

For immediate release

**Plaza 66’s “Home to Luxury” Party Exemplifies its
Leading Position in Luxury Retail Market in Shanghai**

(Hong Kong, November 16, 2019) Hang Lung Properties was delighted to host the star-studded “Home to Luxury” Party yesterday (November 15) at its Plaza 66 in Shanghai for close to 3,000 guests and members of its prestigious customer relationship program, HOUSE 66. With Plaza 66 having reported record-high annual growth in retail sales and rental revenue following the completion of renovation in 2017, the three-year running spectacular event reaffirmed the high-end shopping mall’s position at the very pinnacle of Shanghai’s luxury retail market.

Attending guests and customers were treated to a series of nationally or even globally exclusive interactive experiences curated by Plaza 66 in partnership with over 70 luxury brands. Taking the stage were internationally renowned DJ Lost Frequencies, world-famous classical pianist Li Yundi, post-90s Mainland actress Lareina Song, and popular Mainland singer Tia Ray. The glamorous event highlighted Plaza 66’s unique ability to showcase luxury, elegance, and being on-trend in perfect synchronicity.

Speaking to guests at the party, Mr. Ronnie C. Chan, Chairman of Hang Lung Properties, thanked tenants and customers for their support and patronage, which have helped make this flagship mall of Hang Lung an outstanding performer. He added that as Hang Lung looks forward to marking its 60th anniversary in the coming year, he would be pleased to celebrate this milestone with all the stakeholders and continue to have their support which has contributed to the Company’s success.

With customer centricity at its heart, Plaza 66 pioneered its nation-wide customer relationship management program, HOUSE 66, in 2018. The program delivers on the company’s strategies to be customer centric, to build the Hang Lung branded experience, and to embrace technology. HOUSE 66 establishes close relationships with its customers through an array of personalized services. The dedicated Member Engagement Specialist Team, for example, is at the service of HOUSE 66’s esteemed members and delivers personalized shopping advice and premium benefits to create a unique Hang Lung branded experience.

Plaza 66 has always been committed to collaborating with tenants to offer customers the widest possible selection of luxury and distinctive brands. In the past year, it has held over

30 product launches and private events exclusively for HOUSE 66 members in The Lounge – a prestigious venue with impressively designed facilities for some of its most discerning members. This not only strengthens the relationship between customers and the luxury brands they love, but also allows Hang Lung to understand and meet the needs of its high-end customers while enhancing customer loyalty. The mall’s recently launched Xiao Hong Shu account also provides a new platform for Hang Lung to lead the market trends and engage more effectively with new generations of customers.

About Hang Lung Properties

Hang Lung Properties Limited (stock code: 00101), a constituent stock of the Hang Seng Index, Hang Seng SCHK High Dividend Low Volatility Index, Hang Seng Low Volatility Index, Hang Seng Corporate Sustainability Index in Hong Kong, and a member of the Dow Jones Sustainability Asia Pacific Index, is a leading real estate developer operating in Hong Kong and Mainland China. Boasting a diversified portfolio of investment properties in Hong Kong, the company has progressively branched out into the Mainland since the 1990s, with our distinctive footprint now fully established in Shanghai, Shenyang, Jinan, Wuxi, Tianjin, Dalian, Kunming, Wuhan and Hangzhou, with all the Mainland projects carrying the “66” brand. As Hang Lung’s business continues to grow, the company is set to develop into a highly admired national commercial property developer in China.

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Photo Caption (1)



Hang Lung Properties Chairman Mr. Ronnie C. Chan (5th from right), Chief Executive Officer Mr. Weber Lo (5th from left), Executive Director Mr. Adriel Chan (4th from right), Chief Financial Officer Mr. H.C. Ho (2nd from left), Executive Director Mr. Norman Chan (2nd from right), Director – Leasing & Management Mr. Derek Pang (1st from left), General Manager of Plaza 66 Ms. Janice Cheung (1st from right) join celebrity guests in a toast at the Home to Luxury Party.

Photo caption (2)



Internationally renowned DJ Lost Frequencies gets close to 3,000 guests moving to the beat at the spectacular “Home to Luxury” Party.

Photo caption (3)



World famous classical pianist Li Yundi receives a huge round of applause as he adds a note of sophistication to the event.