)	\$75,420	@60
	上環	信德中心西翼	高層	6,288(G)	\$314,400	@50
	灣仔	會展廣場辦公大樓	高層	5,444(G)	\$299,420	@55
九龍	長沙灣	億京廣場	中層	2,546(G)	\$58,000	@23
	九龍灣	國際交易中心	中層	2,795 (G)	\$72,670	@26
	觀塘	One Harbour Square	低層	18,314 (G)^	\$497,880	@27
	新蒲崗	萬迪廣場	低層	3,558 (G)	\$106,740	@30
	尖沙咀西部	新港中心第一座	中層	1,430 (G)	\$47,000	@33

2024年2月大手租務

地區	物業	樓層	面積 (約平方呎)	租客名稱 / 機構 / 行業	
港島	銅鑼灣	Tower 535	中層	11,000	美團
	中環	國際金融中心一期	多層	40,780	Macquarie Services (Hong Kong) Limited
	中環	國際金融中心二期	中層	24,150	Citadel Enterprise Asia Limited
	鰂魚涌	太古坊一座	低層	18,160	中銀國際英國保誠資產管理有限公司
	鰂魚涌	太古坊一座	低層	27,245	瑞士諾華製藥(香港)有限公司
九龍	鰂魚涌	太古坊二座	多層	45,320	LVMH
	長沙灣	長沙灣廣場第二期	中層	7,700	萬碧發展有限公司
	觀塘	創紀之城二期	多層	100,883	數碼通電訊有限公司
	觀塘	One Harbour Square	低層	18,314	Ferrero Asia Limited
	觀塘	The Millennity Tower 1	多層	38,000	香港科技大學
	旺角	新世紀廣場二座	低層	10,440	東芝電子亞洲有限公司
	旺角	朗豪坊	中層	17,398	Perfect Medical Limited
	旺角	朗豪坊	中層	17,398	New Beauty Group Limited
尖沙咀	環球貿易廣場	高層	35,535	香港按揭證券公司	

2024年2月主要全幢物業成交

物業	總樓面面積 (約平方呎)	成交金額 / 平均呎價 (約港幣\$)	備註
盈置大廈	264,622	6,400,000,000/24,185	物業為一幢樓高23層之商業大廈，於2007年曾作全面翻新。大廈低層地下及地下至3樓為商舖；5樓至25樓為寫字樓。
奧華酒店	26,000	320,000,000/12,308	物業原為一幢樓高24層之商業大廈，並已改裝為服務式住宅。大廈地下為商舖；1樓為咖啡室；2樓及3樓為寫字樓；4樓為泵房；5樓至24樓合共提供24服務式住宅單位。

所示物業之樓面面積均未經核實(標示「^」者除外)。「^」為已經核實的樓面面積。



主要商廈之價格指標

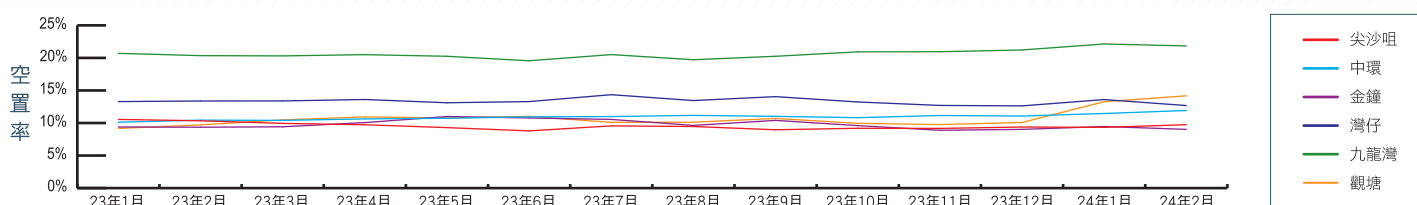
地區	物業	2024年第一季 平均叫價	2023全年 平均成交價	2022年全年 平均成交價			2020年全年 平均成交價
				每平方呎 (約港幣\$)			
港島	上環	中遠大廈	\$27,681	\$22,188	-	\$21,271	\$28,578
	上環	信德中心	\$31,162	\$29,764	\$26,953	\$29,800	\$24,023
	中環	皇后大道中九號	\$42,539	\$31,484	\$28,875	\$42,647	-
	金鐘	力寶中心	\$26,844	\$23,483	\$24,959	\$27,524	\$24,146
	金鐘	美國銀行中心	\$34,377	\$34,752	-	\$36,901	\$25,688
	灣仔	會展廣場辦公大樓	\$43,904	\$30,142	-	-	-
	銅鑼灣	東角中心	\$21,853	-	-	-	\$19,393
	北角	港運大廈	\$14,888	-	-	-	-
九龍	尖東	康宏廣場	\$16,407	\$14,276	\$13,338	-	\$13,695
	尖西	星光行 (海景單位)	\$19,923	\$12,502	\$11,447	\$14,896	\$21,000
	尖西	力寶太陽廣場	\$22,001	\$14,858	-	\$15,471	-
	旺角	旺角中心	\$21,137	\$16,364	\$20,386	\$18,194	\$18,606
	九龍灣	企業廣場三期	\$9,955	-	-	\$10,507	\$12,514
	九龍灣	億京中心	\$13,193	-	\$11,453	-	\$11,811
	觀塘	萬兆豐中心	\$11,022	\$7,899	\$10,716	\$10,205	\$11,268
	觀塘	皇廷廣場	\$12,573	\$9,151	-	\$10,005	\$10,713
觀塘	東瀛遊廣場	\$10,658	\$8,462	\$9,520	\$9,335	-	

主要商廈之租金指標

地區	物業	2024年第一季 平均叫租	2023全年 平均租金	2022年全年 平均租金			2020年全年 平均租金
				每平方呎 (約港幣\$)			
港島	中環	國際金融中心	\$148	\$137	\$156	\$154	\$181
	中環	交易廣場	\$140	\$135	\$127	\$132	\$171
	中環	告羅士打大廈	\$121	\$128	\$135	\$126	\$130
	中環	公爵大廈	\$139	\$135	\$128	-	\$132
	中環	太子大廈	-	\$111	\$109	\$111	-
	中環	長江集團中心	\$111	\$91	\$129	\$121	\$143
	金鐘	太古廣場	\$76	\$90	\$97	\$103	\$118
	灣仔	新鴻基中心	\$53	\$49	\$50	\$51	\$64
	灣仔	騰君中心	\$53	\$53	\$62	\$63	\$52
	銅鑼灣	時代廣場	\$54	\$51	\$55	\$58	\$62
九龍	銅鑼灣	利園一期	\$71	\$71	\$67	\$68	\$79
	尖西	中港城	\$30	\$30	\$32	\$35	\$36
	尖西	海洋中心	\$39	\$39	\$42	\$40	\$41
	尖西	港威大廈	\$46	\$50	\$49	-	\$56
	尖西	北京道一號	\$70	\$71	\$63	-	\$76
	尖中	美麗華廣場A座	\$49	\$51	\$51	\$49	\$53
	尖東	帝國中心	\$37	\$38	\$39	\$39	\$44
	尖東	尖沙咀中心	\$34	\$38	\$39	\$43	\$44
	旺角	朗豪坊	\$49	\$50	\$50	\$48	\$55
	九龍灣	國際交易中心	\$26	\$21	\$24	\$24	\$30
九龍灣	企業廣場三期	\$22	\$20	\$22	\$22	\$22	
觀塘	創紀之城五期	\$34	\$31	\$32	\$37	\$40	
觀塘	宏利金融中心	\$27	\$24	\$26	\$28	-	

* 價格/租金指標以截至2024年2月29日之現時放盤平均值為準，並可隨市場而變動
* 「-」表示該季度無成交/叫價紀錄

甲級商廈區域空置率





獨家代理精選
SOLE AGENT



觀塘 · Kwun Tong

萬兆豐中心
MG Tower

約Approx. 2,058呎 sq ft
煙花海景 靚裝
Panoramic View with Nice Decoration
售價面議 **Subject To Offer**
N:050PQA

馬小姐 Ms. Grace Ma (E-289978) **9216 5123**

旺角 · Mong Kok

旺角中心一期
Argyle Centre Phase I

約Approx. 670呎 sq ft
間隔方正實用 鄰近港鐵 近電梯口
Good Layout & Efficient, Next to MTR
租Lease@40餘up
N: 513JTW

朱先生 Mr. David Chu (E-435669) **9071 1906**

旺角 · Mong Kok

旺角海景中心
Mongkok Harbour Centre

約Approx. 560呎 sq ft
鄰近港鐵 交通便利
Nearby MTR, Convenient Transportation
售Sale@8,000餘up
N:986EVW

張先生 Mr. Sunny Cheung (S-407034) **9525 2623**

上環 · Sheung Wan

金日集團中心
Golden Sun Centre

約Approx. 764呎 sq ft
位置方便 簡約裝修 內置洗手間
Great Location, Nice Decoration
售Sale@9,817
N:520AYM

鄭先生 Mr. Leslie Cheng (S-599371) **6307 9236**

尖沙咀 · Tsim Sha Tsui

奇盛中心
Kee Shing Centre

約Approx. 1,128呎 sq ft
投資自用 交吉
Investment or Selfuse, Vacant Possession
售Sale@6,986
N:353SEU

文小姐 Ms. Connie Man (E-429894) **6655 6190**

灣仔 · Wan Chai

德士古大廈
Caltex House

約Approx. 4,200呎 sq ft
全層交吉 地點優越 多窗光猛
Whole Floor, Vacant Possession, Great Location, Spacious with Window
售Sale@9,000餘up
N:480MKW

楊先生 Mr. Kelvin Yeung (E-036729) **9155 1609**

灣仔 · Wan Chai

智群商業中心
Greatmany Centre

約Approx. 2,555 呎 sq ft
合和2期百億項目 實用高 回報高
10 Billion Projects of Hopewell Centre II, High Efficiency
售Sale@9,000餘up
N:709ATB, 734PRO, 625JWZ

楊先生 Mr. Kelvin Yeung (E-036729) **9155 1609**

油麻地 · Yau Ma Tei

金石商業大廈
Kam Shek Commercial Building

約Approx. 1,280呎 sq ft
鄰近港鐵站 投資自用均可
Nearby MTR, Investment or Selfuse
售Sale@7,000餘up
N:427IOG

區先生 Mr. Albert Au (E-319468) **6023 7629**

所示物業之樓面面積均未經核實(標示「^」者除外)。「^」為已經核實的樓面面積。
The floor area information of the properties has not been verified. (saved and except those marked with "A") "A" means the floor area information of the property is verified.

N:物業編號 Property Number 廣告日期 Advertisement Date : 15/3/2024



九龍東全新高品質甲級寫字樓
Brand New High-Quality Grade A Office in Kowloon East

第一集團中心
FIRST GROUP CENTRE

九龍九龍灣宏照道23號
23 Wang Chiu Road, Kowloon Bay, Kowloon

Ms. Louise Ho (E-034589) Ms. Salome Mak (E-144769)
何小姐 6283 7912 麥小姐 6130 8935

N: 23WCR

寫字樓建築面積約 **1,497** 至全層 **14,488** 平方呎[^]
Office Gross Area to W/F sq ft approx.

商舖建築面積約 **1,899** 至 **5,855** 平方呎[^]
Shop Gross Area to sq ft approx.

特長免租期·超值招租價約 @25-28
Extra-long rent free period • Great value for lease

Mr. Patrick Wong (E-053344) Mr. Lewis Choy (E-148217)
黃先生 9522 0958 蔡先生 6658 8573

WONG CHUK HANG

ONE ISLAND SOUTH

黃竹坑香葉道2號
2 Heung Yip Road

獨家代理
SOLE AGENT

建築面積約 **29,848** 平方呎
Total Gross Area sq ft approx.

N: 823YBD

LEASE 租@25

近黃竹坑港鐵站
合企業集團總部
Near Wong Chuk Hang MTR station
Suitable for headquarters

方正靚則
實用率高
Practical layout
High efficient

甲級商廈
罕有全層
Grade-A Commercial Building
Rare whole floor

Ms. Dora Ng (E-004438) Mr. Freddy Ho (E-036705)
吳小姐 6599 1629 何先生 6289 2872

獨家銷售代理
Sole Sales Agent

城市中心·繁華地標
The Prosperous Landmark in the City Centre

謝斐道512號
512 JAFFE ROAD

銅鑼灣謝斐道與景隆街交界
Junction of Jaffe Road and Cannon Street,
Causeway Bay

地盤面積約 **935** 平方呎
Site Area sq ft approx.

總建築面積約 **4,400** 平方呎
Total Gross Area sq ft approx.

N: 947DJF

服務熱線 8300 0287

..... 九龍灣偉業街38號
38 Wai Yip Street, Kowloon Bay

富臨中心 Capital Tower

額外驚喜優惠
先·到·先·得
Extra surprises
First come first served

建築面積約 **772** 至 **22,369** 平方呎[^]
Gross area from to sq ft approx[^]

售 Sale @ 9,000 餘起 up

Mr. Lewis Choy (E-148217) Ms. Louise Ho (E-034589) Ms. Salome Mak (E-144769) Mr. Patrick Wong (E-053344)
蔡先生 6658 8573 何小姐 6283 7912 麥小姐 6130 8935 黃先生 9522 0958

N: 38WYS

39

SHA TSUI ROAD
沙咀道

新界荃灣沙咀道39號
39 Sha Tsui Road, Tsuen Wan, New Territories

即將入伙·原價64折發售
Ready for occupation soon • Sale at a 36% off discount

首批單位建築面積約 **589** 至 **1,101** 平方呎[^]
First batch of flats Gross Area from 589 to 1,101 sq ft approx.[^]

最低入場價 **\$369** 萬起
Sale from \$3.69 million

超震撼折後價 **@6,118** 起
Sale from @6,118

專頁介紹
Property Introduction

Ms. Salome Mak (E-144769) Mr. Patrick Wong (E-053344) Mr. Lewis Choy (E-148217) Ms. Louise Ho (E-034589)
麥小姐 6130 8935 黃先生 9522 0958 蔡先生 6658 8573 何小姐 6283 7912

N: 39STR

所示物業之樓面面積均未經核實(標示「^」者除外)。「^」為已經核實的樓面面積。
The floor area information of the properties has not been verified. (saved and except those marked with “^”) “^” means the floor area information of the property is verified.

重要事項: 1. 本廣告內部份圖像純屬畫家構想, 可能經電腦修飾及不按比例繪畫; 買家如欲了解樓盤詳情, 應參閱相關資料並往實地考察。2. 本公司建議有興趣者在作出購買決定前, 先參閱最新版本售樓說明書/樓面平面圖/價單及直接向有關銀行及財務公司/賣方(如賣方有提供貸款計劃予買方)查詢按揭條款。Important Note: 1. Some images shown in this advertisement represent the artist's impression of the development only. Purchasers are advised to conduct on-site inspection and refer to corresponding property information for details of the project. 2. Our Company advises the interested parties to obtain and read the sales brochures / floor plans / price lists before they make a purchase decision and make enquiries directly with the banks and finance companies or the vendor (if financing schemes are provided by the vendor).



Price Indicators of Target Buildings

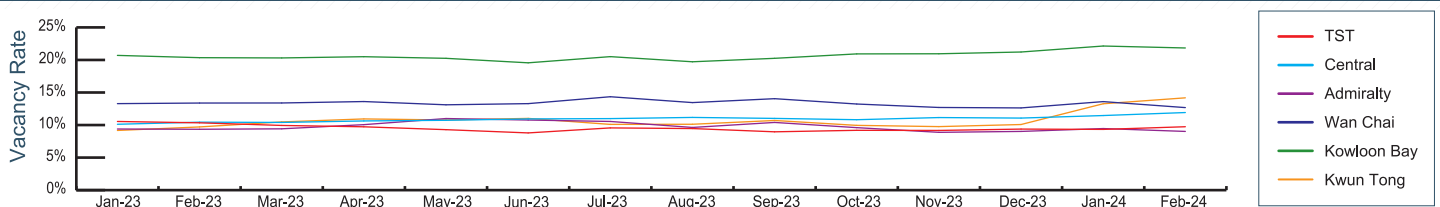
District	Property	2024 Q1	2023	2022	2021	2020	
		Asking Price (Approx. HK\$ psf.)	Average Price (Approx. HK\$ psf.)				
Hong Kong Island	Sheung Wan	Cosco Tower	\$27,681	\$22,188	-	\$21,271	\$28,578
	Sheung Wan	Shun Tak Centre	\$31,162	\$29,764	\$26,953	\$29,800	\$24,023
	Central	Nine Queen's Road Central	\$42,539	\$31,484	\$28,875	\$42,647	-
	Admiralty	Lippo Centre	\$26,844	\$23,483	\$24,959	\$27,524	\$24,146
	Admiralty	Bank of America Tower	\$34,377	\$34,752	-	\$36,901	\$25,688
	Wan Chai	Office Tower - Convention Plaza	\$43,904	\$30,142	-	-	-
	Causeway Bay	East Point Centre	\$21,853	-	-	-	\$19,393
	North Point	Island Place Tower	\$14,888	-	-	-	-
Kowloon	TSTE	Concordia Plaza	\$16,407	\$14,276	\$13,338	-	\$13,695
	TSTW	Star House (Sea View)	\$19,923	\$12,502	\$11,447	\$14,896	\$21,000
	TSTW	Lippo Sun Plaza	\$22,001	\$14,858	-	\$15,471	-
	Mong Kok	Argyle Centre	\$21,137	\$16,364	\$20,386	\$18,194	\$18,606
	Kowloon Bay	Enterprise Square Three	\$9,955	-	-	\$10,507	\$12,514
	Kowloon Bay	Billion Centre	\$13,193	-	\$11,453	-	\$11,811
	Kwun Tong	MG Tower	\$11,022	\$7,899	\$10,716	\$10,205	\$11,268
	Kwun Tong	King Palace Plaza	\$12,573	\$9,151	-	\$10,005	\$10,713
Kwun Tong	EGL Tower	\$10,658	\$8,462	\$9,520	\$9,335	-	

Rental Indicators of Target Buildings

District	Property	2024 Q1	2023	2022	2021	2020	
		Asking Rent (Approx. HK\$ psf.)	Average Rent (Approx. HK\$ psf.)				
Hong Kong Island	Central	International Finance Centre	\$148	\$137	\$156	\$154	\$181
	Central	Exchange Square	\$140	\$135	\$127	\$132	\$171
	Central	Gloucester Tower	\$121	\$128	\$135	\$126	\$130
	Central	Edinburgh Tower	\$139	\$135	\$128	-	\$132
	Central	Prince's Building	-	\$111	\$109	\$111	-
	Central	Cheung Kong Centre	\$111	\$91	\$129	\$121	\$143
	Admiralty	Pacific Place	\$76	\$90	\$97	\$103	\$118
	Wan Chai	Sun Hung Kai Centre	\$53	\$49	\$50	\$51	\$64
	Wan Chai	Great Eagle Centre	\$53	\$53	\$62	\$63	\$52
	Causeway Bay	Times Square	\$54	\$51	\$55	\$58	\$62
Kowloon	Causeway Bay	Lee Garden One	\$71	\$71	\$67	\$68	\$79
	TSTW	China HK City	\$30	\$30	\$32	\$35	\$36
	TSTW	Ocean Centre	\$39	\$39	\$42	\$40	\$41
	TSTW	The Gateway	\$46	\$50	\$49	-	\$56
	TSTW	One Peking	\$70	\$71	\$63	-	\$76
	TSTC	Mira Place Tower A	\$49	\$51	\$51	\$49	\$53
	TSTE	Empire Centre	\$37	\$38	\$39	\$39	\$44
	TSTE	Tsim Sha Tsui Centre	\$34	\$38	\$39	\$43	\$44
	Mong Kok	Langham Place	\$49	\$50	\$50	\$48	\$55
	Kowloon Bay	Exchange Tower	\$26	\$21	\$24	\$24	\$30
Kowloon Bay	Enterprise Square Three	\$22	\$20	\$22	\$22	\$22	
Kwun Tong	Millennium City Phase 5	\$34	\$31	\$32	\$37	\$40	
Kwun Tong	Manulife Financial Centre	\$27	\$24	\$26	\$28	-	

* Price/Rental indicator refers to the information as at 29 Feb 2024 and it may vary by the market
 ** - "means no transaction /price or rental asking in the period

Vacancy of Grade-A Office in Major Districts





Significant Sales Transactions, February 2024

	District	Property	Floor	Area (Approx. sq. ft.)	Consideration (Approx. HK\$)	Unit Rate (Approx. HK\$)
Hong Kong Island	Aberdeen	Wayland House	High	359(G)	\$2,680,000	@7,465
	Admiralty	Lippo Centre, Tower 1	Low	1,495(G)	\$23,920,000	@16,000
	Sheung Wan	1 Des Voeux Road West	Mid	1,088(G)	\$8,160,000	@7,500
	Wan Chai	The Sun's Group Centre	Low	7,388(G)	\$104,909,600	@14,200
	Wong Chuk Hang	Southmark Pacific Link Tower (Tower A)	Low	870(G)	\$11,310,000	@13,000
Kowloon	Hung Hom	Peninsula Square	High	6,248(G)	\$30,000,000	@4,802
	Kowloon Bay	Nan Fung Commercial Centre	Low	1,187(G)	\$6,000,000	@5,055
	Kwun Tong	Legend Tower	Low	2,714(G)	\$24,000,000	@8,843
	San Po Kong	Maxgrand Plaza	Mid	2,347(G)^	\$17,400,000	@7,414
	Tsim Sha Tsui West	Lippo Sun Plaza	High	1,367(G)	\$20,000,000	@14,631

Significant Leasing Transactions, February 2024

	District	Property	Floor	Area (Approx. sq. ft.)	Monthly Rental (Approx. HK\$)	Unit Rate (Approx. HK\$)
Hong Kong Island	Admiralty	Admiralty Centre Tower 2	Low	488(G)	\$24,000	@49
	Central	The Center	Mid	2,418(G)	\$176,514	@73
	Sheung Wan	Cosco Tower	High	1,257(G)	\$75,420	@60
	Sheung Wan	Shun Tak Centre, West Tower	High	6,288(G)	\$314,400	@50
	Wan Chai	Office Tower - Convention Plaza	High	5,444(G)	\$299,420	@55
Kowloon	Cheung Sha Wan	Billion Plaza	Mid	2,546(G)	\$58,000	@23
	Kowloon Bay	Exchange Tower	Mid	2,795(G)	\$72,670	@26
	Kwun Tong	One Harbour Square	Low	18,314(G)^	\$497,880	@27
	San Po Kong	Maxgrand Plaza	Low	3,558(G)	\$106,740	@30
	Tsim Sha Tsui West	Silvercord Tower 1	Mid	1,430(G)	\$47,000	@33

Notable Leasing Cases, February 2024

	District	Property	Floor	Area (Approx. sq. ft.)	Tenant / Institutions
Hong Kong Island	Causeway Bay	Tower 535	Mid	11,000	Meituan
	Central	One International Finance Centre	Lot	40,780	Macquarie Services (Hong Kong) Limited
	Central	Two International Finance Centre	Mid	24,150	Citadel Enterprise Asia Limited
	Quarry Bay	One Taikoo Place	Low	18,160	BOCI-Prudential Asset Management Limited
	Quarry Bay	One Taikoo Place	Low	27,245	NOVARTIS PHARMACEUTICALS (HK) LIMITED
	Quarry Bay	Two Taikoo Place	Lot	45,320	LVMH
Kowloon	Cheung Sha Wan	Cheung Sha Wan Plaza 2	Mid	7,700	Million Technology Development Limited
	Kwun Tong	Millennium City Phase 2	Lot	100,883	Smartone Mobile Communications Limited
	Kwun Tong	One Harbour Square	Low	18,314	Ferrero Asia Limited
	Kwun Tong	The Millennity Tower 1	Lot	38,000	The Hong Kong University of Science and Technology
	Mongkok	Grand Century Place II	Low	10,440	Toshiba Electronics Asia Limited
	Mongkok	Langham Place	Mid	17,398	Perfect Medical Limited
	Mongkok	Langham Place	Mid	17,398	New Beauty Group Limited
Tsim Sha Tsui	International Commerce Centre	High	35,535	The Hong Kong Mortgage Corporation Limited	

Sales transaction of WB Property, February 2024

The Property	Gross Floor Area (sq. ft. approx.)	Consideration/ Unit Rate (HK\$ approx.)	Remarks
Nexus Building	264,622	6,400,000,000/24,185	The Property is a 23-storey grade A office building with whole block refurbishment in 2007. LG/F and G/F to 3/F are designated for shop and office accommodation on 5/F-25/F.
Ovolo Noho	26,000	320,000,000/12,308	The property was originally a 24-storey commercial building and has been converted into serviced apartments. Currently, G/F of the building is designated for shop and entrance lobby; 1/F is a coffee shop; 2/F-3/F for offices; 4/F for pump room; whilst 5/F-24/F provide a total of 24 serviced apartment units.

The floor area information of the properties has not been verified. (saved and except those marked with "^") "^" means the floor area information of the property is verified.

MAR
2024

MARKET ANALYSIS

Coinciding with the Lunar New Year, office market remained quiet, but there were still some notable cases being recorded. Meanwhile, there were numerous of big news in late-February, including the government's budget of 2024-2025. According to the budget, the long-standing cooling measures on residential properties will be lifted, which brought positive effect to local housing market. Moreover, some analysts concern that compared to the encouragement on residential market, the measure may cause office market to face a more intense competition. For investors, residential properties not only offer easier access to market information but also generally have smaller investment amounts compared to commercial properties. Therefore, these concerns are actually reasonable. However, the significance of lifting the cooling measures may outweigh its actual impact on local economy. Over the years, the cooling measures have deterred tons of investors, and the removal signifies a new era for Hong Kong and serves as a strong stimulus for foreign investors to enter local market. When investors are willing to engage in local market, further business exchanges will then be possible to achieve.

HONG KONG ISLAND

- Although volume of office sales transactions remained stable, average price experienced significant fluctuation due to en bloc transaction being recorded in Central. Whole block of Nexxus Building, held by an experienced investor, was sold to a Taiwan based multinational software company at approx. HK\$6.40Billion or HK\$24,185/sf, involving area approx. 264,622sf, which is the largest single investment by Taiwan based capital in local property market in recent years.
- Most of the sales transactions being recorded in non-core business district, and half of the cases are with floor area below 600sf. In North Point, unit 02 on high floor of Carnival Commercial Building was sold at approx. HK\$5.80Million or HK\$9,915/sf, with floor area approx. 585sf. In Wan Chai, whole floor on low floor of The Sun's Group Centre was sold at approx. HK\$105Million or HK\$14,200/sf, involving area approx. 7,388sf.
- Volume of leasing transactions dropped, while average rental increased slightly. In Wan Chai, unit 07 on high floor of Office Tower - Convention Plaza was leased at approx. HK\$55/sf, with floor area approx. 5,444sf. In Central, unit 07 on low floor of The Center was leased by a license consulting company at approx. HK\$40/sf, with floor area approx. 2,101sf. In Causeway Bay, unit A on high floor of Kyoto Plaza was leased by a physiotherapy center at approx. HK\$25/sf, involving area approx. 1,507sf.

KOWLOON

- Government has announced the land sale plans for the upcoming year. There were only two for commercial usage, including a rolled-over commercial site in Kai Tak, as well as a new commercial site in Shek Mun, which is relatively smaller in scale. On the other hand, the government aims to accelerate the development of the Kai Tak and East Kowloon Environmentally Friendly Linkage System. However, due to the complex bidding process and the needs for technological integration, it is believed that the issue of inadequate transportation infrastructure in these areas cannot be relieved in short term.
- Volume of office sales transaction increased significantly, while average price showed a huge decline comparing with January. In Tsim Sha Tsui, unit 19 on high floor of Lippo Sun Plaza was sold at approx. HK\$20Million or HK\$14,631/sf, with floor area approx. 1,367sf. In San Po Kong, unit F on mid floor of Maxgrand Plaza was sold at approx. HK\$17.40Million or HK\$7,414/sf, involving area approx. 2,347sf. In Hung Hom, unit 11-13 on high floor of Peninsula Square was sold at approx. HK\$30Million or HK\$4,802/sf, with floor area approx. 6,248sf.
- Both Volume and average rental of leasing transactions dropped. In Kwun Tong, whole floor on low floor of One Harbour Square was leased at approx. HK\$27/sf, with floor area approx. 18,314sf, which is a case with relatively large area in Kowloon. Unit E on mid floor of Legend Tower was leased by a trading company at approx. HK\$25/sf, with floor area approx. 2,798sf. In Tsim Sha Tsui, unit 11 on mid floor of Concordia Plaza was leased by an academic consultancy at approx. HK\$38/sf, involving area approx. 825sf.

The floor area information of the properties has not been verified. (saved and except those marked with "A") "A" means the floor area information of the property is verified.

Important Note : 1.The property is offered subject to contract and availability. Interested parties should rely on their own inspection, measurement and verification and should satisfy themselves as to the accuracy of the information contained herein or provided by us in other situation, which are provided for reference only. Our Company has not taken any step to verify whether the information reflects the actual status of the property. No warranty for accuracy is given or implied by the owners or us. 2.There is no standardised or commonly adopted definition of any description of floor area in the market for non-residential properties. 3.If the permitted use stated on the relevant occupation permit is provided, such information relates to the permitted use at the date of the issuance of the occupation permit only. In the case where no occupation permit is issued, the permitted use cannot be verified by our company. Besides, the Government Grant and/or the Deed of Mutual Covenant may contain provisions restricting the use for specific purpose(s). 4.If the property has a cockloft or mezzanine floor but the relevant occupation permit does not reveal the same, the legality of the cockloft or mezzanine floor cannot be verified by our company. If there are unauthorised building works, the risks include but not limited to: the Government's exercising its right of re-entry, safety problems, closure and bank's refusal to finance the purchase. 5.Description, measurements, dimension, usage, areas, scale and data of the property set forth herein or provided in other situations are for general guidance only, such information is not warranted or guaranteed to be complete or correct. Interested parties should seek independent legal and/or professional advice regarding the information provided by our company (includes but not limited to the floor area, usage), client's intended use, the legality of cockloft or mezzanine floor or building structure.

Executive Summary

Queensway Admiralty Branch
Room No. 1301, 13/F, Tower 1,
Admiralty Centre, No. 18 Harcourt Road,
Admiralty, Hong Kong
Phone: 2810 0099

Admiralty United Centre Branch
Unit C01, 16/F, United Centre,
No. 95 Queensway, Admiralty, Hong Kong
Phone: 2845 3118

Admiralty Lippo Branch No. 1
Unit No. 4101, 41/F,
Tower One, Lippo Centre, No. 89 Queensway,
Admiralty, Hong Kong
Phone: 2810 4999

Admiralty Lippo Branch No. 2
Shop No. 3, 1/F, Lippo Centre,
No. 89 Queensway, Admiralty, Hong Kong
Phone: 2523 3801

Tsim Sha Tsui Centre Branch
Room Nos. 708-711 & 714B, 7/F, East Wing,
Tsim Sha Tsui Centre, No. 66 Mody Road,
Tsimshatsui, Kowloon
Phone: 2721 8788

Tsimshatsui East Ocean Branch
Unit No. 302, 3/F,
East Ocean Centre, No. 98 Granville Road,
Tsimshatsui, Kowloon
Phone: 2721 8068

Kwun Tong Millennium Branch
Unit No. 1605B, 16/F, BEA Tower,
Millennium City 5, No. 418 Kwun Tong Road,
Kwun Tong, Kowloon
Phone: 2388 1822

Kwun Tong Legend Tower Branch
Unit G1, 15/F, Legend Tower,
No.7 Shing Yip Street, Kwun Tong, Kowloon
Phone: 2613 9323

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