

For Immediate Release

Hang Lung Wins Asia-Pacific Stevie Awards 2018

(Hong Kong, June 5, 2018) Hang Lung Properties has long been acclaimed for its dedication to launching innovative marketing initiatives. A shining example of such creativity was the Home to Luxury Celebration Party held last year to mark the completion of the asset enhancement project for Plaza 66 in Shanghai. The star-studded event was awarded the Silver Award in the category of Awards for Innovation in Events – Award for Innovation in Business-to-Business Events of the Asia-Pacific Stevie Awards 2018. The accolade recognized the creative concepts and contents of the Party, which not only attracted over 2,000 business partners, tenants, customers, government officials, celebrities, local and overseas media, but also underlined Plaza 66’s positioning as the ideal Home to Luxury in mainland China.

Mr. Norman Chan, Executive Director of Hang Lung Properties, said, “Plaza 66, as the flagship project of Hang Lung Properties on the Mainland, is embarking on a new chapter after completing its large-scale asset enhancement. We are immensely proud to know that the Home to Luxury Celebration Party not only succeeded in strengthening the project’s unique positioning, but also won recognition from our international peers. Looking ahead, the Plaza 66 team is devoted to introducing ever more innovative experiences for our customers and firmly establishing our role as a widely appreciated cultural trend.”

Serving as the centerpiece for high-end luxurious brands in mainland China, the Home to Luxury Celebration Party showcased the classic, limited and exclusive lines of the most revered brands in the event’s dazzling 66 Showcase. Exclusive brand events and fashion shows of the latest collections were on hand to add flare and style to the Party. Joining the stellar guest list were Grammy Award-winning singer-songwriter-producer Alicia Keys, celebrated international arts photographer David LaChapelle, renowned street-style photographer Tommy Ton, and a number of celebrity chefs. They were all admiring witnesses to how Plaza 66 has successfully redefined the realm of modern lifestyle in China.

Hang Lung’s portfolio spans across Hong Kong and eight cities on the Mainland, namely Shanghai, Shenyang, Jinan, Wuxi, Tianjin, Dalian, Kunming and Wuhan. Besides upholding the best in architectural design, Hang Lung has laid strong emphasis on software, introducing tenant mixes that are wholly suitable for different market

environments and providing exceptional property management services. A wide variety of innovative marketing initiatives have also been launched in different cities in recent years, all skillfully designed to strengthen the malls' interaction with customers, tenants and the cities where they are located.

This was in fact the second straight year for Plaza 66 to win the Asia-Pacific Stevie Awards. Last year, Plaza 66 was awarded the Silver Award in the category of Innovation in Consumer Events – Advertising, Marketing, and Public Relations of the Asia-Pacific Stevie Awards 2017 for its Santa's Atelier Christmas-themed program.

The Asia-Pacific Stevie Awards were established in 2002. The competition is the only business awards program that recognizes innovation in the workplace in the Asia-Pacific region. More than 800 nominations were assessed by the judging panel this year to compete for awards in 12 categories.

About Hang Lung Properties

Hang Lung Properties Limited (stock code: 00101), a constituent stock of the Hang Seng Index and Hang Seng Corporate Sustainability Indices in Hong Kong, and the Dow Jones Sustainability Asia Pacific Index since 2017, 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.

About Plaza 66, Shanghai

Located at 1266 Nanjing Xi Lu, the most vibrant shopping destination in Shanghai's Jing'an District, Plaza 66 spans a total gross floor area of over 270,000 square meters. As an iconic landmark in Shanghai, Plaza 66 has firmly established itself since opening for business in 2001 as being at the pinnacle of the Mainland luxury commercial property market. It has been the well-deserved recipient of a host of awards, placing it among the most successful commercial complexes in mainland China. Plaza 66 is widely known as the centerpiece of Shanghai's luxury fashion and lifestyle world. The 5-story mall houses over 100 world-renowned luxury brands with a tenant mix that represents a kaleidoscope of the world's most prestigious brands. They include Louis Vuitton, Hermes, Chanel, Dior, Prada, Bottega Veneta, and Cartier, along with Golden Goose Deluxe Brand, Chiari Ferragni. Additional young fashion labels and high-end dining offerings are there to inject a burst of fresh energy into the mall. Dedicated to redefining modern lifestyle, Plaza 66 creates diversified experiences that appeal to customers of all tastes. The accolade of the Asia-Pacific Stevie Awards demonstrates once again the mall's unique position in setting the trend and style as the Home to Luxury.

Soaring 66 and 48 stories, respectively, the two admired office towers have a total gross floor area of nearly 160,000 square meters and are occupied by prominent local and international corporations in the information technology and fashion industries. Plaza 66 is also equipped with a car park spanning around 60,000 square meters, providing more than 800 parking spaces underground for tenants and customers.

Along with the asset enhancement program implemented to upgrade its shopping environment and facilities, together with the improved tenant mix, Plaza 66 will launch a series of marketing initiatives, a VIC program, and a menu of exclusive services to further extend its pre-eminent position in the market.

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Photo Caption (1)



Mr. Norman Chan (center), Executive Director, Mr. Derek Pang (2nd from right), Director – Leasing & Management, Ms. Linda Chan (2nd from left), Director – Central Marketing, Ms. Vera Wu (1st from right), General Manager – Plaza 66 in Shanghai, and Ms. Betty Law (1st from left), General Manager – Corporate Communications, receive the Asia-Pacific Stevie Awards 2018, recognizing Hang Lung’s dedication in strengthening its innovative marketing initiatives.

Photo Caption (2)



The star-studded Home to Luxury Celebration Party for the completion of asset enhancement of Plaza 66 in Shanghai was awarded the Silver Award in the category of Awards for Innovation in Events – Award for Innovation in Business-to-Business Events of the Asia-Pacific Stevie Awards 2018 for its creative concepts and contents.