

For Immediate Release

Facelift of Gala Place Completed

H&M Opens Full-Concept Flagship Store in Kowloon

(Hong Kong, January 29, 2016) World-renowned fashion label Hennes & Mauritz AB (H&M) unveiled its full-concept flagship store at Gala Place today. The grand occasion was also an important milestone for Hang Lung Properties, marking the completion of the asset enhancement initiative of the said property in Mongkok.

Mr. Norman Chan, Director (Leasing & Sales), said, “After launching its global flagship store at Fashion Walk in Causeway Bay, H&M has chosen to open another flagship store under the Hang Lung brand at Gala Place. This once again demonstrates clearly that the prime location and exceptional footfall of our properties is an irresistible attraction for top international brands. Gala Place is already a shopping hot spot for young people. Now that it is rejuvenated, the mall brings a fresh shopping and leisure experience to all those looking for lifestyle enjoyment.”

The launch of the H&M full-concept flagship store follows closely on the opening by Starbucks of its store at Gala Place last month. The debut of these two renowned brands has introduced a newly energized atmosphere to Gala Place, in keeping with Hang Lung’s strategy of reinvigorating and strengthening its portfolio in the district. Mr. Chan added, “Gala Place, Park-In Commercial Centre, Grand Plaza and Hollywood Plaza will all offer more diversified shopping and dining choices along with creative marketing programs. The result will be an added injection of vibrancy into the retail landscape of Mongkok.”

The new H&M store spans three floors with a total area of approximately 54,000 square feet, making it the largest H&M store in Kowloon. To capture the district’s youthful trendy spirit, the store houses an exciting array of stylish items and accessories for fashion seekers of all ages. This is also the first H&M store in Kowloon to feature an H&M home section.

Starbucks has incorporated the bustling ambience of Mongkok into the interior design of its Gala Place store. Spanning over 4,500 square feet, the store offers customers the Starbucks Reserve™ Coffee Experience Bar where ultra-premium coffee is brewed by

coffee masters from the world's rarest and finest coffee beans and using the latest brewing techniques.

About Hang Lung Properties

Hang Lung Properties Limited (HKSE stock code: 00101), a constituent stock of the Hang Seng Index and Hang Seng Corporate Sustainability Indices in Hong Kong, 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 and Wuhan, 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.

* * *

Media contact:

Jennifer Tam
Manager
Corporate Communications
(852) 2879-0617
JenniferZYTam@hanlung.com

Cheung Ka Wing
Assistant Manager
Corporate Communications
(852) 2879-0360
WingKWCheung@hanlung.com

Photo Caption (1)



Managing Director Mr. Philip Chen (front row, fifth from left), Executive Director Mr. H.C. Ho (front row, fifth from right), Director (Leasing & Sales) Mr. Norman Chan (front row, third from left) and other Hang Lung management members visit the H&M full-concept flagship store at Gala Place with Mr. Magnus Olsson (front row, fourth from left), Country Manager of Greater China, H&M, and Mr. Mikael Jaras (front row, second from left), Head of Expansion, Greater China, H&M.

Photo Caption (2)



Mr. Magnus Olsson, Country Manager, Greater China of H&M (front row, second from right), Mr. Mikael Jaras, Head of Expansion, Greater China of H&M (back row, fourth from left) welcome the visit of Hang Lung management members including Managing Director Mr. Philip Chen (front row, right), Executive Director Mr. H.C. Ho (center) and Director (Leasing & Sales) Mr. Norman Chan (front row, second from left) to the H&M full-concept flagship store at Gala Place

Photo Caption (3)



The unveiling of H&M's full-concept flagship store at Mongkok is a major milestone for Hang Lung Properties, marking the completion of its facelift at Gala Place.

Photo Caption (4)



Mr. Norbert Tan (front row, fourth from right), Executive Director - Starbucks Hong Kong and Macau, and Mr. Patrick Kwok (back row, right), Head of Operations - Starbucks Hong Kong and Macau enjoy a cup of coffee with Managing Director Mr. Philip Chen (front row, third from right), Executive Director Mr. H.C. Ho (front row, center), Director (Leasing & Sales) Mr. Norman Chan (front row, fourth from left) and other Hang Lung management members at Starbucks.