



Integrated Resort Ponte 16 Complements Macau SAR Government's Promotion of Cultural and Historical Tourism

Hong Kong, October 3, 2005 – Pier 16 Property Development Ltd. (The Company), a joint venture company between SJM - Investment Limited, a wholly owned subsidiary of Sociedade de Jogos de Macau, S.A., Macau Success Ltd. (SEHK: 487) and Joy Idea Investments Ltd, today unveiled the newest design and model of its major development project in Macau, “Ponte 16”. With the architectural styles and romantic ambience of Macau at the turn of the last century, Ponte 16 evokes nostalgic feelings for a bygone era and is set to become a new landmark in Macau’s booming cultural and historical tourism.

“Macau boasts a rich cultural heritage which is of over 400 years’ history. It has enriched Macau’s tourism offerings and provided engine for the future continued growth of the economy. In line with the policy of the government to develop cultural tourism, it is expected that Ponte 16, upon completion, will become a major tourist and cultural attraction,” said Dr. Ambrose So, Chairman of Pier 16 Property Development Ltd. and Director of SJM. “We hope that through the combination of cultural and commercial factors, Ponte 16 will attract more tourists to stay longer in Macau, so as to bring more business to the district and to increase employment.”

Ponte 16 is a multi-functional, integrated resort consisted of hotel, retail, F&B, recreational facilities, and casino (subject to Macau SAR Government’s approval). The development is embedded in the historical heritage of Macau with its location being a historic site – Pier 16 that has commenced operation since the beginning of the last century.

Dr. Ambrose So continued, “The government has spent a great deal of efforts in preserving old historic sites. The recent inclusion on the World Heritage List further highlights the cultural and historical substance of Macau. We are proud to develop this Ponte 16 project which aims at cultural tourism and heritage conservation for the education of both residents and tourists.”



The focal point of Ponte 16 is the clock tower situated at the historic Pier 16. The company will submit the formal application to the Macau SAR Government for approval of increasing the GFA from 63,584 square metres to 130,000 square metres. The project will expand on both sides of the clock tower to include a casino (subject to government approval), a five-star hotel and a shopping complex. On the right hand side of the clock tower will be a 17-storey high hotel tower. On the left hand side of the clock tower will be a shopping complex where tourists can find a wide array of shops, restaurants and cinemas. A promenade will be built along the waterfront location to provide a venue for outdoor performances, such as fireworks and laser display, and other leisure activities.

To ensure that every single detail of Ponte 16 will reflect accurately the unique characteristics of old Macau, Professor Fok Kai Cheong from the Macau Millennium College will act as special advisor in culture and history.

Mr. Sonny Yeung, CEO of Pier 16 Property Development Ltd., said, “We aim to make Ponte 16 a world-class entertainment and leisure resort for tourists of different age groups, nationalities and backgrounds. With the diverse facilities available at the resort, we believe Ponte 16 will usher in a new era in Macau’s cultural, leisure and entertainment business.”

Ponte 16 is a joint venture project in which SJM’s wholly owned subsidiary, SJM – Investment Limited holds 51%, Macau Success 36.75% and Joy Idea 12.25%. With the expanded GFA, the total investment of the project will be increased to HK\$2 billion.

The project will be completed phase by phase with the casino targeting operation by the end of 2006 and the rest of facilities to be completed by the end of 2007. The Company is discussing with a world-class hotel company to manage the operation of the hotel. Discussion has reached a final stage and details will be announced soon.



Renowned architects, The Jerde Partnership, whose work includes the Bellagio in Las Vegas, Universal CityWalk in Los Angeles, Roppongi Hills in Tokyo and Langham Place in Hong Kong will handle the overall planning and design of the project. CAA City Planning and Engineering Consultants will provide consulting services in structural design and local compliance.

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About Ponte 16

Ponte 16 is a multi-functional, integrated resort with a unique cultural and historical theme, developed by Pier 16 Property Development Ltd., a joint venture company between SJM – Investment Limited, a wholly owned subsidiary of Sociedade de Jogos de Macau, S.A. (51%), Macau Success Ltd. (36.75%) and Joy Idea Investments Ltd.(12.25%). Subjected to Macau SAR government’s approval, Ponte 16 will increase the gross floor area from 63,584 square metres to approximately 130,000 square metres, consisting of a 5-star hotel, a shopping complex, and a casino (subject to government approval). Total investment on the project will reach HK\$2 billion.