

共赢大悦城

MUTUALLY BENEFICIAL
RELATIONSHIP
WITH JOY CITY

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中粮集团介绍

COFCO INTRO



自然之源
NATURAL RESOURCES

品质生活
QUALITY LIFE

优质食品
QUALITY FOOD

中粮集团有限公司 (COFCO) 是立足中国的国际大粮商, 是全球布局、全产业链、拥有最大市场和发展潜力的农业及粮油食品企业, 集贸易、加工、销售、研发于一体的投资控股公司。中粮集团以“确保国家粮食安全, 把中国人的饭碗牢牢端在自己手中”为己任, 致力于打造具有全球竞争力的世界一流大粮商, 担当服务国家宏观调控、维护国家粮食和食品安全, 构建具有中粮特色的国有资本投资公司。

作为与新中国同龄的国有企业, 中粮集团历经六十余年发展, 在中国市场上占据领先优势, 业务遍及全球 140 多个国家和地区, 以粮、油、糖、棉为核心主业, 覆盖稻谷、小麦、玉米、油脂油料、糖、棉花等农作物品种以及生物能源, 同时涉及食品、金融、地产行业。

在做强做优做大粮、油、糖、棉核心业务同时, 中粮集团建立了食品、金融和地产三大主营业务。在食品领域, 作为优质产品的生产者, 优质品牌的创造者, 业务涵盖奶制品、肉食、酒、茶叶、食品包装, 拥有福临门、蒙牛、长城、中茶等具有影响力的品牌。创造性地为农业发展提供金融服务, 已经形成信托、期货交易代理、保险、风险管理咨询、银行、基金等金融业务链。同时也是卓越生活空间的建设者, 建设商业地产、住宅地产、酒店、旅游地产以及区域综合开发。

作为国有资本投资公司改革试点企业, 中粮集团积极推进企业体制机制改革, 构建中国农粮食品领域的国有资本投资平台、资源整合平台和海外投资平台, 不断聚焦核心主业, 推进专业化经营, 形成了以核心产品为主线的十八个专业化公司。

作为投资控股企业, 中粮集团旗下拥有 13 家上市公司, 其中包括中国食品 (00506.HK)、中粮控股 (00606.HK)、蒙牛乳业 (02319.HK)、中粮包装 (00906.HK)、大悦城地产 (00207.HK)、中粮肉食 (01610.HK)、福田实业 (00420.HK)、雅士利国际 (01230.HK)、现代牧业 (01117.HK) 九家香港上市公司, 以及中粮糖业 (600737.SH)、酒鬼酒 (000799.SZ)、中粮地产 (000031.SZ)、中粮生化 (000930.SZ) 四家内地公司。

在十九大精神指引下, 中粮集团瞄准世界一流企业, 大力弘扬“忠于国计, 良于民生”的战略使命、“严、实、廉”的工作作风、“品牌、品质、品格”的企业经营理念, 聚焦事关国家粮食安全、食品安全的粮油食品领域, 通过主业、品牌、资本三大拉动, 全面实现四个转型, 更好地发挥在国家宏观调控中的主力军作用, 切实提升国家粮食安全保障能力, 服务农业供给侧结构性改革, 在新时代谱写中国特色社会主义新篇章, 为实现“两个一百年”奋斗目标的宏伟蓝图做出贡献。



COFCO's unique advantages in global distribution, fully-integrated value chain, and agricultural innovations, as well as its seat in the world's largest emerging market make it one of the world's leading agribusinesses, ready to build even more stable food corridors between the major production areas and the emerging markets.

As a state-owned enterprise established at the same time with the new China, COFCO has developed for more than 60 years. It is leading in Chinese market, and possesses businesses in over 140 countries and regions of the world. Based on corn, oil, sugar, and cotton, its businesses cover rice, wheat, corn, oil and oilseeds, sugar and cotton, and other crop varieties and biological energy sources. In addition, it has set foot in food, finance and real estate industries.

We have also established packaged foods, finance, and real estate as three major complementary businesses. COFCO produces high-quality packaged food products and has created several high-quality brands covering oil, dairy products, meat, wine, and tea, of which Fortune, Mengniu, Greatwall, and ChinaTea are the most influential. We have also created financial services tailored for our needs in agricultural development, forming our own trusts, futures trading agents, insurance, risk management consulting, banking, funds, and other financial services. We have become builders of excellent living spaces,

involved in the construction and management of commercial, residential, and tourism real estate as well as hotels and comprehensive regional development.

As a pilot enterprise of reform of state-owned capital investment companies, COFCO has actively promoted the reform of enterprise system and mechanism, built the state-owned capital investment platform, resource integration platform and overseas investment platform in agricultural food field of China, continued focused on core businesses, driven the specialized operation, and formed 18 specialized companies with core products as mainline.

As an investment holding company, COFCO owns 13 listed companies, nine in Hong Kong: China Foods Ltd. (00506.HK), China Agri-Industries Holdings (00606.HK), Inner Mongolia Mengniu Dairy (Group) Co., Ltd. (02319.HK), CPMC Holdings Limited (00906.HK), Joy City Property Ltd. (00207.HK), COFCO Meat Investment Co., Ltd. (01610.HK), Fountain Set (00420.HK), YASHILI international Holdings Ltd. (01230.HK), China Modern Dairy Holdings Ltd. (01117.HK); and four in Mainland China: COFCO TUNHE Sugar Co., Ltd. (600737.SH), Jiugui Liquor Co. Ltd. (000799.SZ), COFCO Property Group Co. Ltd. (000031.SZ), COFCO Biochemical (000930.SZ).

种植
PLANTATION

养殖屠宰
POULTRY FARMING

产业链，好产品
INDUSTRIAL CHAIN
GOOD PRODUCT

加工
MANUFACTURE

收储物流
LOGISTICS

贸易
TRADE

食品制造与营销
FOOD PROCESSING

中粮集团地产酒店业务 板块简介

COFCO PROPERTY AND HOTEL BUSINESS SECTORS

旅游地产
TOURIM REAL ESTATE

顶级景观住宅
LUXURY RESIDENCE

国际生活区
INTERNATIONAL
RESIDENCE

服务链，好生活
INDUSTRIAL CHAIN
GOOD PRODUCT

高端酒店
LUXURY HOTEL

城市综合体
URBAN COMPLEX

中粮集团地产酒店业务秉承“奉献高品质的绿色生活空间和服务，引领时尚潮流的生活方式，全心全意使客户、股东、员工价值最大化”的企业使命，以发展大悦城为品牌的城市综合体为战略主线，坚持“持有经营”和“开发销售”有机结合的“双轮驱动”商业模式，致力于成为最具持续发展能力的品牌地产引领者。

商业地产领域，成功打造了以“年轻、时尚、潮流、品位”为品牌定位的大悦城城市综合体；并于2017年推出了以25-45岁成熟中产为目标客群，以“温馨、时尚、惬意、品位”为特征的第二条产品线——大悦春风里，进一步强化了大悦城品牌价值。

住宅地产领域，立足环北京、环上海、环深圳三大核心城市群，重点关注以长江中游城市群、成渝城市群、一带一路沿线为主的中心城市及高潜力城市，坚持“绿色、科技、环保、健康”新理念，打造了壹号、祥云、锦云、鸿云四条品牌住宅产品线。

创新发展领域，紧抓国家新型城镇化发展机遇，以核心城市周边小城市或郊区的小镇开发为主，打造以“绿色、健康、生态”为理念的特色小镇；顺应“大众创业、万众创新”的国家战略，大力推进健康科技园等双创产业地产发展；积极探索并实践长租公寓、养老地产等发展路径和经营模式。

其他投资领域，在北京、上海、深圳、三亚等热点城市的核心地段开发了多个高端酒店、写字楼和旅游地产、工业地产、物流地产，位置卓越，品质出众，极具增值空间。

COFCO, following the business mission of “creating a quality and green living space and leading a fashionable

and trendy lifestyle, to maximize the values of customers, shareholders, and employees wholeheartedly in property business sector, has taken the development of JOY CITY urban complex as mainline of strategy, insisted on the “two-wheel-driven” business model of organic combination of “holding business” and “development and sales”, and committed to becoming a most capable brand property leader with ability of sustainable development.

In commercial real estate sector, COFCO has created the JOY CITY brand for the urban complex with the core values of “Young, Fashion, Trendy, Quality”; in 2017, it has launched the second product line with the matured middle class aging 25-45 as target customer group and featured by “cozy, fashionable, pleased, and tasteful” —Joy Breeze, to further strengthen the brand value of JOY CITY.

In residential property, keeping a foothold in three core urban agglomerations around Beijing, Shanghai and Shenzhen, COFCO has paid high attention to the central cities and highly potential cities in the urban agglomeration in the middle reaches of the Yangtze River, Chengdu-Chongqing urban agglomeration, and along the line of “the Belt and Road Initiative”, followed the new ideas of “green, technology, environmental protection, and health”, and developed four brand residence.

In innovative development field, we have firmly seized the opportunity of national new urbanization development, and created the characteristic towns with ideas of “green, healthy, and ecological” mainly based on the development of small cities around the core cities or small towns in the suburbs; complying with the national strategy of “mass entrepreneurship and innovation”, we have vigorously promoted the development of real estate of “mass entrepreneurship and innovation” like Health Science & Technology Park; moreover, we have actively explored and practiced the development paths and business models like long-term rental apartment and elderly care real estate.

In other investment fields, we have developed many high-end hotels, office buildings, tourist real estates, industrial estates, and logistics estates in the core areas of hot cities like Beijing, Shanghai, Shenzhen, and Sanya, and with excellent location and quality, they are highly promising in space appreciation.

品牌住宅 BRAND RESIDENTIAL

壹号系列 THE ONE SERIAL PROPERTIES

代表产品

上海海景壹号
Ocean One in Shanghai

上海天悦壹号
One Majesty in Shanghai

北京天悦壹号
One Majesty in Beijing

深圳天悦壹号
One Majesty in Shenzhen

壹号系列是在一、二线城市中心区或副中心核心地段，以金领阶层、新财富阶层客户为主，满足占有核心资源、彰显身份而匠心打造的第一居所。

We have made our high-end improvement properties located at the center or sub-center areas in first-tier cities mainly targeting gold-collar and newly rich young people to help display their dignity and decency.

锦云系列 SPLENDID CITY SERIAL PROPERTIES

代表产品

深圳锦云
Splendid City in Shenzhen

成都锦云
Splendid City in Chengdu

锦云系列是在一、二线城市中心区或副中心核心地段，以金领阶层、新财富阶层客户为主，满足占有核心资源、彰显身份而匠心打造的第一居所。

We have made our high-end improvement properties located at the center or sub-center areas in first-tier cities mainly targeting gold-collar and newly rich young people to help display their dignity and decency.

住宅业务领域，中粮以打造品牌住宅为目标，在总结以往成功产品基础上，提炼固化战略产品线。目前已建立起与客户全生命周期相对应的产品体系：定位于高端改善型项目的“壹号系列”、再改型项目的“祥云系列”、首改型项目的“锦云系列”和刚需首置型项目的“鸿云系列”。

Building brand residence is seen as the goal of COFCO in residential business, which refines strategy curing product line on the basic of drawing successful experiences of previous products. The real estate sector of COFCO has established the product system, which is corresponding to customers' life cycle: Series "One" orientated to high-end improvement, series "Shine City" oriented to renewal, series "Splendid City" - orientated to first upgrade and series "Hongyun" for house purchasing of rigid demand.

祥云系列 SHINE CITY SERIAL PROPERTIES

代表产品

北京京西祥云
Shine City in Western
of Beijing

北京祥云国际
Beijing International
Shine City

成都祥云
Shine City in Chengdu

祥云系列是在一线城市近郊或新城中心，二线城市中心区或副中心核心地段，以中上产阶层、金领阶层客户为主，满足追求国际化、舒适度、彰显个人成就而匠心打造的第一居所。We have located the improvement properties in downtown or newly-expanded city areas of first or second-tier cities targeting middle class and gold collar to offer them international and comfortable residence with dignity.

鸿云系列 HONGYUN SERIAL PROPERTIES

代表产品

深圳中粮鸿云
COFCO Hongyun in
Shenzhen

南京中粮鸿云
COFCO Hongyun in
Nanjing

鸿云系列是在在城市郊区或新区生活区，以普通白领、工薪阶层为主，满足追求产品内在品质与精细，产品与物业增值服务触碰最普遍城市群体的生活内涵而打造的第一居所。

It is located in urban suburbs or new living areas of cities, mainly aiming at ordinary white-collar workers and working-class. It is the first residence with ingenuity and meticulous creation for closing the most common urban living groups, pursuing quality of residential products and value-added services between product and property.

高端酒店 LUXURY HOTEL

在酒店开发经营领域，中粮注重于商务酒店与休闲度假酒店的投资开发。中粮在精选地段开发地标级豪华酒店项目，与国际豪华酒店品牌结成战略联盟，拥有北京华尔道夫酒店、三亚亚龙湾瑞吉度假酒店、三亚美高梅度假酒店和三亚仙人掌度假酒店等具有广泛影响力的国际知名品牌酒店。此外，还拥有北京西单大悦城酒店及上海鹏利辉盛阁公寓两家酒店式公寓。

For the development of hotels, COFCO concentrates on business and leisure by enforcing strategic partnership with international well-known hotels. The real estate sector of COFCO developed landmark luxury hotels on selected locations and created strategic alliances with international luxury hotel brands holding Beijing Waldorf Hotel, Sanya ST. Regis Yalong Bay Resort, Sanya MGM Resort and Sanya Cactus Resort and a wide range of influential international famous brand hotels. In addition, COFCO also owns two service apartments that are Xidan Joy City Hotel of Beijing and Fraser Suits Top Glory of Shanghai.



写字楼 OFFICE BUILDING

写字楼业务领域，中粮目前布局一线城市核心商务区，目前拥有北京中粮广场、北京中粮置地广场、广州鹏源发展大厦、深圳中粮地产大厦、深圳中粮亚太地区总部（在建）、香港中粮大厦等近 20 个高档写字楼。

In office building business, COFCO owns nearly 20 high-end office buildings all that are located in the core business districts of first-tier cities, including COFCO Plaza (Beijing), Beijing COFCO Land Plaza, Guangzhou Pengyuan Development Building, Shenzhen COFCO Land Mansion, Shenzhen COFCO Asia-Pacific Regional Headquarters (under construction), Hong Kong's COFCO Mansion, etc.



商业板块概述 SHOPPING CENTER BUSINESS

大悦城城市综合体 JOY CITY URBAN COMPLEX



大悦城城市综合体，集大型购物中心、甲级写字楼、服务公寓、高档住宅等为一体，集合购物、娱乐、观光、休闲、餐饮等功能，节约资源，高效运营城市生活，成为推动城市发展的重要力量。大悦城，已成为中粮集团城市综合体的核心品牌。年轻、时尚、潮流、品位的大悦城，已成为高品质城市生活新标志。

Joy City urban complex, integrating large shopping malls, Grade A office buildings, service apartments and luxury residences, enables a resource-efficient urban life covering shopping, entertainment, sightseeing, leisure and catering and has become a major driver of urban development. Joy City has become the core brand of COFCO urban complex. Joy City, representing young, fashion, trendy and quality, has become a new sign of quality urban life.

大悦春风里 JOY BREEZE



大悦春风里是以一、二线城市的年轻及成熟中产阶级为主力市场，以高频理想生活需求为品类导向，包含零售、餐饮、生活、服务、休闲、娱乐、社交、家庭、亲子等业务时尚生活中心。作为品质生活服务商，引领区域型商业中心的行业趋势，提升周边区域价值，辐射城市更广范围人群。

Joy Breeze is a fashion living center that takes young and mature middle class groups in first and second-tier cities as main market, and high-frequency ideal life needs as category guidance, and includes retail, catering, life, service, leisure, entertainment, social contact, family and parent-children businesses. As a quality life service provider, it is committed into leading the industry trend of regional business center, improving the value of surrounding areas and radiating urban groups in a wider scope.

祥云小镇 SHINE HILLS



祥云小镇是一个开放式的休憩性商业街区，人文与自然融合的新富阶层汇集地。荟萃全球高雅、时尚、精致、经典品牌，呈现国内首家“城市微度假”国际生活小镇，打造中国乃至全球共同推崇的品质生活样板。

Shine Hills is an open area commercial district, which is an integration of nature along with all the amenities needed by the new emerging middle/upper class. A blend of global elegance, fashion, exquisite classic brands, displaying for the first time the concept of an international town that can be a draw domestically as a “micro holiday” inside the city. This new concept can create a new golden standard for quality of life for China and the rest of the world.

大悦城 & 大悦春风里城市布局图 JOY CITY & JOY BREEZE PROJECTS IN CHINA

以一线城市为核心，辐射长三角、珠三角、环渤海湾等。
TAKING FIRST-TIER CITIES AS THE CORE, AND EXPANDING TO THE YANGTZE RIVER DELTA, PEARL RIVER DELTA, BOHAI RIM AND SO ON.

A

环渤海经济圈
BOHAI-RIM ECONOMIC CIRCLE

B

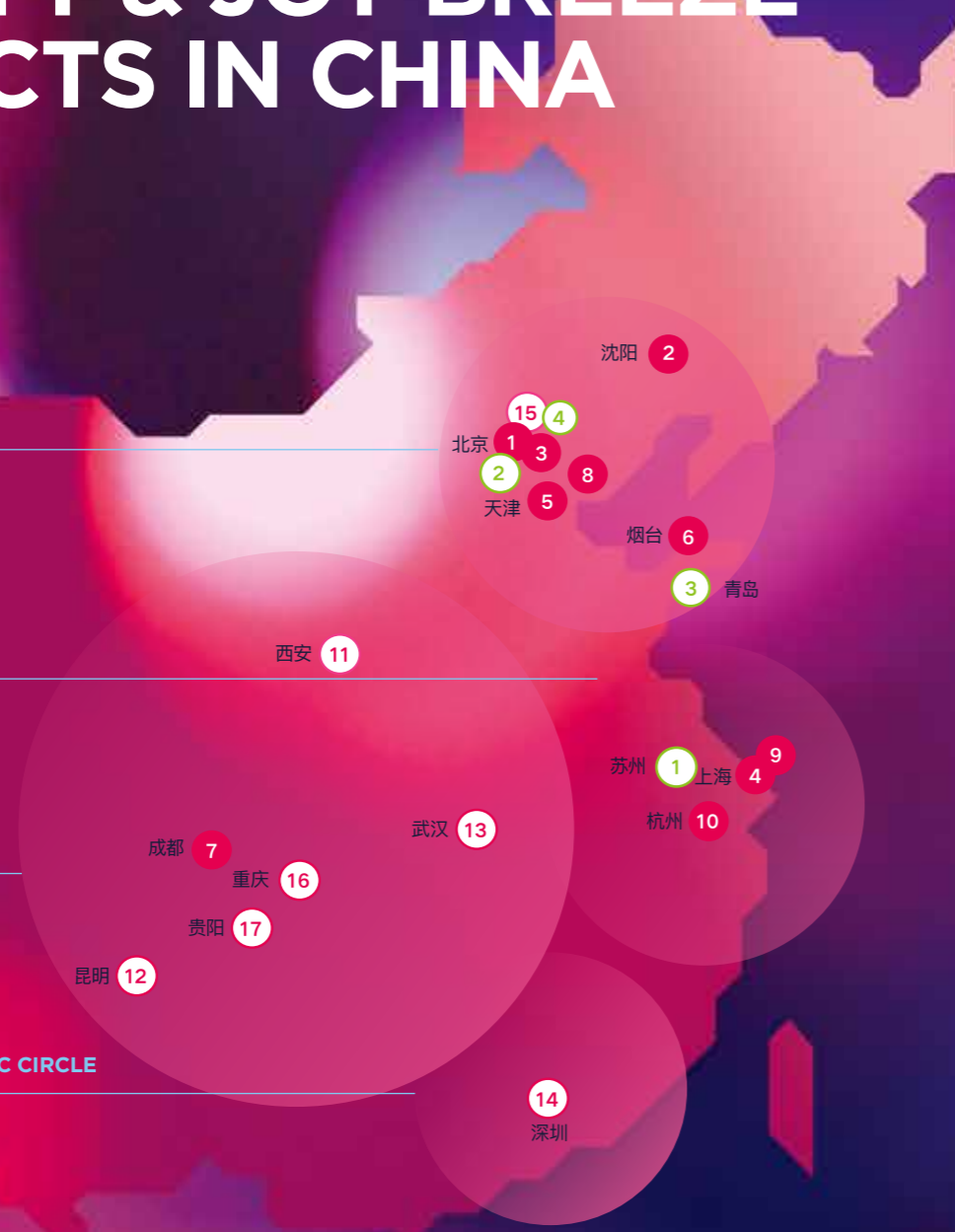
长三角经济圈
YANGTZE RIVER DELTA
ECONOMIC CIRCLE

C

中西部经济圈
MIDWEST ECONOMIC CIRCLE

D

珠三角经济圈
PEARL RIVER DELTA ECONOMIC CIRCLE



已开业大悦城 JOY CITY IN OPERATION

- 1 西单大悦城
Xidan JOY CITY
- 2 沈阳大悦城
Shenyang JOY CITY
- 3 朝阳大悦城
Chaoyang JOY CITY
- 4 上海静安大悦城
Shanghai Jing'an JOY CITY
- 5 天津南开大悦城
Tianjin Nankai JOY CITY
- 6 烟台大悦城
Yantai JOY CITY
- 7 成都大悦城
Chengdu JOY CITY
- 8 天津和平大悦城
Tianjin Heping JOY CITY
- 9 上海长风大悦城
Shanghai Parkside JOY CITY
- 10 杭州大悦城
Hangzhou JOY CITY

大悦城 (筹备中) JOY CITY IN PREPARATION

- 11 西安大悦城
Xi'an JOY CITY
- 12 昆明大悦城
Kunming JOY CITY
- 13 武汉大悦城
Wuhan JOY CITY
- 14 深圳大悦城
Shenzhen JOY CITY
- 15 北京京西大悦城
Beijing Jingxi JOY CITY
- 16 重庆大悦城
Chongqing JOY CITY
- 17 贵阳大悦城
Guiyang JOY CITY

大悦春风里 (筹备中) JOY BREEZE IN PREPARATION

- 1 苏州大悦春风里
Suzhou JOY BREEZE
- 2 北京大悦春风里 (大兴项目)
Beijing JOY BREEZE(Daxing Project)
- 3 青岛大悦春风里
Qingdao JOY BREEZE
- 4 北京大悦春风里 (丰台项目)
Beijing JOY BREEZE(Fengtai Project)

大悦城城市综合体品牌介绍
JOY CITY
URBAN COMPLEX



目标客群 TARGET CUSTOMERS

18-35 岁新兴中产阶级，他们会用三分之一的收入作为自由支配，他们受过更好的教育，更愿意接受借贷的生活方式，他们追求更有态度和品质的生活，愿意为产品和服务的附加值买单，他们有强烈的品牌意识，热衷于尝试新鲜潮流的产品和服务。

The 18-35-year-old emerging middle class, who regard one-third income as disposable income; who have been well educated, more willing to accept a debt life style; who pursue quality life with attitudes, willing to pay for value-added products and services; who are strongly aware of brand values; who love to try new and trendy products and services.

商业描述 BUSINESS DESCRIPTION

以 18-35 岁新兴中产阶级为主力市场，以年轻、时尚、潮流、品位为特征，以购物中心为主体，组合公寓住宅、写字楼、酒店等多业态形成的全服务链城市综合体。

Mainly positioned at the 18-35-year-old emerging middle class, brand characteristics of young, fashion, trendy and quality; with shopping mall as the main part, Joy City is composed of various business sectors, such as service apartments, office buildings, hotels and so on; an urban complex with a comprehensive service chain.

大悦城客群画像

CUSTOMER PERSONA



新贵族 FASHION QUEEN

享受至上，我是女王
Enjoyment First
I'm The Queen

新贵族以女性为主，热爱生活，注重享受；热衷于扫货，将血拼视作一种生活方式；消费欲望强烈，消费能力强。新贵族每周至少来大悦城逛一次，客单价1500元左右；人均年消费额8.3万元，是整体会员的12倍；2%的新贵族为大悦城贡献了29%的销售额。

New noble is dominated by women. They love the life and emphasize enjoyment; they are enthusiastic about shopping, and take shopping as a life style; and they have a strong desire for consumption and high power of consumption. The new noble will go to JOY CITY at least once a week, with per customer transaction of about RMB1, 500; their annual per capita consumption is RMB83,000, which is 12 times of that of general members; the new noble accounting for 2% have contributed 29% amount of sales to JOY CITY.



潮流派 TREND HIPPIE

颜色不一样的烟火
Like The Fireworks
with A Different Color

潮流派追逐潮流，敢于尝试新鲜事物；追求与众不同，喜爱小众商品；对品牌和品质有近乎挑剔的要求。潮流派平均客单价达到1118.6元，人均消费额高于整体会员。25%的“潮流派”贡献了26%的销售额。

This group pursues the fashion trends and dare to try new things; they pursue for distinguishing from others and love small-group commodities; and they are almost captious to quality requirements. Their per customer transaction price is RMB1118.6 averagely, and their per capita consumption is higher that of general members. The "Trend Hippie" accounting for 25% have contributed 26% amount of sales to JOY CITY.



享乐派 HEDONISTS

无悦不活，无乐不作
Happiness First

享乐派快乐至上，有着丰富活跃的社交圈；注重享乐，但对时尚潮流敏感度有限；购物目的性不强，更喜爱餐饮和娱乐。享乐派人均年消费8000元左右，年到店频次15-20次；16%的“享乐派”贡献了18%的销售额。

They take happiness at the first place and own rich and active social circles; they pay attention to pleasure, but have a limited sensitivity to fashion trends; their purpose of shopping is not strong, and they prefer to catering and entertainment. Their annual per capita consumption is about 8,000, their frequency of arrival at stores is 15-20 times; and the hedonists accounting for 16% have contributed 18% amount of sales to JOY CITY.





家庭客 FAMILY CUSTOMERS

我爱我家，萌娃最大
Love My Home And
Love My Cute Babies

家庭客为人父母，享受着带娃的痛与乐；时尚辣妈，常带孩子到店消费；消费能力较强，更愿意为下一代投资；儿童消费占比最高。家庭客年到店频次为 15-20 次，客单价在 700 元左右，年均消费超 1.1 万元；5% 的“家庭客”贡献了 7% 销售额，是大悦城消费的中坚力量。

These customers are parents and they enjoy the pain and leasure of taking children; young fashion moms often take their children to consume here; they have a stronger power of consumption, and they prefer to investments for the next generation; children's consumption accounts for a higher proportion. Their frequency of arrival at stores is 15-20 times, their per customer transaction price is RMB700, and their annual per capita consumption is RMB11,000; these customers accounting for 5% have contributed 7% amount of sales, and they are the backbone force of consumption in JOY CITY.



生活家 EXQUISITE LIFE-ORIENTED CUSTOMERS

寻找生活的底色
Look for the Ground
Color of Life

展览控，主题活动控，娱乐倾向明显；未婚情侣或新婚夫妇居多，二人家庭架构为主；消费追求性价比，喜欢简约的生活方式。生活家到店频次人均 10-15 次，客单价平均 500 元左右；消费能力一般，消费总额人均 6000 元左右。

They are passionate for exhibitions and theme activities, with an obvious entertainment trend; unmarried couples or newly married couples are dominating, and two-people family is the main structure; they pursue for performance cost in consumption and love simple life styles. Their frequency of arrival at stores is 10-15 times per capita, their per customer transaction price is about RMB500 averagely, and their power of consumption is generally, with a total amount of consumption about RMB6, 000 per capita.



明智派 WISE CUSTOMERS

实用是一种态度
Practicality is A Kind
of Attitude

明智派消费偏理性，对价格敏感；追求实用和性价比，有明确的购物目的；对时尚处于尝新接受阶段，对低单价快时尚有偏好。明智派平均客单价 200 元左右，到店频次 14 次以下；消费总额最低，人均年消费 2000 元左右。

These customers are rational in consumption, and they are sensitive to price; they seek for practicality and performance cost, and have a clear purpose of shopping; they are in the stage of trying to accept fashion and prefer to the fast fashion with a low unit price. Their per customer transaction price is about RMB200 averagely, their frequency of arrival at stores is below 14 times per capita; they have the lowest total amount of consumption, and their per capita annual consumption is about RMB2,000.

品牌本质 BRAND ESSENCE

青年时尚 YOUNG FASHION

以“时尚新城”为品牌本质的大悦城城市综合体，着眼城市新兴中产阶级这一青年群体，以多元业态、全面生活为功能基础，以影响、启发青年生活方式转变并推动城市发展为终极目标。

Joy City urban complex has the brand essence of “City of Fashion, City in Evolution”. It keeps the young urban rising middle-class in mind, with the functional characteristics of diversified industry fields and comprehensive living supplies, so as to influencing youth's lifestyle and boosting cities developments as its ultimate aims.

时尚新城 CITY OF FASHION CITY OF EVOLUTION

大悦城以超前的态度，创造领时代之先的生活方式，成为当下人们效仿、追求的流行风。

Joy City leads a leading lifestyle by its outstanding life attitudes, which become the role model for people to learn and follow.

品牌特征 BRAND FEATURES

年轻 YOUNG

是客层，大悦城关注年轻人，能够满足不同阶段的青年人的需求与偏好

Young refers to the target audience group. Joy City pays attention to young people at different levels and meets their requirements and preferences.

时尚 FASHION

是主线，大悦城坚持求新、求变，是一个活的、具备引领性的品牌

Fashion is the main line. Persisting in innovation and change, Joy City is a live and leading brand.

潮流 TRENDY

是表现方式，大悦城符合主流文化特征

Trendy is the way of expression. Joy City is in line with characteristics of the mainstream culture.

品位 QUALITY

是生活的追求，大悦城希望透过品牌，建立人们对更美好、精致生活的向往

Quality is a life pursuance. Joy City expects to build up people's prospects for better quality life through its brand.

品牌特质 BRAND FEATURES

多元丰富 DIVERSITY

是大悦城购物中心的功能与氛围
Is the functions and atmosphere of Joy City shopping mall.

新鲜创意 FRESH CREATIVITY

是大悦城购物中心营造的体验和感受
Is the experience and feeling of Joy City shopping mall.

潮流态度 TRENDY ATTITUDE

是大悦城购物中心所具备的人格特质
Is the characteristics of Joy City shopping mall.

融入生活 INTEGRATED INTO LIFE

是大悦城购物中心与受众的互动关系
Is the interactive relationships between the customers and Joy City shopping mall.

品牌标语 BRAND TAGLINE

具备动态与向上感,鼓舞人心,传达乐观的向上精神与时尚生活态度。Joy up! 与英文品牌名称 JOY CITY 的关联度较紧,具备较强的专属性,简洁、精悍、易于传播。

It has a dynamic, positive and inspiring feeling, which communicates a positive attitude to fashion and life. Joy up is closely linked to the brand name Joy City, which provides the expression of specificity. It is easy to remember, and easy to spread.

JOY CITY Joyup!

大悦城十年发展历程 MILESTONES OF JOY CITY OVER A DECADE

产品时代 PRODUCT ERA

2007

做项目
JOY CITY
PROJECT

西单大悦城
XIDAN JOY CITY

2008

做行业
URBAN
COMPLEX
INDUSTRY

2009

做品牌
BRANDING

沈阳大悦城
SHENYANG
JOY CITY

2010

做布局
CITY LAYOUT

朝阳大悦城
CHAOYANG
JOY CITY

上海静安大悦城
(南座)
SHANGHAI
JING'AN
JOY CITY
(SOUTH)

2011

做提升
UPGRADING

天津南开大悦城
TIANJIN NANKAI
JOY CITY

2012

做管理
INTEGRATED
MANAGEMENT

体验时代 EXPERIENCE ERA

2013

做体验
EXPERIENCE
BUSINESS

2014

做创新
INNOVATION

烟台大悦城
YANTAI JOY CITY

2015

做价值
CUSTOMER
VALUE

成都大悦城
CHENGDU
JOY CITY

上海静安大悦城
(北座)
SHANGHAI
JING'AN
JOY CITY
(NORTH)

2016

做资产
CAPITAL

天津和平大悦城
TIANJIN HEPING
JOY CITY

平台时代 PLATFORM ERA

2017

新产品线
NEW PRODUCT
LINE

2018

**高质量
发展**
QUALITY
DEVELOPMENT

杭州大悦城
HANGZHOU
JOY CITY

昆明大悦城
KUNMING
JOY CITY

西安大悦城
XI'AN JOY CITY

上海长风大悦城
SHANGHAI
PARKSIDE
JOY CITY

大悦城模块品牌 JOY CITY COOPERATED BRANDS

大悦城汲取多年运营经验,明确精准定位,与个国内外知名时尚品牌形成良好战略合作关系,构成体现大悦城商业整体定位的核心品牌库。

大悦城核心品牌都是各行业领域内最能体现年轻、时尚特征的引领品牌,具有很好的客群吸引力和极强的全国拓展能力,通过大悦城的商业组合,将在大悦城里形成最具辐射力、号召力的商业氛围。

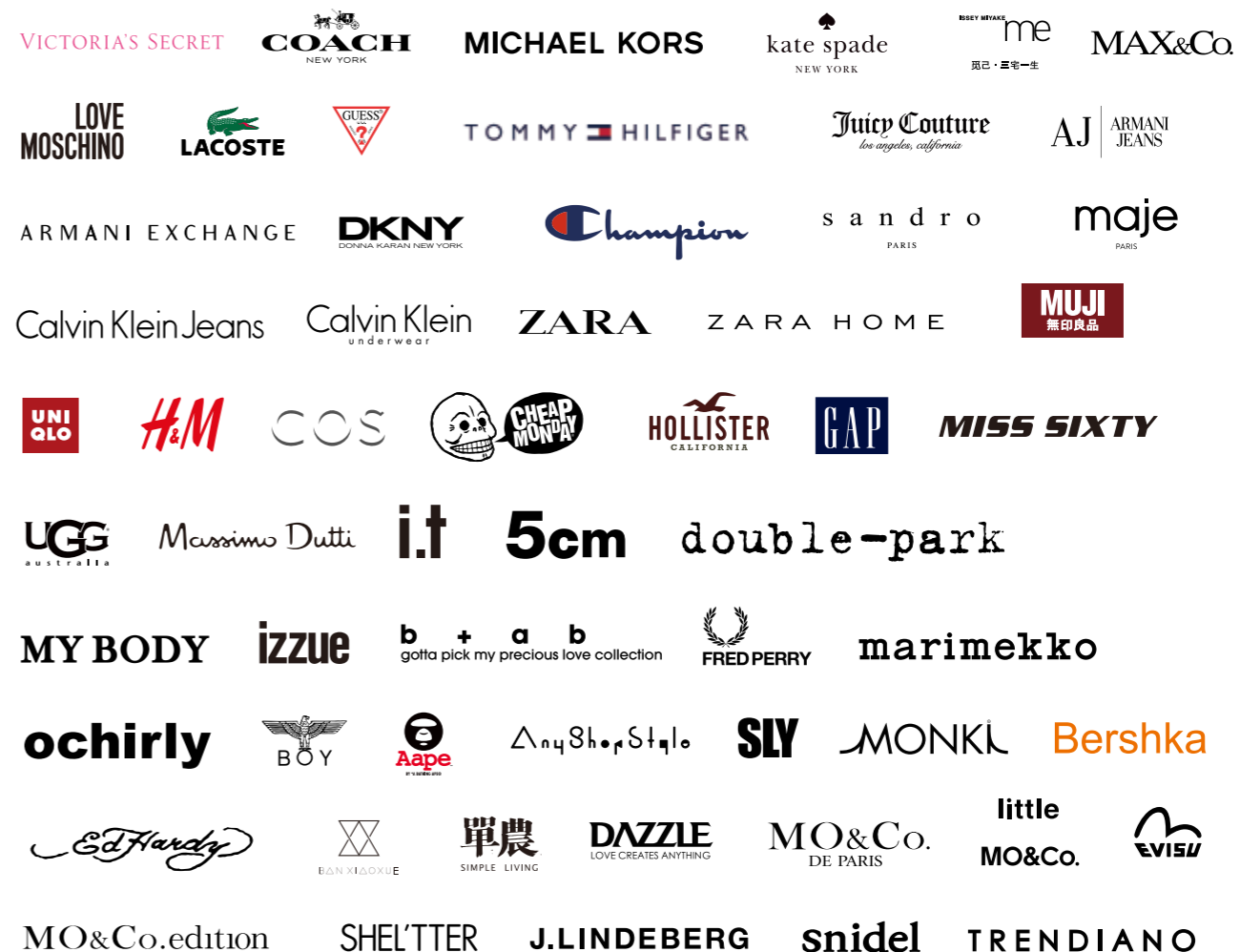
From years of operation, Joy City has reached an accuracy of brand positioning and gained good relationship with more than renowned fashion brands all around the world which have the same brand values for strategic cooperation.

The cooperated brands are leading ones who could represent young and fashion in their fields. They have strong attractions to customers and have the ability and willingness to explore Chinese market. By the Joy City's philosophy of stores allocation, they are creating the most attracting and infectious shopping atmosphere and providing the best shopping experience.

化妆品牌 COSMETIC



服装品牌 DRESSING



Pull and Bear Bouthentique MOUSSY MANGO :CHOCOOLATE

MASFER.SU NEW LOOK LONDON BASIC HOUSE WHO.A.U California Dream Mind Bridge MODERN STANDARD WEAR Hush Pepples

JUCY JUDY BASIC HOUSE ONLY JACK & JONES VERO MODA® SELECTED

ZUCZUG / E-LAND AMERICAN CLASSIC Body POPS initial SCOFIELD PRICH Roem

Teenie Weenie G-STAR RAW azona a02 Five Plus ME&CITY

broadcast: 播 速写 JNBY 飞鸟和新酒 / avvn w closet TOKYO

dzzit Mila Owen less EITIE 爱特爱 III VIVINIKO tanni liby 商务时装

mikibana marie n° mary ZUKKA PRO ICICLE 柔 Timberland 树

COCOON LALABOBO TR/BECA one after another NICE CLAUP Cabbeen®

SPRINGFIELD Man & Woman test-tube earth music & ecology I'm David Lee FURLA

CR Z' PEACE BIRD 太平鸟 viva voce icb GYG GYG. jeans mu

FAIRWHALE JEANS KSWISS La Chapelle SPORT JASONWOOD DIFFERENT JEANS SIXTY EIGHT PEACH JOHN 蜜桃派

imi's new secret 爱慕 EVE'S TEMPTATION rosebullet Aimer 爱慕 NIKE NIKE

Jordan adidas adidas ORIGINALS Under Armour new balance NB

Onitsuka Tiger VANS QUIKSILVER PUMA CONVERSE Columbia Sportswear Company

The North Face FOLDER SKECHERS Fitness Group MLB FOSS PALLADIUM pancoatl paul frank

HI PANDA 探路者® Levi's® Levi's® LADY'S ASTRO BOY

THE CLASS COVEN GARDEN Stradivarius OYSHO

配饰品牌 ACCESSORIES

STELLA LUNA CHARLES & KEITH FOOTWEAR AND ACCESSORIES ASH ecco Clarks ENGLAND

BeLLE 百丽 STACCATO NINE WEST Tata teenmix 天美意

JOY & PEACE Millie's SENDA BASTO ST&SAT collection look STEVE MADDEN crocs

WHAT FOR Westlink 西盟 hotwind 热风 SWAROVSKI ck Calvin Klein swatch 瑞士 TISSOT CASIO

CITIZEN FOSSIL Tondenco LARGER THAN LIFE kipling LESPORTSAC Follie Follie

AGATHA PARIS STOUS JEWELERS SINCE 1920 I DO 全球婚戒典范 PANDORA UNFORGETTABLE MOMENTS KING BABY apm MONACO

She's FREE STYLE JUST FOR YOU tutu.anna LOVE & LOVE COMPLEX 海盗船 PIRATESHIP glasstique 粹

MOMO Popularity Fashion JINS 睛姿 ESPERANZA market AJIDOU 阿吉豆 Skullcandy™ MORELLATO

odm aojo Zoff LENS CRAFTERS 亮视点 国际眼镜连锁 HIMO 海馬体照相馆

生活品牌 LIFESTYLE

Apple TESLA mi 盒马 良食局 TASTE GOOD 5号车库 单向街·空间 言几又 今明早

SISYPHE 西西弗书店 dangdang 书店 猫的天空之城 一家书店温暖一座城市 Watsons 屈臣氏 ELEVEN 苏宁 manning's

ABC Cooking Studio BHG bit supermarket 果蔬好生活超市 7FRESH 京东旗下生鲜食品超市

盒马 Samsolite WORLDPROOF The Green Party YANKEE CANDLE a passion for fragrance Campo Marzio Design LAMY

zippo Vivitix SANRIO Hi百货 DEPARTMENT STORE RE CLASSIFIED oce 玛花纤体 Marie France Bodine 尚品宅配 ORDER YOUR LIFE HOLA 特力帮乐家居

POP MART 泡泡玛特 MINI SOU 名创优品 香醇里 屈臣氏 L&L 英语教育 FORNET 福奈特 爱德玛 爱德玛 POWER TO YOUR GYM 壹力家 壹力家 壹力家 壹力家 壹力家 壹力家 壹力家 壹力家

Cars one 美车堂 样街 YOUNG STREET 宏图 Brookstone 容易的惊喜 Easy-Surprise 美丽田园 Beauty Farm Purcotton 全棉时代

餐饮娱乐品牌 DINING AND RECREATION



儿童品牌 CHILDREN



2017 年店庆单日销售突破 5000 万

2018 年 ICSC 中国购物中心大奖金奖

2018 年连续六年荣获“北京十大商业品牌”

“悦云”智慧商业系统首家实现刷脸
支付应用的购物中心

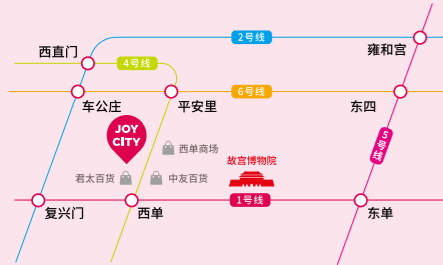
项目概况 PROJECT OVERVIEW

开业时间	2007 年 12 月 28 日
商业面积	10.5 万平方米
建筑组成	购物中心、服务式公寓、甲级写字楼
主力店	Victoria's Secret、APPLE、ZARA、SEPHORA、Michael Kors、施华洛世奇、Sandro、DIOR、JO Malone、Kiehl's、UNIQLO、MUJI
地理位置	北京市西单北大街 131 号
主体结构	项目南北向长约 150 米，东西向长约为 110 米，建筑东侧高 45 米，西侧高 60 米。购物中心地面以上 11 层，地面以下 4 层。
停车位	1000 个
OPENING TIME	Dec. 28, 2007
COMMERCIAL AREA	105,000 m ²
ARCHITECTURAL COMPOSITION	Shopping mall, Service apartment building, Class-A office building.
ANCHOR STORES	Victoria's Secret、APPLE、ZARA、SEPHORA、Michael Kors、施华洛世奇、Sandro、DIOR、JO Malone、Kiehl's、UNIQLO、MUJI
GEOGRAPHIC POSITION	No.131 Xidan North Road, Beijing
MAIN STRUCTURE	The complex is about 150-meters long from north to south, 110 meters long from west to east, 45 meters high-rise at the east side and 60 meters high-rise at the west side. The shopping mall is composed of 11 storeys aboveground and 4 storeys underground.
PARKING LOTS	1000

西单大悦城

XIDAN JOY CITY

西单大悦城 XIDAN JOY CITY



商圈概况 BUSINESS AREA OVERVIEW

西单商业区，北京三大传统商业区之一，消费者心中的商业经营黄金地段，历史悠久，文化底蕴厚重，是首都经济繁荣的象征。

Xidan business district is one of the three biggest commercial circus, and the golden zone in customers' hearts of Beijing. There is a deep history, wide and colorful culture in Xidan. It is sign of economic prosperity of Beijing, the capital of China.



经营概况 OPERATING CONDITIONS

23 万人次

节假日日均客流
Daily average
passengers flow
amount of hol-
idays: 230,000
people

41 亿元

2017 年销售额
Cumulative sales in 2017:
more than 4.1 billion



商业亮点 PROJECT HIGHLIGHTS

大悦城品牌开山之作 打造行业标杆典范

作为中粮集团商业地产的开山之作，西单大悦城成功演绎了城市综合体商业模式，为西单带来了最具活力与影响力的年轻时尚购物中心。不断推出的丰富多彩的主题活动，打造的极具创意的视觉景观，以极具影响力的行业口碑和销售业绩，逐年实现购物中心跨越性的升级。

大悦城“悦云”智慧商业系统

依托西单大悦城打造领先行业的“悦云”智慧商业系统，是中粮大悦城为商业地产行业提供的全价值链运营管理与资产增值服务解决方案。悦·云”智慧商业在西单大悦城的落地，实现了精准客流，立体营销，智能商管、线上与线下一体化、科技与体验的完美结合。拥有自主知识产权的“悦·云”智慧商业系统，2018 年将为商业地产行业提供全价值链在线云服务。

查特花园带来美食 HIGH 畅聚集地

查特花园汇集当下市场最热餐饮品牌，实现了“两个独家、多个首家”的超强品牌阵容，其中包括然寿司旗下全新中高端居酒屋品牌 SUSHI GAKU 全国独家首店，百年法餐福楼 Café FLO 首次创新推出的副牌枫丹露原

La Rosée 全国独家首店。除了整体设计外，街区还与一众先锋艺术家合作，采用艺术品雕塑装饰街区，推动创新落地活动，提升整体品质氛围。此外，查特花园荣获 2018 年 ICSC 国际购物中心中国区购物中心设计开发类金奖，月销售额突破 700 万。

样街打造京城潮酷圣地

作为十周年献礼，西单大悦城的首条主题街区--“样街”，以 18-25 岁的年轻潮人为目标客群，集合塔罗占卜、电竞黑科技、手作体验、甜品轻食、二次元手办等多元化业态，打造集结型潮玩潮酷社群空间。经近一年时间的运营，样街的坪效较改造前相比提升了 50.8 倍。

FIRST MARKABLE FLAG WORK OF JOY CITY BRAND

Build a bench mark model for the industry As first commercial real estate of COFCO, Xidan Joy City successfully interpreted the urban complex business model, bring the most dynamic and influential young fashion shopping center.

It has launched a variety of theme activities and built creative visual landscapes. It has been achieving striding-upgrade of modern shopping malls with influential reputation towards industry and excellent performance.

JOY CITY “YUE YUN” INTELLIGENT BUSINESS SYSTEM

“YUE YUN” intelligent business system leading the industry created on the basis of Xidan Joy City is a solution of full-value-chain operation management and asset value-added services provided by COFCO JOY CITY for commercial real estate industry. The settlement of “YUE YUN” smart business in Xidan Joy City has realized the perfect combination of accurate passenger flow, three-dimensional marketing, smart business management, online-offline integration, and technology and experience. “YUE YUN” smart business system with proprietary intellectual property rights will provide full-value-chain online cloud service for commercial real estate industry in 2018.

CATE OF “CHAT GARDEN”, HIGH PARTY MEETING SPACE

Chat Garden gathers the hottest catering food in current market, and has realized the super-strong brand layout of “two-exclusive, multiple-first”, including nationwide exclusive first shop SUSHI GAKU, a brand new middle-end

izakaya brand under The Zen, and the nationwide exclusive first shop Larosee, launched by FLO Cafe creatively. Apart from overall design, this block has co-operated with many pioneering artists, to decorate the block with sculpture artworks, promote the innovation activities, and improve the overall quality and atmosphere. In addition, Chat Garden has won the Gold Award for Design and Development of ICSC International Shopping Mall China Region 2018, and realized the monthly sales breaking through RMB7million.

YOUNG STREET BUILDING A TREND AND FASHION SPACE OF THE CAPITAL OF CHINA

As the tenth anniversary's gift, Xidan Joy City's first theme block-“Yong Street”, which targets at 18-25 year-old young customers, opened. It is a collection of diversified formats including Taro divination, tattoos, gaming black technology, hand-made experience, dessert & light food and ACG kits. After one year of operation, the area-effectiveness of Young Street has been increased by 50.8 times than that before improvement.

2018 金灯奖 最佳创意奖

2018 ICSC 中国购物中心 & 零售商大奖
设计与开发类一银奖

2018 CCFA 金百合购物中心最佳营销奖

中购联中国购物中心行业 2018 年度最佳营销企划奖

沈阳大悦城

SHENYANG JOY CITY

项目概况 PROJECT OVERVIEW

开业时间	2009年5月
商业面积	25.9万平方米
建筑组成	购物中心、高档住宅
主力店	APPLE、GAP、ZARA、H&M、MUJI、UNIQLO、星美国际影城、外婆家、海底捞、汉巴味德、音乐虫KTV、阿迪达斯旗舰店。
地理位置	辽宁省沈阳市大东区小东路10号
主体结构	项目由A、B、C、D四馆小东路从项目中穿过，形成全长600米的商业步行街。
停车位	1500个
OPENING TIME	May, 2009
COMMERCIAL AREA	259,000 m ²
ARCHITECTURAL COMPOSITION	Shopping mall, high-end residential building
ANCHOR STORES	APPLE, GAP, ZARA, H&M, MUJI, UNIQLO, Stellar International Cineplex, The Grandma's, HaiDiLao Hot Pot, Brazilian BBQ Buffet, Music Bug KTV, AoLin Rink, Addidas Flagship Store
GEOGRAPHIC POSITION	No.10 Xiaodong Road, Dadong District, Shenyang, Liaoning Province
MAIN STRUCTURE	The complex is composed of Pavilion A, B, C, D and Wal-Mart, which is passed through by Xiaodong Road, and a 600-meter long shopping and pedestria street.
PARKING LOTS	1500

沈阳大悦城 SHENYANG JOY CITY



scenario trend of blocks in northeast China. Its accurate orientation and unique circle culture has attracted lots of young people who love culture and arts. Now, it has become a destination of consumption recognized by the local young and fashionable consumers, and also it has been chosen as a new landmark of Shenyang tourism by many local media.

By continuously exploring the diversified theme popularization, Shenyang Joy City has built brand IP ecosphere, attracted and gathered the customer groups accurately. In 2018, Fantasy Kingdom IP Show of Molly was stationed in Shenyang Joy City just after its first entry to northeast China, and also limited-edition Molly was sold. On the day of show, the passenger flow reached 126,000 person-times, and the overall sales increased by 37.6% on year-on-year basis. Since the comprehensive development of paperless O2O marketing, Shenyang Joy City has cooperated with many famous enterprises from different industries through matrix of new media online and offline, to further realize the resource integration and create a horizontal alliance.

商圈概况 BUSINESS AREA OVERVIEW

中国著名步行街，中街商圈，东北地区最著名、建立时间最早、人流量最大的商业街，日均客流量 40-50 万人，节假日可达百万人以上。

Zhongjie Business Area, the most famous high street in Northeast China, with the longest history and highest consumer flow, which is about 400-500 thousand people, and up to a million on holidays.



经营概况 OPERATING CONDITIONS

39.3%

2017 年总客流同比提升 39.3%
In 2017, total passenger flow realized a year-on-year growth of 39.3%;

14.8%

2018 年 1-7 月总客流同比提升 14.8%
In January ~ June of 2018, total passenger Flow realized a year-on-year growth of 14.8%;

17.5%

2017 年总租金同比提升 17.5%
In January ~ June of 2018, total passenger Flow realized a year-on-year growth of 14.8%;

18.7%

2018 年 1-7 月总租金收益同比提升 18.7%
In January ~ June of 2018, the total rental income Increased by 18.7% on year-on-year basis;

17.9%

2017 年总销售额同比提升 17.9%
In 2017, total sales amount increased by 17.9% on year-on-year basis;

26.3%

2018 年 1-7 月总销售额同比提升 26.3%
In January ~ June of 2018, total sales amount increased by 26.3% on year-on-year basis.

商业亮点 PROJECT HIGHLIGHTS

沈阳大悦城秉承大悦城的品牌精神及经营理念，致力于打造国际现代化的精品购物中心。落户于有“中国十大商业街”之称的中街商圈，项目由 A、B、C、D 四馆构成，全长 600 米的商业步行街贯穿其中，内外联动。地铁一号线亦设站于此。其建筑规模及客流量均为沈阳商业之首。是一座深受年轻时尚消费者喜爱的一站式购物中心。

经营团队深耕本地市场多年，沈阳大悦城现已成为本地市场标杆商业项目，项目涵盖快时尚、潮牌服饰、设计师品牌等主力旗舰店，东北首家 APPLE STORE 旗舰店也落户于此，随着品牌业态不断的更新调整，沈阳大悦城极力打造沈阳最全餐饮集合地，凭借 150 余家餐饮品牌，稳坐本地餐饮业态头把交椅。目前沈阳大悦共引进 333 家零售品牌商户，其中战略合作品牌 40 家，94 家为首次进入沈阳品牌，44 家为首次进入东北区域品牌。

于 2016 年底开街的 4½ 主题街区，开创东北街区商业场景化潮流，其精准定位，独特的圈层文化，吸引了无数有情怀，追新潮的文艺青年。现已成为本地年轻时尚消费者公认的打卡圣地，更是被本地多家媒体评为沈阳旅游新地标。

沈阳大悦城通过不断探索多样化主题推广，构筑品牌 IP 生态圈，吸聚精准客群。2018 年萌娃 Molly 的梦幻王国 IP 展首次进入东三省即落地沈阳大悦城，并发售城市限量版 Molly，开展当天客流高达 12.6 万人次，整体销售额同比提升 37.6%。自全面开展无纸化 O2O 营销后，沈阳大悦城通过新媒体矩阵，玩转线上线下的同时，联合众多知名企业展开异业合作，进一步实现资源整合，打造异业联盟。

目前，沈阳大悦城已在原中街沃尔玛旧址立项施工，一座全新的商业区域将于 2022 年傲然呈现，继 A、B、C、D 四馆之后，延续“年轻、时尚、潮流、品位”的品牌性格，打造又一座集 Shopping Mall 和商务公寓于一身的综合商业体 将更多一线时尚品牌引进沈阳市场，为顾客带来更优质的购物体验，进一步完善大悦城地产在东北三省的商业布局。

Following the brand spirit and management idea of JOY CITY, Shenyang Joy City focuses on building an international modern boutique shopping center. It is located at Zhongjie business area enjoying the reputation of “Top 10 Business Streets of China.” It is made up of A, B, C, and D, four boxes, and 600m commercial pedestrian street runs through it. It is

in leading position of Shenyang in building scale and passenger flow. It is a one-stop shopping mall favored by young and fashionable consumers.

Project management team has studied the local market for years. Shenyang Joy City now has become a benchmark business project in local market, and it covers the flagship stores of fast fashion, fashion brand clothes, and designer brand. The first APPLE STORE flagship store of northeast China has been settled here. With the continuous update and adjustment of brand formats, Shenyang Joy City has made efforts to create a gathering place with the most complete catering types in Shenyang. Owing more than 150 catering brands, it is at the leading place in local catering industry. Currently, Shenyang Joy City has jointly introduced 333 retail brands, including 40 brands of strategic cooperation, and among these brands, 99 ones have come to Shenyang for the first time, and 44 ones have come to northeast China for the first time.

The 4½-themed block opened at the end of 2016 has started the business

Currently, Shenyang Joy City has been approved to start construction in the old site of original Zhongjie Wal-Mart, and a brand new business area will appear in 2022. After A, B, C and D, four boxes, it will continue the brand personalities of “young, fashion, trend, and taste”, and build another comprehensive business complex integrated with shopping mall and business apartment, to introduce more first-line fashion brands to Shenyang market, bring about more excellent experience of shopping to customers, and further perfect the commercial layout of Joy City real estate in three provinces in the northeast of China.



朝阳大悦城 CHAORYANG JOY CITY

项目概况 PROJECT OVERVIEW

开业时间	2010年5月28日
商业面积	23万平方米
建筑组成	购物中心、酒店式公寓
主力店	APPLE, ZARA, SEPHORA, UNIQLO, MUJI, 玩具反斗城、永旺超市、金逸国际影城、冠军溜冰场、唐宫、伍台、OXYGYM等主力店铺
地理位置	北京市朝阳区朝阳北路青年路交汇口东北角
主体结构	商业部分单体建筑，地上11层，地下3层；酒店式公寓为南北联体双塔，共28层
停车位	2000余车位
OPENING TIME	May28, 2010
COMMERCIAL AREA	230,000 m ²
ARCHITECTURAL COMPOSITION	Shopping mall and service apartments
ANCHOR STORES	APPLE, ZARA, SEPHORA, UNIQLO, MUJI, Toys R Us, Aeon Supermarket, Jinyi International Cinema, CHAMPION RINK, Tang Palace, WOODSTAGE, OXYGYM, and etc.
GEOGRAPHIC POSITION	Northeast corner of the intersection of North Chaoyang Street and Qingnian Road, Chaoyang District, Beijing
MAIN STRUCTURE	Single business building with 11 storeys aboveground and 3 storeys underground; twin tower service apartment facing to the South and North, and 28 storeys
PARKING LOTS	2000

ICSC 亚太区营销类金奖、银奖，设计开发类银奖、新零售理念银奖得主

中购联中国购物中心行业年度业态创新大奖、最佳营销企划奖得主

全国首个生态主题生活方式空间悦界

八周年庆单日销售突破 5000 万元

朝阳大悦城 CHAOYANG JOY CITY



商圈概况 BUSINESS AREA OVERVIEW

朝青板块，新兴的都市住宅区域，众多高端住宅云集，大量高消费力的商务客流和居住客流，常住人口近 50 万；地处三纵三横公交体系，坐拥地铁 1 号线延长线、6 号线、14 号线，每天带来近百万流动客流，已成为辐射全北京市的商业新高地。

The Chaoyang-Qingnian area, a new urban residential area, converges a lot of high-end residential buildings, with a big volume of business consumer flow and residential consumer flow with strong buying power, with a resident population of nearly 500,000; A traffic system with respectively three vertical and horizontal lines, together with Metro Line 1 extension, Line 6, and Line 14, Bringing a consumer flow of nearly 1 million every day.



经营概况 OPERATING CONDITIONS

客流情况
自 2010 年 5 月 28 日正式开业以来，项目客流节节攀升，现在日均客流 7 万人次，周末日均客流 9 万人次。日均车流 6000 辆，周末日均车流超过 8000 辆。

销售情况
平日周末销售额超 1450 万元，2018 年上半年项目销售额同比增长 10%，提袋率上涨 5%，2018 年店庆单日销售突破 5000 万元。

CONSUMER FLOW
Since the official opening of the project on May 28, 2010, the consumer flow has continued to grow. At present, the average daily consumer flow is 70,000 passengers, and the average daily consumer flow is 90,000 passengers on the weekend. The average daily traffic is 6,000 vehicles, and the average daily traffic is over 8,000 vehicles on weekends.

SALES CONDITION
Ordinary weekend sales is over RMB 14.5 million. In the first half of 2018, total sales increased by 10% year-on-year, and bagging rate increased by 5%.

商业亮点 PROJECT HIGHLIGHTS

实体商业的时代样本
作为大悦城旗舰项目，朝阳大悦城聚焦于 25-35 岁新兴中产和年轻家庭，通过深刻洞察消费趋势的多维创新，持续增强的 lifestyle 氛围，保持业绩高位快速增长，稳居北京商场前五。独有、稀缺的品牌组合，自造内容的主题空间，多元的主题推广，精准的大数据分析，共同造就了朝阳大悦城时代样本的型格。

悦界：生活美学与商业的契合
全国首个生态主题生活方式空间悦界将商业与自然、艺术与消费完美融合。开放式橱窗配合原木、绿植、水系、石材等天然元素流畅其间，富有生活趣味与探索精神的店铺星罗棋布，品牌、音乐、香氛多方位的蜕变更新。“我是空巢青年”影像展、《鲍勃·迪伦诗歌集》互动玩诗会、悦界 x 知乎城市迷宫跨年展、映像力量摄影展等跨界活动也在诱发着有趣的化学反应，内容运营驱动着悦界的自我迭代。

拾间：回归本质的情感链接
2017 年 5 月开业的“拾间”是纯粹的餐饮生态主题空间。它明确主张“放慢一顿饭的时间”，围绕“匠心慢食空间”的产品定位，搜罗了 10 家以技法、食材为卖点的匠心专属餐厅，并通过主厨日、时令菜单、新食单品鉴等围绕匠心美食的系列主题活动，形成了一个与商户和用



户强连接的社群。“拾间”坪效超过全场餐饮均值 30%，顾客人均驻留时间也 1.5 倍于全场正餐均值。

多元主题推广的潮流引领者
朝阳大悦城与外部大 IP、跨界平台、品牌深度交互，持续引领行业潮流，也成为青年潮玩首选目的地。2018 年，成功举办爱丽丝仙境缤纷之旅跨界艺术展全国首站、小崽子剧场之职场双面人生全国首展、圣斗士星矢燃烧三十年主题展等多元活动，多次引爆社会化传播热点，扩张辐射半径并吸聚精准的细分客群，实现客流的持续增长、提纯与转化。

线下数据资产化行业标杆
朝阳大悦城在业内首次提出感知、转化、活跃、社群的完整大会员闭环概念，依托自有平台，运用智能 POS 极简会员功能操作、无积分等新技术，实现会员服务智能化、会员权益扩大化和会员触点平台化，推进社群级的精准营销和客群运营。同时深入挖掘实体商业数据资产价值，不仅完成了目前国内单体商业数据规模最大的深度研究，更发挥大数据应用能力，精准辅导商户运营，提升用户价值。

A SAMPLE OF TRADITIONAL COMMERCE IN THE TIMES
As a flagship project of JOY CITY, Chaoyang Joy City focuses on 25-35-year-old emerging middle-class

and young families, and by having a deep insight into the multi-dimensional innovation of consumption trends, it has continuously enhanced the lifestyle atmosphere, kept a fast growth of performance at a high level, and stably been ranked the top 5 of shopping malls in Beijing. Unique and scarce brand combination, initiative theme space, diversified theme promotion, and accurate big data analysis have jointly created the model of Chaoyang Joy City in the times.

JOY YARD: COMBINATION OF LIFE AESTHETICS AND BUSINESS

Joy Yard, the first space themed by ecological lifestyle of China, shows a perfect combination of business and nature, art and consumption. Open showcases are coordinated with log, green plant, water system, stone, and other natural elements, the shops full of life funs and exploring spirit are scattered everywhere, accompanied by brand, music, and fragrance. “I’m Empty-nest Youth” Photography and Video Exhibition, Collections of Bob Dylan’s Poems Interactive Poem Exchange, Joy Yard x Zhihu Chengshi Maze New Year’s Show, Power of Image Photographic Exhibition, and other cross-border activities have brought about interesting chemical reactions, and the self iteration of Joy Yard is driven by content operation.

SHI JIAN: AN EMOTIONAL LINK OF RETURN TO NATURE

Shi Jian opened in May 2017 is a pure catering-themed space. It advocates “enjoying slow eating” clearly. Around the product positioning of “slow eat space with originality”, 10 originality-dedicated restaurants with techniques and food materials are gathered here, and through a series of theme activities around the originality food like Chef Day, Seasonable Menu, and Tasting of New Food Menu, an association strongly linked to merchants and users. The area-effectiveness of Shi Jian is 30% higher than the average value of the overall catering, and the customers’ stay time per capita is also 1.5 times of the average value of dinners.

A TREND LEADER IN DIVERSIFIED THEME PROMOTION

Chaoyang Joy City has a deep interac-

tion with external big IPs, cross-border platforms and brands, continuously led the industry trends, and become the destination of first choice for young people. In 2018, it has held the diversified activities successfully, including the first stop of “Alice in Wonderland” Cross-border Art Exhibition, national first show of Double Life in Career of Xiaozaizi Theater, Saint Seiya Burning for 30 Years Theme Exhibition, and etc., igniting the hot spots of social communication for times, expanding the radius of radiation and absorbing accurate segmenting customers, and realizing the continuous growth, purification and transformation of passenger flow.

AN INDUSTRY BENCHMARK IN OFFLINE DATA ASSETS

Chaoyang Joy City has firstly put forward the closed loop concept of full membership of perception, transformation, activation, and association in the industry. Depending on its own platform, and by use of intelligent POS simplified membership function operation, non-inductive integral, and other new technologies, it has realized intellectualization in membership service, expansion in member’s rights and interests, and platform-based member contacts, and promoted the accurate marketing and customer group operation at association level. In addition, it has deeply excavated the values of physical business data assets, completed the in-depth study with the largest scale in single commercial data in China, and also developed the ability of big data application, to accurately guide the business operation and improve the user value.



上海静安大悦城

SHANGHAI JING'AN JOY CITY

项目概况 PROJECT OVERVIEW

开业时间	南座 2010 年 12 月 北座 2015 年 12 月
商业面积	约 16.3 万平方米
建筑构成	购物中心、高档住宅、办公楼及室外商业街区
主力店	Michael Kors, Kate Spade, UGG, PANDORA, TOUS, LOVE MOSCHINO, GAP, SHEL' TTER, Snidel, MUJI, Kerr&Kroes 天猫智慧门店、小红书之家 REDhome、云海肴、小辉哥、誉八仙、梅园春晓等，其中共有 15 家首次进入上海的品牌。
地理位置	上海市中心苏河湾板块，毗邻人民广场、外滩、南京东路步行街
主体结构	南座 B1-3 (地下 3 层), 1-11F (地上) 北座 B1-3 (地下 3 层), 1-9F (地上)
停车位	2400 个
OPENING TIME	December, 2010(South Building) December, 2015(North Building)
COMMERCIAL AREA	163,000 m ²
ARCHITECTURAL COMPOSITION	Shopping mall, high-end residence, office building, outdoor commercial district
ANCHOR STORES	Michael Kors, Kate Spade, UGG, PANDORA, TOUS, LOVE MOSCHINO, GAP, SHEL' TTER, Snidel, MUJI, Kerr&Kroes Tmall Smart Store, REDhome, Mystic South-Yunnan Ethnic Cuisine, Faigo Hot Pot, Sense 8 Cantonese Cuisine, Meiyuanchunxiao, etc. (15 brands among them first expand into Shanghai)
GEOGRAPHIC POSITION	Located in Shanghai Suhe Creek Region, adjacent to People's Square, the Bund, and East Nanjing Road Pedestrian Street
MAIN STRUCTURE	3 levels underground and 11 levels on the ground(South Building); 3 levels underground and 9 levels on the ground(North Building)
PARKING LOTS	2400

国内首个悬臂式屋顶摩天轮 SKY RING
 沪上首家屋顶轻艺术街区摩坊 MOREFUN166
 中国首个核心二次元社群空间八吉岛 i-Land
 2018 年 ICSC 中国购物中心大奖新零售理念银奖
 2018 中购联中国购物中心行业最佳营销企划奖

上海静安大悦城 SHANGHAI JING'AN JOY CITY



商圈概况 BUSINESS AREA OVERVIEW

地处苏河湾地区，与南京东路商圈衔接，聚集了众多现代化服务产业，拥有市区稀缺的自然景观资源，地理位置十分优越，是重点发展的东片核心段。

It is located in the Suhe Creek and near Nanjing East Road shopping district. This area gathers a large number of modern service industries with urban scarce and natural landscape resources. And its geographical location is very advantageous, which is the focus of the development of the core section of the East.



经营概况 OPERATING CONDITIONS

1054 万人次

2018年1-8月累计客流
10.54 million people, cumulative passenger flow in January-August 2018

38.6%
2018年1-8月有效会员人数同比提升38.6%, year-on-year growth in effective member number in January-August 2018

12.07 亿元

2018年1-8月累计销售额
RMB 12.07 billion, cumulative sales in January-August 2018

5%
2018年1-8月会员交易笔数同比提升5%, year-on-year growth in number of transactions by members in January-August 2018



商业亮点 PROJECT HIGHLIGHTS

自主打造 IP——摩天轮 SKY RING

以“爱情”主题全案营销，情感诉求打造商业新亮点，形成“爱情文化”驱动客流吸引力。

- 2018年6月，LINE FRIENDS 摩天轮限时爱情乐园盛大开幕

- 国内首个屋顶悬臂式摩天轮，上海市区内唯一摩天轮

摩天轮下一条有“人情味”的街区——摩坊 MOREFUN 166

沪上首家屋顶轻艺术街区，原创亲密社交空间。后工业时代风格，创意错层空间的联通方式。2017年8月开幕的八吉岛 i-LAND 是中国首个二次元社群空间，被誉为“中国版秋叶原”，荣获2018年 ICSC 中国购物中心大奖新零售理念银奖。2018年8月国内首家潮流 IP 主题街区 C-STREET 开业。

潮流品牌，爆款频出

明星网红店：今年以来，20余家新店陆续开业。8月开业的 NPC LAB 是潘玮柏与李晨的新零售潮流店，另有老店“拉面竞技场”、国漫 IP 主题咖啡店美影咖啡等持续发力

新零售：全国首家女性生活体验馆

- 告白气球艺术展

原创自主 IP 展览，2017 年告白气球 1.0 及 2018 年告白气球 2.0 累计观展客流 14 万人次 高迪奇幻国度百年展览

- 蛋黄哥懒得展

观展客流共 257,995 人次，展览总收入超 500 万元，带动会员消费共计 6,173 万元，展期商场总客流同比增长 8.4%，环比增长 23.7%。

SELF-IP-SKY RING

Romantically, “love” is the theme of the whole marketing case. Emotional demands creates new business highlights and attract driving passenger flow of “love culture”.

- LINE FRIENDS x SKY RING Time-limited Loveland was opening in June 2018.

- China's first roof cantilevered Sky Ring, the only one in Shanghai

AN EMOTIONAL BLOCK UNDER FERRIS WHEEL- MOREFUN 166

It is Shanghai's first roof light art neighborhood which is also an original intimate social space, with post-industrial era style and creative gap space of communication. I-Land opened in August 2017 is China's first AGC community space, it is known as “Chinese Akihabara”, and has won the Silver Prize for New Retail Ideas of ICSC China Shopping Center Award 2018. In August 2008, China's first fashion IP theme block C-STREET was opened.

Kerr&Kroes 天猫智慧门店及小红书首家线下实体店小红书之家 REDhome

快闪店：沪上快闪店首选热门场地。可爱多魔道祖师快闪店，为期 22 天的营业期内单店日均销售达 8 万，带动街区销售提升超 50%，街区客流提升超 30%

OMO 会员经营体系，赋能极致购物场景

- 拥有 105 万会员，会员单日消费占比最高可达 74%

- 2018 年 1-8 月，举办 54 场会员专属沙龙、活动，实现会员权益的实体化及延伸化

- 全国首家支付宝口碑旗舰店 MALL；与平安壹钱包合作 JOY PAY 会员付；沪上首家开通点评联名会员的购物中心

超级 IP 展，客流销售双升

2010 年起至今共举办 900 多场推广活动，其中 40 余场 IP 授权活动及展览。2017 年起，打造自主 IP 展览当夏天台节告白气球艺术展，均触发客流和销售高峰。

- 当夏天台节

静安大悦城首个大型原创 IP 活动，第一届“当夏天台节”累计接待客流超 12 万人次，日均客流 4472 人。

of block to increase by more than 50%, and passenger flow in the block to increase by more than 30%.

OMO MEMBERSHIP OPERATION SYSTEM, TO CREATE AN EXTREME SHOPPING SCENE

1.05 million members and the maximum consumption of them accounts for 74% of all customers"

In January-August 2018, 54 salons and activities were held especially for the members, realizing the substantialization and extension of member rights and benefits.

The first Alipay Koubei flagship Mall in China, and the Alipay members can authorize to open Joy City & Alipay membership card through one key; it cooperated with Ping'an One Pocket to develop Joy Pay, realizing accumulation of member points, coupon check, and integration of member rights and benefits; it opened DianPing joint membership service, and it was the first shopping mall to open this service in Shanghai.

SUPER IP SHOWS MAKE DOUBLE RAISE IN PASSENGER FLOW AND SALES

- IDANGXIA Summer Carnival: First self-IP activity, attracting over 120,000 people and 4472 visitors one day.

- Confession Balloon Art Exhibition: Self-IP exhibition attracting 140,000 visitors in 2017 and 2018.

- “Egg brother is too lazy to show”: 257,995 visitors. Total sales is more than 5 million yuan. The year-on-year growth of passenger flow of the mall is 8.4% and the month-on-month growth is 23.7%.



New retail: China's first women's life experience pavilion Kerr&Kroes Tmall smart store and xiaohongshu first of-line physical store REDhome.

Pop-up store: The first choice of pop-up activities in Shanghai. Cornetto Modao Zushi pop-up store: in its 22-day business period, the daily average sales reached RMB80,000, driving the sales

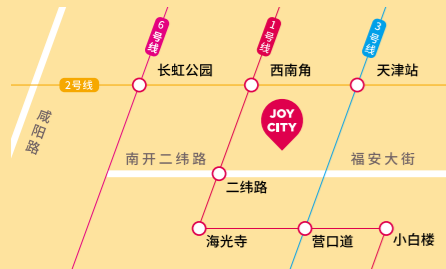
中购联中国购物中心行 2018 年度技术创新大奖
 CCFA 金百合奖 2018 年度购物中心最佳营运奖
 原创流量 IP 旺旺建立情感链接
 2018 年客流同比增长 21%，销售额同比增长 17%

天津南开大悦城 TIANJIN NANKAI JOY CITY

项目概况 PROJECT OVERVIEW

开业时间	2011 年 12 月 25 日
占地面积	8.9 万平方米
建筑面积	53 万平米
商业面积	29.1 万平米
建筑组成	一站式体验型购物中心、国际甲级写字楼、时尚精品公寓、高端住宅
主力店	BLT 精品超市、金逸 IMAX 影城、全明星滑冰俱乐部、APPLE、SEPHORA、MUJI、小米之家、Air Jordan
地理位置	位于天津市内环核心，南开区南门外大街 2 号、6 号
主体结构	包括北区的潮流风尚馆和南区的活力体验馆，中间以悬空的十六米连廊连接
停车位	3500 个
OPENING TIME	Dec.25, 2011
COVERING AREA	89,000m ²
BUILDING AREA	530,000m ²
COMMERCIAL AREA	291,000m ²
ARCHITECTURAL COMPOSITION	One-stop shopping mall of experience-effect international Class A office building, fashion and exquisite apartment, high-end resident building
ANCHOR STORES	BLT Supermarket, Jinyi IMAX Cinema, All-star skating club, APPLE,SEPHORA, MUJI, Mi Home, Air Jordan
GEOGRAPHIC POSITION	No.2-6, Nanmen Outer Avenue, at the core area of Tianjin city inner ring road
MAIN STRUCTURE	The shopping mall is divided into Fashion Hall(North Area) and Experience Hall(South Area), connected with a 16 meters corridor in the air.
PARKING LOTS	3,500

天津南开大悦城 TIANJIN NANKAI JOY CITY



Joy City, that has appeared for a short period, has been available in each corner of Tianjin Joy City. Offline, it is the spokesman of Tianjin Joy City, it appears everywhere, and its huge statue is a popular place. Online, Won Won and other pet friends make impromptu comic gestures and remarks, and it is very active.

In commercial logic, "Won Won" commutes with the consumers via an image, and also, Tianjin Joy City also uses "Won Won" for dotted line connection in the shopping place, to realize guide of people flow. From the angles of promotion strategy and product research & development, it has become the point of power for innovation and creation of entire Tianjin Joy City.

SCIENCE AND TECHNOLOGY HELPING THE BUSINESS

With continuous changes of business trends, Internet technologies, and consumer demands, Tianjin Joy City has been active to integrate with Internet ecosystem, to cope with new demands and new challenges via innovation of Internet technologies. In December 2017, in the celebration for the 6th anniversary, Tianjin Joy City brought brand new experience of interactive entertainment by use of the Lucky King, a man-machine interactive intelligent hardware based on Socket technology. In addition, "offline-online-offline" linked social model is adopted here, to make the consumers experience the exciting play via mobile phone in 24 hours, moreover, more online game players are attracted to come here through distribution of brand cash coupons, to shorten the path of consumers and consumption behaviors, and therefore, it becomes the first intelligent shopping mall of scenarized immersion.

In Tianjin Joy City, the much-loved public-comments wall is changed into fashionable "shocking screen" with a high technology content, which is in more line with the young people's true dispositions, and it has become the most popular "position" in Tianjin Joy City, moreover, by accurately grasping the customers' habits to receive the messages, it has driven target consumers to come to consume in the stores.

商圈概况 BUSINESS AREA OVERVIEW

天津内环核心区域，踞守和平与南开两大中心城区交汇处便捷的立体交通脉络，拥有古文化街、食品街、鼓楼商业街等著名旅游景点，地处地铁1号线2号线交汇区。天津南开大悦城辐射的年轻时尚客群，及旅游客群成为该商圈主要消费群体。

We are in the inner core area of Tianjin, standing near the three-dimensional traffic interchange point of two central city zones--Peace area and Nankai area. The location holds ancient culture streets, food streets, Drum Tower Commercial Streets and other famous tourist attractions. It is located in the intersection area of Metro Line 1 and Line 2. Tianjin Nankai Joy City attracts young customers with excellent fashion taste. And tourist groups also become main passenger flow for the business district.



经营概况 OPERATING CONDITIONS

6.5 万人次 750 万元

2018 年日均达 6.5 万人次，同比增长 21%，日均销售额超过 750 万元，同比增长 17%，客流与销售均创开业以来历史新高。

In 2018, the daily average passenger flow is up 65,000 person-times, with a year-on-year growth of 21%; the daily average sales is more than RMB7.5million, with a year-on-year growth of 17%, both making new records in the history.



商业亮点 PROJECT HIGHLIGHTS

全国首个宠物友好街区“旺旺”

2018 年 7 月 21 日，天津大悦城细分客群，为养宠爱宠及热爱生活的消费者打造全国首个宠物友好主题街区“旺旺”，成为全国独树一帜的商业标杆。

内容为王、运营为王的重度运营时代，天津大悦城对旺旺的可持续发展有着清晰的规划，一方面引进了北方第一家星巴克宠物友好店、兰多湾宠物度假中心、口袋森林科教展等宠物业态。设置宠物饮水机、便便袋等配套设施，以及“宠物配餐”服务。萌萌哒宠物市集、萌宠大讲堂每晚如约而至为喜欢夜生活爱宠物，爱玩耍的年轻客群提供乐不思蜀的“旺空间”。与此同时，旺旺为主题街区迭代升级，及商业差异化竞争，提供了成功经验和借鉴典范。

“旺旺”串联人与场的链接

刚刚诞生不久的天津大悦城原创 IP “旺旺”已经活跃在天津大悦城的各个角落。线下，他是天津大悦城的代言人，身影随处可见，他的巨型耍酷雕像是人气打卡地。线上，旺旺和各种宠物小伙伴插科打诨，活跃异常，一款与用户生活场景建立强关联的养成类手游即将上线。

从商业逻辑看，“旺旺”不仅是通过一个形象

和消费者沟通，天津大悦城还用“旺旺”进行购物场内的虚线连接，通过点位的排布实现引流。从推广策略和产品研发的角度，成为整个天津大悦城创新创造的发力点。

科技赋能助力商业

商业趋势、互联网技术、消费者需求不断变迁，天津大悦城积极融入互联网生态系统，通过创新互联网技术应对新需求和新挑战。2017 年 12 月，天津大悦城在 6 周年店庆档期利用基于 Socket 技术的“大富翁”人机互动智能硬件，带来全新的互动娱乐体验。同时，采用“线下-线上-线下”联动的社交模式，使消费者在手机端 24 小时体验身临其境的刺激玩法，并通过派发品牌现金券将更多线上玩家引流到场内，缩短消费者和消费行为的路径，率先兑现场景化沉浸式智能购物中心。

天津大悦城将倍受喜爱的留言墙改成了科技时髦的“抖屏”，更加符合年轻人敢爱敢晒的真性情，成为城内人气最高的“阵地”，并通过精准把握客群信息接收习惯，拉动目标消费群体到店。

CHINA'S FIRST PET-FRIENDLY BLOCK "Won STREET"

On July 21, 2018, Tianjin Joy City segmented the customers, and created China's first pet-friendly block "Won

Street" for the consumers keeping and loving pets and loving life, and it became into the unique commercial benchmark of China.

In the heavy operation era dominated by content and operation, Tianjin Joy City has a clear planning on the sustainable development of Won Street. It has introduced the first Starbucks pet-friendly store of north China, Lan Duo Wan Pet Holiday Center, Pocket Forest Science and Education Exhibition, and other pet-related formats. Pet's water dispenser, poop bag and other supporting facilities as well as "pet-oriented" services are available here. Pet Martket and Pet Auditorium will be held on time every evening, and a space is provided for the young customers loving night life, loving pets, and loving playing. In addition, Won Street theme block has been updated continuously, to provide successful experience and reference model for commercial diversified competition.

"WANG WANG" LINKING THE PEOPLE AND SITE

Original IP "Won Won" of Tianjin

国内首个滨海购物中心，国家 3A 旅游景区
ICSC 购物中心大奖金奖、银奖
四周年店庆单日销售 2023 万，会员 56 万
区域首个潮流街区“品见街区”

项目概况 PROJECT OVERVIEW

开业时间	2014 年 7 月 6 日
商业面积	15 万平方米
主力店	韦德伍斯、幸福蓝海、OCE、ZARA、Oysho、Massimo Dutti、Pull&Bear、H&M、优衣库、MUJI、ME&CITY、MJ STYLE、丝芙兰、SPORTMASTER 探奇乐园 玩具反斗城 海底捞、悦动先锋
地理位置	烟台市芝罘区北马路
主体结构	购物中心分为地下三层，地上六层，局部七层
停车位	1200 个
OPENING TIME	Jul. 6, 2014
COMMICAL AREA	150,000m ²
ANCHOR STORES	Whytewoolf Fitness, Omnijoi International Cinema, OCE, ZARA, Oysho, Massimo Dutti, Pull&Bear, H&M, UNIQLO, MUJI, SEPHORA, MUJI, ME&CITY, MJ STYLE, SPORTMASTER, Toys "R" Us, Haidilao Hotpot
GEOGRAPHIC POSITION	Beima Road, Zhifu District, Yantai City
MAIN STRUCTURE	The shopping mall is composed of 3 storeys underground and 6 storeys (partially 7 storeys) aboveground
PARKING LOTS	1200

烟台大悦城
YANTAI JOY CITY

烟台大悦城 YANTAI JOY CITY



商圈概况 BUSINESS AREA OVERVIEW

烟台市芝罘区，汇集了烟台 70% 的百货及商品市场，是市民游客购物的首选，而芝罘湾，是该区核心商圈内唯一的临海地块，被誉为“皇冠上的明珠”。21 条公交线、6 条城市快速路或主干路、未来地铁交通 1 号线与 2 号线从大悦城通过，立体交通路网体系发达便利，具备辐射全市的能力，未来还将建造国际一流的港航客运码头。商圈内商业以传统百货业态为主，在这块“皇冠上的明珠”上，大悦城打造起全国首个滨海主题购物中心。

Zhifu Bay, known as the “pearl on the crown” in Zhifu district, is the only waterfront land parcel in the core business area. Surrounded by 70% of Yantai's department stores and commodity markets, is the preferred shopping spot for tourists and citizens. It could conveniently access to any other business centers in Yantai by 21 bus lines, 6 main streets. The Rail Line 1, Line 2 and an international A-class harbor near the project Department stores is under construction. Given that there are almost all traditional general merchandise businesses in the CBD, Yantai Joy City seized the opportunities and further built up the first coastal-theme shopping center, Yantai Joy City, in China.

经营概况 OPERATING CONDITIONS

开业 4 年来，烟台大悦城销售业绩保持了稳步增长。作为开业后第一个完整经营年度，2015 年销售达 6.2 亿元，2016 年全年销售达到 8 亿元，增长近 30%。2017 年销售突破 9 亿元，增长 13%，2018 年 7 月 7 日店庆当天销售突破 2023 万元，继续保持增长态势。

截至目前，烟台大悦城会员总数突破 56 万。会员消费占比也从 2014 年的 10.1%，增长到 2017 年的 42.1%，2018 年 7 月 7 日四周年店庆，更是达到了 85%，刷新历史最高纪录。

In the past 4 years, the sales performance has maintained a steady growth. In 2015, the annual sales reached 620 million yuan, and 800 million yuan in 2016, an increase of nearly 30%. Sales exceeded 900 million yuan in 2017, an increase of 13 percent. Sales exceeded 20.23 million yuan on July 7, 2018.

Up to now, the total number of members has exceeded 560 thousand. The proportion of members consumption also increased from 10.1% in 2014 to 42.1% in 2017, and on the fourth anniversary on July 7, 2018, is to reach 85%, refreshing a record high again.

商业亮点 PROJECT HIGHLIGHTS

集购物、餐饮、娱乐休闲、文化、教育、生活配套六大业态于一体，250 余家品牌中 60% 首进烟台，囊括海底捞、将太无二、IMAX cinema、ZARA、H&M、UNIQLO、SEPHORA 等众多优质品牌，是烟台地区乃至山东省业态最为丰富、品牌最为优质、主题最为鲜明的 Shopping Mall。

位于 7 楼的屋顶花园“爱悦湾”，囊括良食局、一山云尖、壁画长廊、品质咖啡、小资餐厅、健身会所、文艺书店等于一体，将主题街区 and 艺术相融合，打造烟台最浪漫、最文艺的空间。2015 年底，烟台大悦城成为国家 AAA 级旅游景区，这也是山东首家跻身旅游景区的购物中心。

2017 年 12 月 30 日，京东 X 无人超市全球首家社会化门店，在良食局开业，不仅为顾客提供了一个全新的科技体验场景，更是拉开了大悦城与京东进行深度智能合作的序幕。

2018 年 10 月 1 日，烟台首个综合性潮流主题街区“品见街区”序幕拉开，集合了西西弗书店、橙家等近 40 个潮流品牌，开启了烟台购物体验新时代。

Yantai Joycity combines shopping, catering, entertainment, leisure, culture, education, life supporting in one. 60% of more than

250 brands was the first into Yantai, including Haidilao, Shotamuni Restaurant, IMAX cinema, ZARA, H&M, UNIQLO, SEPHORA and many other high-quality brands.

Located on the 7th floor, the rooftop garden “ERAWAN” covers the Taste Good, a gallery of frescoes, quality coffee, a petty bourgeois restaurant, a fitness club, and a literary and artistic bookstore. It combines the theme block with art to create the most romantic and artistic space in Yantai.

At the end of 2015, Yantai Joycity was rated as a national AAA-class tourist attraction, which is also the first tourist-attraction shopping center in Shandong.

On December 30th, 2017, the world's first social JD X Mart, opened in the Taste Good, not only to provide customers with a new technology experience scene, but also opened the prelude to Yantai Joycity and JD deep intelligent cooperation.

In October 1st, 2018, the first comprehensive trend theme block in Yantai, Joy Zone, opened the prelude, and it collects nearly 40 fashion brands, such as Sisyphus and O-HOME, opening a new era of shopping experience in Yantai.



成都大悦城 CHENGDU JOY CITY

项目概况 PROJECT OVERVIEW

开业时间	2015年12月
占地面积	33万平方米
商业面积	20万平方米
建筑组成	购物中心、主题街区、甲级写字楼
主力店	快时尚集合店、珠宝美妆名品店、冰场、美食广场、儿童职业体验、主题酒吧、主题KTV、花园餐厅、影院、健身中心、养生会所、大型餐饮、数码体验、精品家居、SPA会所等
地理位置	成都市武侯区大悦路518号
主体结构	商业地下1层，地上3层，局部4-6层；办公地上6层；停车地下2层
停车位	约2000个
OPENING TIME	Dec. 2015
COVERING AREA	330,000m ²
COMMERCIAL AREA	200,000m ²
MAIN STRUCTURE	Shopping mall, theme block, A-level office building
ANCHOR STORES	Fast fashion collection, stores of jewelry, beauty makeup and famous articles, ice rink, food square, occupation experience center for children, theme bar, theme KTV, garden restaurant, cinema, fitness center, health club, large restaurant, digital experience center, furnishing boutique, SPA club, etc.
GEOGRAPHIC POSITION	No.518 Dayue Road, Wuhou District, Chengdu
MAIN STRUCTURE	Business zone: 1 storey underground, 3 storeys overground, 4-6 storeys partially; Office zone: 6 storeys overground; Parking zone: 2 storeys underground
PARKING LOTS	Approx. 2000

国家 AAA 级旅游景区

国内首个体验游憩式潮玩购物公园

2018 中国“双十佳”最佳节能实践案例

2018 年 9 月 15 日单日销售突破 2757 万元

成都大悦城 CHENGDU JOY CITY



商圈概况 BUSINESS AREA OVERVIEW

成都大悦城位于成都市五大核心城区之一的武侯区，处于西南 2.5 环和 3 环之间，“人文城西”和“国际城南”的交界处。以中、高端住宅和传统商业为主，常住人口 50 万，中长期总人口规模将达到 150 万。武侯区属于成都市中心城区之一，被国务院定位为高科技文化区，按照市委建设“世界生态田园城市”的总体战略，全面开创“商务高地、宜居武侯”建设新局面为主题，实施产业高端化、文化特色化、环境品质化、充分国际化、民生幸福化五大战略。该区域属于政府重点打造的武侯新城腹地，政府良好的政策支持有利于大型城市综合体的发展。

Chengdu Joy City is located in Chengdu Wuhou District, one of the five core urban areas, between the Southwest 2.5 ring and 3-ring. It is the core area of gathering the city's Culture and international trends. The residence properties are mostly middle and high-end, with the resident population of 500,000, and permanent population reaching 1.5 million. Wuhou District is one of the central areas in Chengdu, which is positioned as a high-tech culture area by the State Council. According to the

Strategy of developing the “world's ecological garden city”, the area is applying the “Five Strategies” of implementing high-end industry, specializing in culture, increasing environment quality, fully internationalizing, and welfare happiness. The area is the center of Wuhou's new core, with a great government support to boost the development of large urban complex.

经营概况 OPERATING CONDITIONS

1000 万人次 7.2 亿元

2018 年上半年 累计客流量 10 million people Cumulative flow in January-June 2018	2018 年上半年 累计销售额 720 million yuan- Cumulative sales in January-June 2018
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商业亮点 PROJECT HIGHLIGHTS

公园属性成就自主 IP

成都大悦城作为中粮集团在西南区投资建成的首个大型城市综合体，在传承大悦城品牌核心内涵之下，项目整体定位为“Joy City Joy Park”，即“国内首个体验游憩式潮玩购物公园”。特邀国际知名设计公司 RTKL 担纲建筑设计，以九寨黄龙为设计蓝本，将建筑语言融入文化，实现绿色建筑、人文建筑、国际建筑的完美融合。作为成都首家公园主题购物中心，成都大悦城坚持“城市里的公园，公园里的购物中心”绿色理念，2017 年 4 月正式被授牌为国家 AAA 级旅游景区。

成都大悦城还邀请全球 500 强设计公司总体排名第一的美国 AECOM 担纲整体景观设计，紧扣公园定位，突出自然、人文，加大休闲空间打造，形成了五大特色鲜明的主题广场，以及 2000 米超长花园连廊式退台。“一步一景”的购物空间，颠覆了传统消费环境，升级了顾客消费体验。

两大体验式特色主题街区：悦街、咕噜学院

悦街整体定位为“重塑你的夜晚美学”集酒吧、娱乐、餐饮为一体，近 5000m2 酒吧，胡桃里、CHIZHANG 88 等九大强势 IP，助力悦街打造“西南娱乐新地标”。

咕噜学院 原创生活美学馆以原创精神为灵魂，特色店铺为核心，体验空间为驱动。返璞归真的手作木器、浪漫温馨的陶艺手工、优雅典范的体验画廊，更有皮艺、花艺、沙画等教学体验，打造一个文化与商业共生共融的原创生活空间。旨在通过呈现特色以及充满匠人文化的原创内容，传递热爱冒险、追逐自由、尊重个性的精神内涵。

打破传统业态组合带来先锋乐活生活

以“体验式商业”为内核，打造娱乐休闲文化创意体验空间快时尚品牌集合店创意零售店、潮牌店等全面汇聚，开创零售新格局；集两大特色街区、360°儿童成长空间、国内外精品家居及各类特色餐饮等多种业态为一体。

萌宠主题会员中心“悦宝之家”开启国内会员营销新时代

以贝壳独栋造型建筑为载体，以“家”的概念为设计内涵，利用跨界思维为成都大悦城会员量身打造的会员互动平台。亲子空间、沙龙地带、创客空间等七大区域，满足大悦城会员全客层定制化及个性化的体验需求；与城内商业品牌及异业联动，开启中国购物中心会员超尊贵权益新时代。

PARK ATTRIBUTE ACHIEVES INDEPENDENT IP

Chengdu Joy City, as the first large urban complex invested by COFCO in the southwest of China, has inherited the core innovation of JOY City brand, and it is positioned as “Joy City Joy Park” on the whole, i.e., “the first shopping park of experiential recreation and fashion in China”. The internationally renowned design firm RTKL was invited to be responsible for architecture design, taking Jiuzhai Huang-kong as the design blueprint and incorporating the architectural language into the culture, to realize the perfect combination of green building, cultural building, and international building. As the first park-themed shopping mall in Chengdu, Chengdu Joy City always adheres to the green idea “a park in the city, and a shopping mall in the park”, and it was awarded as “national AAA tourist attraction” in April 2017.

Moreover, AECOM, ranking in the first position among the world's top 500 design companies, was invited to be responsible for overall landscape design, closely centering on the park orientation, highlighting the nature and humanity, romantic and warm

Rose Plaza, energetic Cloud Plaza, and fashionable Xinghe Plaza, as well as 2,000m super-long garden galley back terrace. The shopping space of “one scenery in one step” has overturned the traditional consumption environment and improved the customers' experience of consumption.

TWO EXPERIENTIAL THEME BLOCKS JOY STREET, GULU COLLEGE

Joy Street, aiming to “rebuild your night aesthetics”, is integrated with bar, entertainment, and catering. About 5000m2 bars, and 9 major IPs like The walnut, and CHIZHANG 88 help Joy Street to develop into a new landmark of entertainment in the southwest of China.

Gulu College, an original living space with creation as the core, takes the original spirit as the soul, specialty stores as the focus and experience space as the driving force. There are simple handmade wooden wares, romantic handmade potteries and elegant experiential galleries. Also, we can experience the leather art, floriculture, and sand painting teaching here. It shows an original space of living where culture and business coexist. It is aimed to convey the spiritual connotation of loving adventure, pursuing freedom, and respecting personality by presentation of original contents featured and full of culture of craftsmanship.

MEMBER CENTER “YUE BOY'S HOUSE”, OPEN A NEW ERA OF MEMBERSHIP MARKETING STRATEGY

Based on the distinct shell shape building, and the concept of “home” for the design feature, the member center of Chengdu Joy City has created an extraordinary experiencing place for members.

To meet all the personalized experience requirements needs of members of Chengdu Joy City, Parent-child space, salon areas, and a creative place are under construction. All in all, the member center of Chengdu Joy City will open a new era of honorable membership interest in China by cooperating with commercial tenant in the city and other commercial industry.

大悦城家族首个轻资产输出管理项目
开业首年实现盈利
2017年 NOI 指标完成率达 122.7%
天津核心商圈网红地标打卡地

天津和平大悦城

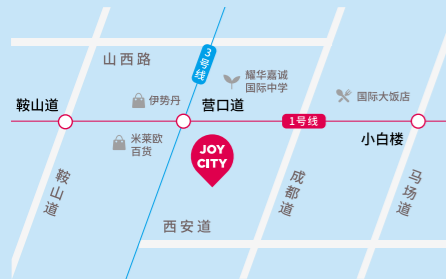
TIANJIN HEPING
JOY CITY



项目概况 PROJECT OVERVIEW

开业时间	2016年12月
商业面积	约6.8万平方米
地理位置	天津市和平区南京路与营口道交口
主体结构	地上6层, 地下1层
OPENING TIME	Dec, 2016
COMMERCIAL AREA	68,000m ²
GEOGRAPHIC POSITION	The intersection between Nanjing Road and Yingkou Road
MAIN STRUCTURE	6 floors aboveground and 1 floor underground

天津和平大悦城 TIANJIN HEPING JOY CITY



商圈概况 BUSINESS AREA OVERVIEW

和平大悦城地处南京路滨江道第一核心商圈，商业密度最大、客流最多、人气最高。日均客流 40-50 万人次，消费人群主要为中高级白领、旅游客群，是国际品牌进驻天津的首选。

Heping Joy City is next to Nanjing Road and Binjiang Street, a core business district of the highest commercial density, the busiest traffic and the highest popularity -- the passenger flow reaches 400,000-500,000 man-time per day, the targeted customers are mostly white-collars and the tourists with considerable incomes. Based on above, Heping Joy City is becoming the first choice to enter Tianjin for the international brands.



经营概况 OPERATING CONDITIONS

9.5%

2018 年 1-8 月销售同比增长 9.5%，客流同比增长 20%
Total Sales rose by 9.5% and cumulative passenger flow increased by 20% from January-August in 2018.

11617 万元

2017 年(开业首年)营业收入 11617 万元
Annual Sales in 2017 (the first operation year) is 116.17 million

15 家

2017 年首次进津品牌 33 家，首次进商圈品牌 15 家
There are 33 brands that first entered into Tianjin and 15 brands that first entered into this business area in 2017.

4784 万元

2017 年(开业首年)利润总额 (NOI) 4784 万元
Annual Net of Income (NOI) in 2017 (the first operation year) is 47.84 million

商业亮点 PROJECT HIGHLIGHTS

项目定位: 差异化 + 精准度, 打造时尚白领消费主场

和平大悦城在沿袭大悦城品牌定位的同时，也在开辟一条不一样的大悦城之路，项目定位“小而美”，旨在打造“精致品质生活”的新型城市购物中心。主推满足 1-2 小时消费人群的高效消费需求，吸纳追求时尚、热衷社交的年轻潮流达人。

品牌创新: 网红店聚集, 潮人必打卡地

基于消费者的需求角度出发，在入驻品牌的选择上，和平大悦城放弃传统购物中心快时尚品牌组合取而代之的是网红品牌、原创品牌，精挑细选近 200 家商户，其中超两成首进天津，风靡港台的鹿角巷、凑凑火锅、见味花甲等人气美食，极大地丰富了商圈品牌的多样性，吸引大批潮人到来。

推广宣传: 营销创新, 场景再造, 助推商圈发展

和平大悦城通过引入大型主题展、明星活动和自创 IP “大悦疯抢节”，不断为商圈、为消费者注入活力。2018 年 4 月 21 日，和平大悦城开启第三届“大悦疯抢节”，蓄力井喷、聚焦优质会员，首发会员地铁卡“小玫红”，单日实现会员增量 2235 人；915 疯抢节，引入“超

级脑力王”、“2 元店”等场景营销互动游戏，将“极致单品 + 极致价格 + 极致体验”全新组合，充分释放消费热情，实现单日销售额 580.4 万元，再次刷新疯抢业绩。10 月万圣节，联合商圈三家人气商业举办“万圣大巡游”活动，合力营销组合出击，成为天津首创联合营销活动，受到政府、媒体的高度关注。

PROJECT POSITIONING: DIFFERENTIATION + PRECISION, TO BUILD A PLACE OF CONSUMPTION OF THE WHITE-COLLARS

Following the brand positioning of JOY CITY, Heping Joy City is opening a different road of Joy City. This project is positioned to be “small and fine”, aiming to being a new urban shopping mall of “quality life”. Heping Joy City promotes to satisfy the efficient consumption demands of “1-2h consuming groups”, and attracts the young people pursuing fashion and keen on social contact.

BRAND INNOVATION: ONLINE CELEBRITIES FOR THE TRENDSETTERS

Based on the consumer demands, in selection of brands entering to Heping Joy City, it gave up the combination

of fast fashion brands which is commonly adopted by traditional shopping malls, but selected designer brands and original brands. 200 brands were introduced, and 20% of them for the first time in Tianjin, and popular food such as The Alley, Coucou Hot Pot and Clams memory, therefore, greatly enriching the brand diversity, and avoiding the homogeneous operation between different shopping malls.

PROMOTION: MARKETING INNOVATION AND SCENE RECONSTRUCTION, BOOST THE DEVELOPMENT OF BUSINESS.

By introducing large theme exhibitions, celebrity activities, and independent IP “Joy Buying Festival”, Joy City has continuously injected momentum to business area and consumers. In April 21, 2018, Joy City started “Joy Buying Festival” which focuses on the quality member. By issuing member metro card “Xiao Mei Hong”, the members increased 2235 in one day. The “915 Buying Festival” introduced “Super Brain” and “RMB2 Yuan Shop” scene marketing interactive games, created a new combination of “extreme sin-

gle product + extreme price + extreme experience”, ignites the passion of consumption, realized 5.804 thousands which refreshed the sales performance. For the Halloween in October, the three shops held a Halloween Parade to boost marketing, which created a joint marketing and received the great concern of the Government and the media.





上海长风大悦城 SHANGHAI PARKSIDE JOY CITY

国内首个综合性潮流运动空间
—Sky Park 高登公园

突破想象的超级地标
—Starry Runway 星空跑道

沪上首个艺术暖心体验街区

沪上亲子家庭一日游的绝佳去处
—长风城市微度假区

项目概况 PROJECT OVERVIEW

预计开业时间	2018年5月1日
商业面积	约12万平方米
地理位置	上海市大渡河路196号
主体结构	地下两层，地上五层
停车位	约1000个
OPENING TIME	May 1, 2018
COMMERCIAL AREA	120,000m ²
GEOGRAPHIC POSITION	No.196 Daguhe River Road, Shanghai
MAIN STRUCTURE	5 floors aboveground and 2 floors underground
PARKING LOTS	Approx. 1000

上海长风大悦城 SHANGHAI PARKSIDE JOY CITY



商圈概况 BUSINESS AREA OVERVIEW

上海长风板块位于内环和中环线之间，金融并购中心、500强企业集聚，已进驻包括施耐德、艺康、IFF等中外企业近200家，白领办公人群12万人。3公里范围内，品质楼盘聚集，与华东师范大学等高校一街之隔，约有78.0万常住居民以及6.7万在校大学生，近百万优质客群聚集。多条城市主干道在此交汇，公交线路四通八达，地铁2号、13号线咫尺可达，2020年，上海地铁15号线更将贯通此区域。

Shanghai Changfeng plate is located between inner ring and middle ring, where financial M&A centers and top 500 enterprises gather, about 200 Chinese and foreign enterprises like Schneider, Ecolab, and IFF have been stationed, and the white-collar population is 120,000. In the range of 3km, quality premises cluster. Colleges and universities like East China Normal University are across the street. There are about 780,000 inhabitants and 67,000 college students, so about 1 million quality customers gather here. Many urban main road intersect here, there are bus lines reaching all directions, Metro Line 2 and Line 13 are nearby, and by 2020, Metro Line 15 will run through this area.

区域优势 REGIONAL ADVANTAGE

长风大悦城位于上海市大渡河路196号。项目近上海市地铁2号线、13号线，2020年将实现地铁上盖；目前多条市内公交停靠，与苏州河游艇码头近在咫尺，交通位置得天独厚。以“水岸购物中心”为核心，长风大悦城还联合周边的长风公园、上海长风海洋世界、成龙电影艺术馆、上海国丰酒店和场内的上海乐高探索中心，牵头成立了“长风·城市微度假区”，为沪上亲子家庭提供了市内一日游的绝佳去处。

Parkside Joy City is located in Shanghai NO.196 Dadu River Road. The project, near Shanghai Metro Line 2 and Line 13 currently, will be achieved subway cover by 2020. Currently, a number of city buses stop and Suzhou River wharf is very close to it, with a unique location. Centering on “waterfront shopping center”, Changfeng Joy City took the lead to cooperate with Changfeng Park, Changfeng Ocean World, Jackie Chan Film Museum, Shanghai Guofeng Hotel and Shanghai LEGO Exploration Center to establish “Changfeng: micro-holiday center in downtown”, to provide a good place for one-day trip of families in Shanghai.

商业亮点 PROJECT HIGHLIGHTS

独创四大分区，立体动线驱动焕新体验

在锁定项目核心客群后，长风大悦城还利用独创的“短路径、立体化”垂直动线，取代了原本的平层动线，进而将空间有机切分为四大区块。独具匠心的区域设计将空间和品牌进行有机切割，为消费者提供最简单高效的逛街动线。

国内首个屋顶凌空粉红跑道，引领沪上时尚运动风潮

联合国国际顶尖建筑设计事务所，依托长风公园独有的景观资源，长风大悦城策划了国内购物中心首个屋顶综合性潮流运动空间：高登公园突破想象的超级地标——星空跑道，湖景和城市天际线一览无余的天空花园，再加上丰富缤纷的业态，都使屋顶运动街区成为长风大悦城独一无二的最佳记忆点。

精致室内街区，打造都市品质生活圈

长风大悦城结合自身项目的精准定位，在室内2-4层打造了一个精致的室内街区，为沪上时尚消费者提供了一个都市品质生活圈。集合上海法租界小资情调的各类业态和网红爆品，通过艺术、音乐、文创、美体、轻食等业态，真正将街区打造成一个品质生活天

地。在长风大悦城的室内街区，还有一个融合了艺术、玩乐、休闲、体验的会员体验中心。未来，这一体验中心将引进丰富多彩的活动，成为长风大悦城场内最具活力的空间之一。

ORIGINAL FOUR ZONES AND THREE-DIMENSIONAL FLOW DRIVE NEW EXPERIENCE

After locking core customer groups of the project, Parkside Joy City also takes advantage of original vertical flow the concept of which is “short path and three-dimensional” to replace the previous horizontal flow and further organically divide the space into four blocks. The innovative area design organically cuts space and brands, which provides the simplest and most efficient shopping flow for consumers.

THE FIRST OVERHEAD ROOF PINK RUNWAY LEADS FASHION SPORTS TREND IN SHANGHAI

Cooperating with an international top building design office and depending on the unique landscape resources of Parkside Park, Parkside Joy City plans the first comprehensive roof trendy sports space among domestic shop-

ping malls: Sky Park. An imaginative super landmark-Starry Runway, the lake view and sky garden in which an urban skyline can be in full sight as well as abundant and colorful business formats are beneficial for the roof sports block to be the best unique memory point of Parkside Joy City.

EXQUISITE INDOOR BLOCK, CREATING URBAN QUALITY LIFE CIRCLE

Combined with the precise positioning of its own positioning, Parkside Joy City created a delicate indoor block in 2-4 floor and provided an urban quality life circle for Shanghai fashion con-

sumers. It integrates various business formats with petty bourgeoisie taste of Shanghai French Concession as well as hot instant online shops, making it the center of quality life through business formats such as art, music, cultural and creative. Meanwhile, in Parkside Joy City indoor block, there is a VIP experience center integrates art, fun, relax and experience. In the future, Parkside Joy City will introduce various activities to this area, making it the most dynamic region in the whole shopping mall.





杭州大悦城 HANGZHOU JOY CITY

首座体验式水岸潮圣购物乐园

风洞 潜水 滑雪 未来动物城 解锁城市新玩法

逾 60% 品牌首进商圈 6 大室内主题街区

开业季客流近 80 万 数十家品牌刷新新店业绩纪录

项目概况 PROJECT OVERVIEW

开业时间	2018年8月28日
商业面积	约20万平方米
建筑组成	购物中心、滨水街区、商务办公、酒店公寓、品质住宅
主力店	MUJI、UNIQLO、UR、SEPHORA、博纳国际影城、飞行家风洞、加拿大国际水域运动中心、FUTURE ZOO 未来动物城、果蔬好超市、乐体健身、星聚会等
地理位置	杭州市拱墅区莫干山路与隐秀路交汇处
主体结构	购物中心地上八层、地下三层
停车位	约3000个
OPENING TIME	Aug.2018
ARCHITECTURAL COMPOSITION	Shopping Mall, Waterfront Blocks, Office Building, Serviced Apartments, High-quality Residence
COMMERCIAL AREA	200,000m ²
ANCHOR STORES	Dior, MUJI, UNIQLO, BONA, Flying Experience, Future Zoo, GSH Supermarket, ROCKIES Fitness, UR, Sephora etc.
GEOGRAPHIC POSITION	The intersection of Moganshan Road and Yinxiu Road, Gongshu District, Hangzhou.
MAIN STRUCTURE	8 floors aboveground and 3 floors underground
PARKING LOTS	Approx. 3000

杭州大悦城 HANGZHOU JOY CITY



商圈概况 BUSINESS AREA OVERVIEW

杭州大悦城衔接武林、城西、运河及城北四大核心商圈，将成为融合四大商圈的核心枢纽。项目紧依武林北、申花、桥西、运河等城市中高端居住区，3-5公里内辐射常住人口达120万之巨，未来二至三年内还将导入优质消费客群约30万。

Hangzhou JOY CITY connects Wulin, Chengxi, Yunhe and Chengbei four core business circles, and will become a future hub which fuses the four. JOY CITY lies next to high-end residential areas such as Wulin North, Shenhua, Qiaoxi and Yunhe, which reaches a resident population of 12 million within 3 to 5 kilometers. Besides, in the next 2 to 3 years, the district will import high-quality consumers who can total up to 3 million.

经营概况 OPERATING CONDITIONS

16.3 万元 **1068.7 万元**

2018年8月28日(周二)开业首日，客流量突破16.3万。The cumulative passenger flow on the first opening day(August 28th, 2018) exceeded 163000.

2018年8月28日(周二)开业首日，总销售额达1068.7万。The cumulative sales on the first opening day(August 28th, 2018) achieved 10.687 million yuan.

35000

直至2018年9月2日，会员累计总数近35000。The cumulative member nearly 35000 until September 2nd, 2018.

商业亮点 PROJECT HIGHLIGHTS

双飞天梯 + 通天花瓣中庭

杭州大悦城引进大悦城品牌极具标志性与独创性的“飞天梯”，1-5层、5-8层可直达。在空间构造上，引入花瓣元素，打造唯美挑空的全新中庭形象，增添购物中心的观赏性与新鲜感。

品牌创新, 170+ 区域首进

杭州大悦城这座20万方体量的商业巨无霸，规划9大商业楼层，汇聚了近300家国内外知名品牌，首入商圈品牌占比超60%，快时尚、创意零售、设计师、潮流品牌等全面汇聚，通过跨界混搭、老店新开、业态创新等方式创新零售形态，打造最强新鲜品牌与概念店集合地。

包罗万象的体验业态, 打破传统商业模式

近100家人气餐饮品牌满足味蕾极限，双巨幕影院、高颜值健身房、风洞飞行、室内潜水、模拟滑雪、未来动物城等新兴潮流业态满足最前沿体验需求。

个性鲜明的室内主题街区, 打造差异化购物场景

杭庭 - 猎食、猎艳的室内庭院式约会圣地、马

力印巷 - 杭城首个蒸汽朋克主题街区、面都 - 杭城首个面食博物馆，3大主题空间产品，打造差异化购物场景，满足年轻人的个性需求与精神认同，强势开启杭州购物中心主题街区时代。

2000方水秀广场, 打造水岸空间新地标

作为杭州大悦城最具水岸元素的空间之一，室外2000方下沉式水秀广场集合了音乐喷泉、喷火、造浪、水幕、水帘、水秀等多个场景内容，将成为对消费者极具吸引力的新地标。

BRAND INNOVATION, MORE THAN 170 BRANDS WERE INTRODUCED FOR THE FIRST TIME IN HANGZHOU AND DISTRICT

Nearly 300 brands make Hangzhou Joy City a shopping flagship of the city, including the merchants first into Hangzhou and district accounted for nearly 60%. With a combination of fast fashion brands, creative retail brands, designers' brands, popular brands, etc. Through cross-boundary mixing, old store updating, category creating, etc, Joy City has made the strongest collection of new and concept brands.

TEMPTING EXPERIENCE BREAKS THE



TRADITIONAL BUSINESS MODE

Satisfying customers' taste buds with nearly 100 popular restaurant brands, Joy City also meets your frontier needs by double-screen cinema, delicate gym, indoor sky-diving, indoor diving, simulation of skiing and future zoo etc.

FOUNTAIN PLAZA BECOMES THE NEW LANDMARK OF THE WATERFRONT SPACE

THEMED BLOCKS CREATE THE DIFFERENTIATED SHOPPING SCENE

Hunting, Magic Impression and Noodle Republic, those three blocks together create differentiated shopping scenes, meet individual needs and spiritual identities of young people, opening a new era of themed blocks for shopping malls in Hangzhou.

As one of the waterfront elements of Hangzhou Joy City, Fountain Plaza covers more than 2000 square outdoor and becomes a new landmark with music fountain, fire spraying, wave making, water curtain, water show and other scenes.





毗邻大雁塔穿越古典与潮流
 尽享“十三潮主场”近 60% 首进区域品牌
 四大主题创意街区西安最大室内下沉广场
 独家震撼天幕 是城市光影地标
 也是时尚潮流新地标



项目概况 PROJECT OVERVIEW

预计开业时间	2018年12月
商业面积	约14.6万平方米
主力店	潮流轻奢, 快时尚集合店, IMAX影院, 文创书店, 精品超市, 儿童主题馆, 情调酒吧, 时尚餐饮, 人气美食, 体验娱乐, 数码体验等
地理位置	西安市曲江新区, 慈恩路与慈恩西路交汇处, 紧邻大雁塔南广场
主体结构	地上4层, 地下2层
停车位	1300个
OPENING TIME	Dec.2018
COMMERCIAL AREA	146,000m ²
ANCHOR STORES	Trendy and luxury, fast fashion collection stores, IMAX cinema, cultural and creative bookstores, boutique supermarkets, children's theme museums, romantic bars, fashion catering restaurants, popular restaurants, entertainment experience, digital experience, etc.
GEOGRAPHIC POSITION	Xi' An Qujiang New District, at the intersection of Ci' en Road and Ci' en West Road, next to south plaza of Dayan Pagoda
MAIN STRUCTURE	4 floors on the ground, 2 floors underground
PARKING LOTS	1300

西安大悦城 XI'AN JOY CITY

西安大悦城 XI'AN JOY CITY



商圈概况 BUSINESS AREA OVERVIEW

项目地处西安曲江新区，位于慈恩路与慈恩西路交汇处。衔接曲江商圈、小寨商圈两大和优质核心商圈。西侧为高校密集区，东侧紧邻大雁塔 - 大唐芙蓉园 5A 级景区，周边有曲江优质住宅区。项目 5 公里辐射人群约 140 万人，覆盖学生人口 25 万人，区域年均客流量 2700 万人。

The project is located at intersection of Ci'en Road and Ci'en West Road, Qujiang New District, Xi'an, connecting Qujiang business district and Xiaozhai business district which are two high-quality core shopping districts. The compact district of colleges and universities is in the west, and it is close to Big Wild Goose Pagoda-Tang Paradise 5A-class scenic spot in the east, and is surrounded by Qujiang high-quality residential area. The number of groups radiated by the project within 5 kilometers is about 1.4 million, and there are 250,000 students being covered, and annually average passenger flow volume of the region reaches 27 million.

区域优势 REGIONAL ADVANTAGE

在国家“新一带一路”政策的大背景下，西安作为西北科研、教育、商务、工业中心，已被规划为新丝路的起点与核心城市。曲江新区作为西安市发展最迅猛，环境最宜居的主力区域，成为城市中高收入居民最青睐的社交、安居地。西安大悦城东邻大雁塔景点，地处曲江大唐不夜城景区的龙头位置，从某种程度上讲，刚好可以成为将区域内旅游客群转化为商业消费人群的引擎，形成旅游、商业、文化三大中心。依托区域优势，引进全新品牌，多样丰富业态，创新品牌组合与业态配比，打造辐射西北的商业标杆项目。

On the background of "The Belt and Road Initiative", as the Northwest center of scientific research, education, business and industry, Xi'an has been planned to be starting point and

core city of the new Silk Road. As the main area of Xi'an with the most rapid development and livable environment, Qujiang New District has become the most popular social settlements of city medium and high-income residents. Xi'an Joy City being close to Big Wild Goose Pagoda scenic spot and being located at the leading position of Grand Tang Dynasty Ever-bright City, Qujiang exactly drive tourism customer groups within the region to be converted to commercial consumer groups to some extent, and further form three centers, namely, tourism, commerce and culture. Xi'an Joy City relies on regional advantages and introduces new brands to build commercial benchmarking project radiating northwest with a variety of rich formats and innovative brand portfolio and format ratio.



商业亮点 PROJECT HIGHLIGHTS

最强旗舰品牌组合 悦动古城新风尚

配合独一无二的项目定位，充分利用大悦城自身品牌优势。西安大悦城的品牌组合是项目一大亮点，集结了一系列在市场上表现活跃、接受程度高的轻奢品牌，针对性地引入一些潮流时尚、轻奢以及现代生活方式类品牌。西安大悦城将把西安的时尚、潮流度带上一个台阶，给西安消费者带来更潮流的消费体验。西安首店招商率超过 30%，城市区域首店招商率近 60%。

融古汇今外观设计 古典时尚一体两面

坐落在大雁塔旁的西安大悦城外观设计采用现代玻璃幕墙 + 传统中式檐顶设计，既表现大悦城年轻时尚的气质，又融入项目周边浓厚的文化氛围，实现传统与现代、世界与西安



的统一，打造一座属于世界的大悦城。

创新特色主题街区 引领城市商业趋势

西安大悦城立处曲江新区中心黄金地段，周边社区为中高端社区集合，是西安中高收入人群聚集地。西安大悦城将充分利用周边的大IP，结合注重情趣享受的年轻消费者结合当地餐饮习惯与时尚潮流，通过打造创意餐饮街区，带动商圈、西安乃至西北的经济发展。

西安最大室内下沉广场 全新品质社交空间

打造西安市最大室内下沉广场，通过开放式阶梯，打通首层及地下一层。在打造垂直动线实现多首层理念的同时，创造海阔天空的空间感。下沉广场还聚集休闲区域、趣味活动、观景功能于一体，打造潮文化社交主场。为城市居民提供了富有品质的社交空间，成为城市人群的首选社交场。

独有室内炫彩天幕 开放垂直视界

西安大悦城在顶部设计炫彩天幕，打造无死角震撼视觉体验。天幕影片为特别定制，可根据需要切换，装点场内气氛，配合全场声光系统，为顾客奉上独特视觉盛宴，配合炫彩外立面，打造城市光影地标。

STRONGEST FLAGSHIP BRAND PORTFOLIO AND NEW FASHION ENTERTAINMENT OF ANCIENT CITY

Cooperation with unique project positioning and full utilization of brand advantages of Joy City. The brand portfolio of Xi'an Joy City is a big highlight of the project, gathering a series of luxury brands with active performance and high acceptance degree in market, and pertinently introducing some brands related to fashion, luxury and modern lifestyle types. Xi'an Joy City will push fashion and trend degree of Xi'an to a new level, and bring more trendy consumption experience for Xi'an consumers. The investment attraction rate of the first shop of Xi'an exceeds 30%, while the investment attraction rate of the first shop of city area exceeds 60%.

SYNCRETIC APPEARANCE DESIGN WITH ANCIENT AND MODERN CODE & ONE IMAGE WITH CLASSIC AND TRENDS SIDES

Being located in the Big Wild Goose Pagoda, Xi'an Joy City adopts modern glass curtain wall and traditional Chinese roof design, which shows both young and stylish temperament of Joy City and strong cultural atmosphere of

the surrounding area. It achieves the fusion of tradition and modern and unification of world and Xi'an. Xi'an Joy City belongs to the world.

INNOVATIVE FEATURED THEME BLOCKS LEAD CITY BUSINESS TRENDS

Xi'an Joy City is located in the central prime area of Qujiang New District and its surrounding communities are the gathering place of high and medium income groups in Xi'an. Xi'an Joy City will make the best of surrounding big IP, and focus on young consumers paying attention to interest enjoyment and combine local catering habits and fashion trend so as to drive the economic development of business circles, Xi'an even northwest through creating creative catering blocks.

XI'AN'S LARGEST INDOOR SINK SQUARE AND NEW SOCIAL SPACE

Joy City is planning to build the largest indoor sink square by means of getting through the first floor and the ground floor with open ladder. This strives to design vertical flow and then realize concept of "several first floors". At the same time, it creates a vast space sense. The sink square also integrates leisure area, fun activities and viewing functions to build a social home court of fashion culture, providing a high-quality social space and becoming the preferred community of social groups.

XI'AN'S LARGEST INDOOR SINK SQUARE AND NEW SOCIAL SPACE

Xi'an Joy City designs a colorful screen on the top of building for creating fully shock visual experience. People enjoy customized sky films for free switch with the excellent sound and light systems, which decorates indoor atmosphere to offer customers a unique visual feast. The sky films are supported by colorful external wall to build a light and shadow landmark for the city.



昆明大悦城

KUNMING JOY CITY

项目概况 PROJECT OVERVIEW

预计开业时间	2018年12月1日
商业面积	约15万平方米
建筑组成	购物中心、主题街区
主力店	快时尚集合店、设计师女装集合、国内知名连锁餐饮、文化特色餐饮、泛娱乐体验集
建筑组成	购物中心、主题街区
地理位置	紧邻一环昆明主城核心地带，环城南路与南坝路交汇路口
主体结构	2、3号楼(地上8层,地下2层), 5号楼(地上10层,地下1层), 6号楼(地上12层,地下1层)
停车位	2467个

OPENING TIME	Dec. 1, 2018
COMMERCIAL AREA	About 150,000 m ²
ARCHITECTURAL COMPOSITION	Shopping mall, theme blocks
ANCHOR STORES	Fast fashion collection stores, Women's wear collection stores of designers, Domestic famous chain catering restaurants, Cultural characteristics catering restaurants, Pan-entertainment experience collection space
GEOGRAPHIC POSITION	Be next to the core area of main city of Kunming, intersection of Huancheng South Road and Nanba Road
MAIN STRUCTURE	Building 2 and 3 (8 floors overground, 2 floors underground), Building 5 (10 floors overground, 1 floor underground), Building 6 (12 floors overground, 1 floor underground)
PARKING LOTS	2476

32 万方西南体量最大购物中心

集潮流、文化、生活、旅游于一体昆明城市新中心

低碳购物中心、城市会客厅、玫瑰大道、步客天阶闪耀云南

云南商业地产金孔雀奖 -2018 年度倍受期待商业项目

昆明大悦城 KUNMING JOY CITY



商圈概括

BUSINESS AREA OVERVIEW

昆明大悦城地处昆明内环商业核心区域，毗邻城市坐标“金马坊”、“盘龙江”，紧邻地铁2号线，北侧临环城南路，东侧临南坝路，地理位置优越。项目坐落于千年商脉老螺蛳湾之上依昆明母亲河盘龙江畔是昆明南市门户，也是泛亚金融产区和呈贡新城等昆明重要发展区域交汇点。

Kunming Joy City is located in the commercial core area of inner ring, Kunming, adjacent to “Jinmafang” and “Panlong River”, city coordinates, close to Metro Line 2, next to Huancheng South Road in the north and Nanba Road in the east, with superior geographic position. Located above old Luosiwan which is deemed as a millennial business pulse and relying on the bank of Panlong River, Mother River of Kunming, the project is not only the gateway of Nanshi District, Kunming, but also the intersection between Pan-asian financial industry region and Chenggong New Town and other important development areas of Kunming.

区域优势

REGIONAL ADVANTAGE

“面向南亚、东南亚辐射中心”已成为云南跨越发展的一大战略定位昆明作为云南省省会，是我国面向南亚、东南亚的门户城市，当地气候宜人、环境优美、文化多元，坐拥丰富的旅游、文化、商贸资源，再加上优质的市场环境和商业氛围，均为城市经济水平的发展孕育了新的市场机会点昆明大悦城坐拥市区核心地段，周边共有13个公交车站，覆盖47条公交线路、紧邻地铁2号线，且与昆明火车站比邻而居。建成后的昆明大悦城将打造面向全国，辐射东南亚、南亚的专属“春城”名片。

“Development towards radiation centers of South Asia and Southeast Asia” has become a strategic positioning of spanning development of Yunnan. As provincial capital of Yunnan Province, Kunming is a gateway city in China towards South Asia and Southeast Asia, with local pleasant climate, graceful environment and multi-culture, has abundant tourism, culture and commerce and trade resources, and high-quality market environment and commercial atmosphere, which breeds new market opportunity points for the development of urban economic level.

商业亮点

PROJECT HIGHLIGHTS

城市新中心

当年轻、时尚、潮流、品位的大悦城，遇见开放、包容、生动、品质的春城。

以心理年龄18-35岁追求时尚潮流，兼顾家庭成长和对生活品质有一定追求的年轻时尚及年轻家庭客群为核心，延续“年轻、时尚、潮流、品位”的大悦城品牌基因，结合昆明的未来城市规划与发展重心以4C（潮流、文化、生活、旅游）新中心为概念，打造昆明商业综合体新标杆。

潮流新中心

昆明的时尚潮流聚集地、时尚潮牌商业体、潮流前沿品牌引领。

文化新中心

昆明首个文化商业领地
深耕昆明本土文化
引进聚焦全国优秀的文化产品
文化与商业完美结合

生活新中心

昆明家庭周末新生活方式
全新的生活体验
高品质的生活家居

旅游新中心

昆明旅游购物第一站
未来商业旅游结合圣地
颠覆性的一站式旅游体验

New City Center

When young, fashion, trendy and tasteful Joy City encounters open, inclusive, vivid and high-quality Chuncheng. Taking young fashion and young family customer groups at the mental age of 18-35 as the core who pursue fashion trend, consider family growth and have certain pursuit for life quality, continuing the “young, fashion, trendy and tasteful” brand genes of Joy City, combining the future city planning and development center of Kunming, and considering 4C (trend, culture, life and tourism) new center as development concept, and thus building a new benchmark for business complex of Kunming.

New Trendy Center

leading fashion trendy gathering place, fashion brand business body and trendy cutting-edge brand in Kunming.

New Cultural Center

first cultural and commercial territory of Kunming, local deep ploughing culture of Kunming, leading and focusing on excellent cultural products around the whole country and realizing perfect combination between culture and commerce.

New Living Center

new family weekend lifestyle, fire-new life experience high-quality household life in Kunming

New Tourism Center

first station of tourism and shopping in Kunming, future destination combining commerce and tourism and overturning one-stop tourism experience.



商圈概括

BUSINESS AREA OVERVIEW

武汉大悦城占据武汉市东湖高新科技开发区“光谷中心城”的核心位置，“光谷中心城”旨在打造服务中部，辐射全国，面向世界的国际化商务城区，构建华中战略性新兴产业的总部控制中心和后台服务中心，搭建武汉市金融创新、现代服务业与高新技术产业共融的示范平台。东湖高新区（别称“光谷”）的常住人口166万，随着政策的加深，该区域人口不断导入，尤其是高新技术人才，会带来更多高消费力的潜在客群，未来潜力不可估量。

Wuhan Joy City occupies the core position of “Optics Valley Center”, Wuhan East Lake high-tech development zone, Wuhan city. The “Optics Valley Center” aims at building an international urban business district serving the central part, radiating the whole country and facing towards the world, and constructing a headquarters control center and background service center of strategic emerging industry in Central China, and setting up a demonstration platform fusing financial innovation, modern service industry and high-tech industry in Wuhan City. The permanent population of East Lake High-tech Development Zone (referred as “Optics Valley”) is 1.66 million. The population in the area is constantly imported as polices constantly deepen, especially for high-tech talents, which would bring more potential customer groups with high consumption power, thus, future potential is estimable.

区域优势

REGIONAL ADVANTAGE

武汉大悦城坐落东湖高新区政务中心正对面，“光谷中心城”总部经济区的核心位置，紧邻地铁十一号线光谷四路站，享受东湖高新区政治中心、经济中心和光谷商圈的客流辐射。毗邻豹子溪、新月溪公园，实现商业气息与自然生态的完美融合。此外，东湖高新区政府给予了大悦城项目良好的政策支持，携手共创新光谷商圈千亿级繁荣。

Wuhan Joy City is situated in directly opposite to Administration Committee of East Lake High-tech Development Zone, and core position of economic district of “Optics Valley Center” headquarters, is close to No. 4 Optics Valley Station on Metro Line 11, and enjoys the radiation of customer flow of political center, economic center and Optics Valley business district of Wuhan East Lake High-tech Development Zone. Besides, it is adjacent to Baozixi and Xinyuexi Parks, which realizes perfect integration of commercial atmosphere and natural ecology. In addition, the government of East Lake High-tech Development Zone provides great policy support to Joy City project to jointly achieve 100 billion level prosperity of new Optics Valley business district.

武汉大悦城 WUHAN JOY CITY



项目概况 PROJECT OVERVIEW

预计开业时间	2021年12月
商业面积	15.9万平方米
建筑组成	购物中心、甲级写字楼、精品公寓
主力店	IMAX影院、精品超市、创新书店等
地理位置	高新大道与豹溪路交汇处（东湖高新区政务中心对面）
主题结构	地上5层（局部6层）、地下3层
停车位	约2,500个
OPENING TIME	Dec. 2021
COMMERCIAL AREA	159,000 m ²
ARCHETECTURAL COMPOSITION	Mall, Grade A office building, Boutique apartment
ANCHOR STORES	IMAX cinema, boutique supermarkets and innovative bookstores, etc
GEOGRAPHIC POSITION	Intersection of Gaoxin Avenue and Baoxi Road (directly opposite to Administration Committee of East Lake High-tech Development Zone)
MAIN STRUCTURE	Five floors overground (six floors partially) and three floors underground
PARKING LOTS	About 2,500



2021年
GRAND OPEN
闪耀开业

项目概况 PROJECT OVERVIEW

预计开业时间	2021年12月
商业面积	14.8万平方米
建筑组成	购物中心、甲级写字楼、高端住宅、精品公寓
主力店	新型影院,精品超市,创新书店,娱乐体验,运动健身,时尚零售,餐饮美食,生活方式,亲子业态,联合办公等
地理位置	深圳市宝安区前进一路与创业二路交汇处
主体结构	地面以上七层、地面以下四层
停车位	2387个
OPENING TIME	Dec.2021
COMMERCIAL AREA	148,000m ²
BUILDING COMPOSITION	Shopping centers, Grade-A office space, high-end residential, fine apartment
ANCHOR STORES	ew cinema, boutique supermarkets, creative bookstore, entertainment experience shop, sports fitness, fashion retail, food and beverage, lifestyle, parent-child format, Coworking Space
GEOGRAPHIC POSITION	Interpoint of the first Qianjin road and the second Chuangyeroad,- Bao'an District,shenzhen City
MAIN STRUCTURE	7 floors on the ground, 4 floors underground
PARKING LOTS	2387

深圳宝安大悦城
SHENZHEN BAO'AN
JOY CITY

深圳宝安大悦城 SHENZHEN BAO'AN JOY CITY



商圈概况 BUSINESS AREA OVERVIEW

宝安大悦城位于深圳西部宝安区核心商圈，项目紧依前海宝安中心区等城市中高端居住区，周边商圈辐射常住人口约50万，周边核心客群以23-29岁的单身青年和30-35岁的年轻家庭为主。区域五公里内未来商业增量近百万量级，宝安大悦城作为华南地区首发项目，商业发展潜力不可估量。

宝安位于深圳西部滨海活力带，是深圳的产业名城、创新高地。在国家推行的粤港澳大湾区与前海自贸区的发展规划背景下，深圳发展红利不断。粤港澳的未来在深圳，深圳的未来在西部，随着商圈自东向西发展，以大悦城为龙头构成的城市级商圈，将依托区位优势、交通、空间等优势，辐射全深圳，成为独具深圳特色的商业巨擎，引领粤港澳城市群特色商业的腾飞。

Bao'an Joy City is located in the core business district of Baoan District, west of Shenzhen. The project is tight in the middle and high-end residential areas such as the former sea and Bao'an central area. The surrounding area has a population of about 500,000, and the core customers are 23-29 years old youth and young families aged 30-35. The future business growth of the region within five kilometers is nearly

one million. As the first project in southern China, Bao'an Joy City has immeasurable business development potential.

Bao'an is located in the western Shenzhen coastal vitality belt, which is the industrial and technology innovation area of Shenzhen. On the background of implementing free trade development plan, Shenzhen's development is continuing. The future of Hong Kong and Macao is in Shenzhen and the future of Shenzhen is in the western part. Joy City is becoming a leader of the city-level business district belonging with the development of business from east to west, which will rely on location, transportation, space and other advantages. It will radiate the whole Shenzhen, becoming a unique specialty of Shenzhen and leading commercial of Guangdong, Hong Kong and Macao city.



区域优势 REGIONAL ADVANTAGE

宝安大悦城位于前海辐射区，坐落于深圳西部宝安老城区核心地段，轨道交通5号线、12号线双地铁上盖，距离前海自贸区仅3公里，20分钟车程即可抵达宝安国际机场，紧邻城市主干道，周边交通路网成熟。

Bao'an Joy City is located in the Qianhai radiation area, being in middle point of the western part of old city area. It is double covered by rail transit line 5 and line 12. It is only 3 km from the Qianhai free trade area and holding 20-minute car drive to reach Baoan International Airport. It closes to the city main road and fully surrounds mature traffic network.



商业亮点 PROJECT HIGHLIGHTS

华南地区首发力作 打造城市地标建筑 IP

宝安大悦城作为大悦城品牌在华南地区首发力作，也是2.0升级版大悦城，项目以高标准打造极具深圳特色的大悦城。项目整体规划连廊系统，打造立体公共空间体系，融合各功能片区，以开放姿态拥抱整个城市，以轨道公园编织城市，建筑设计风格流畅、现代、简约，以建筑特色自成IP，辐射远端客流，形成城市独特标识。

打造以“乐享现在，悦创未来”为主题的明日之城

宝安大悦城将打造以“乐享现在，悦创未来”为主题的明日之城，业态设置汇集潮流时尚、文化创意、科技创新、娱乐活力、亲子体验、生活方式、美食文化等业态，打造生活方式体验中心。

聚焦18-35岁新兴中产 辐射远端优质客群

秉承大悦城基因，坚持年轻、时尚、潮流、品位，通过产品力创造和营销创新，不断打造客流的发动机。以年轻人和年轻家庭客群为主要目标客群，在做好周边客群经营的基础上辐射远端客群。

情景化创意主题街区 打造全新购物体验

延续大悦城家族主题街区DNA，开启购物中心场景化体验时代。利用垂直贯穿的5个主题空间去布局业态特色，形成楼层的记忆点，呈现平面与立体互动交叉的全新购物体验，打造独具深圳特色的创意主题街区。

SOUTH CHINA'S FIRST MASTERPIECE TO BUILD URBAN LANDMARKS

As the starting project of Joy City brand in southern China, Bao'an Joy City is 2.0 version of Joy City family. The project is creating a high standard work with great characteristics of Shenzhen. Project is planning overall corridor system to create a three-dimensional public space system. The integration of many functional areas is showing an open attitude to embrace the entire city. Architectural design style is smooth, modern and simple, which makes the architectural features gathering a self-IP, radiating remote passenger to formate unique city logo.

A WONDERLAND FOR RECREATION

we will create a wonderland for our customers, where they can enjoy fashion trends, cultural and creative filed -fashion trends, cultural and creative filed, scientific and technological innovation, entertainment vitality, parent-child experience, lifestyle and

food culture, which is for building a lifestyle experience centre.

FOCUS ON 18-35 YEARS OLD NEW MIDDLE-CLASS RADIATE HIGH-QUALITY CUSTOMERS

Bao'an Joy City features in being young, chic, trendy and tasty and quality" and its marketing strategy. It will constantly build passenger flow engine through creating product force and marketing innovation. Young people and young family customers is its main target groups. It is a must-do to radiate remote customers on the basis of doing a good job on the surrounding customer operation.

SCENIC THEME BLOCKS TO CREATE A NEW SHOPPING EXPERIENCE

For continuing the Joy City family theme street DNA and open new shopping center scene experience era, it use five theme space to layout the characteristics of the format and then formate the memory point of floors to show a flat and three-dimensional interaction of the new shopping experience, creating a unique theme of Shenzhen creative district.

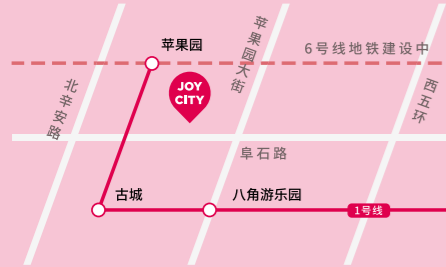
2021年
GRAND OPEN
闪耀开业

项目概况 PROJECT OVERVIEW

预计开业时间	2021年10月1日
商业面积	约10万平方米
地理位置	石景山区苹果园站东南侧， 阜石路北侧
主体结构	地下四层，地上五层
停车位	约1100个
OPENING TIME	Oct. 1, 2021
COMMERCIAL AREA	100,000 m ²
GEOGRAPHIC POSITION	On the Eastsouthern side of Shijingshan zone, and the Northside of Fushi Road.
MAIN STRUCTURE	4 floors under the ground, 5 floors on the ground
PARKING LOTS	Approx. 1100

北京京西大悦城
BEIJING JINGXI
JOY CITY

北京京西大悦城 BEIJING JINGXI JOY CITY



商圈概况 BUSINESS AREA OVERVIEW

京西大悦城位置交通便利，紧邻地铁1号线苹果园站，四环、五环路直接连接。项目连接北京最大立体交通枢纽——苹果园立体交通枢纽，未来将建成集公交总站、BRT快速公交线路、S1线轻轨总站、1号线、6号线(二期在建)、商业综合体为一体的大型便捷交通枢纽。

Jingxi Joy City holds a convenient transportation, closing to Metro Line 1 Apple Orchard Station and directly connecting the Fourth Ring Road and Fifth Ring Road. The project will connect to Beijing's largest three-dimensional traffic hub - Apple orchard transport hub. In the future, it will be built to a large-scale convenient transportation hub gathering the bus terminal, BRT bus line, S1 line light rail terminal, Line 1, Line 6 (Phase II under construction) and commercial group.

区域优势 REGIONAL ADVANTAGE

石景山区是北京的城市功能拓展区，是海淀、丰台、门头沟三区的重要连接点。北京西部缺少市级商圈，已有商圈比较分散，商业项目以区域型为主。京西大悦城作为北京西部商业的引领者，将重塑北京商业格局。项目客群定位于高收入、高消费、高品质小资群体、精英社群以及新兴中产阶级，把握前沿消费时尚趋势及人文属性，着力打造京西地标性、引领性商业IP。

Shijingshan District is the development zone of the city and the important connection point of the Haidian, Fengtai and Mentougou. There is a lack of municipal shopping district in western Beijing. And its business district is more scattered. Almost all commercial projects is regional-based type. As a leader in western Beijing business, Jingxi Joy City will reshape Beijing's business landscape. This project locks in customer groups which is high-income, high consumption, high-quality bourgeoisie, elite community and the emerging middle class. It will grasp the forefront of consumer fashion trends and cultural properties, focusing on creating Beijing West landmark and leading-level IP.

商业亮点 PROJECT HIGHLIGHTS

建筑设计方面，项目由 CallisonRTKL 设计(前身为全球两大最具影响力的城市规划和建筑设计公司)。为增强消费者视觉记忆力，打造地标性建筑，同时考虑到人们日益关注健康自然生态，关注人文情怀的多个因素，京西大悦城将打造北京首个“会呼吸的 mall”。京西大悦城大面积采用自然光源，引入大量绿植，采用垂直绿化空间，室外街景室内化，室内外景观互动空间、引入水景等多个手段。

品牌方面，将打造北京西部品牌旗舰店集聚地，时尚的旗舰。通过跨层复式、同层 loft、开放式空间等建筑形态，引进品牌旗舰店，打造最新形象、最具体验感的时尚标杆；引进多家 lifestyle 跨界概念店、旗舰店，如 MUJI、方所、野兽派等生活方式性品牌；同时项目将设计最具体验感的餐饮街区，打造休闲空间的旗舰，通过室内外摆、室外露台、临窗就餐区。餐饮楼层动线与零售楼层动线的独特布局将会助力打造最具格调的餐饮休闲空间。

In terms of architectural design, the project was designed by CallisonRTKL (formerly known as the two most influential urban planning and architectural design companies). For enhancing the visual memory of consumers, creating landmark buildings and taking into account the growing concern about healthy nature Ecology, attention to human feelings of many factors, Beijing West Joy City will build Beijing's first "breathe the mall". Beijing West Joy City use a large area of natural light source and vertical green space, introducing a large number of green plants. Also, it creates indoor space of outdoor street feeling, indoor and outdoor landscape interactive space and the water space and other means.

In brand side, it will build the flagship stores' market in western Beijing. It will create the latest image and the most fresh fashion sense of benchmarking through the cross-layer, layer loft, opening space and other architectural forms. There is an introduction of a number of lifestyle cross-border concept stores and flagship stores, such as MUJI, Beast, Fiefs and other lifestyle brands. At the same time, the project will design the most special dining experience district and create flagship of leisure space through indoor and outdoor pendulum, outdoor terrace, window dining area. The special restaurant floor moving line and direction layout of retail floor will help to create the most stylish leisure space.

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项目概况 PROJECT OVERVIEW

预计开业时间	2021年底
商业面积	约 14.5 万平方米
地理位置	重庆市渝北区中央公园旁(同茂大道南侧, 秋成大道西侧)
OPENING TIME	At the end of 2021 year
COMMERCIAL AREA	145,000m ²
GEOGRAPHIC POSITION	Central Park, Chongqing Yubei District (on the south side of Tongmao Avenue, on west side of Autumn Road)

重庆是西部地区的门户城市，八大国家中心城市之一，项目所属渝北区中央公园板块，定位为重庆第二中心，区域内有亚洲第一的城市公园。项目计划规划 200 万方商业体量，仅次于中央商务区。依托大型产业园区，未来将聚集大批新型科技企业、金融企业等，发展潜力巨大。大悦城入驻中央公园板块，将共同助力千亿级商圈诞生。

Chongqing is the gateway city of the western region. In China, it is one of the eight central cities. The project belongs to Yubei District Central Park plate, being located in Chongqing second center zone. The region holds Asia's first city park. It is planning to create 200 million commercial volume, ranking only second to the central business district. In the future, Joy City will gather a large number of new technology enterprises and financial enterprises with the huge development potential relying on large-scale industrial park. Joy City will jointly help to create the birth of hundreds of billion's level of business group.

重庆大悦城

CHONGQING JOY CITY



2021年
GRAND OPEN
闪耀开业

预计开业时间	2021 年底
商业面积	17.7 万平米
地理位置	位于贵阳市一环路以内的中心城区，花溪大道与瑞金南路交汇处
OPENING TIME	2021
COMMERCIAL AREA	177,000m ²
GEOGRAPHIC POSITION	Inside the first ring road of downtown area in Guiyang city, at the confluence of Huaxi Avenue and Ruijin South Road.

2016年7月，大悦城地产与贵州恒丰伟业房地产开发有限公司签署战略合作协议，就大悦城品牌入驻贵阳达成战略合作意向。贵阳是贵州省省会城市，西南地区重要的中心城市，全国重要的生态休闲度假旅游城市，国家级大数据产业集聚区，发展潜力巨大，2015年度GDP增速居全国省会城市首位。在贵阳市委市政府的全力支持下，大悦城地产牵手贵阳地产业实力企业恒丰伟业房地产开发有限公司，将大悦城品牌引入贵阳。

Joy City Property signed a strategic cooperation agreement with Guiyang Hengfeng Real Estate Development Company in July, 2016.

Guiyang, capital of Guizhou province, is the central city of southwest China. As an important national eco-leisure resort city and the big data industry cluster district, Guiyang owns a potential of development. In 2015, Guiyang ranked 1st in GDP growth among all the provincial cities nationwide. Under the strong support of the Guiyang city hall, Joy City decided to enter this prosperous city.

贵阳大悦城 GUIYANG JOY CITY

大悦春风里品牌介绍

JOY BREEZE BRAND INTRO

你是人间的四月天

我说你是人间的四月天；
笑响点亮了四面风；
轻灵在春的光艳中交舞着变。

你是四月早天里的云烟，
黄昏吹着风的软，
星子在无意中闪，
细雨点洒在花前。

那轻，那娉婷，你是，
鲜妍百花的冠冕，你戴着，
你是天真，庄严，
你是夜夜的月圆。

雪化后那片鹅黄，你像；
新鲜初放芽的绿，你是；
柔嫩喜悦，
水光浮动着你梦期待中白莲。

你是一树一树的花开，
是燕在梁间呢喃，
——你是爱，是暖，是希望，
你是人间的四月天！

You Are the April of the World

You are the April of the world, I say;
Your laughing shines the wind on either side;
The spring flashes with ever-changing light.

You are the cloud and mist early in April,
At dusk blowing the soft wind,
Stars twinkling at ease,
Fine rains drizzling on the flowers.

You are so gentle, so graceful,
Wearing a beautiful crown of a hundred fresh flowers;
Naive and stately,
You are the full moon at night.

Like the light yellow of melting snow,
Like the fresh green of budding,
You are so pleased,
White lotus floating on the water of your dream.

You are the flowers in bloom,
The swallow whispering on the beams;
You are the warm love,
You are the hope, the April of the world!

JOY BREEZE 大悦春风里

诗中所描摹的春之美意，传递了我们所向往的品位、温馨、惬意之生活。我们从诗词中汲取灵感，感悟春天的明艳和微风喜悦，希望建立一个身心舒适的温暖之所人们憧憬之，向往之，并愿意“浪费”他们的美好时光在这里。基于此，我们打造了一条新型产品线，在充分承袭“大悦”品牌内涵的同时，融入更充沛的生活情调，迎合更惬意的生活需求，打造更时尚的生活方式中心。

我们将这条产品线命名为“大悦春风里”，寓意“如沐春风般的生活愉悦感”，与现代人向往的理想生活产生联结。旨在为消费者提供最紧贴生活诉求的理想生活据点和提升计划。这里，“是爱，是暖，是希望，是人间的四月天！”

品牌英文名“Joy Breeze”在承袭“Joy”同时，冠以“Breeze(微风)”，与中文命名完美契合。

The beautiful artistic conception of spring depicted in the poem conveys tasteful, comfy and cozy life that we yearn for. We can draw inspiration from the poem, perceive the brightness and beauty of spring and delight of breeze, and hope to establish a physically and

mentally comfortable warm place where people are willing to “waste” their happy time. Based on this, we build a new product line, and integrate more abundant life sentiment at the time of fully following the connotation of “Joy” brand and cater to more comfortable living needs, and build more fashion life-style center.

We will name the production line as “Joy Breeze”, which means “sense of pleasure of life like bathing in the spring wind” and link with ideal life for which modern people yearn. The production line aims at providing the ideal life stronghold and life improvement plan that is closest to life demands for consumers. Here, “In thy name of love and warm hopes, you are a lovely April day”

The English name of brand is “Joy Breeze”, inheriting “Joy” and being titled with “Breeze”, perfectly conforming to the Chinese name.

目标客群 TARGET AUDIENCE

25-45 岁年轻中产和成熟中产 25-45-YEAR-OLD YOUNG AND MATURE MIDDLE CLASS

聚焦在 25-45 岁年轻和成熟中产人群, 包括家庭消费群体、时尚情侣、部分商务群体等, 他们对于自己的理想生活有着功能性、情感性、交互性、启发性的四大核心诉求: 情感诉求特征上, 他们希望增进温情关系, 在互动中与家人和朋友共同体验同步成长; 功能性诉求特征上, 他们追求品质心意, 期待生活的平凡节奏中总有一些点滴惊喜; 社交诉求特征上, 他们拥抱开放社群, 希望居住环境与自然生态城市公共空间融合; 精神诉求特征上, 他们希望延展志趣品位, 使个人品味意识在品质生活的引领下得以提升……

Joy Breeze focuses on 25-45-year-old young and mature middle class groups, including family consumption groups, fashion lovers and part of business groups who have four core demands for their own ideal life, namely, functionality,

emotionality, interaction and enlightening: for the characteristics of emotionality demand, they hope to enhance the warm relations, and jointly experience synchronous growth with families and friends; for the characteristics of functionality demand, they pursue for quality and always look forward to some small surprises in common life pace; for the characteristics of social demand, they embrace open communities and hope to integrate living environment and public space of natural and ecological cities; for the characteristics of mental demand, they wish to expand their aspiration taste and improve individual taste awareness under the guidance of quality life……

商业描述 BUSINESS DESCRIPTION

大悦春风里是以一、二线城市的年轻及成熟中产阶级为主力市场, 以高频理想生活需求为品类导向, 包含零售、餐饮、生活、服务、休闲、娱乐社交家庭亲子等业务的时尚生活中心。作为品质生活服务商, 引领区域型商业中心的行业趋势, 提升周边区域价值, 辐射城市更广范围人群。

Joy Breeze is a fashion living center that takes young and mature middle class groups in first and second-tier cities as

main market, and high-frequency ideal life needs as category guidance, and includes retail, catering, life, service, leisure, entertainment, social contact, family and parent-children businesses. As a quality life service provider, it is committed into leading the industry trend of regional business center, improving the value of surrounding areas and radiating urban groups in a wider scope.



生活美意 LIFE AESTHETICS

大悦春风里透过纯粹的生活理念，
延展生活的丰富意涵，
定义年轻和成熟中产的生活美学。

我们认为真正的生活美学，
不在于追赶风潮；
真正的生活美学，
在于建筑它的美。

令它传递悦意，以丰美的内涵串联多元缤纷场景
令它滋润情意，以柔美的方式融动彼此亲密关系
令它启迪新意，以静美的姿态焕发内心盎然志趣
.....

这是大悦春风里，这是我们向往的生活美意。

Joy Breeze expands abundant implication of life and
defines life aesthetics of young and
mature middle class groups through pure life concept.

We think
the real life aesthetics does not lie in pursuit of trend
But construction of its beauty,

*So as to convey pleasant meaning
Connect diversified and colorful scenes
in series with mellow connotation*

*To moisten affection
And integrate mutual intimate relationship
with the gentle method*

*To enlighten new conception
Light up abundant interest from the inner heart
with tranquil and beautiful posture*
.....

Here is Joy Breeze, and life aesthetics we yearn for

品牌特征 BRAND CHARACTERISTICS

亲和温度
RAPPORT
TEMPERATURE

延展生活
LIFE
EXPANSION

丰富多元
ABUNDANCE AND
DIVERSITY

美学志趣
AESTHETIC
INTEREST

约在春风里

品牌标语 BRAND TAGLINE

生活·生动·生趣

LIFE · VIVID · JOY

具备积极、包容与温暖感，清晰传达品牌及企业理念，与品牌勾勒的生活美意、理想世界产生联想，易于建立整合性品牌印象。

Bear positivity, inclusiveness and sense of warmth, clearly convey brand and enterprise theory and associate life aesthetics and ideal world outlined by the brand, which is easy to build an integrated brand impression.

传播口号 BRAND SLOGAN

约在春风里

MEET IN
SPRING BREEZE

具备较强专属性，有风拂面的温暖、美好愉悦的想象，以新颖而契合的语调传达品牌理念，利于形成记忆点和传播。

Bear strong specificity, have warmth as wind caresses the cheeks and happy and pleasant image, convey brand theory with novel and suitable intonation, which is beneficial to form memory points and spreading.

英文传播口号 ENGLISH BRAND SLOGAN

JOY BREEZE JOY AROUND

承袭“大悦”品牌经典内涵，融入更充沛的理想生活情调，传递生活画卷之美之清新感。利于国际场合传播，加深品牌印象对相关母品牌的联想，强化品牌效应。

Inherit classic connotation of “Joy” brand, integrate more abundant sentiment of ideal life, convey the beauty and freshness feeling of life picture scroll, which is beneficial to spread the brand in international occasion, deepen the association of brand impression to relevant parent brands and reinforce the brand effect.

大悦春风里与大悦城

品牌模型对比

JOY BREEZE AND JOY CITY

BRAND MODEL COMPARISON

	大悦城 JOY CITY	大悦春风里 JOY BREEZE
品牌内涵 Brand Connotation	年轻·时尚·潮流·品位 Young·Fashion·Trendy·Tasteful	温馨·时尚·惬意·品位 Warm·Fashion·Cozy·Tasteful
品牌定位 Brand Positioning	青年文化 Youth culture	生活美意 Life Aesthetics
品牌特质 Brand Characteristics	潮流态度·融入生活·丰富多变·新鲜创新 Trendy attitudes Integration into life Abundance and diversification Fresh originality	亲和温度·丰富多元·延展生活·美学志趣 Rapport temperature Abundance and diversity Life expansion Aesthetic interest

品牌承诺 Brand Promises	带来前沿时尚，让青年玩转时尚，并乐在其中； 带来前沿时尚，提供丰富的时尚品牌和产品； 带来前沿时尚趋势与思维让青年玩转时尚，协助 人们理解、捕捉时尚让人们有能力形成风格，创 造时尚。 The number of permanent resident pop- ulation is more than 300,000 within 3 kilometers in surrounding area	为年轻和成熟的中产创造理想生活；构建理想 生活场景，带来品质生活的感受。以家庭和社 交需求为重心，营造生活圈常态。深入社群，助 力改善区域的健康生活形态。以美学理念浸润 生活，提升个人的品味追求与文化情怀。 The number of permanent resident popu- lation is more than 200,000 within 3 kilo- meters in surrounding area
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大悦春风里与大悦城

商业指标对比

JOY BREEZE AND JOY CITY

BUSINESS INDICATOR COMPARISON

指标 INDICATORS	大悦城 JOY CITY	大悦春风里 JOY BREEZE
商圈级别 Level of business district	一线和准一线城市的核心商区、副商区、 以及二线城市的核心商圈 Core business districts and sub business districts of first-tier and quasi-first-tier cities and core business districts of second-tier cities	一线城市非核心商区，二线城市核心商圈 Non-core business districts of first-tier cities and core business districts of second-tier cities
项目体量 Project scale	商业建筑面积以 10 至 20 万平方米为主 Focusing on the commercial construction area from 100,000 to 200,000 square meters	商业建筑面积 5 万平方米以上 Commercial construction area is more than 50,000 square meters
辐射范围 Radiation scope	辐射全市 Radiating the whole city	辐射区域 Radiating regions
周边人口 Surrounding population	周边 3 公里内常住人口数量不少于 30 万人 The number of permanent resident population is more than 300,000 within 3 kilometers in sur- rounding area	周边 3 公里内常住人口数量不少于 20 万人 The number of permanent resident population is more than 200,000 within 3 kilometers in surrounding area
外部交通 External transport	位于城市干道交汇处，至少一条地铁线到达 Being located at intersection of urban trunk roads, with at least one Metro Line	地铁覆盖或路网主干线 Above metro station or trunk line of road network
业态配比 Business format ratio	零售、餐饮、娱乐生活配比为 5: 3: 2 Retail: catering: entertainment life is 5:3:2	零售、餐饮、娱乐生活配比为 4: 3: 3 或 3: 4: 3 Retail: catering: entertainment life is 4:3:3 or 3:4:3
客群定位 Customer group positioning	18-35 岁新兴中产阶级客群 18-35-year-old emerging middle class customer groups	25-45 岁年轻及成熟中产阶级客群 25-45-year-old young and mature middle class cus- tomer groups
品牌特征 Brand characteristics	大悦城核心板块品牌 Core module brand of Joy City	生活方式业态、体验式业态 Business format of lifestyle and experience type busi- ness format

建筑形态 Architectural form	单层面积 2 万左右，地上 5-7 层沿街展示面大于 200 米， 以独栋盒子为主 Single-floor area is about 20,000 square meters, 5-7 floors aboveground, display area along the street is more than 200 square meters, focusing on sin- gle-family boxes	地上 5 层左右，建筑形态可采取盒子加街区设计，多用柔和 线条暖系色调，增加绿植比例 There are about 5 floors aboveground, and construc- tion form can adopt box and block design, soft line and warm tone are mostly used and the proportion of green plants is increased
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苏州大悦春风里

SUZHOU

JOY BREEZE

项目概况 PROJECT OVERVIEW

开业时间	2021年
商业面积	约17万平方米
地理位置	苏州市相城区中央公园旁 (御窑路西, 黄蠡路两侧)
主体结构	商业由盒子建筑与退台式街区围合而成, 经营楼层为地上局部6层, 地下1层
停车位	3000余车位
OPENING TIME	2021
COMMERCIAL AREA	About 170,000m ²
GEOGRAPHICAL POSITION	Near Central Park, Xiangcheng District, Suzhou City (on the west side of Yuyao Road and two sides of Huangli Road)
MAIN STRUCTURE	Its commerce is surrounded by box architectures and setback-storey blocks, and operating floors are 6 floors aboveground and 1 floor underground
PARKING LOTS	3,000



苏州大悦春风里

SUZHOU JOY BREEZE



商圈概况

BUSINESS AREA OVERVIEW

苏州是全国重点旅游城市，项目位于的苏州市相城区，与地铁4号线终点站龙道浜站无缝接驳，紧邻苏州中环快速路，便捷到达苏州各区。项目周边住宅密集，5km内超过40万人。

Suzhou is main tourism city around the country, and the project is located at Xiangcheng District, Suzhou City, seamlessly connects Longdaobang Station, terminal station of Metro Line 4, and is close to Middle Ring Expressway, Suzhou, thus being convenient to arrive at various districts of Suzhou. The residences around the project are dense, radiating a total of more than 400,000 population.

区域优势

REGIONAL ADVANTAGE

本项目市政定位为“P+R”项目，即 Park and Ride。“P+R”模式的P指停车，R指换乘，是国外一些大城市的上班族目前普遍采用的交通模式。本项目除商业外，同步将建设大型公共停车场、公交首末站等业态，本项目的辐射范围也将大幅提升。

项目西北侧紧邻规划中的城市中央公园。中央公园总面积21.7平方公里，未来将打造成为以“功能性湿地”为主体，以健康、观花为主题，以文化为主线，以家庭、郊游为主题的城市郊野公园。

The municipal project positioning is “P + R” project, namely Park and Ride. The “P + R” mode in which P means park and R means ride is the traffic mode adopted universally by office workers in some foreign big cities at present. In addition to commerce, the project will synchronously construct large-scale public parking lots, initial and terminal bus stations as well as other business formats, and the radiation scope of the project will also be significantly expanded.

The northwest side of the project is close to urban Central Park in planning. Covering an area of 21.7 square kilometers in total, the Central Park will be constructed to be a suburb park that takes “functional wetlands” as main body, health and flower viewing as theme, and culture as mainline, and family and excursion as theme.



商业亮点

PROJECT HIGHLIGHTS

继“大悦城”之后，中粮商业地产新产品线——“大悦春风里”的代表之作。整体建筑形式为盒子加街区，将融入苏州文化元素与周边中央公园共同营造舒适、惬意、室内室外相结合的以品质、家庭、体验为主题的生活中心。

After “Joy City”, the project is representative of new product line of COFCO commercial property-“Joy Breeze”. Its overall architectural form is boxes and blocks, and it will integrate culture of Suzhou City and jointly create a comfortable, cozy and indoor and outdoor-combination living center with the theme of quality, family and experience together with surrounding Central Park.



北京大悦春风里 (大兴项目)

BEIJING

JOY BREEZE

(DAXING PROJECT)



项目概况 PROJECT OVERVIEW

预计开业时间	2020 年
商业面积	约 5.8 万平方米
建筑面积	10.6 万平方米
地理位置	北京市大兴区黄村东大街 38 号
主体结构	两栋连通建筑, 地上 6 层, 局部 7 层, 地下 1 层
停车位	约 1200 个
OPENING TIME	2020
COMMERCIAL AREA	58,000 m ²
CONSTRUCTION AREA	106,000 m ²
GEOGRAPHICAL POSITION	No. 38, East Street, Huangcun, Daxing District, Beijing
MAIN STRUCTURE	Two connected buildings, 6 floors aboveground, 7 floors partially and 1 floor underground
PARKING LOTS	1,200

北京大悦春风里(大兴项目)

BEIJING JOY BREEZE (DAXING PROJECT)

商圈概况 BUSINESS AREA OVERVIEW

北京大悦春风里(大兴项目)位于大兴区传统商圈——黄村商圈,拥有良好的商业基础和价值潜力;商圈内住宅密集,以项目为核心5km范围内人口超过80万;区域内居民具有良好的消费习惯,亟待品质型商业满足购物、生活、娱乐、体验等一站式需求,释放消费潜力。

Located at traditional business district, Daxing District-Huangcun Business District, Beijing Joy Breeze (Daxing Project) has good business fundamentals and value potential; residences are dense within the business district, and the number of population within 5 km scope through taking the project as the core exceeds 800,000; residents within the region have good consumption habits and urgently need quality-type commerce to satisfy one-stop needs of shopping, life, entertainment and experience and others so as to develop the consumption potential.

区域优势 REGIONAL ADVANTAGE

大兴区位优势京津冀协同发展中部核心区,坐拥新机场,毗邻副中心,连通雄安新区,是环渤海经济圈、京津冀产业带的重要战略节点,定位于首都国际交往新门户,发展前景不可估量。

北京大悦春风里(大兴项目)位于大兴核心区,距离地铁4号线黄村西大街站仅900米,毗邻京开高速,多条公交线路轻松抵达全城。在区域城市更新、产业升级、消费升级契机之下,大兴春风里迎来发展的最佳时机。

Daxing District is located at central core area of coordinated development of Beijing-Tianjin-Hebei region, possesses a new airport, is adjacent to sub center, connects Xiong'an New District, thus develops to be important strategic nodes of Bohai Economic Circle and Beijing-Tianjin-Hebei industrial belt and positioned as new capital gateway of interna-



tional exchange, therefore, its development prospect is inestimable.

Beijing Joy Breeze (Daxing Project) is located in core urban area, Daxing District, only 900 m away from Huangcun West Station on Metro Line 4, is adjacent to Beijing-Kaifeng Highway, and people can easily arrive the whole city by several bus routes. Under the opportunity of upgrading of regional cities, industrial upgrading and consumption upgrading, Daxing Joy Breeze embraces the best opportunity of development.



商业亮点 PROJECT HIGHLIGHTS

重构存量空间 塑造自然交互场景

北京大悦春风里(大兴项目)以两栋连通建筑为主体,打造3首层概念,形成2个花园,项目东侧打造1条下沉景观大道。项目北侧每层均设立退台,与户外形成完美交互。项目内部形成B1-6层超大挑空,两栋建筑连通处增设跨层步行梯。建筑空间上营造出自然交互、轻松舒适的逛街购物体验。

区域文化传承 构筑美学志趣空间

大兴区火神庙坐落于项目前广场,成为项目独有IP。北京大悦春风里(大兴项目)整体设计以“灯笼”(THE LANTERNS)为主要概念,在项目东北侧及建筑连通处,从1F至5F打造“灯笼”形状,传承火神庙文化,展现传统文化与现代商业碰撞的建筑美学。借助5-6F电影主题街区、书店等,结合未来艺术展览,提升文化气质,描摹刻画美学志趣,强化心灵对话,打造北京南城标志性生活美学志趣空间。

注重情感连结 创领消费升维

北京大悦春风里(大兴项目)以“约在春风里悠享生活”为目标,主打“暖心·生活家”项目定位。项目打破原有商业桎梏,增加生活方式类品类业态和品牌概念店、生活店比例。利用花园、下沉广场、屋顶花园优势,开设户外轻餐、宠物咖啡、天台酒吧等融合业态。项目增加母婴设施,增设公区便利服务设备,打造母婴友好和宠物友好型购物中心,增加与消费者的情感连结点,坚持做区域中产阶级的品质生活方式建议者和提供者,引领大兴区域消费升维。

RECONSTRUCT STOCK SPACE TO CREATE NATURAL INTERACTIVE SCENE

Beijing Joy Breeze (Daxing Project) focuses on two connected buildings to build the conception of 3 first floor and form 2 gardens, and a sink landscape avenue is built on the east side of the project. A set-back model is set up on each floor of north side of the project, forming perfect interaction with outdoor landscape. A Floor B1-6F void structure is formed inside the project, and a cross-layer pedestrian ladder is increased on the place where two buildings are connected. Naturally interactive, easy and comfortable shopping experience is created from the perspective of building space.

INHERITANCE OF REGIONAL CULTURE CONSTRUCTS AESTHETIC INTEREST SPACE

Located at square in front of the project, Fire God Temple, Daxing District becomes sole IP of the project. Beijing Joy Breeze (Daxing Project) takes “the lanterns” as main concept from overall design, and the shape of “the lanterns” is created in the northeast side of the project and connection place of buildings and from 1F to 5F so as to inherit the culture of Fire God Temple and display the architectural aesthetics crashed between traditional culture and modern commerce. Daxing Joy Breeze improves cultural ethos, depicts and

inscribes aesthetic interest, reinforces soul talk and builds landmark interest space of life aesthetics in southern cities in Beijing by virtue of 5-6F movie theme blocks and bookstores and others and in combination with future art and literature exhibition.

PAY ATTENTION TO EMOTIONAL LINK AND LEAD CONSUMPTION UPGRADING AND MAINTENANCE

Beijing Joy Breeze (Daxing Project) sticks to the objective of “meeting in breeze and leisurely enjoying interesting life”, and mainly concentrates on the project positioning of “Warm-Elegant Living”. The project breaks through original commercial constraint, instead, increases the proportion of lifestyle type business formats and brand concept stores and living stores. In addition, the project makes use of the advantages of gardens, sink squares and roof gardens to set up outdoor light meal restaurants, pet coffee stores and rooftop bars as well as other integrated business formats. The project also increases mother-and-child facilities and convenient service facilities in public areas to build a mother-and-child friendly and pet friendly shopping mall, increase the emotional connection point with consumers, and sticks to be a suggester and provider of quality lifestyle of middle class in the area to usher in consumption upgrading and maintenance of Daxing District.



青岛大悦春风里

QINGDAO

JOY BREEZE

项目概况 PROJECT OVERVIEW

开业时间	2022 年
商业面积	约 6 万平方米
地理位置	青岛即墨区经开区 (长广路与盟旺路交口)
主体结构	商业由购物中心与街区商业组成, 经营楼层 B1-3F
停车位	440 余车位
OPENING TIME	2022
COMMERCIAL AREA	About 60,000m ²
GEOGRAPHICAL POSITION	JiMo Economic Development Zone, Qingdao (intersection of Changguang Road and Mengwang Road)
MAIN STRUCTURE	Commercial area is composed of shopping malls and block commerce, and operating floors are B1-3F
PARKING LOTS	More than 440

青岛大悦春风里

QINGDAO JOY BREEZE



商圈概况

BUSINESS AREA OVERVIEW

项目位于即墨新城的核心开发区域，商业地块紧邻即墨区政府新址，区位优势明显。该区域属于即墨的新兴商圈，未来将发展为行政、商业和高新技术研发中心，发展潜力巨大。

The project is located in core development area of JiMo New Town, and its commercial lot is closely adjacent to the new address of the government of Jimo District, thus regional advantage is obvious. The area belongs to emerging business district of Jimo, and will develop to be administrative, commercial and high-tech research and development center in the future, with huge development potential.



区域优势

REGIONAL ADVANTAGE

以蓝色硅谷为核心，青岛政府规划在即墨构筑“一轴三带”的海湾型城市格局，项目所在区域落位东线的蓝色经济开发区，此地着力打造现代生态、宜居宜业的综合新城，未来将吸引大量政企员工、蓝色科技产业人才及老城区的新时代年轻家庭入驻。项目周边3公里规划大量住宅，辐射总人口超过30万人，客群具有较高消费力，且对近端生活类高频消费的商业需求强烈。即墨正处于商业市场升级转型的关键阶段，品质与购物体验俱佳的小体量商业迎来发展契机。

Taking Blue Silicon Valley as the core, the government of Qingdao plans to construct the bay-type city pattern of “one development axis and three convergence belts” in Jimo, and the area where the project is located is situated at Blue Economic Development

Zone which is mainly committed into building a modern ecological comprehensive new town suitable for living and operation, and the area will attract numerous government and enterprise employees, talents in blue science and technology industry as well as new era young families in old urban area to settle. Within 3 kilometers around the project, a number of residences will be planned, radiating a total of more than 300,000 population, and customer groups have high consumption ability and have strong business needs for proximal living-type high-frequency consumption. Jimo is in the critical stage of upgrading and transformation of commercial market, and small-scale business with high quality and best shopping experience will embrace a development opportunity.

商业亮点

PROJECT HIGHLIGHTS

青岛大悦春风里是继“大悦城”之后，中粮商业地产新产品线的代表之作。整体建筑形式为盒子加街区，融入即墨古城文化沉淀与蓝色硅谷的未来气质，营造温馨、时尚、惬意、品味的购物体验，构建室内外相结合，以精致生活、家庭儿童、娱乐体验为主题的时尚悦活中心。

Qingdao Joy Breeze is representative of new product line of COFCO commercial property after “Joy City”. Its overall architectural form is boxes and blocks, and it integrates cultural deposit of Jimo ancient city and future temperament of Blue Silicon Valley, creates warm, fashion, cozy and tasteful shopping experience, constructs a fashion pleasant living center that combines indoor and outdoor experience and takes exquisite life, family children and entertainment experience as theme.

北京大悦春风里(丰台项目)

BEIJING JOY BREEZE (FENGTAI PROJECT)

项目概况 PROJECT OVERVIEW

开业时间 2021年05月

商业面积 约5万方

主体结构 地下一层,地上六层

停车位 900个

OPENING TIME May 1st 2021

COMMERCIAL AREA 50000m²

MAIN STRUCTURE 1 floors under the ground,6 floors on the ground

PARKING LOTS 900

北京大悦春风里(丰台项目)

BEIJING JOY BREEZE (FENGTAI PROJECT)



商圈概况

BUSINESS AREA OVERVIEW

北京大悦春风里(丰台项目)地处京南腹地,临近南中轴国际商务中心区,周边配有地铁4号线、19号线(2020年底)、多线换乘,半小时通勤圈内覆盖超80万商务人群,槐新西路(双向六车道),南四环路、京开高速,快速通达中心商务区;10多条公交线路同轨道交通编织通达路网,此外,项目周边近10万常住人口及日均10万客流的轨道交通带来的人流聚集效应,将助力槐新大悦春风里迈向成功。

Beijing Joy Breeze(Fengtai Project) is situated in the south hinterland of Beijing, close to international central business district of south-central axis, and is equipped with Metro Line 4 and Metro Line 19 in surrounding area (by the end of 2020), can realize transfer by several routes, and there are more than 800,000 business groups being covered in the commuting circle within half an hour, and people can fastly arrive at the central business district via Huaixin West Road (two-way six-lane), South 4th Ring Road and Beijing-Kaifeng Highway; more than 10 bus routes weave with rail transit and form road network. In addition, crowd assembling effect brought from almost 100,000 permanent population around the project and rail transit with daily average 100,000 passenger flow will help Huaixin Joy Breeze to achive success.

区域优势

REGIONAL ADVANTAGE

丰台区未来规划为首都“四个中心”功能定位主承载区,定位科技创新和金融服务融合发展的商务新区,其中项目所处的南苑一大红门区域是带动南部地区发展的增长极,从产业用地发展为以商务商业为特色,融合行政办公、科技文化、商务金融等功能于一体的多元化城市综合区,北京大悦春风里(丰台项目)作为北京南部区域商业的先驱者,将改善区域微环境。



Fengtai District will be planned to be main supporting district of function positioning of “four centers” of capital in the future, and positioned to be new business district of integrated development of technological innovation and financial services, wherein, the Nanyuan-Dahongmen area where the project is located is the growth pole to drive the development of South region, and develops to be a diversified urban complex which is characterized with commercial business transferred from development of industrial lands and integrates administrative office, scientific and technological culture and business finance, Beijing Joy Breeze(Fengtai Project), as a pioneer of commerce of south area of Beijing, will improve the micro-environment of the area.



商业亮点

PROJECT HIGHLIGHTS

建筑设计方面,北京大悦春风里(丰台项目)由五杰建筑设计咨询(上海)有限公司(由The Jerde Partnership设计师组成),项目通过连廊,实现购物中心、酒店、写字楼、公寓、住宅交通联动,打造完整的立体空间环境,同时兼顾健康、休闲概念,打造现代复合生态圈。每层设置退台打造室内外互动餐饮空间,商圈内独有的屋顶花园,景观休闲平台成为区域亮点,三个下沉广场,实现南、北、中心广场三向引流,实现地下商业空间价值最大化,同时打造共享休闲平台、互动空间。室内外退台、错层,景观主力店交错,灵动的商业空间打造极致体验。

品牌组合方面,北京大悦春风里(丰台项目)由大悦城体系作为背书,着力营造 lifestyle 氛围,将改善区域微环境,引领新的消费模式、生活方式;引入京南首家 MUJI、野兽派等生活方式品牌,通过品牌组合和营销活动,加强品牌文化的多元性和体验性,大力举办有品质的文化活动,聚焦生活方式和情感交流,项目层层退台的设计搭配调性餐饮,营造生活浪漫港湾。

In terms of architectural design, designed by 5 + Design Consulting Co., Ltd. (consisting of designers of The Jerde Partnership), Beijing Joy Breeze(Fengtai Project), through connecting corridors, achieves the linkage of shopping mall, hotel, office building, apartment, residence and traffic, and build a complete three-

dimensional space environment, meanwhile, considers both health and leisure concepts to build modern composite ecosphere. A set-back model is set on each floor to create indoor and outdoor interaction and catering space, and the sole roof garden and viewing and leisure platform within the business district are regional highlights, three sink squares achieve three-way drainage of south, north and central squares, and maximize underground commercial space value, and create a sharing leisure platform and interactive space. Indoor and outdoor set-back models are split-level and landscape anchor stores are staggered, and flexible commercial space creates an extreme experience.

In terms of brand portfolio, endorsed by Joy City system, Beijing Joy Breeze(Fengtai Project) focuses on creating a lifestyle atmosphere, which will improve the regional micro-environment and lead a new consumption mode and lifestyle; it introduces the first lifestyle brands in south Beijing such as MUJI and BEAST to enhance the diversity and experience of brand culture through brand portfolio and marketing activities, and vigorously holds high-quality cultural activities to highlight lifestyle and emotional exchange, and matches the floor-to-floor set-back model design of the project with romantic catering so as to create a romantic living harbor.

祥云小镇品牌介绍
SHINE HILLS
BRAND INTRO





目标客群 TARGET AUDIENCE

**25-55 岁城市高产
MIDDLE AND UPPER
CLASS OF 25-55 YEARS OLD**

**超级自由人
SUPER FREE MAN**

财富自由、时间自由、行动自由，
从容开展生活，追求心灵自由，家庭观念重。
Freedom of Wealth, Time,
Leisurely Life, Pursuit of Spiritual Freedom,
Family concept, Stronger Family Values.

**新兴自由人
NEW FREE MAN**

创意人 / 知识人，财务自足，梦想驱动，
心灵自由，视野开阔，品味不凡，
天生的国际主义者，天生的生活家
Creative people/Intellectuals,
Financial Self-Sufficiency, Dream-driven, Free mind,
Broad Vision, Extraordinary Taste, Born Internationalists.

商业描述 BUSINESS DESCRIPTION

全景开放式的休憩型商业街区，人文与自然融合的国际化生活样本。云集近 200 家国际零售、特色餐饮、休闲娱乐、儿童益智及创新体验品牌，呈现国内首家“城市微度假”主题生活小镇。品质日常聚集地，亲密关系能量场，自由灵魂居心地。

Shine Hills is a panoramic open-style leisure commercial street, an international life sample of humanities and nature. It has gathered nearly 200 international retail, specialty catering, leisure and entertainment, children's educational and innovative experience brands, and presents the first “city micro-holiday” theme living town in China.

欢聚场·居心地

JOINING THE FIELD LIVING IN THE HEART

致力于营造有温度的商业氛围和制造美好记忆的场景，为每位顾客带来充满新意的愉悦体验。以风情化建筑、情景化活动、有机化业态配比和家庭化共生消费场景为主要功能，为目标客群提供高品质生活场域，并以推动城市发展为主要目标。

Shine Hills is committed to creating a warm business atmosphere and beautiful memories, bringing a fresh and exciting experience to every customer. With the main functions of European style buildings, situational activities, organic commercial proportion and family consumption scenes, it provides high-quality living areas for target customers, aiming to promote urban development.

居心地 LIVING IN THE HEART

心灵家园，生活中心。以“家庭共享经济”为运营模式，强化成长与陪伴母题，创造微度假特色空间与合家欢主题体验，使顾客美好的生活愿景得以实现。特色品牌活动连续举办多年并不断升级，提高商业业态温度与黏度，吸纳“真心”。

It means to become a spiritual home and living center. With “family sharing economy” as the operating model, Shine Hills creates a micro-holiday and characteristic space and family gathering experience. A series of featured brand activities have been held for many years and are constantly upgraded to improve commercial viscosity and to absorb consumer loyalty.

欢聚场 JOINING THE FIELD

以“欢聚场，居心地”为品牌定位，为“世界公民”们，打造一座具有国际化品质的生活街区、自在街区、未来街区。

With the position of “joining the field and living in the heart”, Shine Hills aims to become a lifestyle block, a free block and a future block with international quality for “world citizens”.

品牌基因 1

符号价值 SIGN VALUE

世界性 放眼全球的美好生活提案；
引领性 站在未来看现在，以新想象重构商业游戏规则；
文化性 以强大文化符号构建独特商业磁场。

COSMOPOLITAN
World-based good life proposal.

LEADING
Focus on the future, reconstruct commercial game rules with new imagination.

CULTURAL
Construct a unique business magnetic field with powerful cultural symbols.

品牌基因 2

情感价值 SENTIMENTAL VALUE

生活味 自在而新鲜开放且包容的街市，繁华而精致亲密关系的欢聚场；
人情味 开放且包容的街市；亲密关系的欢聚场。

VITALITY
A free and open and inclusive market, a bustling and intimate gathering place.

HUMANITY
Open and inclusive market, ‘the gathering of intimate relationships.

品牌基因 3

精神价值 SPIRITUAL VALUE

爱与自由 在新的品牌场赋予的新意义下，对自我认知的重新定位。

LOVE AND FREEDOM
Reorientation of self-awareness in the new brand field.

项目概况 PROJECT OVERVIEW

开业时间	北区开业时间 2014 年 10 月 南区开业时间 2016 年 5 月
商业面积	10 万平米
特色店铺	橙天嘉禾影城、BHG 高级超市、家盒子、飞行家、 图腾、湘爱、新元素、蓝蛙、OUR BAKERY、 Lilliput 粒粒堡亲子餐厅、PANDORA、MUJI、 SEPHORA、UNIQLO
地理位置	北京市顺义区后沙峪新国展北侧 1.5 公里，毗邻 中央别墅区与空港经济核心区
停车位	1300 余个

OPENING TIME The Northern zone opened in October 2014, and the Southern zone opened for business in May 2016

COMMERCIAL AREA 100,000 m²

ANCHOR STORES OSGH Cinemas, BHG Market Palace, Family Box, Flying Experience, Totem, In Love, Element Fresh, Blue Frog, Our Bakery, Liliput family restaurant, PANDORA, MUJI, SEPHORA, UNIQLO

GEOGRAPHIC POSITION Shine Hills, No. 9 Antai Street, Shunyi District, Beijing

PARKING LOTS 1300

北京祥云小镇
BEIJING SHINE HILLS

北京祥云小镇 BEIJING SHINE HILLS



商圈概况 BUSINESS AREA OVERVIEW

坐落于中央别墅区与临空经济带融汇区域，毗邻首都机场及新国展。立足区域高端客群，辐射城市中产精英阶层。

It is located in the central villa area and the airport economic zone, adjacent to the Beijing Capital International Airport and the New National Exhibition Center. Targeting the high-end customer of the region, it attracts the middle class of the city.



经营情况 OPERATION CONDITION

16.7%

累计销售额 5.96 亿元，同比增长 16.7%
The cumulative sales amounted to 596 million yuan, a year-on-year increase of 16.7%;

21.5%

累计客流 764.6 万次，同比增长 21.5%
The number of passengers flow was 7.65 million, a year-on-year increase of 21.5%.



项目亮点 PROJECT HIGHLIGHTS

生态美学场景 + 国际生活小镇
新时代城市自由人的欢聚场、居心地

祥云小镇致力于营造有温度的商业氛围，为每一位顾客带来充满新意的愉悦体验，造就新时代城市自由人的欢聚场、居心地。

微度假主题空间 + 合家欢共享经济
家庭化共生单元下的游憩场、成长地

针对核心客群细分及需求形成具有鲜明客群的体验式商业空间，以“家庭共享经济”为运营模式，创造微度假特色空间与合家欢主题体验。

原创 IP 营销造节 + 平台化小镇标签活动
一场对“世界公民”的美好生活策展

将自然景观融入商业策划，利用不同的气候条件，持续深耕自主 IP；强化具有小镇标签的特色品牌活动，孵化子平台创造多元能量团。

深耕自主 IP 活动，创造世界级奇遇：

户外艺术季，首创的世界级街头文化艺术盛宴，奇遇顶级自由的艺术和有趣的灵魂。

冰雪嘉年华，联合国地理呈现百幅冰雪佳作的传世经典展；风车节嘉年华，邀请中央美

院艺术家参与设计，联合会员打造 100 场专属风车趴。

小镇市集 / 宠物友好平台，营造自在欢聚时光

定期举办小镇市集，助力小镇品牌经营，为顾客打造转角遇惊喜的奇遇感；建设小镇宠物友好平台，营造便捷的宠物游憩体验。

ECOLOGICAL AESTHETIC SCENE + INTERNATIONAL LIFE TOWN

THE GATHERING AND SETTLING PLACE OF FREE PEOPLE IN THE NEW ERA CITY

It is committed to creating a warm business atmosphere, bringing a new and delightful experience to every customer, creating a gathering and settling place for people in the new era.

MICRO - HOLIDAY THEME SPACE + FAMILY SHARING ECONOMY

RECREATIONAL FIELD AND GROWTH PLACE UNDER THE FAMILY SYMBIOSIS UNIT

With “family sharing economy” as the operating model, it creates a micro-holiday and features space and family gath-

ering experience, presenting the first “city micro-holiday” theme living town in China.

ORIGINAL IP MARKETING FESTIVAL + PLATFORMIZED ACTIVITY WITH TOWN LABEL

A GOOD LIFE EXHIBITION FOR “WORLD CITIZENS”

Integrate natural landscape into business planning, use different climatic conditions, continue to deeply cultivate independent IP; Strengthen the characteristic brand activities with the town label, promote the sub-platform to create a multi-energy group.

DEEPLY CULTIVATE INDEPENDENT IP ACTIVITIES AND CREATE WORLD-CLASS ADVENTURES

The outdoor art season, the first world-class street culture and art feast, meets the top free art and interesting soul.

The Snow Carnival presents a classic exhibition of hundreds of ice and snow masterpieces with National Geography; The Windmill Festival Carnival

invites artists from the Central Academy of Fine Arts to participate in the design and creation of 100 exclusive windmill parties with its members.

A SMALL TOWN MARKET/ PET-FRIENDLY PLATFORM TO CREATE A FREE TIME

Regularly hold a small town market to help the town carry out brand management and create surprises for customers; Building a pet-friendly platform in the town to create a convenient living experience.





沈阳祥云小镇 SHENYANG SHINE HILLS

项目概况 PROJECT OVERVIEW

开业时间	2017年9月30日
商业面积	2.3万平方米
地理位置	辽宁省沈阳市皇姑区黄河北街56号
楼层分布	L1-L3
停车位	693个
OPENING TIME	September 30, 2017
COMMERCIAL AREA	23,000 m ²
LOCATION	No. 56 Huangbei Street, Huanggu District, Shenyang City, Liaoning Province
GEOGRAPHIC POSITION	L1-L3
PARKING LOTS	693

中粮·沈阳祥云小镇是由商业运营知名央企——中粮地产亲力打造高端社区品质生活主题商业街区。位于沈阳市重点规划的皇姑区北金廊经济中心，祥云小镇以服务高端社区、写字楼客群为主，打造集商务服务、家庭生活为一体的美食文化品质生活中心。

The town of Shenyang Xiangyun is a life-theme commercial project operated by the state-owned enterprise, COFCO property Group Ltd. that is well-known for its commercial operations. Located at the Beijinlang Economic Center in Huanggu District (a key planning area in Shenyang), the project mainly serves customers from high-end communities and office buildings, and builds a food, culture, and quality living center that integrates business services and family life.



中粮·鸿云悦街 COFCO-HONG YUN STREET

项目概况 PROJECT OVERVIEW

开业时间	2017年12月24日
商业面积	2.0454万平方米
地理位置	四川省成都市锦江区汇源北路333号
楼层分布	B1-L3
停车位	200个
OPENING TIME	Dec. 24, 2017
COMMERCIAL AREA	20,454 m ²
LOCATION	No.333,Huiyuan North Rd, Jinjiang Area, Chengdu city, Sichuan Province
GEOGRAPHIC POSITION	B1-L3
PARKING LOTS	200

中粮·鸿云悦街是由商业运营知名央企——中粮地产打造的生活美学主题街区。

该项目位于成都市重点规划攀成钢区域——天府门廊，以主题商业街区成功操盘经验，针对精英阶层打造精致、品味、轻奢、惬意的生活圈层，是一座集文化体验、美食汇聚的城市花园中心。

Hong Yun Street is a commercial project operated by COFCO property Group Ltd., which focuses on various lifestyle themes.

Panzhuhua-Chengdu Iron and Steel area plays an essential role in Chengdu—The Porch of the City. With various successful examples of creating thematic commercial streets, this project is envisioned to be a district for the elites of Chengdu providing them with a refined, luxurious and carefree living environment. The Hong Yun Street project is consisting of cultural and gourmet experience areas in the city center.



天府芙蓉园

JOY PARK

项目概况 PROJECT OVERVIEW

地理位置	中国·成都市·武侯区
占地面积	约 2000 亩
板块划分	花重锦官、芙蓉小镇
核心功能	文化、生态、健康、体验、亲子
面向人群	中产家庭、青年群体、游客旅人、政商人士等
主题规划	芙蓉盛景、芙蓉剧场、自然教育、动物乐园、龟画芙蓉、主题市集、国际公益、户外运动
LOCATION	Wuhou area·Chengdu·China
COMMERCIAL AREA	About 2000 mu
PLATE PARTITION	Flower city, Hibiscus town
CORE FUNCTION	Culture, Ecological, Health, Experience, Family Outings
TARGET CUSTOMERS	Middle-class family, youth groups, tourist, merchant
THEME PLANNING	Hibiscus splendid scene, Hibiscus theatre, natural education, Zoological garden, theme bazaar, Internationale public welfare, Outdoor exercise

天府芙蓉园以打造成都主城区拥抱自然、疗养身心的“城市微度假”圣地为方向，融合生态观光、休闲娱乐、健康康养、文化创意、共享经济、商业会展等特色产业，秉承文化引领、商业支撑、旅游带动、体育与科教加持的五位一体发展导向，坚持多重商业业态的有序混搭，推动天府绿道与环城文创旅游带的并轨发展，助力成都建设美丽宜居公园城市。

Joy park intends to build a natural city vacation resort at main urban area in Chengdu, integrating industries that cover ecology, entertainment, health, creative culture, sharing economy, and commercial exhibition, etc. Insisting on the five-in-one-development ideology, the project covers multiple commercial forms and promotes green and cultural industries, which can contribute Chengdu to a beautiful livable park city.

味觉亮点 - SENSE OF TASTE

十二篱院
THE TWELVE FENCES COURTYARD

嗅觉亮点 - SMELL SENSE

农田体验
FARMLAND EXPERIENCE

视觉亮点 - VISUAL SENSE

芙蓉花岛
HIBISCUS ISLAND

触觉亮点 - TOUCH SENSE

温泉客栈
Hot-spring Inn

听觉亮点 - AUDITORY SENSE

音乐草坪
MUSIC LAWN

用博大胸怀包揽参差多态的世界
以拼搏进取创造辉煌灿烂的未来
大悦城城市综合体, 与你我共赢

INTEGRATING THE DIVERSIFIED WORLD
WITH A BROAD MIND

CREATING A WONDERFUL FUTURE WITH
AGGRESSIVENESS AND GREAT EFFORT

JOY CITY URBAN COMPLEX WILL
ACHIEVE MUTUAL SUCCESS WITH YOU

2018 大悦城项目招商电话及办公地址

西单大悦城

招商电话: 010-83366688
北京市西城区西单北大街131号大悦城写字楼17层

沈阳大悦城

招商电话: 024-24832555
辽宁省沈阳市大东区小东路8号沈阳大悦城D馆5F

朝阳大悦城

招商电话: 010-85248075
北京市东城区建国门内大街8号中粮广场C座2层203-205

上海静安大悦城

招商电话: 021-61076166
上海市静安区西藏北路166号上海静安大悦城

天津南开大悦城

招商电话: 022-87728888
天津市南开区南门外大街2-6号天津南开大悦城(地铁2号线鼓楼站b出口)

烟台大悦城

招商电话: 0535-6080000
山东省烟台市芝罘区海港路25号阳光100城市广场A座19层

成都大悦城

招商电话: 028-65168888
四川省成都市武侯区大悦路518号成都大悦城

天津和平大悦城

招商电话: 022-83196666
天津市和平区南京路189号和平大悦城

上海长风大悦城

招商电话: 021-61367296
上海市普陀区大渡河路168弄26号K座1201

杭州大悦城

招商电话: 0571-86988725
浙江省杭州市拱墅区隐秀路1号杭州大悦城(莫干山路与隐秀路交汇处)

西安大悦城

招商电话: 0229-68280888
陕西省西安市雁塔区慈恩路777号(大雁塔南广场西侧)

昆明大悦城

招商电话: 0871-63661888
昆明市西山区环城南路618号

武汉大悦城

招商电话: 027-83310166
湖北省武汉市硚口区中山大道1号越秀财富中心2008

深圳宝安大悦城

招商电话: 0755-23885139
广东省深圳市福田区福华一路1号大中华国际交易广场34层

京西大悦城

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北京市东城区建国门内大街8号中粮广场C座2层

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重庆市渝北区西路路精信中心A塔11楼

贵阳大悦城

招商电话: 0851-88888888
贵州省贵阳市南明区瑞花广场河滨公园旁