



Press Release

For Immediate Release

**Celebrating the Diamond Jubilee of Miramar Group
Offer attractive travel promotion discounts**

[Hong Kong – 28 July 2017] In honor of its 60th anniversary, Miramar Group (“The 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.

Highly selective travel promotion offers to help escape from the bustle

Miramar Travel has also grabbed the opportunities to launch promotions for summer peak season travelers in August and September, with the provision of discounted offers and privileges covering tours, individual visit and cruise holidays. Destinations include Europe, Mediterranean Sea, Australia, Asia and Mainland China.

Tantalizing Foodies Hot Spots under Mira Dining

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 |
|--------------|--------------------|---|
| Aug | The French Window | Anniversary celebration \$600 combo - a bottle of Duval Leroy Brut NV together with Oscietra caviar from France upon any dinner consumption |
| Till Nov | COCO | Purchase a birthday cake & receive a bottle of Processco Enjoy 20% off upon purchase of 6 pieces of cupcakes or chocolate bonbon |
| | Room One | Enjoy unlimited Sashimi & Sake Nights at \$600 only for 2 guests |
| Till Sep | Supergiant | There is always room for sugar! Unlock your special dessert at \$60 per person only. |



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 |

Facebook Fans have Chance to Win Fabulous Prizes

From now onwards, the Group has launched “60-year Anniversary Facebook Game” till October. Netizens have chance to win fabulous prizes by simply visiting our Group Facebook Fanpage www.facebook.com/MiramarGroup and answering questions. Prizes include Mira Place shopping coupons, Mira Dining coupons and Miramar Travel coupons, etc. There are 20 winners for each game in six phases, so there are altogether 120 winners. In addition, fans of Miramar Group Facebook who take part in all of the aforesaid six games are eligible and have chance to win the special grand prize that consists of three prizes: HK\$1,000 dining coupons at WHISK, The Mira Hong Kong, a Mira Place x Lisa & Sara aroma diffuser gift set and HK\$1,000 dining coupon at Cuisine Cuisine (ifc) under Mira Dining.

Mira Place Members Privileges in Month of Birth

To celebrate the anniversary of the Group, Mira Place has tailored made an aroma diffuser gift set 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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