

JLL SEE A BRIGHTER WAY



# MPM Plaza

## 旺角文華商場

NOS. 240-244 PORTLAND STREET, MONG KOK

旺角砵蘭街240-244號

*JLL Sole Agency – Rare Retail Podium in the heart of Mong Kok*

*仲量聯行獨家代理 – 旺角核心地帶罕有零售商場*

Company License No. 公司牌照號碼: C-003464

Property Reference Number 物業編號: HK-MPM250001



# Investment Highlights 投資優勢



MPM Plaza stands as a premier shopping arcade and retail podium strategically positioned above Mong Kok MTR station. The property is 92% leased with a WALE of 2.2 years. Notably, 52% of existing tenants have the option to renew their leases, enhancing the potential for continued stability and growth.

旺角文華商場作為頂級零售商場，坐擁旺角港鐵站上蓋的黃金地段。該物業目前出租率達92%，加權平均租期（WALE）為2.2年。現有租戶中52%享有續租選擇權，這為物業的持續穩定運營及增值提供了保障。



This location benefits from Hong Kong's highest pedestrian foot traffic, drawing a consistent blend of tourists and local residents. The property currently features a diverse tenant mix primarily comprised of food and beverage outlets alongside mid-tier retail brands, and experiential shops.

受益於香港最高的行人流量，穩定地吸引了的遊客和本地居民前來光顧。該物業目前擁有多元的租戶組合，主要由餐飲店鋪、中端零售品牌及體驗式商店構成。



Its prime urban setting is enhanced by proximity to Grade A commercial properties, including the prestigious Langham Place Office Tower.

其優越的城市環境因靠近A級商業物業，包括著名的朗豪坊辦公大樓。



There is a potential for redevelopment into a Ginza style commercial and retail asset by further amalgamating remaining units in the building.

有潛力將剩餘單位進一步合併，打造銀座式的商業和零售綜合體。



# PROPERTY SUMMARY 物業詳情

<b>The Property</b> 物業地址:	B/F, Portion of G/F to 6/F, and Unit A on 24/F and Roof, Far East Bank Mongkok Building (Retail Podium is known as “MPM Plaza”), Nos. 240-244 Portland Street, Mong Kok 九龍旺角砵蘭街240-244號遠東銀行旺角大廈的B/F、G/F至6/F的部分，以及24/F的A單位和天台（零售商場稱為「旺角文華」）
<b>Lot No.</b> 地段編號:	The Remaining Portion of Kowloon Inland Lot Nos. 1385 & 1386 九龍內地段第1385號及第1386號餘段
<b>Land Tenure</b> 土地契約年期:	75 years renewable for 75 years commencing from 18 <sup>th</sup> February 1910 (automatic extension for further 50 years from expiry date) 75 年可續期 75 年，從 1910 年 2 月 18 日起生效（自到期日起自動延長 50 年）
<b>Undivided Shares</b> 不可分割業權份數:	273 / 400 (68.25%) equal and undivided shares of the whole Far East Bank Mongkok Building 遠東銀行旺角大廈整體業權中273/400份（即68.25%）的不可分割等份權益
<b>Major Lease Restrictions</b> 地契主要限制:	Non-offensive Trade Clause 非厭惡性行業
<b>Town Planning</b> 城市規劃:	Commercial (OZP S/K3/38 dated 8 <sup>th</sup> November 2024) 商業（依據《城市規劃條例》編號S/K3/38，2024年11月8日核准）
<b>OP Year</b> 落成年份:	1970



# PROPERTY AREA BREAKDOWN面積分佈

Floor 樓層	Use 用途	Gross Area (sq. ft.) 建築面積 ( 平方呎 )	Gross Floor Area (sq. ft.) 總樓面面積 ( 平方呎 )	Saleable Area (sq. ft.) 實用面積 ( 平方呎 )
24/F, Unit A單位	Residential 住宅	---	---	454
6/F	Retail Shop 零售	7,720	7,895	6,508
5/F		8,020	7,373	6,039
4/F		7,790	7,403	5,351
3/F		17,646	14,430	11,367
2/F		16,147	14,430	10,286
1/F		16,820	14,430	10,432
G/F		15,525	14,430	10,464
B/F		4,500	3,901	3,815
Total 總額		94,168	84,290	64,717



Gross Area is provided by the Vendor and has not been verified. Gross Floor Area is based on the existing Building Plans. Saleable Area has been scaled from the floor plans supplied by the Vendor and the registered floor plan.  
建築面積由賣方提供，未經核實。總樓面面積是根據現有的建築圖則。實用面積根據賣方提供的平面圖及已登記的平面圖計算。

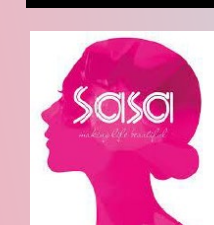
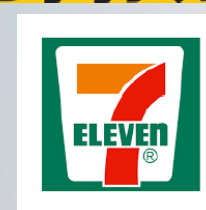
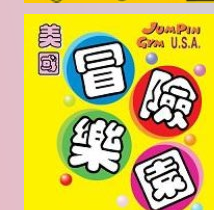
## Investment highlights for MPM in its current state 旺角文華商場當前投資亮點:

- Strategically located in Hong Kong's busiest retail hub, this trophy asset offers exceptional connectivity near Mong Kok MTR and Langham Place Mall, with consistently high foot traffic.
- Its established branding and limited availability of similar assets make it a rare investment opportunity. The property benefits from resilient tenants catering to mass-market and tourist demand, ensuring stable income with strong rental growth prospects.
- The property offers upside potential through tenant repositioning of 3rd and 4th floor shops, leasing the 6th floor, and exterior advertising opportunities.
- 坐落香港最繁華零售區，毗鄰旺角站及朗豪坊，人流密集，交通便利。
- 憑藉長期品牌優勢及同類稀缺性，此標誌性物業為極罕見投資機會。現有優質租戶覆蓋大眾及遊客需求，租金增長潛力強勁。
- 增值潛力包括重新調整三樓和四樓商鋪的租戶結構、出租六樓空間以及外部廣告位。

## Redevelopment potential for the site 具重建潛力:

- The project has potential for redevelopment into a Ginza style commercial and retail asset in the future, the share lot ownership is currently 68.25%. (i.e. 273/400 shares).
- An incoming investor/ developer can acquire approx. 7 more units to increase the overall share ownership to 70% (i.e. 280/400). Given that 70% threshold is the requirement for application of Ch 545 Compulsory Sales process, this will unlock additional redevelopment value for this property.
- As the total site area is 14,430 sq. ft., the total Buildable GFA is approx. 216,450 sq. ft. for redevelopment, assuming a maximum of 15 times plot ratio GFA. The total rental income can potentially more than double the current income under such a scenario given the prime location of this site.
- 該項目具有重新開發為銀座風格商業零售物業的潛力，目前業權份數持有比例為68.25%（即273/400份）。
- 新投資者/開發商可收購約7個額外單位，將總業權比例提升至70%（即280/400份）。由於70%門檻符合《第545章強制售賣條例》申請要求，此舉將釋放該物業的額外重建價值。
- 項目總地盤面積為14,430平方呎，按最高15倍地積比率計算，可重建總樓面面積約216,450平方呎。鑑於該地段的黃金位置，在此情況下總租金收入有望較現增長逾一倍。

## SHOW CASE EXISTING TENANTS 現有租戶





# PROPERTY LOCATION 位置圖

Located in the core area of Mong Kok next to the Mong Kok MTR station (Exit E). It is highly accessible by various means of transportation including bus, minibus and taxi.

This location is also able to attract mainland Chinese visitors, international tourists drawn to the authentic Hong Kong shopping experience, and specialty shoppers targeting specific retail clusters (electronics, sneakers, fashion).

Mong Kok is known to have some of the highest pedestrian traffic in the world, with estimates suggesting:

- Peak footfall areas like Portland Street, Sai Yeung Choi Street South and parts of Nathan Road can see daily pedestrian counts exceeding 100,000 people.
- Major shopping areas can experience over 18,000-20,000 pedestrians per hour during peak times

坐落旺角核心地段，毗鄰旺角港鐵站E出口，交通便利，巴士、小巴及的士等多種交通工具均可輕鬆抵達。

該地段不僅能吸引追求地道香港購物體驗的內地訪客及國際旅客，更能匯聚針對特定零售集群（如電子產品、運動鞋及時裝）的目標消費群體。

旺角以全球最高人流密度聞名，具體數據顯示：

- 西洋菜南街、砵蘭街及彌敦道部分路段等高峰區域，每日人流可超過10萬人次
- 主要購物區在高峰時段每小時人流可達18,000至20,000人次





# PROPERTY PHOTOS 物業相片



MPM Main Entrance and Taxi Stand  
旺角文華商場正門入口及的士站



2/F Jumping Gym 冒險樂園



Access to 5/F & 6/F  
5/F 和 6/F 通道



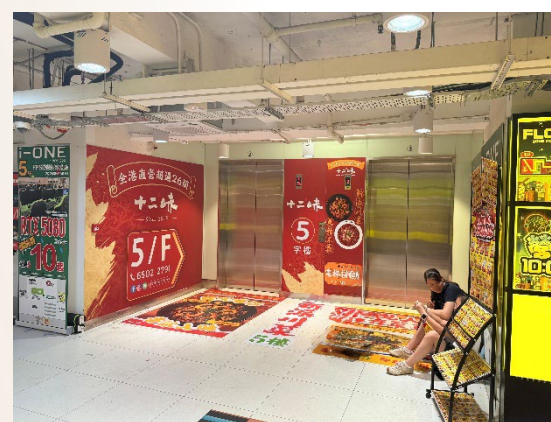
3/F Restaurants 餐廳



Mong Kok Station MTR (Exit E1)  
港鐵旺角站 (E1出口)



1/F McDonalds 麥當勞



2/F Lift Lobby 電梯大堂



3/F Red Mr 紅人派對



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