Press Release

[Immediate Release]

Hysan collaborates with the Hong Kong Tourism Board to Present Hong Kong WinterFest - "Hong Kong Winter Wonderland in Causeway Bay - Elves on the Loose" Causeway Bay's First Outdoor Christmas Light Show to Blend Old and New Architecture Lights Up Causeway Bay's Magical Winter Nights



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Hong Kong, 27 November 2026 – Hysan Development Company Limited ("Hysan") collaborates with the Hong Kong Tourism Board to create "Winter Wonderland in Causeway Bay - Elves on the Loose". As a first-time participant in the Hong Kong Tourism Board's annual flagship festive event, **Hong Kong WinterFest**, "Winter Wonderland in Causeway Bay" joins the Winter Wonderlands in Central and Tsim Sha Tsui to bring festive surprises across the city. This year's Hong Kong WinterFest debuts at its largest-ever scale, spanning three key tourist destinations — Central, Tsim Sha Tsui, and Causeway Bay. Through distinctive festive decorations and light shows, it brings a vibrant holiday atmosphere to each neighbourhood, showcasing Hong Kong's dazzling nighttime charm and reinforcing the city's position as Asia's top destination for winter celebrations.

"Hong Kong Winter Wonderland in Causeway Bay" brings festive cheer to every corner of the district with happenings spanning multiple locations and gives familiar cityscapes a wintry new look. From history and culture to local flavours and everyday life, it reveals the charms of Causeway Bay. Running from 27 November 2026 to 3 January 2027 with inspiration from the magical encounter between Santa Claus and six adorable elves, the event takes locals and tourists alike on a journey through Causeway Bay in the elves' footsteps to experience a festive charm that is uniquely Hong Kong. By day, time-honoured local shops, distinctive boutiques and festive markets showcase the many sides of Causeway Bay. Once night falls, 3D elves, outdoor

light shows, streets awash with twinkling lights and an outdoor bar take over, creating a festive winter journey that keeps the excitement going all day long.

Ms Irene Lee, Executive Chairman of Hysan Development Company Limited, said, "We are delighted to join hands with the Hong Kong Tourism Board to unveil 'Winter Wonderland in Causeway Bay'. Christmas is a time for family. As my grandfather and founder of Hysan, Mr Lee Hysan, believed when he acquired East Point Hill in 1923, a city is made not only of buildings, but of people's stories and dreams. Guided by this belief, we have always curated Lee Gardens with dedication. This year, we are transforming Causeway Bay into an elf neighbourhood, presenting the district's first-ever outdoor Christmas projection and the first outdoor bar on Hysan Avenue. We strive for 'innovation with heart' - what is most memorable amidst the dazzling light is the joy of enjoying it together with family and friends. We hope visitors will create their own special Christmas memories in Causeway Bay."

Miss Rosanna Law, Secretary for Culture, Sports and Tourism said, "Following the launch of the Hong Kong WinterFest in Central and Tsim Sha Tsui last week, the Hong Kong Tourism Board has partnered with Hysan this year to extend the 'Hong Kong Winter Wonderland' to Causeway Bay for the first time, offering another festive photo spot. Driven by various mega events, not only has visitor numbers soared, but business has also flourished. In the retail and catering sectors alone, total retail sales value in the first nine months of this year rose by about 8% to HK$299 billion, while total restaurant receipts increased by about 2% to HK$83 billion. Looking ahead, the Hong Kong Tourism Board will continue to introduce innovative initiatives and inject new elements into its events, showcasing Hong Kong's unique appeal as the 'Events Capital of Asia'."

Causeway Bay's First Outdoor Projection - Christmas Light Journey Blending Old and New Architecture Dazzling Surprises Every Night

From now until 3 January 2027, every night from 6pm to 10pm, the elves' imagination leaps from the skyline onto the streets. The journey begins on the mega outdoor screen at Hysan Place, where all six Christmas elves break through the flat screen in 3D and land in the heart of Causeway Bay, bringing festive magic to the busy streetscape and setting the scene for a spectacular journey of light. Following in the elves' footsteps, visitors can experience Causeway Bay's first outdoor Christmas light show blending old and new architecture. The lights run from Yun Ping Road to the main entrance wall of Lee Garden One, turning the buildings along the way into a bustling Christmas gift factory. The elves transform the laughter, memories and blessings they have gathered across Causeway Bay into festive surprises, with the colours and rhythm of the city unfolding layer by layer in light.

Every night at set times, the light journey unveils a special limited-time surprise, with elves, gifts and fantastical contraptions taking turns to appear across the city's façades. The festive spirit extends from the streets to the new footbridges connecting the Lee Gardens area in Causeway Bay, where visuals, sounds and festive ambience combine to turn everyday walking routes into an immersive journey.

"Elves' Night Out" Outdoor Bar Stretches 40 Metres Along Hysan Avenue
Teams Up with Lee Garden Eight's Brand-New Specialty Bar to Turn Local Flavours into Festive Cocktails

The elves' journey carries on from street lights to flavours in the glass. From 28 November 2026 to 3 January 2027, the limited-time 40-metre "Elves' Night Out" outdoor bar will be set up on Hysan Avenue, open daily from 5:30pm to 10pm. In partnership with "SOCiO", the brand-new specialty bar at Lee Garden Eight, the "Elves' Night Out" outdoor bar turns Causeway Bay's winter nights into a festive gathering spot with a distinctly Hong Kong flavour. Drawing on the flavour memories the elves have collected around the city, the bartenders

break down the tea and fruity notes, sweet-and-savoury flavours and traditional spices Hong Kongers know so well, and rebuild them with a modern touch in limited-time cocktails themed around Causeway Bay and the Lee Gardens area. The menu refreshes every week, bringing a constant sense of discovery. Be among the first to get a taste of Lee Garden Eight's new bar brand and stay tuned for even more surprises from Lee Garden Eight next year!

Trees along Yun Ping Road and Hysan Avenue are dressed in dazzling lights, glittering alongside the outdoor bar, the elf installations and miniature Hong Kong landmarks. After shopping and enjoying the lights, slow down, raise a glass with friends and savour a Christmas night that is both modern and full of Hong Kong character among familiar streets and city lights.

Limited-Time Christmas Guided Tours
Bringing the Stories of Causeway Bay Home
To truly get to know Causeway Bay, there are no better guides than the elves who know the neighbourhood's stories best. Visitors can join limited-time Christmas guided tours and dive into Causeway Bay's neighbourhoods along three themed routes, the "Taste Tour", "City Tour" and "Trend Tour". Starting from Yiu Fung Store, Kung Wo Tong and Paris Cotton Singlets, the tours continue on to street-side roasted chestnuts and the world of classic and pop collectibles. Going beyond the landmarks, they piece together Causeway Bay's food memories, city transformation and trend culture through one shop, one street and one story at a time.

Visitors can also set off on the "Causeway Bay Christmas Elf Postcard Journey" by hunting down the elf stamp stations scattered around the neighbourhood and collecting different designs to create their own postcard. Those who complete the collection will take home a limited-edition commemorative pin, a keepsake of their journey through the streets and lanes of Causeway Bay. From December, a number of handicraft workshops will also be held in upstairs shops, offering visitors different ways to discover and experience Causeway Bay's rich cultural heritage.

A Christmas Market Full of Hong Kong Flavour Brightens Three Streets
Savour Local Festive Flavours as You Browse
For a designated period from mid-December 2026, Kai Chiu Road, Yun Ping Road and Pak Sha Road will be transformed into a Christmas market full of Hong Kong character. The six elves turn the city's familiar flavours, small everyday treasures and street scenes into themed shops with personalities of their own. Traditional Hong Kong touches get a Christmas twist, while workshops with a local flavour and limited-time street performances add to the festival experience. Browse, taste and soak up a Christmas market you'll only find in Causeway Bay!

Christmas Cheer Spreads Across Causeway Bay
A Series of Major Events and Street Decorations Take Turns to Shine
The festive spirit continues across every corner of Causeway Bay. The Percival Street tram stop, themed tram and postbox are all getting festive decorations. From the Lee Gardens area to the streets, and from big showpieces to little surprises along the way, a range of limited-time photo spots make Causeway Bay a destination worth visiting again and again this winter.

Christmas Shopping Rewards

Festive Delights to Take Home

Hysan is also offering a range of Christmas shopping rewards across different spending tiers. From strolling and enjoying the lights to dining and shopping, visitors can enjoy the best of winter in Causeway Bay, all in one destination.

For details of the Hong Kong Tourism Board's Hong Kong WinterFest, please visit:
https://www.discoverhongkong.com/eng/events/hong-kong-winterfest.html?gad_source=7

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About Hysan Development Company Limited

Hysan Development Company Limited is a leading property investment, management, and development company with a core portfolio of high-quality office, retail and residential space in Hong Kong. With roots in the city that go back more than 100 years, Hysan has focused on building the community, mixing the traditional and the new, applying technology and practicing sustainability. It has transformed the Lee Gardens area into a modern smart community, with a unique Hong Kong character, making it an attractive destination for leading multinational corporations, international visitors and local residents.

The Company has been growing its core portfolio through upgrades and expansion. It has also invested in strategic growth pillars which target opportunities brought about by the New Economy, with the aim of reinforcing Hysan's business by geography and by sector. Among its strategic pillars are Lee Gardens Shanghai and residential property development projects. Hysan has been listed on the Stock Exchange of Hong Kong since 1981 under stock code 00014.

This press release was issued on behalf of Hysan Development Company Limited by Boxing Promotions Ltd. For enquiries, please contact:

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