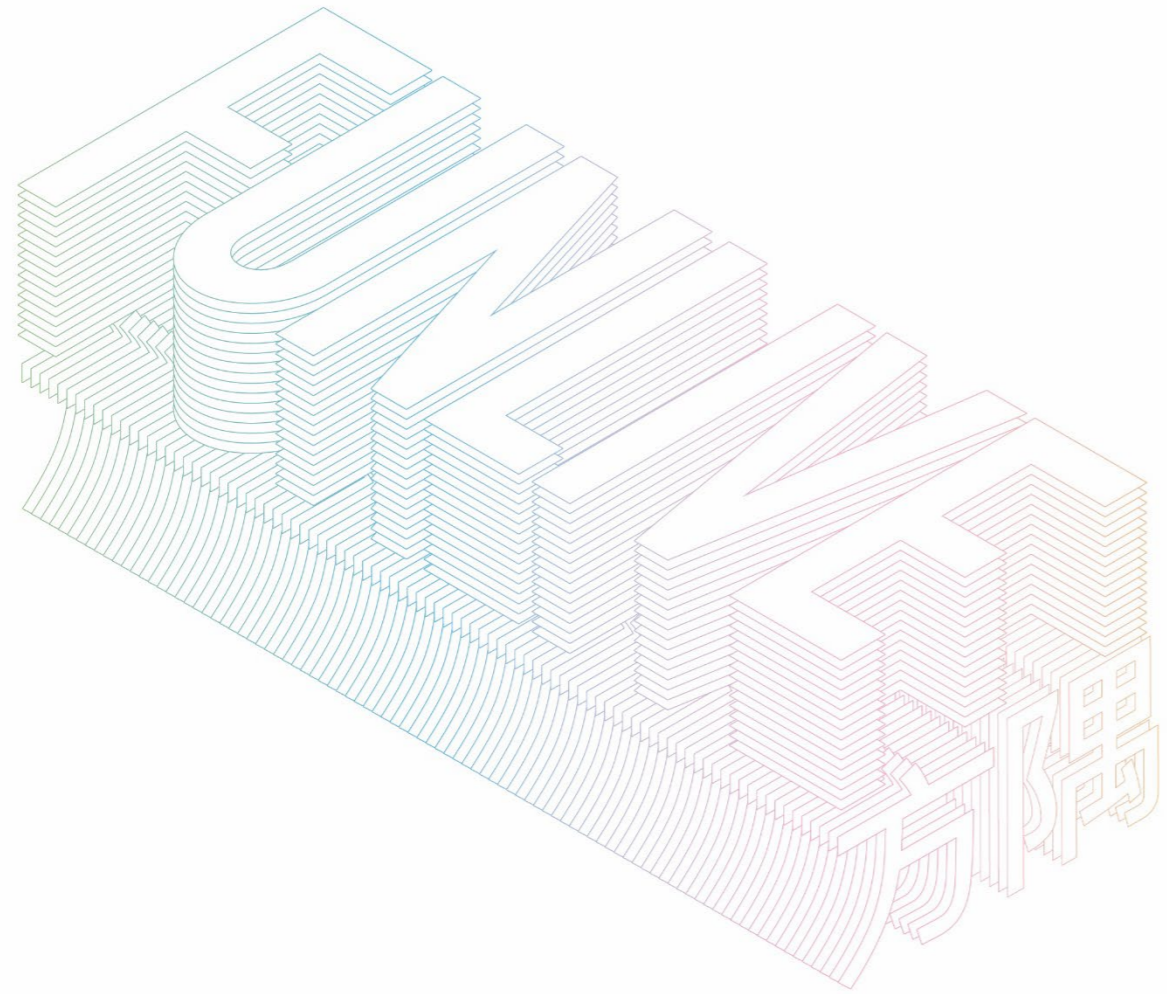


FUNLIVE 方隅  
一方天地 随心所隅



We strive to build an exquisite and unique **FUNLIVE**, enabling the customer to lead an enjoyable life with fun and convenience.

我们努力打造这一「方」天地  
让大家过上  
随心所「隅」的生活

创建智慧生活  
让幸福生活触手可及  
—— 这是方隅的愿望

**Creating smart living  
to help seize happiness**  
-- This is our wish for you

FUNLIVE 方隅



# FUN+ LIVING ECOSPHERE

## “幸福生活”生态圈 战略

面向未来,中骏集团基于对客户智慧生活趋势的研究,开始构建“FUN+ 幸福生活”生态圈,布局FUNLIVE方隅公寓、FUNWORLD购物中心、FUNWORK联合办公、健康管理等新兴业务板块,并借助iFUN智能化物联网平台和人工智能技术,以科技为动力,致力于引领未来智慧生活潮流。

Looking into the future, China SCE Group plans to build a **FUN+ living ecosphere** based on research into the lifestyle trends of customers. Meanwhile, supported by the iFUN smart IoT platform and AI technology, as well as being driven by science and technology, it strives to lead the future of smart living by deploying emerging business sectors such as the **FUNLIVE Apartment**, FUNWORLD shopping malls, FUNWORK co-working space, Health Management etc.

**Fun+** = A **Free** · **Unique** · **New Lifestyle**

自由自在的

独特不凡的

新生活方式

## 中骏集团

China SCE Group

中骏集团创办于 1987 年,总部设于上海,是一家专注于房地产开发及相关业务的综合性城市运营服务商,业务体系涵盖商业地产、文化旅游地产、产业地产、住宅地产、物业管理以及长租公寓、联合办公、健身健康管理、教育等新型业务板块。集团于 2010 年 2 月,在香港联交所主板成功上市(股票代码 01966.HK)。

Established in 1987 and headquartered in Shanghai, China SCE Group Holdings Limited (the “Company”) is an integrated urban services provider focusing on real estate development and related industries. The Company and its subsidiaries (the “Group”) are engaged in a wide range of business, including commercial real estate, cultural tourism real estate, industrial real estate, residential real estate, property management as well as serviced apartments, offices, fitness and health management, education. The sales of the Company is expected to be RMB50 billion in 2018. In February 2010, the Company was successfully listed on the main board of the Hong Kong Stock Exchange (Stockcode:01966.HK).





# CORPORATE OVERVIEW

## 公司介绍

中骏集团（股票代码 01966.HK）  
旗下长租公寓品牌  
“FUN+ 幸福生活”生态圈核心业务板块

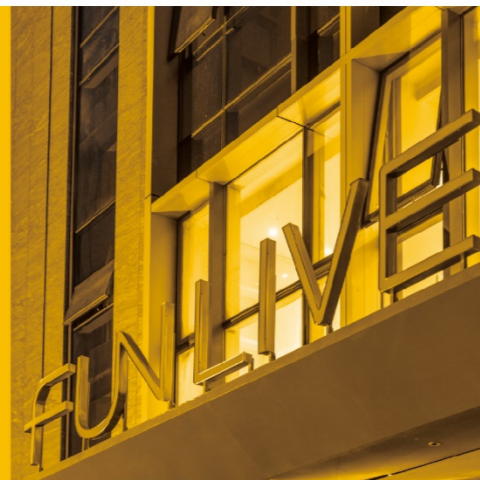
China SCE Group (stock code 01966.HK)  
long-term rental apartment brand  
FUN+ living Ecosphere Core Business Segment

FUNLIVE 方隅以现代简约的设计风格，功能齐备的居家空间，为具有相同生活理念和价值观的住客，提供有品质、有温度和有归属感的公寓社区生活。

FUNLIVE brings high-quality apartment community living, warmth and a sense of belonging, for residents with similar lifestyles and values, with a multi-functional living space in a modern, minimalist design style.

FUNLIVE 方隅针对客户不同阶段的生活提供相应的解决方案，与客户共同成长，并计划三至五年在核心一、二线城市布局 5 万至 10 万套长租公寓，成为中国品质型公寓领域优秀运营商。

FUNLIVE provides solutions for customers at different stages of life, with the purpose of growing together. FUNLIVE also plans to provide **50,000 to 100,000** long-term rental apartments, in key first and second-tier cities in three to five years to become a major operator in the quality apartment sector of China's real estate market.



### 核心价值主张

专筑您的感动

### Slogan and proposition

We build to inspire

### 企业愿景

打造最受信赖的全球资产管理平台  
成为生活方式的引领者

### Corporate Vision

To create the most creditable global asset management platform  
To become a lifestyle trendsetter

### 品牌使命

创建智慧生活  
让幸福生活触手可及

### Brand mission

Creating smart living  
to help seize happiness

Brand Proposition



# MAJOR COMPANY MILESTONES

## 方隅大事记

2016 - 2019



旗舰店正式开业  
【上海方隅中骏广场国际公寓】

Flagship project  
【FUNLIVE SCE Plaza Residence, Shanghai】 Official opening

2019.1

【上海方隅中骏广场国际公寓】  
纳入虹桥商务区人才公寓体系

南京首店正式开业  
【南京方隅·Lite江宁公寓】

【FUNLIVE SCE Plaza Residence, Shanghai】 is incorporated into the talent apartment system of Hongqiao Business District

The first project in Nanjing  
【FUNLIVE·Lite Jiangning Apartment, Nanjing】 Official opening

2019.4

北京首店正式开业  
【北京方隅王府井精品公寓】

The first project in Beijing  
【FUNLIVE Wangfujing Apartment, Beijing】 Official opening

2019.5

更加精彩 ...  
More exciting milestones...

2016.10

首家公寓试营业  
【泉州方隅·Lite中骏世界城公寓】

The first project  
【FUNLIVE·Lite World City Apartment, Quanzhou】 Soft opening

2017.12

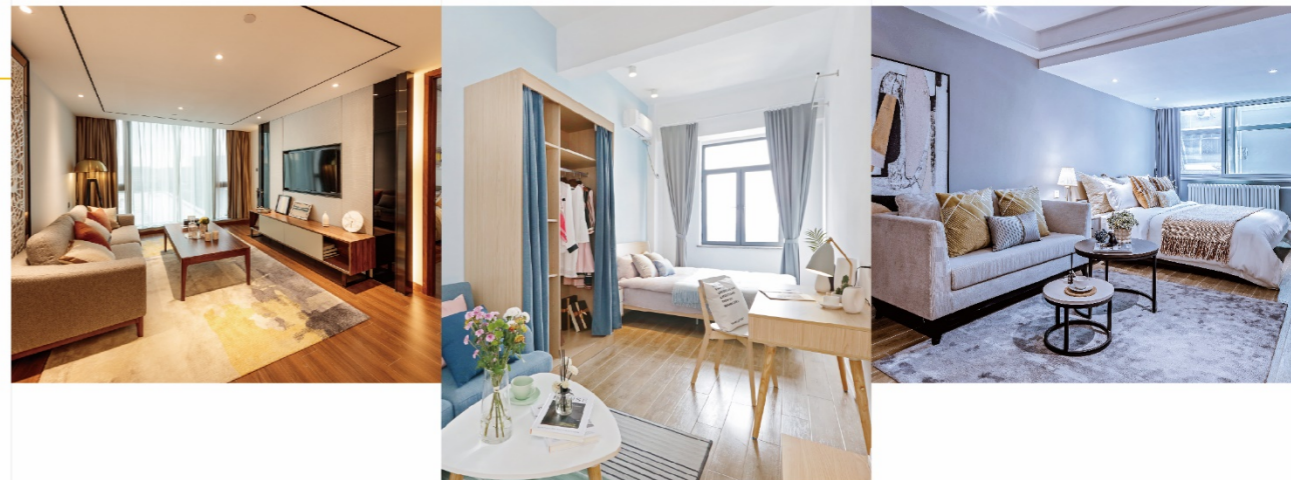
中骏发布FUN+战略, 布局  
FUNLIVE方隅公寓等新兴业务板块

China SCE Group launched the FUN+ strategy to develop emerging business sectors such as the FUNLIVE Apartment, etc.

2018.12

携手基汇资本旗下管理基金  
共同成立长租公寓投资平台  
首期规模为8亿美元

Collaboration GAW Capital to jointly establish a long-term Apartment Investment Platform with an initial investment of 800 million US dollars





# FUNLIVE STRATEGY

方隅的发展战略

BEIJING

北京

SHANGHAI

上海

QUANZHOU

泉州

轻、中、重资产结合

核心一、二线城市布局

三到五年内布局 5 到 10 万间

成为国内品质型公寓领域优秀运营商

Comprehensive strategy combining light, medium and heavy assets;

Plan in first and second-tier core cities;

Build **50,000-100,000** rooms in three to five years;

Aiming to become a major operator in the domestic mid- to high-end residential leasing sector

目前方隅旗下拥有项目体量约 16,000 套（截至 2019.6），重点关注北上广深 4 个一线城市和杭州、南京等强二线城市，同时积极探索集团资源优势明显的泉州、济南、南昌等城市。

Currently, FUNLIVE owns around **16,000** rooms (as of June 2019). It focuses mainly on the four first-tier cities such as Beijing, Shanghai, Guangzhou and Shenzhen and four key second-tier cities such as Hangzhou and Nanjing, and actively explores other potential cities such as Quanzhou, Jinan and Nanchang with obvious resource advantages.

HANGZHOU

杭州

NANJING

南京

SHUZHOU

苏州

JINAN

济南

NANCHANG

南昌

HUIZHOU

惠州





# BUSINESS MODEL

运营模式

## 合作伙伴 PARTNERSHIP

FUNLIVE 方隅公寓  
携手基汇资本旗下管理基金  
共同成立长租公寓投资平台

FUNLIVE Apartment  
works with **GAW Capital** to jointly establish a  
long-term apartment investment platform

首期规模为 8 亿美元  
用于收购、开发和运营  
核心城市的长租公寓项目

An initial investment of **800 million** US Dollars  
is used for acquisition, development and oper-  
ation of long-term apartment projects in core cities

## 连锁经营 + 资管价值

Fund asset management + Chain operation



### 委托管理 Management Contract

委托方委托方隅管理物业，业主与方隅是委托与受托的关系，管理人的收益与经营的好坏直接挂钩。

The client entrusts FUNLIVE for the management of the property, and the owner and FUNLIVE are in a direct relationship of entruster and trustee. The income of the manager links directly to the operation.

### 重资产 Capital Investment

方隅与战略合作方成立公寓资产管理平台，整合项目资源，通过方隅的运营管理提升项目价值。

FUNLIVE cooperates with a strategic partner to establish an apartment asset management platform for the purpose of integrating project resources to enhance the project value through FUNLIVE's operation management.

### 租赁物业 Rental Property

出租方将物业一定期限的使用权转移给方隅，方隅支付租金，租赁期内由方隅改造物业并对外运营。

The lessor transfers the right to use the property for a certain period of time to FUNLIVE who shall pay the rent, and shall be responsible for reconstructing the property and operating it.



# MANAGEMENT TEAM

## 核心管理团队

方隅目前拥有超过100位员工，管理层均系地产、公寓、酒店及金融行业资深专业人士

Currently FUNLIVE has more than 100 employees, its management team is composed of senior professionals in **real estate, apartment, hotel and financial industries.**



黄朝阳 先生  
Chiu Yeung Wong

中骏集团董事长、方隅控股董事长  
Chairman of China SCE Group、Chairman of Funlive Holdings

中骏集团创始人之一，现任中骏集团董事局主席兼中骏集团总裁，负责制定集团业务发展策略、商业地产管理及金融投资管理等工作。

曾任政协第十一届、十二届全国委员会委员，同时担任香港福建社团联合会永远名誉会长、香港泉州同乡会永远名誉会长、香港厦门联谊总会永远名誉会长、南昌大学客座教授、福建泉州师范学院副院长、福建南安华侨中学董事长。

The founder of China SCE Group, currently the Chairman of the Board of Directors of China SCE Group and the President of China SCE Group, responsible for formulating the Group's business development strategy as well as the work routines of commercial real estate management and financial investment management.

Former member of the 11th and 12th National Committee of the CPPCC, simultaneously serving as the honorary president of the Hong Kong Federation of Fujian Associations, the honorary president of the Hong Kong Association of Quanzhou Associations, the honorary president of the Hong Kong Xiamen Association, the visiting professor of Nanchang University, Vice Chairman of Fujian Quanzhou Normal University and Chairman of Fujian Nan'an Overseas Chinese High School.



陈坚 先生  
Keith Chan

方隅控股行政总裁、副董事长  
Funlive Holdings Chief Executive Officer, Vice Chairman

现任方隅控股 CEO，全面负责方隅发展战略制定、运营及资本管理工作。

拥有超过 20 年环球投资银行经验，曾于瑞银、汇丰、摩根大通和麦格理工作，加入中骏前在麦格理服务 10 年，担任麦格理的高级董事总经理和大中华区与房地产部门的主管，负责相关的投行、企业融资和顾问，和直投业务。

美国威斯康辛大学麦迪逊分校工商管理学士和硕士学位。

CEO of Funlive Holdings is responsible for the development of strategy, operation and capital management.

With more than 20 years of experience in global investment banking, he has worked for UBS, HSBC, JPMorgan Chase and Macquarie. He served as Macquarie's senior managing director and a supervisor for the Greater China region and the real estate division for 10 years, where he was responsible for relevant investment banking, corporate finance and advisory and direct investment operations.

Bachelor and Master of Business Administration, University of Wisconsin-Madison, USA



麦伟基 先生  
Gary Mak

副总经理  
Deputy General Manager

负责营运、市场、品牌战略制定、体系化建设；负责工程、设计、采购、成本管理相关工作。曾任职辉盛酒店管理集团中国南区总经理及中国区市场销售副总裁、上海辉盛庭国际公寓总经理、澳门兰桂坊酒店总经理等职务。

Responsible for operations, marketing, brand strategy development, engineering, design, procurement, and cost management. Formerly the General Manager of South China Region of Frasers Hospitality Pte Co. Ltd and the vice president of sales & marketing in China, General Manager of Frasers Residence Shanghai, and the General Manager of Hotel Lan Kwai Fong Macau.



陈吉灏 先生  
Tony Chen

副总经理  
Deputy General Manager

负责投资拓展、资本融资、基金管理及其他相关工作，曾任金茂资本的执行董事，并在麦格理及领展担任要职。

Responsible for investment development, capital financing, fund management and other related work.

Former executive director of Jinmao Capital, and held key positions at Macquarie and Link REIT.





# ADVANTAGES

## 方隅的优势



# FUNLIVE PRODUCT

## 方隅产品



现代都市人快节奏、满负荷的状态，已让人到了无可复加的地步；人们在这日趋繁忙的生活中，渴望得到一种能彻底放松、追求简单自然的心理状态。

FUNLIVE 方隅承袭中骏集团在地产开发板块的精工品质基因，追求极致品质，深入探寻用户需求，从**智能化、健康以及自然舒适**的居住环境切入，传达一种流行、独立、积极向上的生活理念。

The fast-paced, high-pressure living status of modern urbanites is making people extremely exhausted. In this increasingly hectic life, people are eager to reach a mental state of complete relaxation and to pursue simplicity and nature.

FUNLIVE inherits the gene of precision quality from the real estate development sector of China SCE Group, and pursues ultimate quality while deeply exploring the needs of users. It delivers a popular, independent and positive life concept from **Smart, healthy, natural and comfortable** living environments.



# PRODUCT PHILOSOPHY

## 方隅的产品理念



FUNLIVE 方隅不以年龄、职业、社会属性等标签做产品定位，而是让具有相同价值观、消费理念和生活方式人聚在一起。

打造有温度和归属感的公寓社区生活。

FUNLIVE does not set its product positioning by age, occupation, social attributes or other such labels, but instead aims to bring people **with the same values, consumption preferences and lifestyles** together.

To create an apartment community with a sense of warmth and belonging.



### 方隅国际公寓 FUNLIVE Residence

FUNLIVE方隅旗下轻奢产品线  
Light-luxury product line

在一线城市的核心区域，及中骏集团高端产品线社区内，为享受品质生活的客群，提供健康、舒适的居家生活环境

To provide a healthy and comfortable living environment for tenants who enjoy quality life in central areas of first-tier cities.

### 方隅精品公寓 FUNLIVE Apartment

FUNLIVE方隅旗下高端产品线  
High-end product line

在一线城市及其他重点城市，及中骏集团中端社区内打造品质型长租公寓产品。为注重生活品质和交通便捷性的客群提供良好的居住空间

To build quality rental apartment products in first-tier cities and in other key cities. To provide a good living space for tenants who focus on quality of life and convenient transportation.

### 方隅·Lite公寓 FUNLIVE·Lite Apartment

FUNLIVE方隅旗下中端产品线  
Mid-range product line

在一线城市非核心区域及二、三线城市打造精致长租公寓产品。为在有限的预算内追求生活品质最大化，注重社交和娱乐的客群提供良好的居住空间

To create exquisite rental apartment products in non-central areas of first-tier cities as well as in second and third-tier cities. To provide a good living space for those who want to maximize their quality of life within a limited budget and focus on social contact and entertainment.



轻奢产品线 Light-luxury product line

# 上海方隅中骏广场国际公寓 FUNLIVE SCE PLAZA RESIDENCE, SHANGHAI

国际知名设计师匠心打造

位于虹桥商务区核心区域，超大体量高端长租公寓

打造融汇居住、商业、社交、娱乐、服务等多元一体的生活空间

Authentic creation of internationally renowned designers

Huge light-luxury rental apartment located in the heart of Hongqiao Business District

Creating a living space that integrates multiple elements such as living, business, social, entertainment and service etc.



2019年4月，  
正式纳入虹桥商务区人才公寓体系

It has been incorporated into the talent apartment system of Hongqiao Business District in April 2019



上海市闵行区申长路 1688 弄中骏广场  
SCE PLAZA, Alley 1688, Shenchang Road, Minhang District, Shanghai





豪华单间 约 60m<sup>2</sup>  
Deluxe single room

功能齐备 分区合理  
动线生活通达自如  
Fully functional, practical partition  
Dynamic living with convenient transportation

豪华一居室 约 87m<sup>2</sup>/95m<sup>2</sup>  
Deluxe one bedroom

景观客厅 独立卧室  
生活动静皆宜  
Landscape living room, separate bedroom  
Suitable for active and quiet living

豪华两居室 约 180m<sup>2</sup>  
Deluxe two-bedroom unit

超能格局 功能至善至全  
通透采光 尽享家庭欢乐时光  
Superb layout with all-round functions  
Open plan structure with excellent lighting, perfect for enjoying happy family time



Funlive & Product



# 北京方隅王府井精品公寓

## FUNLIVE WANGFUJING APARTMENT, BEIJING

城市核心地带，交通便利

- 五号线灯市口地铁上盖
- 距北京站直线距离 1.5 公里
- 距天安门直线距离 1.8 公里

全系配套环伺

- 王府井商业街、三里屯、西单等大型商圈
- 国贸商务中心区 (CBD)、金融街等商务区

Located in the heart of the city with convenient transportation

- Above the entrance of Dengshikou subway station, Line 5
- **1.5 km** direct from Beijing Railway Station
- **1.8 km** from Tiananmen Square

The surrounding area includes

- Large business circles such as Wangfujing Commercial Street, Sanlitun, Xidan etc.
- Business areas such as CBD, Financial Street etc.



### 高端产品线 HIGH-END PRODUCT LINE



北京市东城区东单北大街甘雨胡同甲 2 号 1 幢  
 Building 1, No.A-2, Ganyu Alley, North Dongdan Street, Dongcheng District, Beijing



# 上海方隅中骏天悦精品公寓

FUNLIVE SKY HORIZON APARTMENT, SHANGHAI

精装小复式，双层空间缤纷多样  
多种复式户型，满足不同需求  
现代简约设计，雅致时尚  
紧临 11 号地铁线真如站 & 上海西站

Duplex apartments with refined decoration and spacious structure  
A variety of duplex configurations to meet different needs  
The minimalist design is modern, elegant, and fashionable  
Close to the Zhenru & West Shanghai Railway Stations on Metro Line 11



## 高端产品线 HIGH-END PRODUCT LINE



上海市普陀区固川路 166 弄 9 号楼  
Building 9, No.166, Guchuan Road, Putuo District, Shanghai





# 上海方隅·LITE徐汇滨江公寓

FUNLIVE-LITE XUHUI BINJIANG APARTMENT, SHANGHAI

3 / 4 / 7 / 11 / 12 五条地铁线交汇 交通便利

毗邻徐家汇商圈 闹中取静

全明户型 和阳光拥抱满怀

Lines 3/4/7/11/12 meet here, providing convenient transportation links  
Adjacent to the Xujiahui business district, quiet in a prosperous environment  
Bright apartment, full of sunshine



中端产品线 MID-RANGE PRODUCT LINE



上海市徐汇区龙华路2501弄8号楼  
Building 8, Alley 2501, Longhua Road, Xuhui District, Shanghai



# 南京方隅·LITE江宁公寓

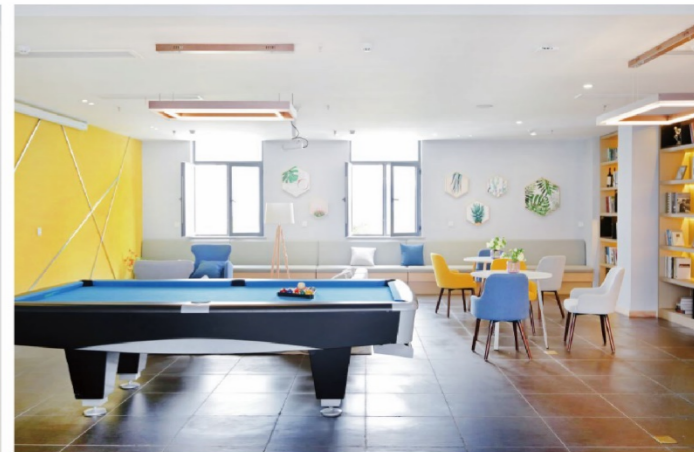
FUNLIVE·LITE JIANGNING APARTMENT, NANJING

多功能活动空间 多彩社群生活  
多种户型选择，满足不同需求  
智慧化设施，生活安全无忧  
经典布局，简胜于繁

Multi-functional space, colorful community life  
A variety of house types to meet different needs  
Smart facilities ensure safe and secure living  
Classic layout with a simpler design compared with traditional configurations



中端产品线 MID-RANGE PRODUCT LINE



南京市江宁区麒麟路12号  
No. 12, Linqi Road, Jiangning District, Nanjing





## 泉州方隅·LITE中骏商城公寓

FUNLIVE·LITE SCE MALL APARTMENT, QUANZHOU

百平米活力共享空间，精彩休闲生活  
多种户型选择，满足不同需求  
智慧化设施，生活安全无忧  
品牌家电，超大收纳空间

100 square meters of vibrant shared space will bring you wonderful moments of leisure  
Smart facilities ensure safe and secure living  
Branded appliances, plenty of storage space



📍 泉州市鲤城区池峰路770号中骏商城4号楼  
Building 4, SCE Mall, No. 770,  
Chifeng Road, Yucheng District, Quanzhou City

中端产品线 MID-RANGE PRODUCT LINE

## 泉州方隅·LITE中骏世界城公寓

FUNLIVE·LITE WORLD CITY APARTMENT, QUANZHOU

城东片区黄金中轴，出行便捷无忧  
坐拥 17 万 m<sup>2</sup> 世界城购物中心  
400m<sup>2</sup> 休闲会所，健身娱乐一应俱全  
全能空间，独立厨房、景观阳台

The central axis of the city delivers convenient transportation links.  
Enjoy the nearby World City Mall with a surface area of 170,000 m<sup>2</sup>  
The 400m<sup>2</sup> leisure club boasts complete fitness and entertainment facilities  
Spacious separate kitchen, landscape balcony



📍 泉州市丰泽区安吉南路69号  
No. 69, South Anji Road, Fengze District, Quanzhou City







# FUNLIVE SERVICE

## 方隅服务

### 6 大基础服务

#### 6 basic services



24小时管家服务  
24H Steward Service



住客活动  
Guest Activities



智能快递柜  
Smart courier locker



高速网络  
High-speed Internet Connection



24H双安保系统  
24H dual security system



驻场维修  
On-site maintenance

### 精选增值服务

#### Featured Value Added Services



家政服务  
Housekeeping



文件打印  
File Printing



空气净化器  
Air purifier



室内香氛  
Interior fragrance



宠物友好  
Pet friendly



根据住客需求  
持续增加  
more...

(More services to be included based on the needs of tenants)





## 客户和生活方式深度联结

CUSTOMER AND LIFESTYLE DEEP ASSOCIATION

倡导客户自主活动、自主体验

Assist customers in activities and experiences

共同打造 **年轻活力** 的公寓社区生活

Working together to create an apartment community life of youthful **vitality**.



露台烧烤  
Terrace barbecues



运动健身  
Exercise and fitness



文创体验  
Cultural and Creative activities experience



生日会  
Birthday parties



户外行  
Outdoor trips



节日主题趴  
Holiday theme parties



apartment community



# LIFE IN THE FUTURE

## 探索未来智慧生活

方隅所提供的并非单个智能产品  
而是用“人工智能+物联网+软件+硬件”  
探索未来智慧生活的方向

FUNLIVE provides more than just a single smart product  
Instead, it explores the direction of future smart living  
through “Artificial Intelligence + Internet of Things +  
Software + Hardware”.



官方 APP  
Official APP

### 业务流程无人化 温馨服务个性化

Unmanned business process  
Warm and customized service

线上预定 / 签约 / 续租退租  
在线缴费 / 报修 / 查看账单  
个性化社群活动推荐

On-line reservation / signing / lease renewal  
On-line payment / repair / viewing of bills  
Recommendations for customized community events



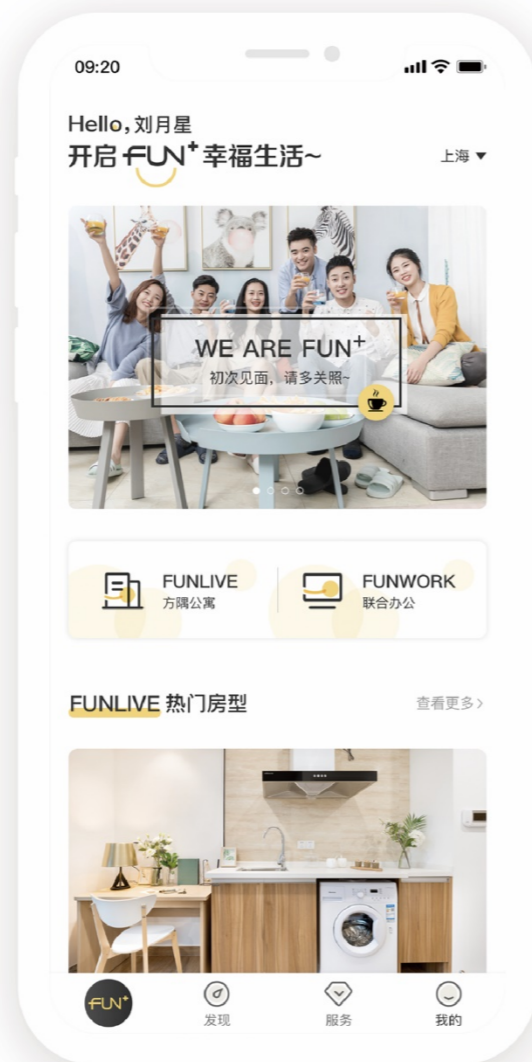
智能房间管家系统  
Smart Room  
Butler System

### 居住场景智能化

Smart living

人脸识别  
智能门锁

Face recognition  
Smart door lock



### APP一键操作 精准能耗管理 极大提高运营效能

One-touch operation (APP), precise energy management  
greatly improves operational efficiency

FUNLIVE 方隅



官方 APP  
Official APP



官方微信  
Official WeChat account

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