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DICKSON CONCEPTS AND HONGKONG LAND ANNOUNCE THE SIGNING OF AN AGREEMENT TO OPEN THE FIRST EXCLUSIVE HARVEY NICHOLS STORE IN ASIA AT THE LANDMARK, HONG KONG

- Dickson Concepts (International) Limited and Hongkong Land Limited are pleased to announce that an agreement has been signed to open the first exclusive Harvey Nichols store in Asia at The Landmark, Hong Kong.
- Scheduled to open in the second half of 2005, the Harvey Nichols store will occupy approximately 60,000 sq. ft. over 5 floors of prime retail space at Hong Kong's premier retailing location.
- The location of the Harvey Nichols store will be adjacent to the small luxury hotel to be opened facing Queen's Road Central. There will be two main entrances at street level facing both the new drop-off zone on Queen's Road Central and the atrium inside The Landmark. The Ground Floor shop frontage on the Queen's Road Central side will be 34 ft. with a frontage of 82 ft. on the atrium side. This magnificent exposure and visibility, together with the prominent access points on all other floors, will create an unparalleled focus for luxury retailing in Asia.
- Dickson Concepts, which holds the exclusive right to develop the Harvey Nichols brand in Hong Kong, intends to invest over HK\$100 million in this project. This will be funded entirely from internal financial resources.
- With Harvey Nichols' international pedigree and in-depth knowledge of global fashion trends, together with Dickson Concepts' unparalleled experience and understanding of Asian consumer tastes, Dickson Concepts is confident that this investment will reinforce its leading position in the retail industry in Asia and act as a major growth engine for significant financial returns in the years ahead.

- To ensure that this Harvey Nichols store sets a new benchmark as the most exciting and prestigious international fashion store, 4 internationally-renowned architectural and interior design firms from New York, Paris and London have been invited to submit proposals for the design and fit-out of the store.
- – Harvey Nichols is positioned and perceived as the ultimate fashion experience with the best edited selection of brands in beauty, fashion, food and home in the United Kingdom. It has achieved this positioning by focusing all aspects of the business from the windows through to the Fifth Floor on providing a fun, fashionable, and feel good experience. The entire Harvey Nichols management team responsible for this achievement is fully committed to ensuring that the Harvey Nichols store at The Landmark replicates the same levels of excitement and success.
 - By offering the best edited selections of merchandise, Harvey Nichols has earned a distinguished reputation for being the location of choice for launching new brands and products, and represents a large number of brands on an exclusive basis.
 - Harvey Nichols currently operates 5 stores and 6 restaurants in the United Kingdom in London, Leeds, Edinburgh, Birmingham and Manchester as well as a franchised store in Riyadh, Saudi Arabia. The opening of each store has generated tremendous customer excitement and media interest, and has set new standards for fashion retailing in each city.
 - Its track record and the many awards which Harvey Nichols has won for store design, advertising, window display, restaurant and food retail speak for themselves. Examples of such awards won are listed as *Appendix I*.
- The Landmark, already well established as the premier luxury retail and fashion destination in Hong Kong for discerning and upscale shoppers, is the ideal partner and location for Harvey Nichols. Internationally regarded as a vibrant fashion and brand-name experience, The Landmark with its exceptionally convenient Central location will offer an even better shopping experience following the completion of the current US\$210 million enhancement programme, which along with the opening of Harvey Nichols includes a fabulous new luxury hotel and many flagship global stores from the world's leading luxury retailers.
- For more than 20 years, Dickson Concepts and Hongkong Land have successfully built up a longstanding business relationship. The opening of the Harvey Nichols store at The Landmark not only represents a new milestone in this partnership, but will also further reinforce Hong Kong's leading position as one of the world's most important shopping capitals.

Commenting on the agreement, Mr. Dickson Poon, Group Executive Chairman of Dickson Concepts, said : “I am confident that the Harvey Nichols store in The Landmark will further reinforce Dickson Concepts’ leading position in the retail industry in Asia and also provide significant financial returns as a major engine for turnover and profits growth.

I am also extremely excited that this new store will set a new benchmark as the most prestigious international fashion store, and will enhance Hong Kong’s premier position as one of the most important shopping capitals in the world.”

Mr. Ian Hawksworth of Hongkong Land commented : “We are delighted with the arrival of Harvey Nichols in Hong Kong and believe that it will add tremendously to the richness of experience that The Landmark offers. This in turn will further enhance the unique appeal of Central.”

Hong Kong, 16th October, 2003

Examples of Awards Won by Harvey Nichols

Harvey Nichols Store Design Awards

Harvey Nichols Edinburgh
Store Design Award
Retail Week Awards 2003

Harvey Nichols Knightsbridge
Best International Fashion Store Award
Irish Retail Association Awards 2002

Harvey Nichols Riyadh, Saudi Arabia
International Store Design Award
Retail Interiors Awards 2001

Restaurant and Food Retail Awards

Fifth Floor Restaurant
Best Use of Technology
Theme Magazine Awards 2003
Forth Floor Restaurant
Best New Restaurant
Drambuie Chef of the Year, Scotland Awards 2003

Forth Floor Restaurant
Royal Institute of British Architects Award for Architecture 2003

Harvey Nichols Christmas Pudding Packaging Design
Certificate of Excellence
The European Design Awards 2000

Harvey Nichols Own Brand Packaging Design
The New York Design Festival 2000

Harvey Nichols Own Brand Packaging Design
Silver Award
D&AD, British Design & Art Direction 2000

Oxo Tower Restaurant, Bar and Brasserie
Royal Institute of British Award for Architecture 1997

Harvey Nichols Packaging Design
Gold Award
D&AD, British Design & Art Direction 1996

Advertising Awards

“Fashion Victim” Campaign

2003 Creative Circle Awards

Gold for Best Print Campaign (Dog, Prostitute, Vicar and Boy)

“Scar” Sale Print Campaign

2002 Clio’s

- a) 2002 Winner of the Grand Clio, winner of all categories (US award scheme similar in importance to D&AD) Effectively meant it was deemed the best print campaign in the world
- b) Gold Clio for Best in Category

2002 Euro Best

Gold for Best Print Campaign

2002 One Show (USA Award)

Silver for Consumer Press category

Magazine Awards

HN Harvey Nichols Magazine

2000 APA Awards (Association of Publishing Agency)

Won the award for the Most Effective Retail and Consumer title

1998 APA Awards (Association of Publishing Agency)

Won the award for the Most Effective Retail and Consumer title

Window and Display Awards

2002 I.D.W. International Display Week

Best Display person Janet Wardley

2000 Cream - Midlands & the East 2000

‘Harvey Nichols Window display’

1998 D&AD

Gold Award for The Most Outstanding Environmental Design
For a window display