

For Immediate Release

Inaugural “Hang Lung Retail Service Award” Presentation Ceremony Partnering with Local and International Brands to Promote Service Excellence

(Hong Kong, January 10, 2018) Hang Lung Properties today recognized the outstanding service of its tenants and their staff at the inaugural “Hang Lung Retail Service Award” Presentation Ceremony in Shanghai. A total of 26 awards were presented in Individual and Group Award categories. Over a hundred guests including management members and representatives of international brands, retail leaders, and elites in financial and professional services joined Hang Lung’s top management to honor the talent responsible for high-end retail service.

Hang Lung Properties is devoted to promoting service excellence, one of its most treasured values, through its leasing and operational strategies. In its efforts to nurture a culture of service excellence and to set the benchmark for quality service, Hang Lung Properties launched the Emerald Award in 2014 to recognize frontline staff with excellent performances in customer service. The “Hang Lung Retail Service Award” reinforces the idea of scaling new heights in the “new retail” ecology through partnerships with retail tenants. Attending today’s presentation ceremony were top Hang Lung management members including Executive Directors Mr. Adriel Chan and Mr. Norman Chan, Director – Leasing and Management Mr. Derek Pang, General Manager of Plaza 66 Ms. Vera Wu and General Manager of Grand Gateway 66 Mr. Rico Yip.

All the award-winning cases demonstrate the spirit of “Going the Extra Mile”, which lies at the very heart of the Hang Lung Emerald Award in which frontline staff go to great lengths to provide service that is beyond customers’ expectation. These services include the urgent delivery of goods to clients in person after working hours; changing the diaper of a

customer's baby; offering ideas for a surprise proposal; repairing an item from another brand; spending private time to handle a client's personal affairs; and assembling an 85-inch TV set until midnight through the combined efforts of five staff members. All the awardees offer service from the heart with a shared belief in delivering a holistic and unparalleled experience to contribute to the brand's professional image.

Subject to the ever-changing and competitive retail landscape, Hang Lung is committed to exploring consumer trends in the era of "new retail" with its retail tenants. At the Hang Lung Retail Service Award Presentation Ceremony cum Discussion Forum, Mr. Adriel Chan, Executive Director of Hang Lung Properties, and retail leaders delved into consumer trends in the current luxury market that are predominantly driven by Millennials and the Generation Z. Mr. Chan said, "Hang Lung has been thriving in the commercial property sector on the Mainland for over 20 years. With on-going projects in eight cities across the nation, we envision a high demand for service customization and holistic experience, which also serves as an important indicator for us in conceiving leasing strategies and marketing events. We are pleased to see that retail tenants share our visions in reaching the highest standards in the area of customer service. Together, we strive to create the hottest spots for customers to spend their social and leisure time."

Mr. Chan added that Hang Lung constantly refines its properties' tenant mix in line with new consumer trends while organizing innovative marketing events. At the same time, quality service also features prominently in Hang Lung's operations, providing an excellent and caring customer experience.

Exploring the challenges and opportunities brought forth by the era of "new retail", eminent guests at today's forum included Ms. Jessie Qian, Head of Consumer and Retail (China) of KPMG China; Mr. Roth Lai, Deputy Editorial Director of ELLE China; Ms. Bunny Gu, representative from a renowned mystery shopper research company, and Mr. Ji Liang, famous fashion blogger in China.

The "Hang Lung Retail Service Award" is the Company's first attempt to recognize the extraordinary performance of the individual and corporate teams of its retail tenants. The program attracted enthusiastic responses from tenants, as evidenced by over 150 nominations for the Individual Award and almost 100 nominations for the Group Award from Plaza 66 and Grand Gateway 66 in Shanghai. A judging panel comprising Hang

Lung's senior management members selected the 26 winners in the two categories of awards based on customer satisfaction, problem solving and creativity, and proactiveness and accountability. Please refer to the appendix for the detailed list of winners.

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.

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Photo Caption (1)



Top management of Hang Lung Properties, including Executive Directors Mr. Adriel Chan (first row, middle) and Mr. Norman Chan (first row, 2nd from left), Director – Leasing & Management Mr. Derek Pang (first row, 2nd from right), General Manager – Plaza 66 Ms. Vera Wu (first row, 1st from left), and General Manager – Grand Gateway 66 Mr. Rico Yip (first row, 1st from right) present awards at the inaugural “Hang Lung Retail Service Award”.

Photo Caption (2)



Mr. Adriel Chan, Executive Director of Hang Lung Properties, shares his insights into trends in luxury retail service driven by Millennials and the Z Generation, as well as the Company’s strategies and initiatives in the face of challenges, at the “Hang Lung Retail Service Award” Presentation Ceremony cum Discussion Forum.

Photo Caption (3)



Mr. Adriel Chan (middle), Executive Director of Hang Lung Properties; Ms. Jessie Qian (2nd from right), Head of Consumer and Retail (China) of KPMG China; Mr. Roth Lai (1st from right), Deputy Editorial Director of ELLE China; Ms. Bunny Gu (2nd from left), representative from a renowned mystery shopper research company, and Mr. Ji Liang (1st from left), famous fashion blogger in China delve into trends of luxury retail service driven by Millennials and the Z Generation, as well as the resulting challenges and opportunities.

Photo Caption (4)



Hang Lung Properties hosts the first “Hang Lung Retail Service Award” Presentation Ceremony in Shanghai. Over 100 guests, including representatives of international brands and leaders in the retail, financial and professional services, join for a grand occasion to recognize excellence in the high-end retail service industry.

Appendix 1

List of awardees in “Hang Lung Retail Service Award” (in no specific order)

1. Individual Awards – Grand Gateway 66

| Brand Name | Staff Name |
|-------------------|-------------------|
| Chloe | Emily Ren |
| Gucci | James Liu |
| Haagen Dazs | Lily Feng |
| Jurlique | Sara Lu |
| STACCATO | Brian Lu |
| PLEATS PLEASE | Ayaka Ye |
| Ding Tai Fung | Barry Yang |
| Su Zhe Hui | Jianbo Liu |
| Dunhill | Vivian Zhou |

2. Individual Awards – Plaza 66

| Brand Name | Staff Name |
|-------------------|-------------------|
| Piaget | Ivy Zhang |
| Dior | Joanna Yu |
| TASAKI | Amy Xia |
| Giorgio Armani | Jimmy Jiang |
| Cartier | Emma Chen |
| Celine | Edward Hsu |
| Ermenegildo Zegna | Summer Zhang |
| Bottega Veneta | Candy Yu |
| Christofle | Feeling Xi |
| VERTU | Jim Xu |

3. Group Award – Grand Gateway 66

| Brand Name | Staff Name |
|-------------------|---|
| Tiffany & Co. | Carmen Lu Lee Liu |
| Max Mara | May He Yogo Gu Coco Shao Sasa Wang Anna Wang |
| Charme | Feimei Zuo Manman Wu Jintao Dai Caiwen Wu Nannan Kong |

4. Group Award – Plaza 66

| Brand Name | Staff Name |
|-------------------|---|
| Bang Olufsen | Winson Zhang Michael Tao Wei Wei Jacky Wang Corer Yu |
| Dior | Monica Chen Lily Zhou Grace Gu |
| Bulgari | Millet Tsai Amanda Bao Sherry Li Sophia Qian Konsum Jiang Ray Zhou Rex Ye |
| EasyLab | Ken Liu Xiaoyan Chen Qibing Xi |

Appendix 2

Selected Winning Cases of “Hang Lung Retail Service Award”

| Winning Brand and Staff | Case Details |
|---|--|
| Individual Award Lily Feng Haagen Dazs | A Sweet "New Year's Eve Dinner" On the last day of 2016, Lily Feng was ready to wrap up the day's work at Haagen Dazs at Grand Gateway 66 and go home for a New Year's Eve dinner with her family when an old couple walked in. The pair told her that since their daughter could not come home for the New Year, they might as well celebrate with some dessert by themselves. In an act of pure empathy, Lily extended the business hours of the shop and sat down with them for a sweet "New Year's Eve Dinner". Lily was thus absent for her family dinner but she has no regrets about that as she believes empathy is key to excellent service, of which she has set a wonderful example. |
| Individual Award Emma Chen Cartier | A Tailor-made "Marriage Proposal" A couple soon to be married visited Cartier at Plaza 66 for wedding rings, and sales executive Emma Chen overheard the lady customer muttering that she had not received a proper marriage proposal from her fiancé. On hearing the woman, Emma took the initiative along with her colleagues to think up a memorable proposal plan for the male customer and told him about it. On the day that the proposal was to be made, Emma arranged for the couple to meet in the Cartier shop, ostensibly to choose engagement rings but in fact, to stage the memorable marriage proposal, which was duly made and was witnessed by all the staff at the shop. |

| Winning Brand and Staff | Case Details |
|---|---|
| <p data-bbox="199 293 411 383">Group Award EasyLab</p> | <p data-bbox="454 293 1082 327">A Lovingly Prepared Meal for Customers</p> <p data-bbox="454 405 1410 819">It was a late November night in 2016 when EasyLab received two customers just as it was about to close. The pair, who looked exhausted and hungry, had just arrived by plane and were carrying lots of luggage. The kitchen staff had already left the restaurant, leaving only the shop manager Ken Liu, supervisor Xiaoyan Chen and bartender Qibing Xi. Nonetheless, the shop manager asked the customers for their orders as he determined to come up with a solution to the problem.</p> <p data-bbox="454 898 1410 1200">Since it would take too long for the chef to come back, Ken went into the kitchen with Xi as his assistant and, following the chef's instructions over the phone, prepared some simple hot dishes. Half an hour later, the customers were happily devouring their hot meal, which delighted them as well as the three temporary kitchen staff members.</p> |