

22nd September, 2020

To the Shareholders

Dear Sir/Madam,

**Letter to new shareholders –
Election of Means of Receipt and Language of Corporate Communications**

For environmental protection and saving of printing and mailing costs, Corporate Communications^{Note} of Tsim Sha Tsui Properties Limited (the “Company”) are provided to the Shareholders according to their choices of language and means of receipt of the Corporate Communications. Pursuant to the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited (the “Listing Rules”), we are sending this letter to ascertain your choice relating to receiving Corporate Communications.

You may choose either:

- (1) to rely on copies of Corporate Communications published on the Company’s website at www.sino.com (the “Website Version”) in place of receiving printed copies thereof; or
- (2) to receive (a) a printed English version only; or (b) a printed Chinese version only; or (c) both printed English and Chinese versions of any Corporate Communications of the Company prepared in separate English and Chinese versions.

In order to save cost for the benefit of the Company and the Shareholders as a whole and to protect the environment, we encourage you to take advantage of relying on the Website Version and agree that the Company may supply Corporate Communications to you by publishing the same on the Company’s website at www.sino.com.

Please indicate your choice by ticking the appropriate box in the enclosed Reply Form, signing and returning the same to the Company’s Share Registrar, Tricor Friendly Limited at Level 54, Hopewell Centre, 183 Queen’s Road East, Hong Kong by post using the mailing label provided.

If we do not receive the completed Reply Form from you by 20th October, 2020 and until you inform us by notice in writing, pursuant to Rule 2.07A(2A) of the Listing Rules, you will be deemed to have consented to receiving all future Corporate Communications solely by means of the Website Version.

Even if you have consented or deemed to have consented to relying on the Website Version, you would still have the right to change your choice of means of receipt and/or language of Corporate Communications at any time by notice in writing to the Company or the Company’s Share Registrar by post or by email at tst247-ecom@hk.tricorglobal.com. If you have difficulty in viewing the Website Version or gaining access to the Company’s website, upon your request in writing, the printed version of the Corporate Communications will be sent to you free of charge.

Please note that: (a) both the printed English and Chinese versions of Corporate Communications will always be available from the Company or the Share Registrar on request; and (b) the Corporate Communications in English and Chinese will be available from the date of despatch on the Company’s website at www.sino.com. Other than using the Reply Form, you may at any time choose to receive Corporate Communications either in printed version or via the Company’s website by notice in writing to the Company or its Share Registrar.

Should you have any queries relating to this letter, please call the hotline of the Company’s Share Registrar at (852) 2980 1333 during business hours (9:00 a.m. to 5:00 p.m., Monday to Friday, excluding Hong Kong public holidays).

Yours faithfully,

For and on behalf of
Tsim Sha Tsui Properties Limited
Fanny Cheng Siu King
Company Secretary

Encl.

Note:

Corporate Communications include any document to be issued by the Company for your information or action, including but not limited to:

- (a) directors’ report, annual accounts together with auditor’s report and, where applicable, summary financial report;
- (b) interim report and, where applicable, summary interim report;
- (c) notice of meeting;
- (d) listing document;
- (e) circular; and
- (f) proxy form.

Reply Form

To: Tsim Sha Tsui Properties Limited (the “Company”)
c/o Tricor Friendly Limited
Level 54, Hopewell Centre,
183 Queen’s Road East,
Hong Kong.

I/We would like to receive the Corporate Communications (as defined in the letter to new shareholders dated 22nd September, 2020) of the Company in the manner as indicated below:

(Please tick **ONLY ONE** box of the following Options (a) to (f))

Website Version Options

- (a) ☐ to rely on (i) copies of the Corporate Communications posted on the Company’s website in lieu of the receipt of printed copies of such documents; and (ii) the **electronic notifications** posted on the Company’s website which notify the publication of the Corporate Communications on the Company’s website; **OR**
- (b) ☐ to rely on (i) copies of the Corporate Communications posted on the Company’s website in lieu of the receipt of printed copies of such documents; and (ii) to receive an **email notification** to my/our undernoted email address of the publication of the Corporate Communications on the Company’s website and the place on the website where the Corporate Communications may be accessed; **OR**
- (c) ☐ to rely on (i) copies of the Corporate Communications posted on the Company’s website in lieu of the receipt of printed copies of such documents; and (ii) to receive a **printed-form notification** sent to my/our undernoted address of the publication of the Corporate Communications on the Company’s website and the place on the website where the Corporate Communications may be accessed; **OR**

Printed Version Options

- (d) ☐ to receive the printed **English version** of the Corporate Communications only; **OR**
- (e) ☐ to receive the printed **Chinese version** of the Corporate Communications only; **OR**
- (f) ☐ to receive **both the printed English and Chinese versions** of the Corporate Communications.

Shareholder’s full name: _____ Signature: _____

Contact telephone number: _____ Date: _____

Email address: _____

Registered address: _____

Notes:

- If the Company does not receive the completed Reply Form from you by 20th October, 2020 and until we are informed by you by notice in writing, the Corporate Communications will be sent out in the manner specified in the Company’s letter dated 22nd September, 2020.**
- Please complete **all** your details clearly. **Any Reply Form that has not been completed clearly or otherwise incorrectly completed will be void.** If your shares are held in joint names, all joint holders or the shareholder whose name stands first on the register of members in respect of the joint holding should sign on this Reply Form in order to be valid.
- The above instruction will apply to all future Corporate Communications to be sent to Shareholders of the Company until you notify the Company otherwise by notice in writing.

PERSONAL INFORMATION COLLECTION STATEMENT

“Personal Data” in this statement has the same meaning as “personal data” defined in the Personal Data (Privacy) Ordinance, Cap 486 (“PDPO”), which will include your name, contact telephone number and email and registered address.

Your supply of Personal Data is on a voluntary basis for the purpose of processing your request for receiving Corporate Communications in your chosen manners (the “Purposes”). However, failure to supply your Personal Data may result in us or our third party service providers unable to process your request for the Purposes. We may transfer your Personal Data to our subsidiaries, Share Registrar, agent, contractor, third party service provider and/or other bodies who provides administrative, computer and other services to us for use in connection with the Purposes and to such parties who are authorized by law to request the information or are otherwise relevant for the Purposes and need to receive the information. Your Personal Data will be retained for such period as may be necessary to fulfill the Purposes and for our verification and record purposes.

You have the right to request access to and/or correction of the respective Personal Data in accordance with the provisions of the PDPO. Any such request for access to and/or correction of the Personal Data should be in writing and sent by mail to the Privacy Compliance Officer of Tricor Friendly Limited at the above address.

Please cut the mailing label at the bottom right corner and stick it on the envelope to return this Reply Form to us.

No postage stamp necessary if posted in Hong Kong.

MAILING LABEL

Tricor Friendly Limited
Freeport No. 37
Hong Kong