

Ma Wan Park

Annual Business Review in financial year 2020/21

Business Concept

Operated by Sun Hung Kai Properties, Ma Wan Park (including Noah's Ark Hong Kong and Nature Garden) provides Hong Kong with a world-class tourist attraction; an iconic landmark and a wonderful destination for visitors to bond with nature, to experience fun and educational activities and to share the love for life, family and the planet Earth. The Park is also committed to serving and showing care for the underprivileged, and to offering itself as a platform for companies and organizations to share love and support to the community.

Development Plan

The project of Ma Wan Park is implemented in two phases. Already operational in phases since 2007, Phase 1 comprises three main features: "Nature Garden", "Noah's Ark Expo & Hotel Resort" and "Solar Tower":

- "Nature Garden" is an ecological park with different themes, such as nature, education, art and love. Admission is free for the public.
- "Noah's Ark Expo & Hotel Resort" is a multiplex centre constructed in the full size of the original vessel as described in the Bible. It is equipped with entertaining and educational exhibitions, hotel, dining and resort facilities.
- The "Solar Tower" is an education centre where exhibitions on astronomy, solar energy and related information are held. It is also the home of one of South East Asia's largest civilian solar telescopes, through which visitors can view the live activity of the sun.

The plan for Phase Two is to revitalize the existing Ma Wan Village, with an aim to preserve, restore or rejuvenate most of the existing buildings. With the tranquil natural setting of the village along the seafront, the charming old Ma Wan Village will remain as the little gem secluded from the busy city, and become a unique destination for leisure and enjoyment. Phase Two development has started on April 1, 2021 and is expected to complete by March 31, 2024.



Operational Highlights

In financial year 2020/21, Ma Wan Park (including Noah's Ark Hong Kong and Nature Garden) was temporarily closed from Jul 15 to Sep 17, 2020, and from Dec 2, 2020 to Feb 17, 2021 due to the COVID-19 epidemic situation and the preventing measures announced by the government. Only our dining and stay facilities remained in operation during these periods. In response to the market environment shift during this unprecedented pandemic times, Noah's Ark Hong Kong has also adjusted the business direction to capture the local target segment by offering various staycation packages, launching new outdoor leisure activities, promoting Ma Wan as a resort island, and reaching out to the young adult and couple segments to attract new businesses. Some of the major efforts include:

- Amid rising domestic travel demand from the locals during the COVID period, Noah's Ark Hong Kong have continually introduced new and innovative staycation packages bundled with F&B offerings and fun leisure activities, offering the relaxing resort-style escape that people much desired.
- “Cycling Fun” bicycle rental service – Visitors can embark on a leisure ride along the specially designed route on Ma Wan island and enjoy a variety of picturesque scenes and instagrammable spots, while kids can enjoy a fun and safe ride amidst the greenery along the in-park Fun Fun track.
- Self Guided Ma Wan Exploration Walk - With our specially designed complimentary walk route map, guest can explore the cultural heritages of the island and uncover the rich and storied history of Ma Wan. Guests who like to experience nature up close can also head out to the short and easy Tai Leng Tau hiking trail and gaze out over the stunning views of the island's coastline along the impressive Tsing Ma Bridge from high on.
- As the social distancing measures were relaxed by the government and the park reopened, Noah's Ark Hong Kong had flexibly introduced various promotions, including ticket discount offer and “Easter Wonderisland Discovery” seasonal event to boost park visitations as soon as the market started to recover.

Furthermore, the stay facility near Solar Tower premises was rebranded and renamed to “Solar Villas” in Jul 2020 to better reflect the beautiful greenery and natural surroundings of the property. In addition to the vacation home offerings, a cross-



sectoral community caring project titled "Co-living Community Building Scheme" is introduced. This long stay scheme allows the tenants to enjoy a concessionary rental rate by becoming a Ma Wan Community Building Ambassador and taking part in voluntary community service works and charity activities.

- Ma Wan Park (including Noah's Ark Hong Kong and Nature Garden), operated by Sun Hung Kai Properties, was actively involved in Environmental, Social and Governance (ESG) education in the past 14 years. It partnered with 1,400 local charities to organize more than 10,000 life education and public welfare activities, with more than 680,000 people participating. Of these participants, about 51% were children and youth, and 49% were grassroots (including the elderly, disabled and chronically ill patients). In all of this, the Park actively contributed to the promotion of environmental protection and caring for the underprivileged and elderly.

Since its opening by phases in 2007 until financial year 2020/21, the Park welcomed 6.965 million visitors, bringing new travel experiences through a series of environmentally friendly and scientific exploration activities, as well as parent-child and life education workshops.

Annual Visitation Highlights

The Park's attendance of the financial year 2020/21 is 0.196 million (Noah's Ark Hong Kong with 0.108 million and Nature Garden with 0.087 million).

Remarks:

This annual business review is for reference only. The financial year ends on 30 June.

