



**Press Release**

*For Immediate Release*

**KeyChain Pay and Sino Group Collaborate to Transform Rental Management Landscape  
in Hong Kong**

*AI-powered rental payment platform will provide residents at Gold Coast Residences Hong Kong a bespoke rental experience with simplicity and security*

**(Hong Kong, August 4, 2021)** - KeyChain FinTech Limited (KeyChain Pay) and Sino Group announced today that they have entered into a collaboration whereby [KeyChain Pay](#), Hong Kong's first-ever smart rental payment platform, will be made available to the tenants of Gold Coast Residences, one of the biggest residential properties in Sino Group.

The new, innovative partnership strategically combines the cutting-edge Artificial Intelligence technology of KeyChain Pay with the Sino Group's dedicated focus on creating better lifescapes where communities thrive in harmony.

**Hilda Lai, Deputy General Manager (Leasing) of Sino Group** said: "With a vision of Creating Better Lifescapes, Sino Group has been making the most of the opportunities offered by new technology that enable us to stay at the forefront of trends in the property industry. The collaboration with KeyChain Pay aligns us with a leading rental management platform, and creates an unparalleled rent payment experience for our tenants. The collaboration also reflects our support for home-grown start-ups in the innovation and technology sector. We believe the Group can help play a key role in bringing established companies together with new expertise, building a better community to live, work, and play."

**Helen Yu, Corporate Communications Manager of KeyChain FinTech Limited**, said: "The collaboration with the Sino Group represents another notable milestone for KeyChain Pay. We are trusted to provide thousands of its residents with our AI-powered rental payment channel specially crafted for simplicity, privacy and security."

"KeyChain Pay provides next generation rental management platform for a portfolio of residential and commercial properties, offices, and within premium property developers in Hong Kong and overseas. With the support of our valuable partners, KeyChain Pay is at the forefront of digitalising the landscape of rental management that as a result empowers partners and stakeholders to penetrate the untapped market and create new, compelling

business value.”

Designed for industry-specific rental management solution, KeyChain Pay’s AI-powered Tenancy Assistant will assist the Group to manage rent payments and undertake comprehensive administration from payment notifications and rent arrear reminders to receipts and monthly statements, making rental management a hassle-free and rest-assured experience. 24/7 real time reporting and analytics on tenant management is also set to help keep business up to date.

The collaboration is being carried out at the Gold Coast Residences Hong Kong. Tenants are welcome to pay their rents with credit and debit cards via KeyChain Pay. The tenants are not only protected by bank-level security measures, but also entitled to whopping cashback and bonuses every dollar they pay via KeyChain Pay.

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Photo 1: (Left) Ms. Hilda Lai, Deputy General Manager (Leasing) of Sino Group welcomes the launch of KeyChain Pay to accelerate digitalisation in rental management at the Hong Kong Gold Coast Residences. (Right) Ms. Helen Yu, Corporate Communications Manager of KeyChain FinTech Limited, says the collaboration with the Sino Group represents a huge opportunity for KeyChain Pay to grow in Hong Kong and beyond.



Photo 2: Residents at the Gold Coast Residences Hong Kong are welcomed to pay their rents via KeyChain Pay for an unparalleled and rewarding renting experience.

### **About Sino Group**

Sino Group is one of the leading property developers in Hong Kong. It comprises three listed companies – Sino Land Company Limited (HKSE: 083), Tsim Sha Tsui Properties Limited (HKSE: 0247) and Sino Hotels (Holdings) Limited (HKSE: 1221) as well as private companies held by the Ng Family.

The Group's core business is developing residential, office, industrial and retail properties for sale and investment. In addition to an extensive portfolio in Hong Kong, the Group has footprints in mainland China, Singapore and Australia. The Group has developed over 250 projects, spanning a total plot ratio area of over 84.6 million sq ft. Our core business is complemented by the gamut of property services encompassing management, security and environmental services. We are also a key player in hotel and club management as well as car park operations.

With a team of over 11,000 dedicated professionals, we are committed to Creating Better Lifescapes. Lifescape is our vision – to build a better life together, where the community thrives in harmony by embracing green living and wellness, by engaging with all and pursuing meaningful designs, and by seeking innovation while respecting heritage and culture. Committed and together, we create a better community where people live, work and play.

The Group focuses its sustainability efforts on three areas, namely Green Living, Innovative Design, and Community Spirit. Sino Land Company Limited (083) has been a constituent



member of the Hang Seng Corporate Sustainability Index Series since September 2012 for its continual efforts in promoting sustainability.

**About KeyChain FinTech Limited**

KeyChain FinTech Ltd provides Hong Kong's first-ever, market-leading rental payment platform, KeyChain Pay, for residential and commercial properties, offices, and within premium property developers. Powered by AI technology, KeyChain Pay aims to empower people to manage rent payment smart, safe and with more rewards, disrupting the landscape of rental management to create next generation lifestyle. For details, please visit [www.keychainpay.com](http://www.keychainpay.com)

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