

Press release

## **HTHK Premium Brand SUPREME and New World Development Sign Strategic Agreement to Provide Prestigious Membership and Private Club Access to Enrich Customer Lifestyle Experiences**

**Hong Kong, 7 February 2024** - SUPREME, the premium brand of Hutchison Telecommunications (Hong Kong) Limited, and New World Development Company Limited ("NWD"), today jointly announced the signing of a strategic agreement to provide SUPREME customers with exclusive privileges to be rolled out in the first quarter of 2024.

Privileges include access to the New World CLUB membership, reservations at Gentry Club, an exclusive members club in K11 MUSEA, as well as a series of fashion, beauty and dining offers from over 20 merchants at K11 MUSEA and K11 Art Mall. Selected customers will also be invited to prestigious art events in the city, enriching their lifestyles and experiences.

Kenny Koo, Executive Director and CEO of Hutchison Telecommunications Hong Kong Holdings Limited, said: "Since the launch of our premium brand SUPREME last year, we have been committed to creating extraordinary and superior lifestyle experiences for high-end customers. Through this collaboration with New World, we are presenting customers with "la dolce vita" (the sweet life) that encompasses fashion, exquisite dining, elite events, as well as exclusive memberships, further solidifying SUPREME's position in Hong Kong's high-end telecoms market."

Richard Cheung, Senior Director – Commercial, New World Development Company Limited, said: "We are excited to extend our collaboration with Hutchison Telecom Hong Kong, our long-term partner, to new areas. It is our pleasure to host SUPREME's customers within New World ecosystem to offer them exclusive privileges and lifestyle experiences. This collaboration also marks a significant milestone for New World as we join forces with a leading telecoms company to deliver innovative and world class 5G solutions to our customers."

### **Enjoy exclusive membership of New World CLUB and access to Gentry Club**

Selected SUPREME customers will be able to enjoy privileged access to Gentry Club, a private club located in K11 MUSEA, through reservation. This includes tasting finest whiskies in the spacious and serene Whisky Lounge, indulging leisure time in private compartments and participating in cooking classes taught by Michelin-starred chefs and world-renowned culinary experts. SUPREME customers can also make reservations at Passage N, a Secret Society of Gentry Club that combines French cuisine, art, architecture and culture, to savour elegant French dining experiences.

Selected SUPREME customers will also receive the membership of New World CLUB, allowing them to enjoy discounts at designated New World properties, priority visits to selected

properties, year-round shopping privileges with selected merchants, hotel and dining offers, birthday treats and parking discounts.

**Exclusive preview of K11 art exhibitions to immerse in digital art space**

In addition, SUPREME will serve as the Official 5G partner for the "Boundless Reverie: Chinese Savoir-Faire and Contemporary Art" exhibition organised by K11 Craft & Guild Foundation and K11 Art Foundation in March 2024. Selected customers will enjoy priority access to preview the exhibition and participate in related seminars and forums to experience the creativity and aesthetics of traditional Chinese craftsmanship through digital immersive art experiences. SUPREME will also support two large-scale art and cultural events organised by K11 MUSEA by this year end and early 2025, with details to be announced later.

SUPREME has always been committed to presenting prestigious art events to its customers. Last year, SUPREME fully supported the "K11 Collection Show: Painting with history in a room filled with people with funny names 3" by organising exclusive previews and guided tours for customers, as well as hosting exclusive immersive dinners at the exhibition venue.

To become a SUPREME customer or learn more about the brand's prestigious services and privileges, please contact the iSUPREME digital sales representative (<http://wa.me/85253331833>), visit SUPREME shops in Central, Causeway Bay, Wan Chai, Tsim Sha Tsui, Kai Tak, Tsuen Wan and Tai Wai, or visit the Facebook page and IG page @supremevip.hk.

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**Photo caption**

Photo 1 and 2





SUPREME, the premium brand of Hutchison Telecommunications (Hong Kong) Limited, and New World Development Company Limited announce the signing of a strategic agreement to provide SUPREME customers with exclusive experiences that encompasses fashion, exquisite dining, art events, as well as prestigious memberships.

Left: Kenny Koo, Executive Director and CEO of Hutchison Telecommunications Hong Kong Holdings Limited

Right: Richard Cheung, Senior Director—Commercial, New World Development Company Limited

Photo 3



Selected SUPREME customers will receive the membership of New World CLUB and will be able to enjoy the services of Gentry Club, a private club located in K11 MUSEA, through reservation.

## About SUPREME

SUPREME is a premium brand of Hutchison Telecommunications Hong Kong Holdings Limited, a leading digital operator in Hong Kong.

Pampering esteemed customers with unrivalled services anywhere, SUPREME's dedicated personal executives are always on hand to provide bespoke services, in addition to a myriad of exquisite events and activities for customers exclusively and irresistible privileges jointly offered with high-end brands worldwide. SUPREME is committed to the mission of enriching customers' all-round quality of life par excellence and empowering the perfection of digital life in the new era.

For more information on SUPREME, visit [www.supreme.vip](http://www.supreme.vip).

### **About New World Development Company Limited**

Founded in 1970, New World Development Company Limited ("The Group", Hong Kong stock code: 0017) was publicly listed in Hong Kong in 1972 and is a constituent stock of the Hong Kong Hang Seng Index. A premium brand infused with a unique personality best defined by The Artisanal Movement, New World Group's core business areas include property development, property investment and other strategic operations in Greater China, especially the Greater Bay Area, with a total asset value of approximately HK\$616.5 billion as at 30 June 2023. The Group has an effective interest of approximately 75% in New World Department Store China Limited (Hong Kong stock code: 0825) and wholly owns New World China Land Limited.

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