

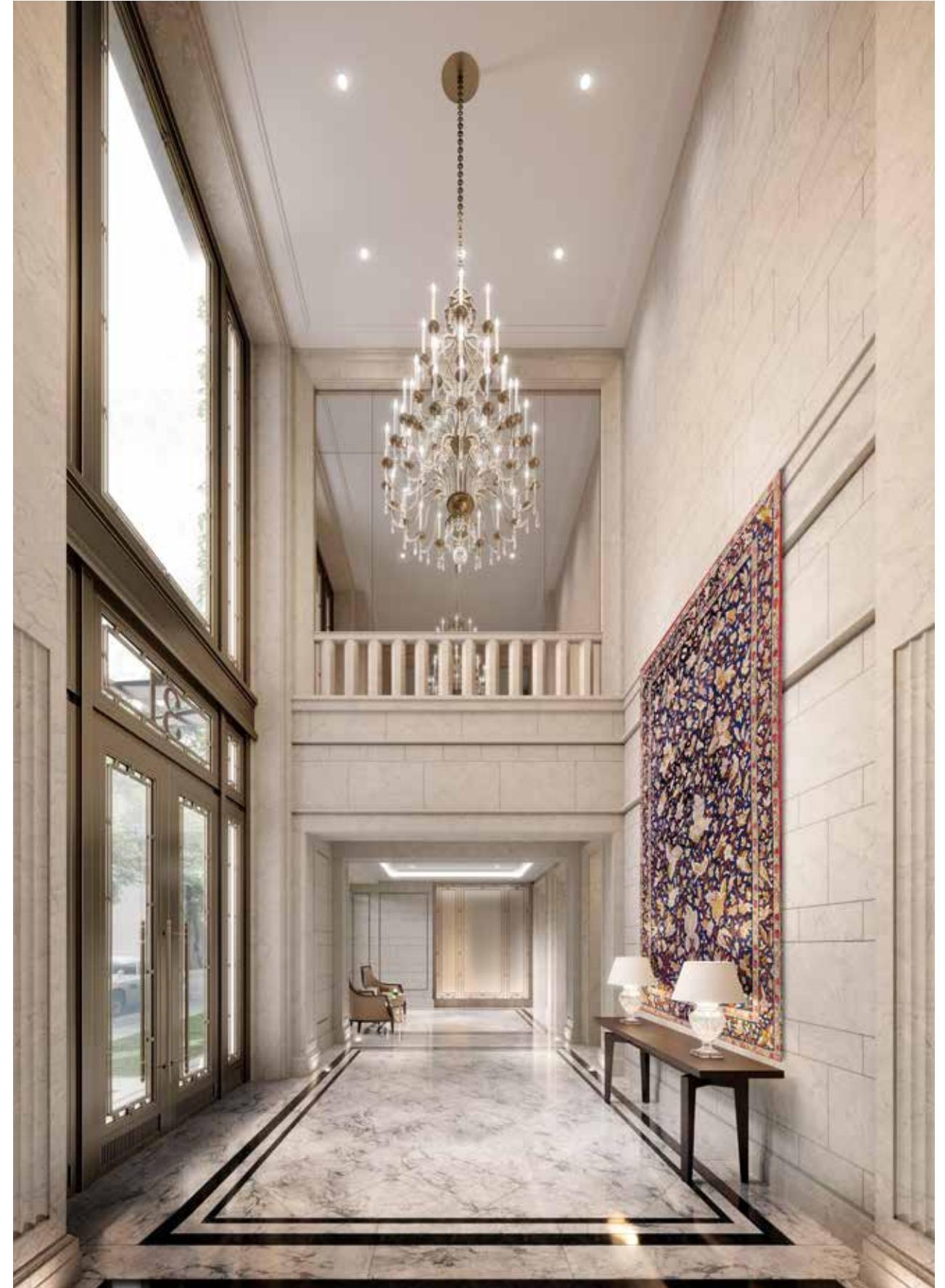
敦皓 THE MORGAN 31 CONDUIT ROAD



A Class of its Own
Designed by Robert A. M. Stern Architects

“The Morgan is a perfectly nice name. In New York it resonates with top quality. It will be unique.”

Robert A. M. Stern, New York



Approximately 9-metre-high Entrance Lobby
A Silk Qum Carpet by the most revered weavers in the city of Qum, purchased from Christie's Auction House, London
Origin: Central Persia, circa 1930

An architectural masterpiece

Phoenix Property Investors appointed acclaimed New York-based Robert A. M. Stern Architects to design The Morgan to set a new benchmark for residential property in Upper Mid-Lanes. Stern is a firm of significant renown and is responsible for some of the most sought-after residential properties in the world, attracting some of the world's wealthiest and most discerning individuals, as well as record prices.

Robert A. M. Stern Architects' distinctive approach to contemporary classicism and its meticulous attention to detail will ensure the building becomes one of the stand-out residences on Conduit Road Hong Kong.

The Morgan is a building of elegant grandeur. The sketch on the right details the property's majestic front elevation. Its 40-metre wide, 20-metre high limestone podium, distinctive green-wall facade and staggered duplexes with balconies are set against the imposing verdant expanse of Victoria Peak.



Artist's impression of
The Morgan building

'The world's most powerful building'¹



15 Central Park West, New York
Completion date: 2007

Highest transaction price: US\$88 Million²
Approximately HK\$686.4 Million /
HK\$100,000 per sq ft

The residents of 15 Central Park West:
A most discerning 'cast list'

43PH	Och-Ziff Capital CEO: Daniel Och
41B	Garmin founder: Min Kao
40A	Moscow airport tycoon: Valery Kogan
39PH	Hedge fund billionaire: Daniel Loeb
35AB	Oscar-winning actor: Robert De Niro
20PH	Russian billionaire: Dmitry Rybolovlev
16A	Goldman Sachs CEO: Lloyd Blankfein
14C	Oscar-winning actor: Denzel Washington
11A	Yahoo founder: Jerry Yang
7J	Former global CEO of Deloitte: Barry Salzberg

Robert A. M. Stern Architects (RAMSA)



Robert A. M. Stern
Dean of the Yale School of Architecture

Robert A. M. Stern, heads the acclaimed New York practice, Robert A. M. Stern Architects. Among many international awards, the company has been named in the Architectural Digest's Top 100 since 2002. Celebrated for his life-long crusade to preserve New York's post-modern architectural heritage, Stern, is the creator of many of the city's most loved and respected apartment houses. His imposing park-side property at 15 Central Park West, was crowned 'the world's most powerful building'. Like all his residential buildings, it is now home to many of the city's most important and wealthiest inhabitants; a group who knows class when they see it.



30 Park Place (Four Seasons Hotel and Residences), New York
Completion date: 2016
Highest asking price: US\$65million³
Approximately HK\$507million /
HK\$77,000 per sq ft



520 Park Avenue, New York
Completion date: 2017
Highest asking price: US\$130million⁴
Approximately HK\$1,014million /
HK\$73,000 per sq ft

Remarks: ¹Business Insider, 5 Mar 2015 ²The Real Deal, 1 Jan 2013
³Curbed NY, 13 Mar 2015 ⁴CNBC, 1 Oct 2015

The above prices are based on US\$1 = HK\$7.8 and for reference only

Created by world-acclaimed designers

The singular grandeur of THE MORGAN's architectural form and quality of design is the result of the positive collaboration between a group of world-class design specialists working closely with Phoenix Property Investors and respected architect Robert A. M. Stern Architects.

Landscape Architect Robert A. M. Stern Architects (RAMSA)

Not only did the design team at Robert A. M. Stern Architects apply their skill and sensitivity directly to the detail of THE MORGAN's distinctive facades and impeccable public spaces, the company exercised its vast global experience for creating exemplary landscapes as refined as the structure itself - delivering the same levels of elegant fine-detail to the exterior experience of the property.

Robert A. M. Stern Architects found inspiration for the landscaping in the natural topography that Conduit Road is blessed with. The spectacular verdant mass of Victoria Peak that faces the site

of THE MORGAN was for Stern a more important starting point than the more typical Hong Kong orientation. The great green sweep of the Peak is drawn through into the garden of THE MORGAN becoming a core part of the building's personality.

This has resulted in a coherent, enclosed and natural environment for residents; something so rare in Upper Mid-levels, a calm and sumptuous private garden. The plantings, green borders and flowering have been continued across the whole terrace and pool deck to ensure a seamless connection with the natural beauty of the peak beyond.



Private Garden of THE MORGAN CLUB

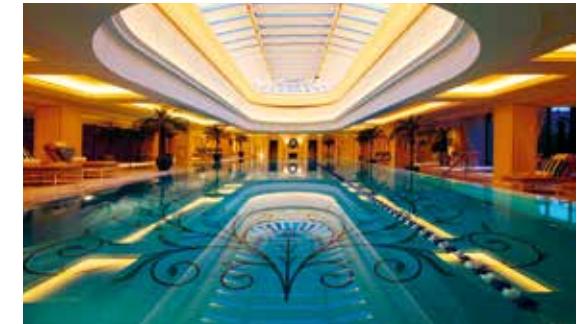


Lighting Designer
Tino Kwan
Tino Kwan Lighting Consultants Ltd.

Renowned lighting designer Tino Kwan has dazzled high-end fashion brands, including Louis Vuitton and Armani in Hong Kong, international hotel chains and the world's finest architects for decades.

Award-winning projects:

- The Peninsula Tokyo, Japan
Design Award for Light and Lighting, Illuminating Engineering Institute of Japan 2008
- Venetian Cotai Parcel II Development and Four Seasons Hotel, Macau
Outstanding Greater China Design Award, Hong Kong Communication Art Centre 2011



The Peninsula, Shanghai



Four Seasons Hotel, Macau



Interior Designer
Joseph Fung
Studio Pantheon II Ltd (SPII)

Founded by Joseph Fung, Studio Pantheon II has built an enviable reputation for its design work on a large number of exclusive, private and high-end residential properties. Fung himself, a recipient of a Master of Architecture degree from Harvard University, is revered for his attention to fine detail and the value of craftsmanship while he lends his own brand of elegant sensitivity and acute design insights to his clients.



A house project on Peak Road

The perfect address



Mid-Levels Escalator



Central Business District



St. Paul's Co-educational College



PMQ, Central

- A 3-minute walk to the Mid-Levels escalator, and easy access to Central
- SoHo, Lan Kwai Fong and Hollywood Road are at hand for fine dining and entertainment
- A rare mix of Chinese & Western culture and an array of historical architecture
- With 270 hectares¹ of lush Victoria Peak as your backyard, with Hong Kong Zoological and Botanical Gardens and Hong Kong Park within easy reach
- Close to the premier shopping malls - e.g. Landmark and IFC and design centre, PMQ
- Within Primary School Net No 11² with elite kindergartens, secondary schools and international schools nearby

Elite School Network

Kindergartens:

- St Stephen's Girls' College Kindergarten
- St Claire's Kindergarten
- Sacred Heart Canossian Kindergarten
- Hong Kong True Light Kindergarten (Caine Road)
- Caritas St Francis Kindergarten
- Rhenish Mission School

Primary and Secondary Schools:

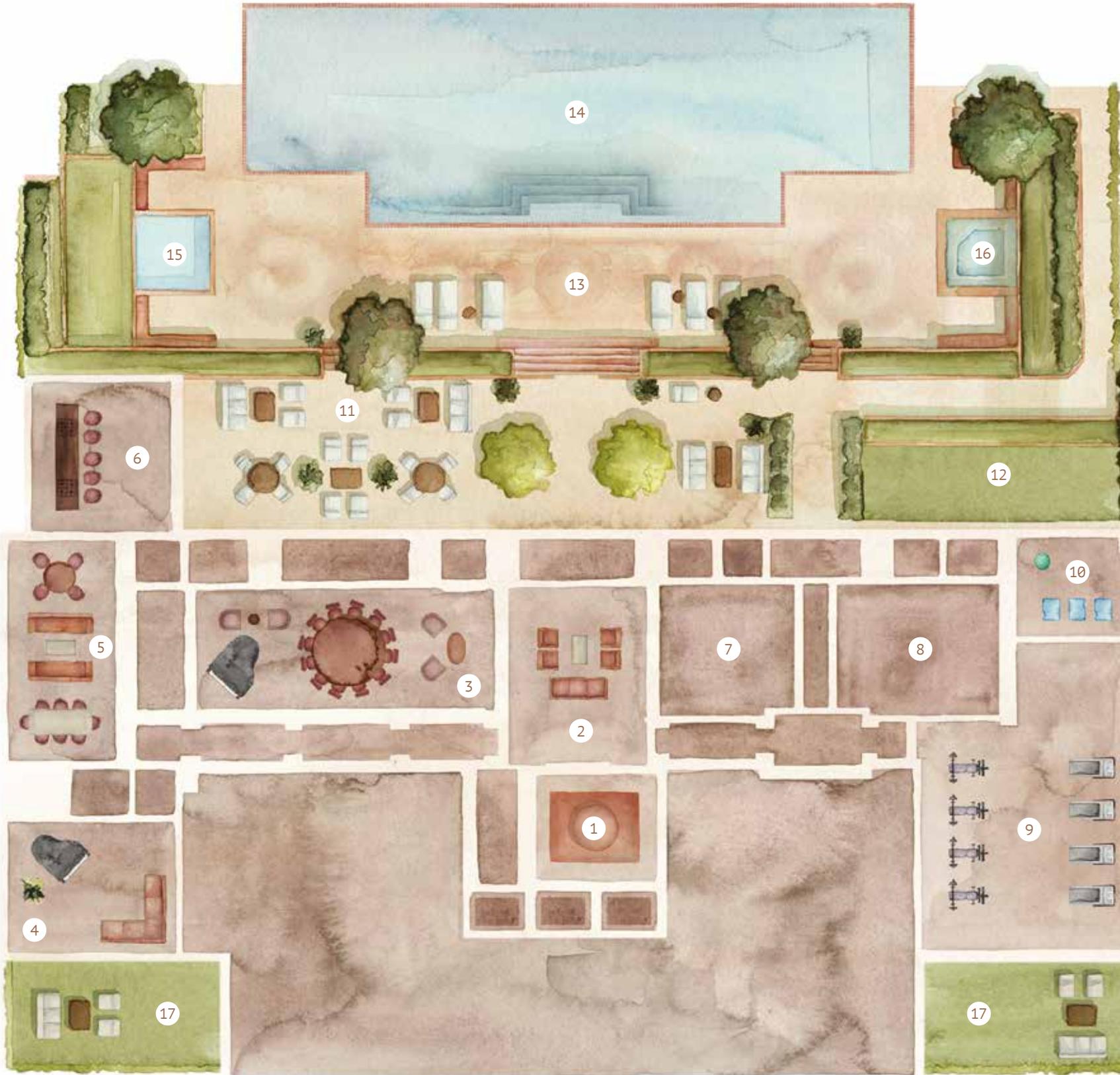
- Sacred Heart Canossian School
- St. Louis School (Primary Section)
- St Claire's Primary School
- St. Stephen's Girls' Primary School
- St. Paul's Co-educational College
- Saint Louis School
- King's College
- Raimondi College
- Saint Joseph's College
- St. Paul's College
- St. Stephen's Girls' College
- Ying Wa Girls' School
- Peak School
- German Swiss International School
- Carmel School
- The Harbour School





25-metre long swimming pool with landscaped garden

THE MORGAN CLUB



The illustration above is not in exact proportion. Please refer to the sales brochure for clarification.

Residents can escape the city's clamour in a beautifully styled, 16,000 sq ft clubhouse on the third floor. They will be able to relax, dine, cook, play, exercise, entertain, and be entertained within its comprehensive range of facilities, inside and outside - enjoying a resource on par with Hong Kong's most exclusive membership clubs.

In THE MORGAN CLUB, with its finesse of styling and the calm expanse of Victoria Peak, residents will experience the soul of THE MORGAN - an evocation of the character and personality of a supremely elegant private mansion, and a lifestyle of consummate dignity and grace.

Indoor facilities - approximately 7,800 sq ft:

- 1 Clubhouse Lobby
- 2 Lounge
- 3 Dining Room
- 4 Music Room
- 5 Drawing Room
- 6 Upper Kitchen
- 7 Gentlemen's Cloakroom and Sauna
- 8 Ladies' Cloakroom and Sauna
- 9 Gym
- 10 Yoga Room

Outdoor facilities - approximately 8,200 sq ft:

- 11 Poolside Garden
- 12 Private Garden
- 13 Pool Deck
- 14 Swimming Pool
- 15 Children's Pool
- 16 Jacuzzi
- 17 Terraces

THE MORGAN CLUB

Indoor facilities

Nearly every room in THE MORGAN CLUB is oriented to enjoy natural light and offer views of the exterior landscaping. This will immediately allow residents to feel the club's essential tranquility; enhanced by its elegant interior design and artworks.

Dining Room

At approximately 1,110 sq ft, and with a ceiling over 4.2 metres high, the room contains a 12-person dining table and its own grand piano. By connecting it with the Poolside Garden, the Upper Kitchen, Drawing Room and Music Room the area can be increased to nearly 4,000 sq ft - the perfect setting to host larger private gatherings and banquets.

Upper Kitchen

Residents can enjoy a professional cooking class or host a banquet in this kitchen equipped with the very latest world-class appliances. When open to the Poolside Garden this is the perfect venue for dining with friends or family.

Gym

The most contemporary fitness machines await the residents, who can then relax on the adjoining terrace after a pleasant work-out.

Music Room

With its comfortable sofa, television, piano and state-of-the-art audio acoustics, residents can enjoy the room as a mini theatre, a music-making venue or the coolest karaoke club.

Drawing Room

Play mah-jong or cards, or simply read the wide selection of newspapers and magazines.

Yoga Room

Relax with a private session or invite your personal trainer to stretch you.



Dining Room



Lounge



Gym

THE MORGAN CLUB

Outdoor facilities

Residents will enjoy a wide range of facilities deliberately designed and appointed for them to experience a calm outdoor oasis in the heart of the city.

25-metre long Swimming Pool, Jacuzzi and Pool Deck
Swim, relax or simply sunbathe.

Children's Pool

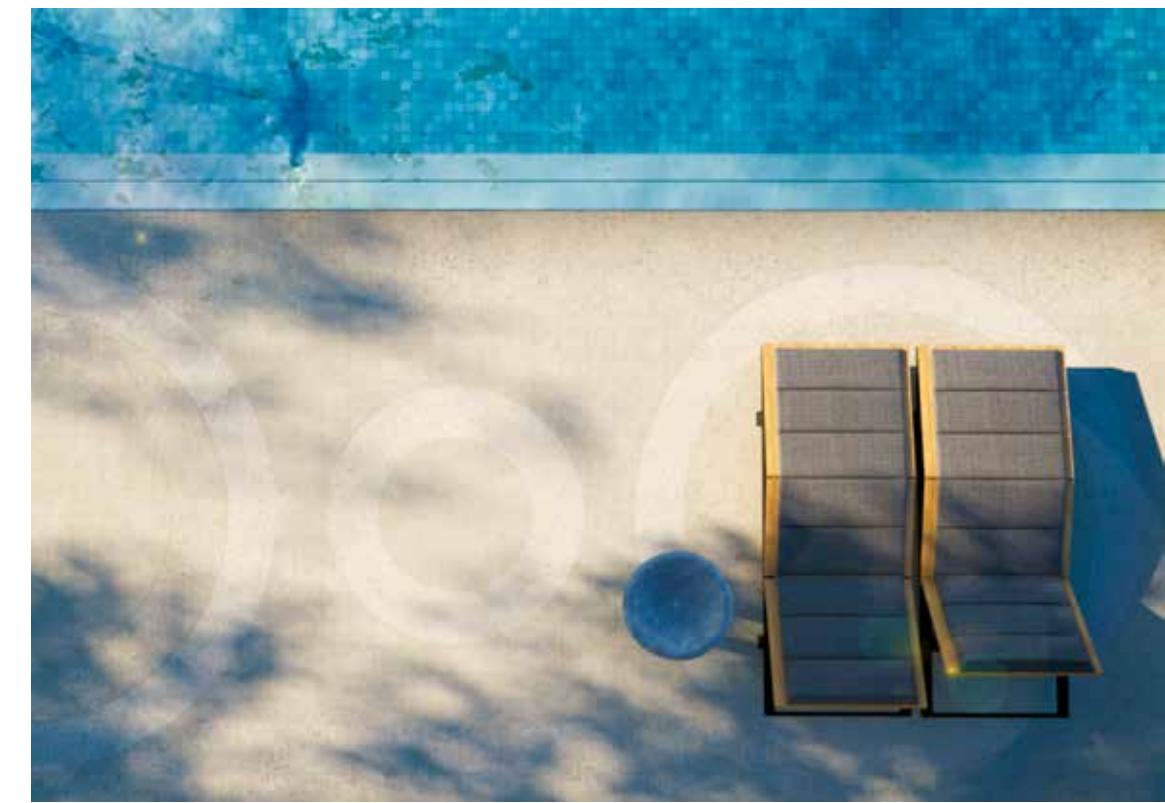
Fun for your children, and for you to enjoy.

Poolside Garden

With its stylish outdoor furniture, you can savour an aperitif or wind-down and relax.

Private Garden

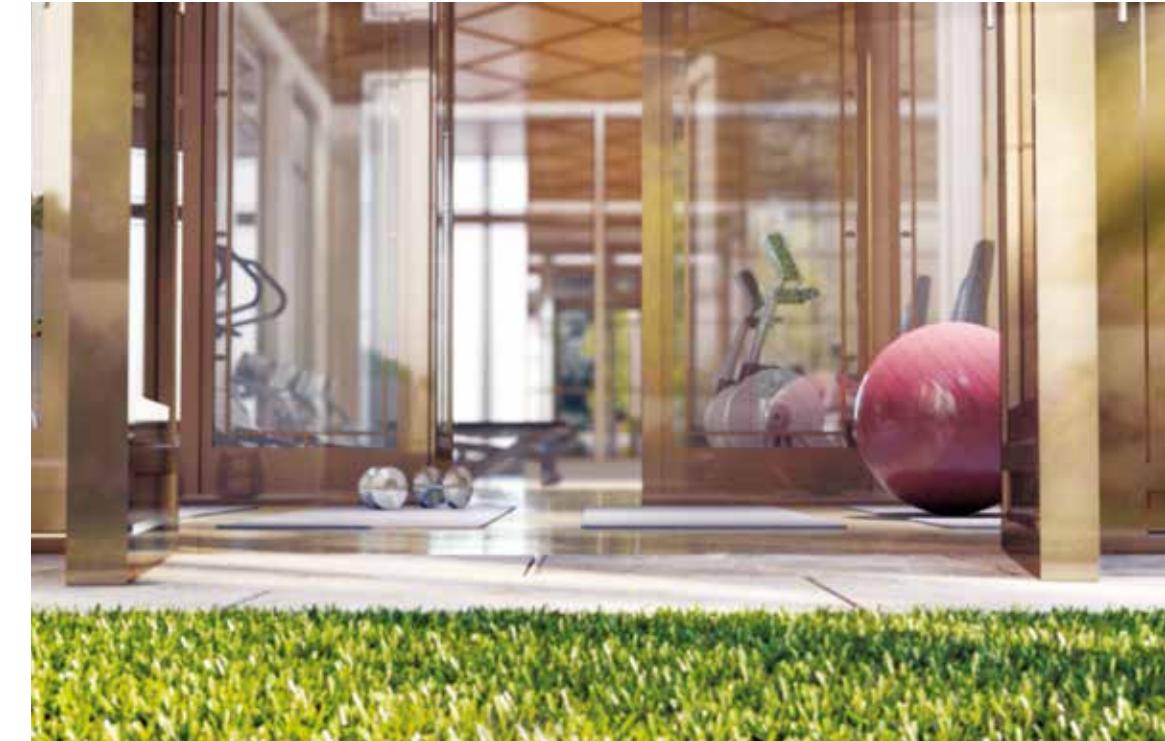
The perfect setting for a reserved private gathering with friends and relatives, or enjoy a cosy afternoon tea in this unique 'hideout'.



Pool Deck



Swimming Pool



Yoga Room with access to Private Garden

A rare mix of apartments



This is the floor plan of 5/F.
Please refer to the sales brochure for the details
of floor plan dimensions of the development

Apartment mix

Unit Type	Saleable Area (sq ft)	No. of units
Grand 3- & 4-Bedroom Mountain View Residences		
A 3 Bedrooms with 2 Ensuites and Walk-in Closet	1,235 – 1,284	21
B 3 Bedrooms with 1 Ensuite and 3 Walk-in Closets	1,303	21
C 4 Bedrooms with 2 Ensuites and Walk-in Closet	1,325 – 1,381	19
Exquisite 2-Bedroom Duplexes		
D1/D2 2 Bedrooms with Bathroom and Powder Room	936	16
D1/D2 2 Bedrooms with 2 Bathrooms	1,074 – 1,082	20
Exclusive Suites		
S1/S2	483	6
Special Units		
Garden Residences, Garden Duplex and Penthouse	973 – 3,962	8

2-Bedroom Duplexes

The Morgan offers 36 contemporary, high-ceilinged (3.5m*), 2-bedroom duplexes in two sizes, evoking the style of house living and rarely available in Mid-levels - 936 sq ft (with one bathroom and a powder room) and 1,074 to 1,082 sq ft (with two bathrooms).

The lower floors are designed as comfortable, contemporary living and dining space, with open kitchens, every facility considered for perfect entertaining and a double-height balcony offering open views across the vibrant Hong Kong skyline.

The upper levels are reserved as the owner's private domain.



Duplex - Lower Floor

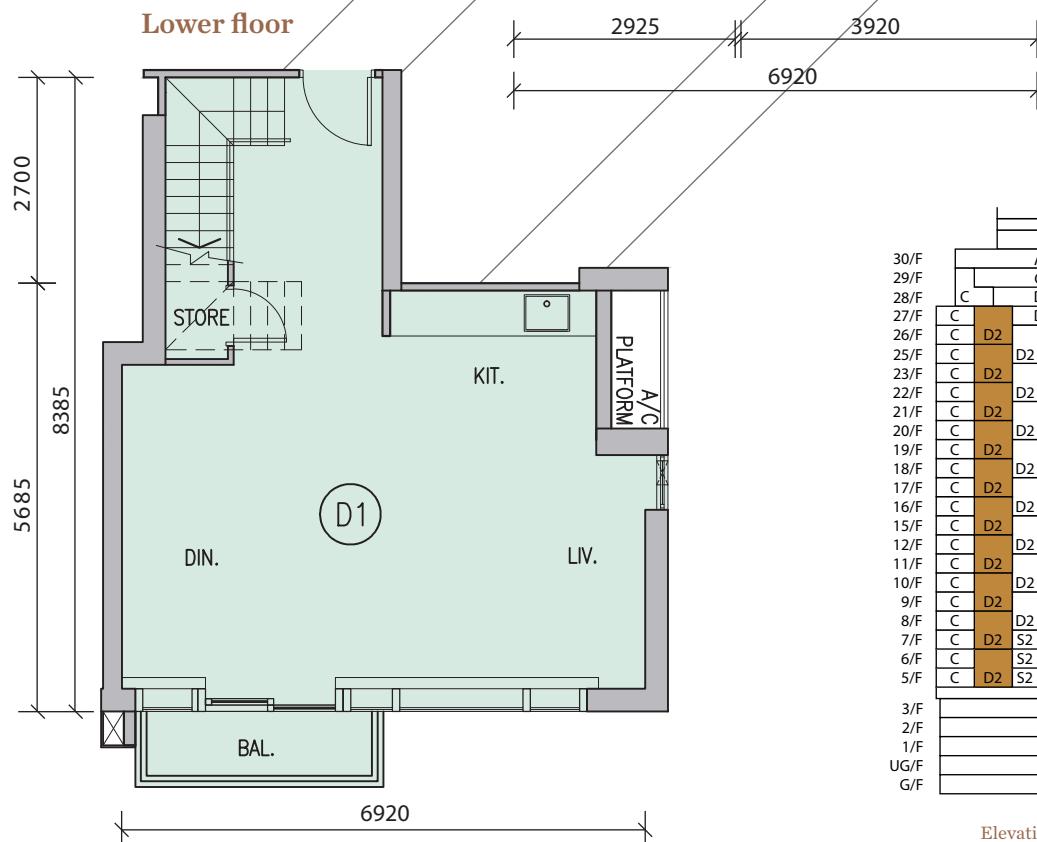


Duplex - Master Bedroom

Duplex 2 Bedrooms with 2 Bathrooms

Floor	Units	Saleable Area
5, 7, 9, 11, 15	D1/D2	1,074 sq ft
17, 19, 21, 23	D1/D2	1,075 sq ft
26	D1/D2	1,082 sq ft

This is the floorplan of Unit D1 on 23/F



30/F	A		
29/F	C	D	A
28/F	C	D2	D1
27/F	C	D2	A
26/F	C	D2	D1
25/F	C	D2	D1
23/F	C	D2	D1
22/F	C	D2	D1
21/F	C	D2	D1
20/F	C	D2	D1
19/F	C	D2	D1
18/F	C	D2	D1
17/F	C	D2	D1
16/F	C	D2	D1
15/F	C	D2	D1
12/F	C	D2	D1
11/F	C	D2	D1
10/F	C	D2	D1
9/F	C	D2	D1
8/F	C	D2	D1
7/F	C	D2	D1
6/F	C	S2	S1
5/F	C	D2	S1
3/F			
2/F			
1/F			
UG/F			
G/F			

Elevation Plan

*The storey height of the residential property is 3.5m – this refers to floor-to-floor height. The floor-to-floor height is the height between the top surface of the structural slab of a floor and the top surface of the structural slab of its immediate upper floor. Please refer to sales brochure for details.

Please refer to the sales brochure for the details of floor plan dimensions of the development



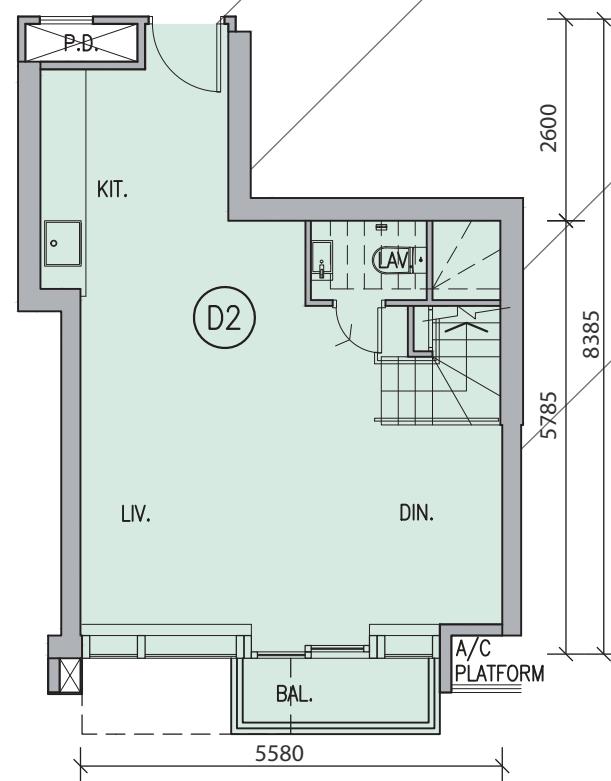
Exceptional 2-bedroom duplex residence rarely available in the Mid-Levels

Duplex 2 Bedrooms with Bathroom and Powder Room

Floor	Units	Saleable Area
8, 10, 12, 16, 18, 20, 22, 25	D1/D2	936 sq ft

This is the floorplan of
unit D2 on 25/F

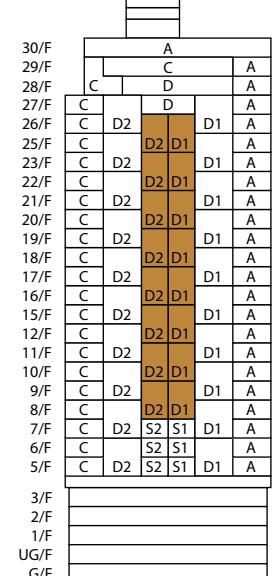
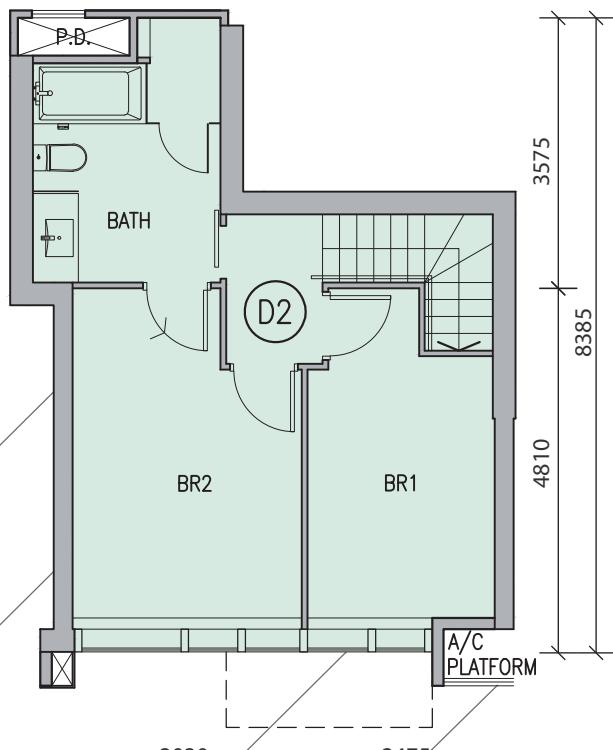
Lower floor



0M

5M

Upper floor



Elevation Plan

Please refer to the sales brochure for the details
of floor plan dimensions of the development

3- & 4-Bedroom Mountain View Residences

THE MORGAN includes 61 distinctive 3-bedroom and 4-bedroom apartments; all positioned on the Southern facade directly facing Victoria Peak, with stunning views enjoyed to full effect from their private balconies.

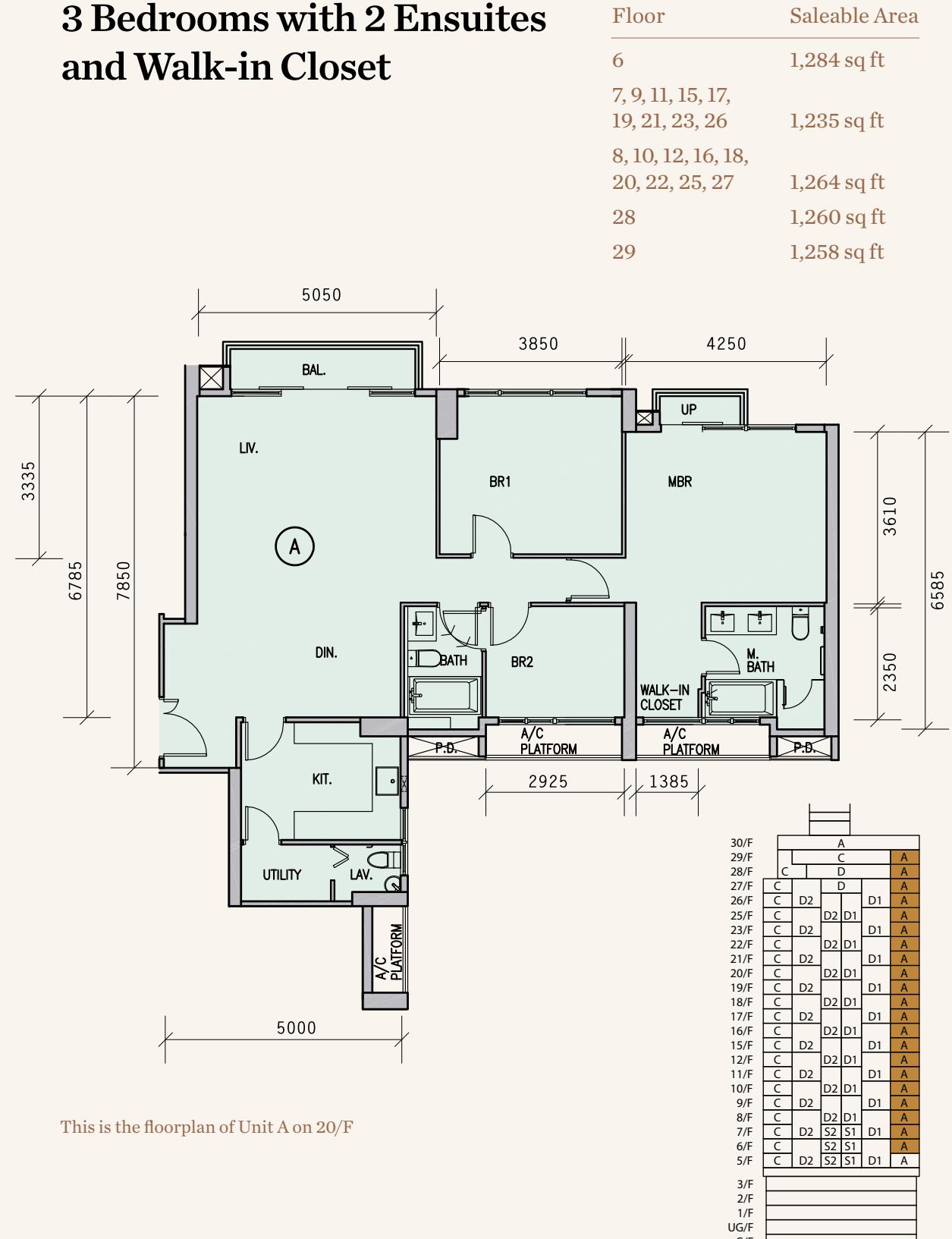
The interiors have been designed to optimise the sense of space, light and peace, allowing residents to organize the interior arrangement as they prefer.



The open living area of the 3- and 4-bedroom apartments facing Victoria Peak

*Storey heights (floor-to-floor height) of the residential property is 3.5m. Floor-to-floor height refers to the height between the top surface of the structural slab of a floor and the top surface structural slab of its immediate upper floor. Please refer to sales brochure for details.

Unit A 3 Bedrooms with 2 Ensuites and Walk-in Closet



0M

5M

Floor	Saleable Area
6	1,284 sq ft
7, 9, 11, 15, 17, 19, 21, 23, 26	1,235 sq ft
8, 10, 12, 16, 18, 20, 22, 25, 27	1,264 sq ft
28	1,260 sq ft
29	1,258 sq ft

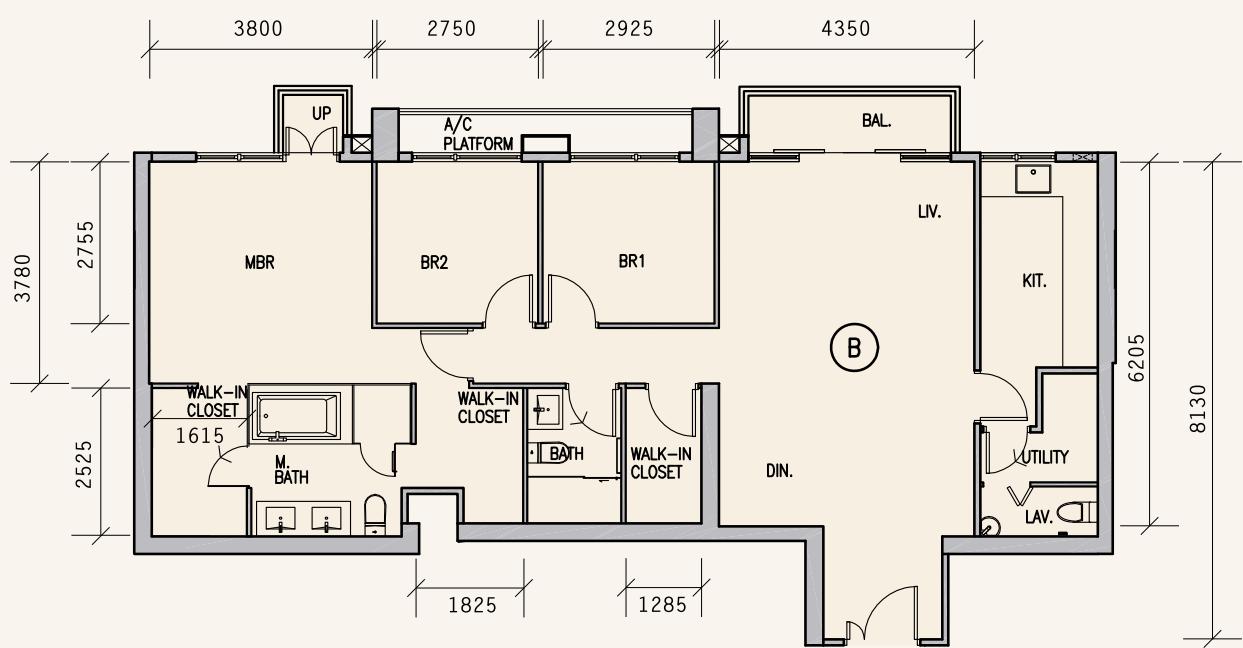
30/F	A
29/F	C
28/F	C
27/F	C
26/F	C
25/F	C
23/F	C
22/F	C
21/F	C
20/F	C
19/F	C
18/F	C
17/F	C
16/F	C
15/F	C
12/F	C
11/F	C
10/F	C
9/F	C
8/F	C
7/F	C
6/F	C
5/F	C
3/F	
2/F	
1/F	
UG/F	
G/F	

Elevation Plan

Please refer to the sales brochure for the details of floor plan dimensions of the development

Unit B

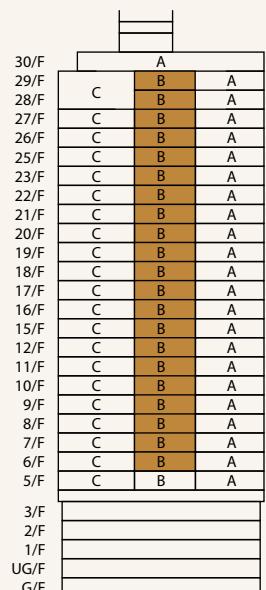
3 Bedrooms with 1 Ensuite and 3 Walk-in Closets



THE MORGAN

This is the floorplan of Unit B on 20/F

Floor	Saleable Area
6-12, 15-23, 25-29	1,303 sq ft

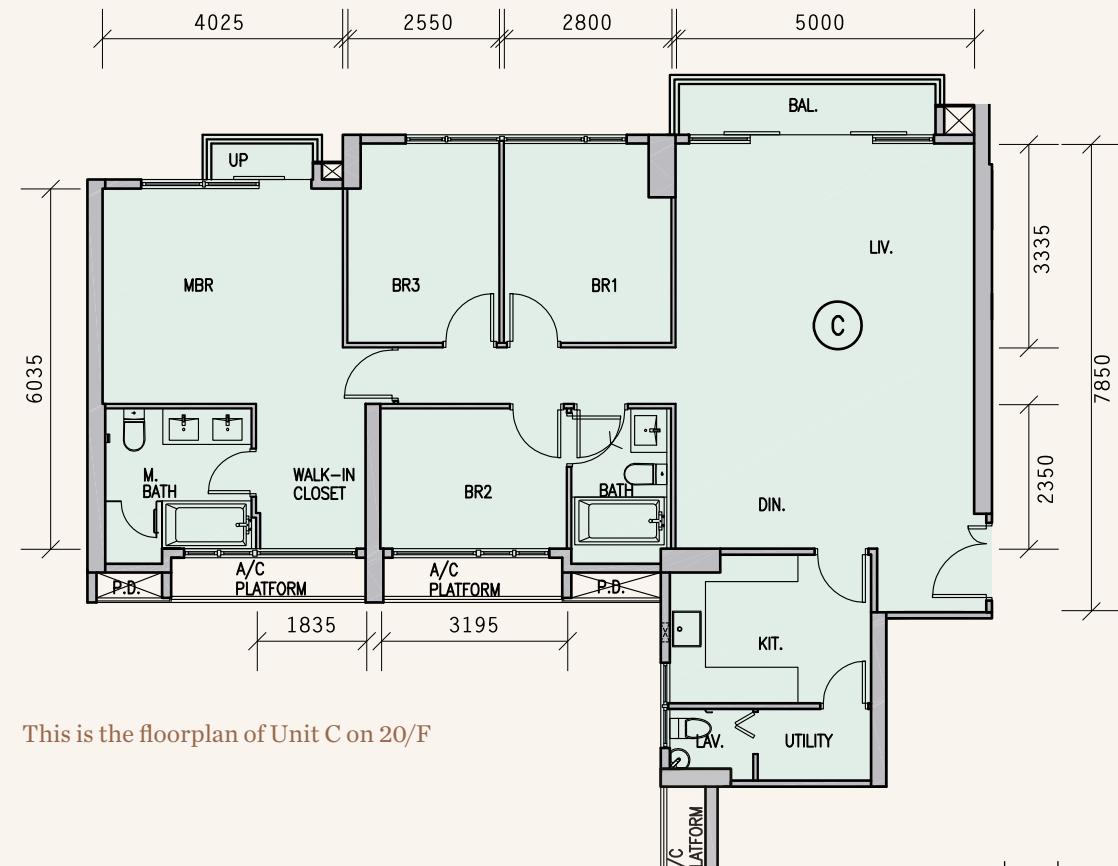


Elevation Plan

Please refer to the sales brochure for the details of floor plan dimensions of the development

Unit C

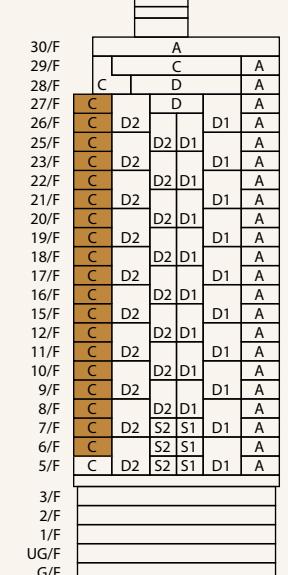
4 Bedrooms with 2 Ensuites and Walk-in Closet



THE MORGAN

This is the floorplan of Unit C on 20/F

Floor	Saleable Area
6	1,381 sq ft
7, 9, 11, 15	1,326 sq ft
8, 10, 12, 16	1,361 sq ft
17, 19, 21, 23, 26	1,325 sq ft
18, 20, 22, 25, 27	1,360 sq ft



Elevation Plan

Please refer to the sales brochure for the details of floor plan dimensions of the development

Kitchens with state-of-the-art appliances and world-class fittings and finishes

Consistently immaculate craftsmanship and the finest materials ensure that the impeccable quality is seamless throughout THE MORGAN. From the Statuario Venato Arai Marble from Italy, Gascogne Beige Limestone from Portugal, Onyx from Pakistan and natural stone, no effort has been spared to perfect the finishes and enhance the joy of living there.

In the open-plan duplex kitchen, a western-style breakfast bar is a welcome centre-point of the living area, while the cooker and work surfaces can be hidden behind concealed cabinet door panels – enjoying the worldwide launch of the German brand **Leicht**'s ingenious range, 'The Ark'. The tailor-made pearl white doors offer the luxury of flexibility and convenience, while also the resonance of an art piece. The kitchen is completed with impeccable appliances from **Miele**.

The quality of fixtures and fittings is taken through into the washrooms and bathrooms. While the water closet, wash basin and bathtub are sourced from the luxury America brand **Kohler**, the beautiful water mixers are from German brand **Hansgrohe**'s stylish collection.

The 3-bedroom and 4-bedroom apartments facing Victoria Peak will incorporate the more traditional, enclosed kitchen, with residents enjoying similar German kitchen-brand perfection. The interiors are thoughtfully apportioned with the master cabinet-making skills of the revered, 100-year old brand, **Poggenvoh**. While the design and engineering credentials of **Gaggenau** bring the ultimate cachet appliances into the kitchen.

Again there has been no compromise on the design of the master bathrooms, inspired by that of a presidential suite in a world class hotel. The water closet, wash basin and bathtub are supplied by **Kohler** from the USA and the water mixers by the German **Dornbracht** company.

Every residence is equipped with the **Smart Living** system. Residents of THE MORGAN will be able to control lighting, curtains and air-conditioning with their control pads.

**DORN
BRACHT**

KOHLER[®]

hansgrohe

SUB-ZERO

Smart Living[™]

2-Bedroom Duplexes



Miele

LEICHT[®]

3- & 4-Bedroom Mountain View Residences



GAGGENAU



poggenvoh
pohl^{grid}

New York mansion-style concierge services

Life in THE MORGAN will be one of sophistication and grace. There will be no compromises in ensuring the comfort and pleasure of the residents. To that end the most comprehensive concierge and management services package has been curated to ensure complete piece of mind.

From health care to travel; from pet care to personal shopping; from I.T. care to secretarial service, a

dedicated and experienced team from Savills Property Management Limited will be on hand to ease residents through their days, in a most accommodating manner.

The essence of any place is surely the people, so the pleasure of delivering this range of services is to make the people who live at THE MORGAN comfortable, happy and at ease.



Selected elements of the free concierge service:

- Provision of restaurant information and table bookings
- Booking service for air tickets and entertainment
- Gift wrapping service
- Reminder service for anniversaries, birthdays and other appointments
- Roll-away bed services for visitors to stay overnight
- Home doctor service arranged
- Scheduling of appointments for doctors, spa, sports and home repair
- Event planning research and referrals
- Bill payment arrangements

Selected services that can be accessed and paid for on-demand:

- Shuttle vehicle services from The Morgan to Central and Admiralty
- Hassle free, one-stop housekeeping services including domestic help, window cleaning, pest control, laundry and repair & maintenance
- Door-to-door delivery services for fresh food packages, distilled water, fruits, newspapers and magazines
- House decoration service for festivals
- Limousine service and rental arrangement for yachts, helicopters, light aircraft and VIP private jets
- Fine art rental service
- Pet service, including arranging for dog walkers
- 24-hour emergency home maintenance and repair service

Phoenix Property Investors

Commitment to Excellence

Phoenix Property Investors is an independently managed, private equity real estate company committed to creating long-term value for its investors and stakeholders, and developing the finest properties for its buyers.

Since 2002, Phoenix have raised over US\$2.5 billion for investment across first-tier Pan-Asian cities, in multiple property sectors – residential, retail and office – at the same time building an enviable reputation for conceiving, designing and constructing high quality developments in nine Asian cities. Phoenix have successfully captured the imagination of buyers, as well as the loyalty of the world's most sophisticated investors, such as pension funds, family offices and university endowments. Through its network of local and affiliated Phoenix offices in

Hong Kong, Taipei, Tokyo, Singapore, Shanghai, Beijing and Seoul, the real estate assets managed and/or under management by the company have surpassed US\$5.7 billion.

Phoenix ensures a consistent level of quality by keeping all of the vital investment, project and asset management functions under one roof.

Every Phoenix Property Investors' development shares important characteristics in common. Each is located in an ideal setting, with access to transport hubs. Each is designed and finished to exemplary standards, using only superior materials, and is the result of a close partnership with some of the world's most admired architects and designers.



Hong Kong: selected projects



GRAMERCY
Mid-Levels West
Architect: AEDAS
Award: *Asia Pacific Property Awards 2014 - Highly Commended, Residential High-Rise Architecture, Hong Kong*



3 JULIA AVENUE
Ho Man Tin
Architect: Integrated Design Associates



18 JUNCTION ROAD
Kowloon City
Architect: Tsao & McKown



TOWER 535*
Causeway Bay
Architect: Skidmore, Owings & Merrill (SOM)
Award: *China Property Awards 2015 - Best Mixed-Use Development (Hong Kong & Macau)*



CUBUS*
Causeway Bay
Architect: Woods Bagot Asia
Award: *Asia-Pacific Property Awards 2011 - Five Star Award for Best Retail Architecture*

Taipei: selected projects



BEAUMONT
Great Taipei New Town
Architect: Lu Tang Lai Architects



JIM OLSON HOUSES TAIPEI
Great Taipei New Town
Architect: Olson Kundig Architects



PREMIA
Great Taipei New Town
Architect: Richard Meier & Partners Architects



PREMIA
Great Taipei New Town
Architect: Steven Harris Architects



PREMIA
Great Taipei New Town
Architect: Selldorf Architects



PREMIA
Great Taipei New Town
Architect: Tsao & McKown

Other Asian cities: selected projects



CRYSTAL GALLERIA*
JingAn District, Shanghai
Architect: Benoy and B+H Architects
Awards: *China Property Awards 2014 - Best Mixed-Use Development (East & Central China)*
Shanghai Business News - Shanghai Retail Awards 2015



YOUNG CITY*
Yeongdeungpo-gu, Seoul

*Commercial / Retail

Basic facts

Estimated material date: 30/11/2016

Number of buildings: 1

Number of units: 111

Number of storeys: 28

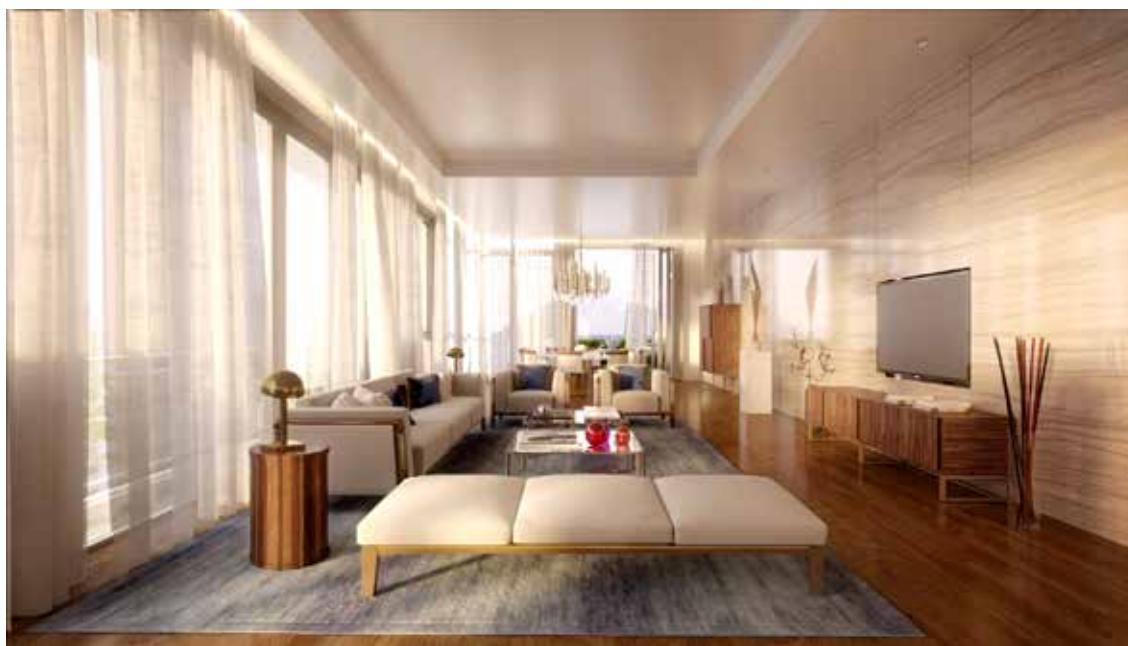
Number of residential storeys: 23 (top floor to 30/F, excluding 13/F, 14/F & 24/F)

Number of parking spaces: 74

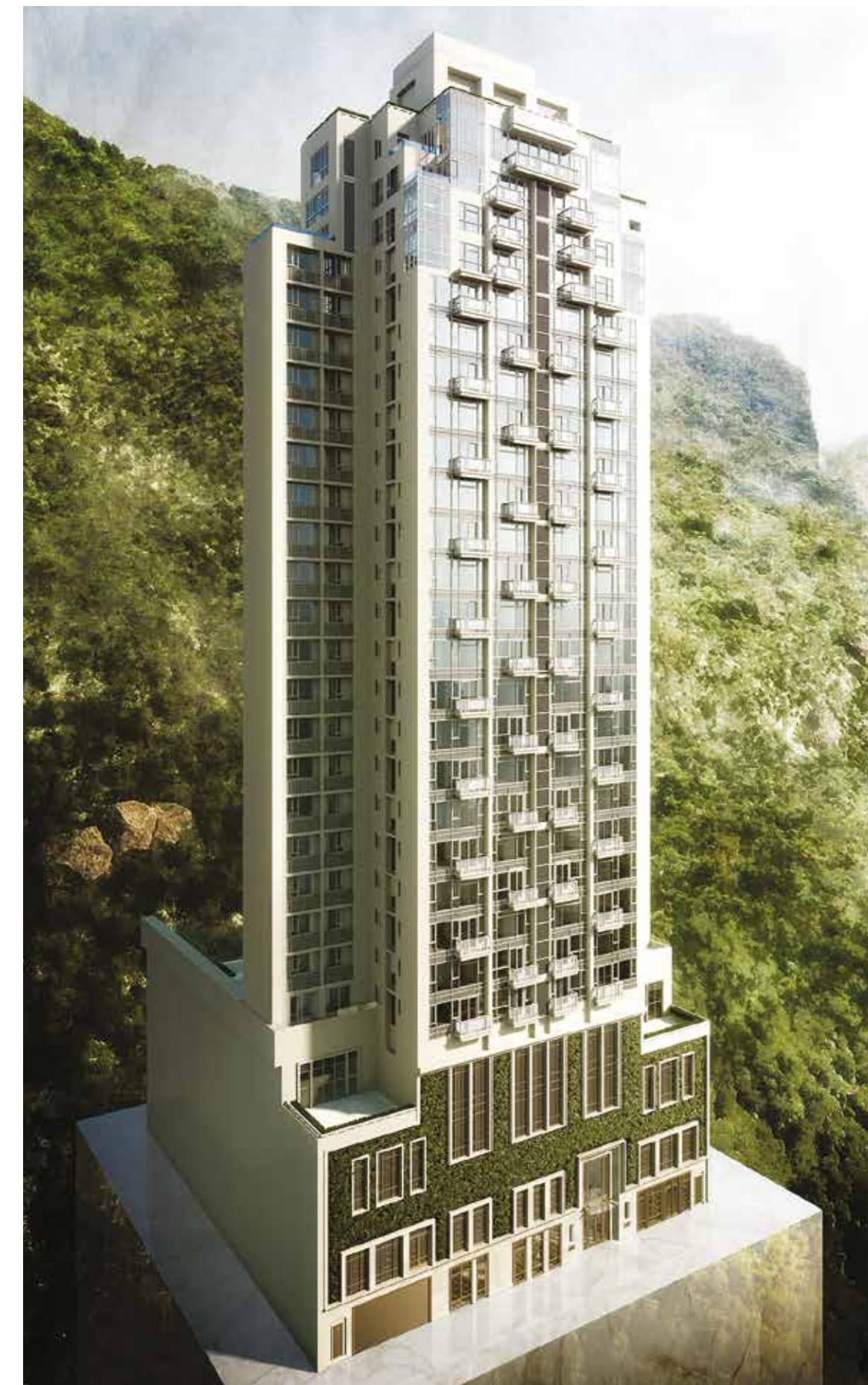
Government Lease of Inland Lot: 75 year from 3 September 1975

Property Management: Savills Property Management Limited

5/F - 30/F	Residential floors
3/F	THE MORGAN CLUB
1/F-2/F	Car Park
G/F	Entrance Lobby & the entrance of Car Park



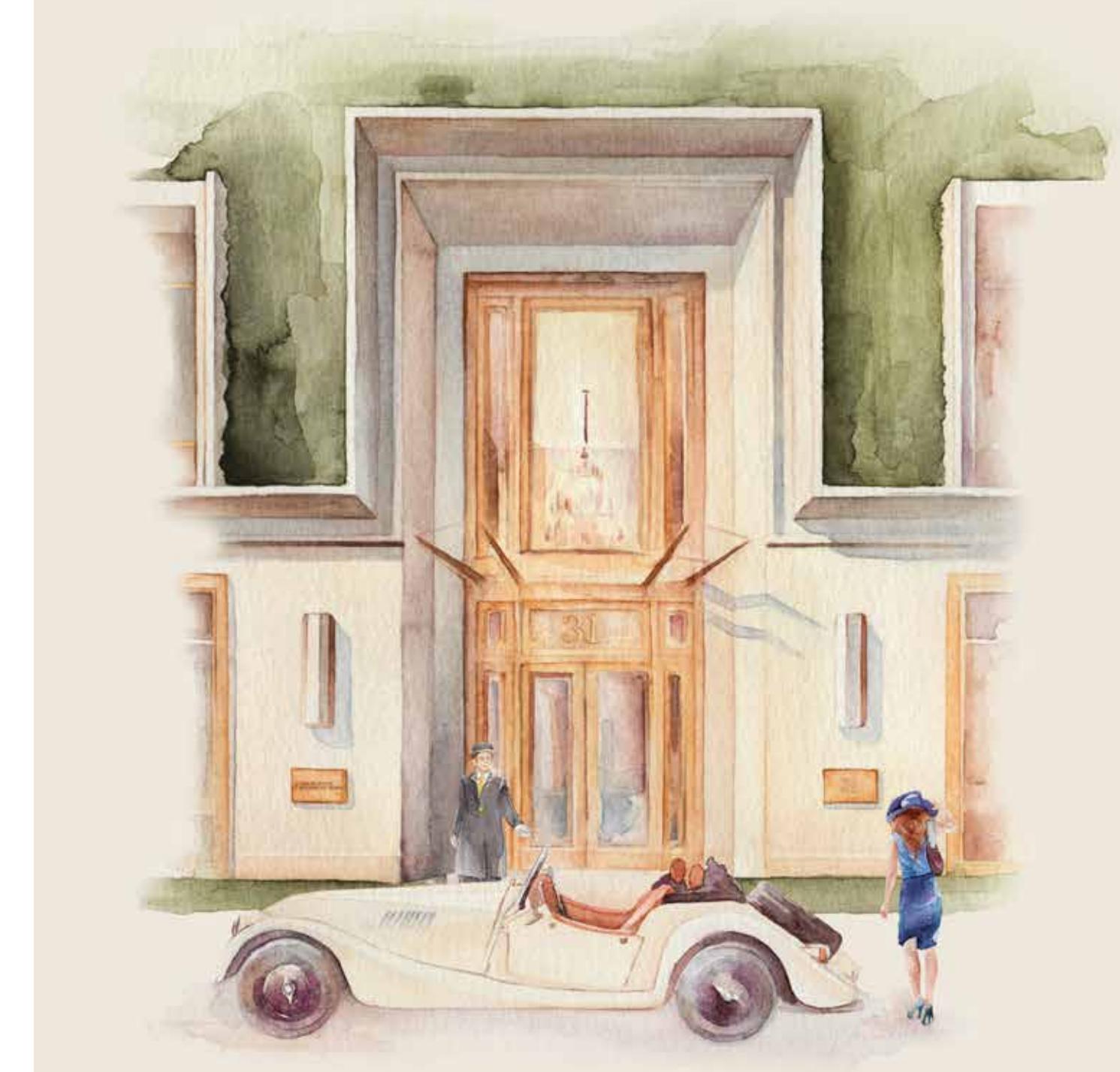
Penthouse



Computer generated render of THE MORGAN

“I like to think that when people go out of the building they feel good about coming back home... you’re in a building of consequence. You are a family of consequence”

Robert A. M. Stern



District: Mid-levels West | Name of Street and Street
Number: 31 Conduit Road | Website: www.themorgan.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.

Enquiries: (852) 2322 3330 / enquiry@themorgan.hk
www.themorgan.hk

PHOENIX
PROPERTY INVESTORS