

SWISS  **AEX**
ASSETS EXCEPTIONAL



Hong Kong Observation Wheel Project

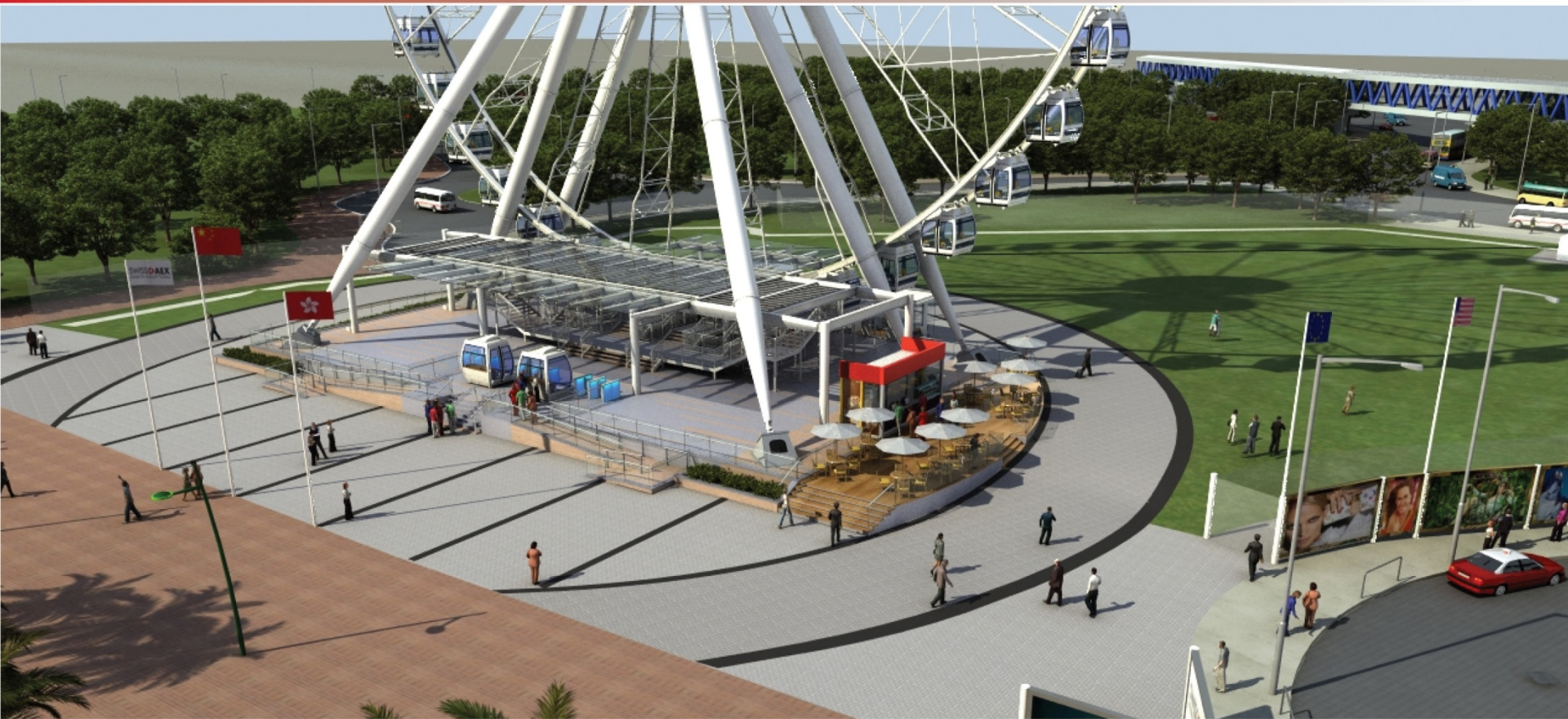


Site area 9,620 square metres
In front of Pier No.9 and Pier No.10, Central

Mission

- Be an icon for Hong Kong and will be visible from both sides of the Harbour
- Enhance vibrancy and visual prominence to the Central Waterfront with good public transport linkage
- Maximise views of the Central harbour for wheel passengers
- 90% of the site will be freely accessible to the public, providing enjoyment for locals and visitors
- Add a new point of visual focus to the Central harbourfront area and a new serenely moving visual element to both daytime and night scenery of Hong Kong





Rendering of daytime



Rendering of nighttime



Operator

- Operated by the operator of the successful Bangkok landmark attraction and popular observation wheel at Asiatique the Riverfront
- Swiss AEX is experienced in operating wheels around the world for more than a decade to provide enjoyment for millions of people



Development

- The Tenancy Agreement was awarded on the 23rd May 2013
- Key project team started site investigation work on the 24th June 2013 and engineering for the Wheel has started at the same time
- Regular meeting with key government departments, such as Lands Department, Electrical and Mechanical Services Department, Development Bureau, Buildings Department, Drainage Services Department, Highways Department and Fire Services Department
- Delivery of all parts of the Wheel from Europe are currently in progress and the installation will start after the foundation work has been completed
- Buildings Department approval is received for raft footings and foundations for the Hong Kong Observation Wheel



Development programme

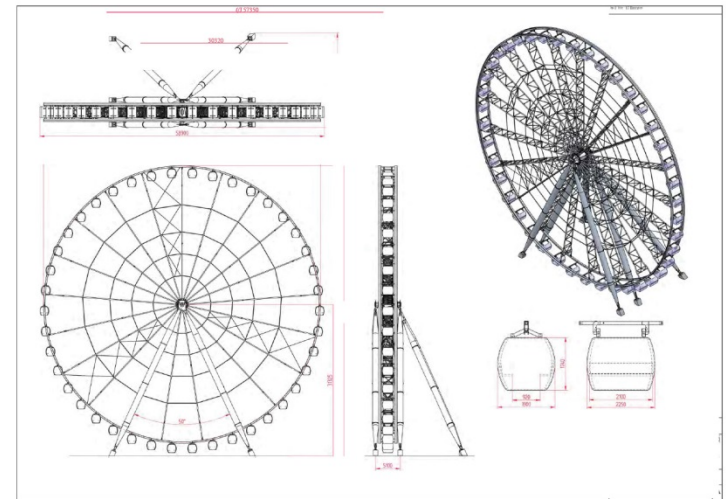
- A soft launch will take place after completion of the Wheel and all relevant approvals, scheduled for September 2014 to build awareness and anticipation; a higher-profile launch will be, thereafter, carried out in cooperation with the Harbourfront Commission, Hong Kong Tourism Board, District representatives and the Hong Kong Government

Benefits to the Community

- Create employment and training opportunities for both skilled and unskilled positions, full time and part time
- Recruitment positions include:
 - Technical staff: construction, electrical and mechanical technical and maintenance;
 - Operational staff: management, safety, ticketing, supervisory, retail, security, customer services and cleaning staff
- Collaborate with nearby harbourfront neighbours
- Liaise with charitable organisation to allow access to the Wheel for the less fortunate and more needy young and old community groups in Hong Kong

Design

- Safety of paramount importance (construction and operation)
- Built to the highest EMSD and international (TUV Global) standards
- 60 metres tall wheel
- Each gondola is equipped with high-tech safety and communication systems
- 42 gondolas (1 VIP gondola included) that hold a maximum of 8-10 passengers



Operation

- Taxi and private car drop-off zone
- Operation hours will be 10am-11pm and can be extended during special days
- Food and beverage for the public and visitors in the site area
- A ride for Hong Kong to celebrate the community and family occasions
- In accordance with the sustainability principles of the harbourfront development guidelines, every effort will be made by the Wheel to be a good and responsible corporate environmental citizen





Event Plaza

Events will be organised at the Event Plaza behind the Wheel with details to be announced later. The first event is scheduled to be held during the end of the year holiday season.

Annual capacity and pricing

- It is estimated that approximately 1 million passengers will ride the Wheel annually
- \$100 for adults, \$70 for children. Special discounts will be offered to students, senior citizens and disabled members of the community and visitors



Alignment with Victoria Harbour and its Waterfront area vision, mission and planning principles

- Principle No. 5 – ‘Proactive Harbour Enhancement’
 - An icon for Hong Kong and will be visible from both sides of the Harbour
- Principle No. 6 – ‘Vibrant Harbour’
 - Attract local community and visitors to the harbourfront
- Principle No. 7 – ‘Accessible Harbour’
 - Surrounded by public facility includes the Outlying Islands' ferry piers, the Star Ferry, transport interchange at the eastern end of Man Kwong Street and an existing footbridge link from Hong Kong Station to the Star Ferry
- Principle No. 8 – ‘Public Enjoyment’
 - 9.5% is paid area and the rest will be freely accessible to the public
 - Add a new point of visual focus to the Central harbourfront area and a new serenely moving visual element to both daytime and the night scenery of Hong Kong



Coming September 2014

- The combination of the event plaza, food and beverage facilities with the mix of paid attractions and informal, free public experiences will draw people together
- Create a vibrant, unique, iconic and enjoyable Central harbour waterfront experience for locals and visitors to enjoy

Issues raised in Central and Western District Council meeting on 14 May 2014

Safety and Evacuation:

1. How can the Hong Kong Observation Wheel cope with the extreme weather conditions in Hong Kong, such as super typhoon?
 - Swiss AEX has carefully chosen a wheel manufacturer in the Netherlands to build a wheel especially for Hong Kong. The supplier company is part of a group included an offshore equipment giant whom is very familiar with extreme condition such as super typhoon. In extreme weather conditions, such as typhoon, the Hong Kong Observation Wheel will not operate. With the EMSD and TUV Global safety standard, which the Hong Kong Observation Wheel meets and exceeds, the Wheel is proven to be extraordinarily safe even during extreme weather condition.
2. If the Hong Kong Observation Wheel breaks down, how will the evacuation procedure be carried out and how long will it takes to unload all passengers in the gondolas?
 - The Hong Kong Observation Wheel can still be operated without electricity supply and it is equipped with an unique double bearing system. Evacuation procedures will be carried out by the well-trained safety staff and a full evacuation can be completed within 30 minutes.

Issues raised in Central and Western District Council meeting on 14 May 2014

Crowd control:

1. What is the duration of the Hong Kong Observation Wheel experience?

- The total journey will take around 15-20 minutes and an average of 10 minutes for ticketing and queuing.

2. What are the crowd control strategies?

- The maximum waiting time is expected to be 20 minutes in the busiest holiday periods. A team of well-trained professional customer service representatives will be handling all enquiries from public and will carefully manage all arrivals courteously and promptly. Additional staff will be stationed during events and peak periods for crowd control.

3. Can Swiss AEX confirm if shading/cover from sun and rain is provided when visitors are queuing?

- Swiss AEX is having regular meetings with the Fire Services Department on the roof design of the waiting area and will ensure rain and sun shades are provided for visitor comfort.

Issues raised in Central and Western District Council meeting on 14 May 2014

Cooperation with Central and Western District Council:

- Central and Western District Council hopes that the Hong Kong Observation Wheel can draw both locals and visitors to the harbourfront area.
- Central and Western District Council suggests future partnership with Hong Kong Observation Wheel on both Western and Chinese New Year countdown in the event area to draw people to the District and showcase the Harbour.
- Swiss AEX welcomed the suggestion of such a partnership and was considering such an event on 31 December 2014; and will follow up with Central and Western District Council closely.