



22 November 2023

Housing Society Launches “Hemma Amber” for Sale at 62% of Market Value¹
Selling Price from \$2.555 million² up with Show Flat Officially Opened

The Hong Kong Housing Society (HKHS) announced the launch of its Subsidised Sale Flats project, “Hemma Amber” at Anderson Road Site R2-3, that provides a total of 422 flats. The project is set to open for application by eligible persons from 30 November to 13 December. A show flat with handover standard provision is available for public viewing starting from tomorrow at the Cheung Sha Wan office of HKHS with no prior appointments required.

“Hemma Amber” is the fifth Subsidised Sale Flats Project launched for sale by HKHS, comprising two 14-storey blocks, offering one- to three-bedroom units³ with a saleable area ranging from 303 square feet to 658 square feet⁴. A total of 80% of the units are of two-bedroom design, and the remaining 20% are one-bedroom and three-bedroom units. The project is expected to be completed by the end of 2025. “Hemma Amber” adopts the Swedish⁵ concept of “Lagom”⁶, embodying the joy of a modest and balanced lifestyle, while adhering to the design principle of being “practical but not extravagant” of HKHS’s Subsidised Sale Flats Project. “Hemma Amber” provides the public with exquisite yet affordable housing with efficient and practical layouts, quality construction materials, essential internal fitting-out, as well as suitable household appliances and sanitary ware⁷.

HKHS General Manager (Sales and Marketing) Peter Or said, “As a Subsidised Sale Flats Project, ‘Hemma Amber’ will be sold at a discounted market value, with reference to the discount rate of the latest phase of ‘Home Ownership Scheme (HOS)’ flats offered by the Hong Kong Housing Authority (HA) as well as market condition. ‘Hemma Amber’ will be sold at 62% of the market value¹, with prices ranging from HK\$2,555,000 to HK\$6,456,000⁸ with the unit rate ranging from HK\$8,212 to HK\$9,812⁸ per square foot in terms of saleable area. The price will remain unchanged once fixed, and the final discount rate will be calculated based on the prevailing market value at the time of signing of the provisional agreement for sale and purchase. In addition, the Housing Society has entered into agreements with 16 banks and authorised financial institutions to provide mortgage default guarantees, enabling purchasers to apply for mortgage loans of up to 90% of the property value⁹.”

In assessing the market value of “Hemma Amber”, HKHS mainly made reference to the transaction prices of both the first-hand and the second-hand private estates in the district and the subsidised flats with premium paid up for sale in the private market, with adjustments reflecting the location, building age, facilities and quality of the properties.

“The ‘practical but not extravagant’ units offered by the Housing Society under the Subsidised Sale Flats Projects are mostly owner-occupied and are popular in demand since they are furnished with high-graded construction materials, essential internal fitting-out and household appliances⁷. The handover standard provision of ‘Hemma Amber’ flats includes tiled flooring of the entire flat, together with kitchen cabinets, gas hobs, air-conditioners, cooker hoods, water heaters, bathroom fittings⁷ and balconies⁴. There will be a clubhouse¹⁰ for the housing estate, with comprehensive ancillary facilities. We are optimistic about the sales of the project,” Peter Or added.

The eligibility criteria for “Hemma Amber” are comparable with the current HOS offered by HA. Public housing tenants can apply with Green Forms without any restrictions on the income and asset. While non-public housing tenants can apply with White Forms, the monthly income and asset limits are set at \$62,000 and \$1.47 million respectively for families with two or more members. As for one-person applicants, the limits are set at \$31,000 for monthly income and \$735,000 for asset respectively¹¹.

The quota allocation ratio between Green Form and White Form applicants is 40:60, and a quota of 20% is reserved for one-person applicants equally shared between Green Form and White Form applicants. As some of the rental estates under HKHS have been under redevelopment planning, such as Kwun Tong Garden Estate (II), Yue Kwong Chuen and Ming Wah Dai Ha in Shau Kei Wan, eligible residents affected by these estate redevelopment projects will be given the priority to purchase “Hemma Amber” flats, with a total quota of 85 units¹¹.

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For restrictions on alienation¹², buyers are not allowed to sell their properties in the open market within the first 15 years from the date of completion of sale and purchase. After the expiry of the first 15 years, a premium has to be paid to the Government in order to let, sell, assign, mortgage or charge the properties in the open market. Besides, purchasers may transfer the ownership of the flats to eligible persons who have been certified and nominated by HKHS without payment of premium to the Government provided that the flats must not be sold at a price more than the original price if the sale is within five years from the date of completion of sale and purchase.

A show flat with handover standard provision is set up for public viewing from 23 November to 13 December at the Cheung Sha Wan office of HKHS (Tone King Building, 413 Castle Peak Road, Cheung Sha Wan). Opening hours are from 10:00 am to 7:00 pm daily including public holidays.

Application forms and application guides, sales brochures, price list and other relevant sales documents will be made available to the general public via the following channels from 23 November 2023 to 13 December 2023:

1. Website of “Hemma Amber” (URL: <https://hemmaamber.hkhs.com>);
2. Cheung Sha Wan office of HKHS (Address: Tone King Building, 413 Castle Peak Road, Cheung Sha Wan);
3. Rental Estate Offices of HKHS;
4. HKHS Applications Section (Address: G/F, Dragon Centre, 23 Wun Sha Street, Tai Hang, Hong Kong);
5. The Office of HA’s HOS Sales Unit (Address: Podium Level 1, Hong Kong Housing Authority Customer Service Centre, 3 Wang Tau Hom South Road, Kowloon);
6. The Office of HA’s Green Form Subsidised HOS Sales Units (Address: 1/F, Pioneer Place, 33 Hoi Yuen Road, Kwun Tong, Kowloon);
7. Estate Offices and District Tenancy Management Offices of the HA; and
8. Home Affairs Enquiry Centres of the Home Affairs Department.

White Form applicants can submit their application forms to HKHS Applications Section in person, by post or online, while Green Form applicants must return their applications through their respective housing estate offices. The application fee is HK\$270. After the application period, HKHS will arrange vetting of the applications received and will conduct a ballot in the first quarter of 2024, followed by flat selection in the second quarter of 2024. Arrangements for the ballot and flat selection will be announced in due course¹⁶.

For sales arrangements and details of the “Hemma Amber” project, please call the HKHS sales hotline at 2839 2922.

Appendix 1: Basic Information of “Hemma Amber”

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Media enquiries

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Basic Information of Hemma Amber

1. Name of Development : Hemma Amber
2. Address : 18 On Hei Street*
3. Lot Number : Lot No. 1073 in Survey District No.3
4. Term of Land Grant : 50 years
5. Site Area : About 5,992 m²
6. User : Private residential
7. No. of Residential Towers : 2 blocks
8. No. of Residential Storeys : 14 (including G/F and Basement Car Park)
9. No. of Flats : 422
10. Flat Mix and Size

	1-Bedroom Units ³ (Open Kitchen)	2-Bedroom Units ³ (Open Kitchen)	2-Bedroom Units ³ (Standard Kitchen)	3-Bedroom Units ³ (Standard Kitchen)
Number of Flat	35	221	118	48
Proportion	8%	80%		12%
Saleable Area (ft ²)	303-308 ⁴	422-452 ⁴	486-524 ⁴	625-658 ⁴

11. Recreational Facilities : G/F – Gym, Reading Area, Multi-Function Room, Game Room and Children Playroom¹⁰.
12. No. of Car Parking Spaces (CPS) : 34 spaces (Excluding visitors' CPS)
13. Estimated Material Date : 31 December 2025

Photos:

	<p>The Subsidised Sale Flats project “Hemma Amber” at Anderson Road Site R2-3 is a mid-rise development, comprising two 14-storey blocks (including G/F and Basement Floor) and providing a total of 422 “practical but not extravagant” flats, along with a 17,000-square-foot clubhouse and outdoor landscaped area¹⁰.</p>
	<p>HKHS General Manager (Sales and Marketing) Peter Or (right) says that the pricing of “Hemma Amber” ranges from HK\$2.555 million to HK\$6.456 million⁸ with the unit rate ranging from HK\$8,212 to HK\$9,812 per square foot in terms of saleable area⁸.</p>
	<p>With a “practical but not extravagant” design, all “Hemma Amber” flats will be handed over to purchasers with tiled flooring of the entire flat, together with practical household appliances such as air-conditioners, kitchen cabinets, gas hobs and cooker hoods, as well as bathroom fittings⁷ and balconies⁴, creating the Scandinavian⁵ “Lagom”⁶ lifestyle of modest and balanced living.</p>

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The saleable area of “Hemma Amber” flats ranges from 303 square feet to 658 square feet⁴, providing options of one- to three-bedroom units³. A total of 80% of the units are of two-bedroom design, and the remaining being one-bedroom and three-bedroom units.

Remarks:

1. This description only reflects the basis on which the price was set by the Vendor. It does not represent the discount that the Purchaser may enjoy under the price list.
2. This is the price of Flat K on 1/F of Tower 2B under Price List No.1. For details, please refer to Price List No.1 as published or revised by the Vendor from time to time.
3. The Development is still under construction, and the vendor reserves the right to amend, modify and change the design, layout, materials, fittings, finishes, and appliances of any part of the Development and the type and number of residential units. The vendor recommends prospective purchasers to refer to the sales brochure for detailed information about the Development.
4. The saleable area stated in this promotional material includes the area of the balcony, utility platform, and verandah (if any). The saleable area of the residential property and the floor area of the balcony, utility platform, and verandah (if any) to the extent that it forms part of the residential property are calculated in accordance with Section 8 of the Residential Properties (First-hand Sales) Ordinance (Chapter 621). Other specified areas (not included in the saleable area) are calculated according to Part 2 of Schedule 2 to the Residential Properties (First-hand Sales) Ordinance. The listed areas are converted at a rate of 1 square meter = 10.764 square feet and rounded to the nearest whole square foot.
5. The relevant districts are not related to the Development.
6. The relevant name is only for promotional purposes and may not appear in the Deed of Mutual Covenant or other title documents of the Development.
7. The provision of materials, fittings, finishes, appliances, and furniture (if applicable) for the Development and residential properties shall be subject to the terms and conditions of the sales and purchase agreement. The vendor reserves the right to modify and change any part within the Development or any materials, fittings, finishes, or appliances within any residential property. For detailed information regarding the standard provisions of fittings, finishes, and appliances, please refer to the sales brochure.
8. The lowest Price of \$2,555,000 refers to the price of Flat K on 1/F of Tower 2B as set out in Price List No.1 of the Development, whereas the highest Price of \$6,456,000 refers to the price of Flat A on 11/F of Tower 2A as set out in Price List No.1 of the Development. The lowest Unit Rate of Saleable Area of \$8,212 refers to the unit rate of saleable area per sq. ft. of Flat B on 2/F of Tower 2B as set out in Price List No.1 of the Development, whereas the highest Unit Rate of Saleable Area of \$9,812 refers to the unit rate of saleable area per sq. ft. of Flat A on 11/F of Tower 2A as set out in Price List No.1 of the Development.
9. The information is for reference only. The number of banks / financial institutions is subject to variation without further notice. Purchasers may obtain mortgage loan of up to 90% of the purchase price subject to the approval of the banks / financial institutions on a case by case basis according to the circumstances of the purchaser. The banks / financial institutions have the right to approve or decline any loan application. The decisions by the banks / financial institutions are not related to the Vendor and the Vendor shall not be held responsible therefor. Regardless any loan is granted or not, the purchasers shall complete the sale and purchase of the sale flats of Hemma Amber and pay the balance of purchase price in accordance with the Agreement for Sale and Purchase.
10. The naming of the clubhouse and facilities is for promotional purposes only and may not necessarily be used in or appear in the Deed of Mutual Covenant or other title documents or documents. The information relating to the clubhouse and facilities is for reference only. The vendor reserves the right to make changes to the building plans (including, but not limited to, the area, design, layout, and facilities of the clubhouse) without prior notice to any purchasers and the final approved plans issued by the relevant Government departments shall prevail. The clubhouse and facilities may not necessarily be operational upon handover

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of the residential units in the Development. The use or operation of certain facilities and/or services is subject to relevant laws, land documents, deed provisions, clubhouse regulations, facility usage regulations, consent letters or permits issued by relevant Government departments, and on-site environmental conditions, and may require payment of additional fees. The details and provisions of related services are subject to arrangements and decisions made by the management company and/or relevant service providers. The vendor does not make, and shall not be construed as making, any express or implied offers, representations, undertakings, or warranties (whether or not related to view). The vendor recommends prospective purchasers to refer to the sales brochure for information about the Development.

11. For details on the eligibility of “Green Form Applicants” and “White Form Applicants”, please refer to the Application Forms and Application Guides.
12. The restrictions on alienation is subject to the terms and conditions of the Land Grant and the Agreement for Sale and Purchase.
13. This rendering is purely an artist’s imagination of approximate appearance of the Development, its related parts, the surrounding area, or its surrounding environment. It does not depict the actual view, location, appearance, facilities, surrounding buildings or environment of the completed Development. The view, facilities, surrounding buildings and environment of the Development may not be shown or may be simplified. This rendering has been digitally modified and is not drawn to scale; it is provided for reference only. The Development is still under construction, and the surrounding environment, buildings, and facilities may change over time. This rendering also does not reflect the air conditioning units, ducts, grilles, louvers, and other facilities that may appear on the external walls of the Development. The colors, layout, materials, fittings, finishes, appliances, lighting, decorations, plants, landscaping, facilities, and other objects depicted in this rendering may not necessarily be provided or appear in the completed Development or its surrounding area. It may not constitute a part of the Development. This rendering does not reflect the actual appearance or final view and the actual surrounding environment, location, and/or conditions upon completion of the Development. There will be other existing and/ or undeveloped buildings and/or facilities in the vicinity of the Development, and the environment, buildings, and facilities surrounding the Development may change over time. This rendering does not constitute, nor should it be construed as constituting, any express or implied offer, undertaking, representation, or warranty by the vendor (whether or not related to view). The vendor recommends prospective purchasers to visit the Development site for on-site inspection to gain a better understanding of the Development site, its view, the surrounding environment, and nearby public facilities.
14. The photos were taken on September 27, 2023 in the unmodified show flat of Flat H on 8/F of Tower 1B of the Development. They were not taken in any actual unit in the Development, and have been digitally modified, and are for reference only. As the photos were taken before the show flat was completed, the conditions shown in the photos may differ from the actual conditions in the show flat. The conditions shown in the photos may also differ from the actual condition of the units upon completion. The show flat is solely for demonstrating the related residential property and does not constitute, nor should it be construed as constituting any representation or warranty regarding the appearance of any residential property in the Development or any part thereof, whether or not it may show the exterior finishes, external pipes, or overall appearance of any part of the Development.
The provision of materials, fittings, finishes, appliances and furniture (if any) in the Development and residential properties are subject to the relevant terms and conditions of the sale and purchase agreement. The design of the Development is subject to approval from the relevant authorities. The vendor reserves the right to change the building plans and other design drawings of the Development and any of its parts from time to time. The vendor also reserves the right to change, modify, and alter the materials, fittings, finishes, or appliances of any part of the Development or any residential property. For details on the standard provisions of fittings, finishes and appliances, please refer to the sales brochure.
15. The photos were taken on November 13, 2023 in the unmodified show flat of Flat H on 8/F of Tower 1B of the Development. They were not taken in any actual unit in the Development, and have been digitally modified, and are for reference only. As the photos were taken before the show flat was completed, the conditions shown in the photos may differ from the actual conditions in the show flat. The conditions shown in the photos may also differ from the actual condition of the units upon completion. The show flat is solely for demonstrating the related residential property and does not constitute, nor should it be

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16. For details on balloting and flat selection, please refer to the Information on Sales Arrangements published or revised by the Vendor from time to time.

To the extent this press release statement constitutes an advertisement, then the following applies:

Name of the Development: Hemma Amber| District: Kwun Tong (North) |Name of the Street and the Street Number: 18 On Hei Street* |The Address of the website designated by the Vendor for the Development#: <http://hemmaamber.hkhs.com>| The photographs, images, drawings or sketches shown in this advertisement/promotional material represent an artist's impression of the development concerned only. They are not drawn to scale and/or may have been edited and processed with computerized imaging techniques. Prospective purchasers should make reference to the sales brochure for details of the development. The vendor also advises prospective purchasers to conduct an on-site visit for a better understanding of the Development site, its surrounding environment and the public facilities nearby.

Vendor : Hong Kong Housing Society| Holding Company of the Vendor: Not applicable | Authorized Person for the Development: Mr. ORR Wah Hung David| The firm or corporation of which an Authorized Person is a proprietor, director or employee in his or her professional capacity: Wong Tung & Partners Limited| Building Contractor for the Development: Paul Y. General Contractors Limited| The firm of solicitors acting for the owner in relation to the sale of residential properties in the Development: Baker & McKenzie| Authorized Institution that has made a loan, or has undertaken to provide finance, for the construction of the Development: Not Applicable| Other person who has made a loan for the construction of the Development: Not applicable| The estimated material date for the development, as provided by the authorized person for the development: 31 December, 2025 ["Material Date" means the date on which the conditions of the land grant are compiled with in respect of the Development. The estimated material date is subject to any extension of time that is permitted under the agreement for sale and purchase. | This advertisement is published by the Vendor or by another person with the consent of the Vendor. | Prospective purchasers are advised to refer to the Sales Brochure for any information on the Development. |#Website containing the electronic version of sales brochure, price list, register of transactions, deed of mutual covenant and aerial photographs. |*The provisional street number is subject to confirmation when the Development is completed. |Date of printing: 22 November 2023