



Press Release

For Immediate Release

Celebrating the Diamond Jubilee of Miramar Group

[Hong Kong – 5 June 2017] Established in Hong Kong in 1957, Miramar Hotel and Investment Company, Limited (Miramar Group) is a group with a diversified service-oriented business portfolio, priding itself on curating stylish establishment with bespoke experiences across Asia, enhancing its standard by benchmarking the industry standard. In honor of its 60th anniversary, Miramar Group will unveil a wide array of innovative marketing promotions this year spanning across hotels, food and beverage, shopping malls and travel with the elements of “6” and “0” which denote “boundless” and “perfection” in Chinese, with a view to bringing jovial experience and presenting a holistic view of Miramar to the mass public.

In view of reviewing the development of the Group over the past 60 years and looking forward to the prosperous opportunities ahead, the Deputy CEO of Miramar Group, Mr Alexis Wong said, “Over the past 60 years, Miramar Group has witnessed the urban development and changes in Hong Kong, including the well-established food and beverage brands under the Group, Tsui Hang Village that is on everyone’s lips, Cuisine Cuisine that is eulogized everywhere, and School Food that is regarded as a trend-setter, etc. Another highlight is that our Hotel was the first hotel in Hong Kong to join an international hotel network, taking advantage of the worldwide marketing exposure in 60’s. In 2010, our Hotel was rebranded as The Mira Hong Kong which became the first hotel in Hong Kong to join Design Hotels™, leading the way for lifestyle living. We expect our creativity can be demonstrated along with our solid foundation through a wide array of marketing promotions in the upcoming months. On the one hand, we share our joy of having anniversary and precious memories with the general public; on the other hand, it helps reinforce our brand image and fully utilize the synergy among various business units providing lifestyle products to our visitors and the general public.”

Tantalizing Foodies Hot Spots under Mira Dining

Mira Dining adopts a hotel dining approach and innovative dining concept to operating its international and rich portfolio of restaurants ranging from authentic Italian restaurant to fine dining restaurant (including Michelin recommended restaurants) offering jovial, chef-curated dining & wining experience to customers.

Our Group has selected a series of dining offers for our sophisticated customers in the year of Diamond Jubilee. Integrated with creativity and savoir-faire, Mira Dining works its magic to create a host of



well-seasoned experiences through its specialty masters - award-winning chefs, experienced sommeliers and servers.

Food and beverage privileges

| Month | Restaurants | The Diamond Jubilee Offers in 2017 |
|-------|-----------------------------|---|
| June | Cuisine Cuisine (ifc) | Enjoy new Executive Set Menu recommended by Head Chef at HK\$600 per person |
| | Assaggio Trattoria Italiana | Enjoy Signature Dinner Set at HK\$600 only for 2 guests |
| | COCO | Purchase a birthday cake and receive a bottle of Proccesco Enjoy 20% off upon purchase of 6 pieces of cupcakes or chocolate bonbon |
| | Room One | Enjoy unlimited Sashimi & Sake Nights at HK\$600 only for 2 guests |
| | Yamm (The Mira) | Celebrate anniversary in style and join us for a blast for lunch at HK\$600 only for 2 guests |
| | Supergiant (Mira Moon) | Enjoy a mouth-watering dessert at HK\$60 |

Banquet privileges

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|----------------|---|--|
| Till December | Cuisine Cuisine (ifc), Tsui Hang Viillage, The French Window & Assaggio Trattoria Italiana | Entitle to have free dining voucher of HK\$600 upon spending of over HK\$60,000 for booking of sizable banquet |
| Till September | The Mira Hong Kong | The minimum charge for all banquet held before 19 September will be waived |

Mira Place Members Privileges in Month of Birth

To celebrate the anniversary of the Group, Mira Place has tailored made a premium in limited edition for the VIP members of the shopping malls to redeem for free in their month of birth. From June onwards, VIP members who visit the concierge of Mira Place and present the mobile app to a customer service representative in their month of birth can redeem one piece of premium. While stock lasts, first-come, first-served.



Design concept of “diamond” earmarking 60-year anniversary in trendy and classy way

To grandly present the Diamond Jubilee of the Group, we adopt the design concept of “diamond” earmarking the precious moment of having a 60-year anniversary by making use of geometric design and modern treatment to illustrate the splendid diamond cutting surfaces. With the main color tone using in the logo, silver gray represents prestige and sparkle of a diamond. The 60th anniversary logo makes use of the same font in English as the brands under the Group that aligns with our brand’s contemporary style. The logo has been widely applied to collaterals under the Group.

Official Website of Miramar Group & Facebook Fan Page

www.miramar-group.com & www.facebook.com/MiramarGroup

About Miramar Hotel and Investment Company, Limited

Established in Hong Kong in 1957, Miramar Hotel and Investment Company, Limited (Miramar Group) is a group with a diversified service-oriented business portfolio comprising stylish hotels and serviced apartments, property rental, food and beverage, and travel services in Hong Kong and Mainland China. Miramar Group has been listed on the Hong Kong Stock Exchange since 1970 (HKEx Stock Code: 71) and is a member of Henderson Land Group.

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