

Press Release

Hang Lung's 65th Anniversary Celebration Begins Wiggle We Go Tour Launches Nationwide Cultural-Retail Experience

(Hong Kong and Shanghai, April 3, 2025) Hang Lung Properties Limited (SEHK stock code: 00101) (“the “Company” or “Hang Lung”) celebrates its 65th anniversary with an extraordinary retail experience, kicking off a nationwide celebration through its groundbreaking partnership with Korea's viral pop-culture phenomenon, Wiggle Wiggle. The “Wiggle We Go”, debuting at Center 66 in Wuxi, marks the first in a series of high-energy events that reshape premium lifestyle retail experience with immersive IP-commerce integrations.

Celebrated for its vibrant colors and distinctive designs featuring the signature Wiggle Bear and the smiley flower, Wiggle Wiggle has become a global symbol of urban style and joyful living. Through this partnership, Hang Lung's six properties, Center 66 in Wuxi, Heartland 66 in Wuhan, Spring City 66 in Kunming, Olympia 66 in Dalian, Parc 66 in Jinan and Riverside 66 in Tianjin will transform into wonderlands of creativity, connecting every space with the brand's playful energy through whimsical installations and happiness-themed experiences.

This landmark “Wiggle We Go” activation reimagines the landscape of cultural-retail integration through three captivating dimensions: immersive art-commerce installations that elegantly blur the lines between gallery and retail space; popular collectibles and merchandise that spark viral engagement; and social media-optimized interactive scenes destined to become talk-of-the-town must-visits. Beyond these enchanting offerings, the six malls will embrace specialized elements to unveil even more unique surprises, in addition to the HOUSE 66, loyalty club promotions and events adding another layer of engagement. We invite you to stay connected with our official media platforms for the latest information.

Mr. Derek Pang, Senior Director – Mainland Business Operation of Hang Lung Properties, said, “For 65 years, Hang Lung has transformed cities and redefined retail by creating landmarks through our ‘66’ brand, where commerce connects with the community, establishing our leading position as the ‘Pulse of the City’. Our collaboration with Wiggle Wiggle exemplifies this vision – blending global pop culture with local experiences to create immersive, engaging spaces. This anniversary celebrates both our legacy and future ambitions. We extend our gratitude to our partners and customers — your trust fuels our next chapter of growth, innovation, and unforgettable experiences.”



Throughout the year, Hang Lung will unveil other signature celebratory events in Hong Kong and mainland China, continuing our deep engagement with customers and the broader community. These initiatives will set the stage for an inspiring era of collaboration, innovation, and shared success.

Photo Caption

 <p>Center 66, Wuxi (3.28 - 5.5) Heartland 66, Wuhan (4.5 - 5.11) Spring City 66, Kunming (4.25 - 6.30) Olympia 66, Dalian (4.25 - 6.30) Parc 66, Jinan (4.25 - 6.30) Riverside 66, Tianjin (4.25 - 6.30)</p>	<p>Kicking off at Center 66 in Wuxi, the “Wiggle We Go” themed event will subsequently be showcased at 6 properties</p>
 <p>Center 66, Wuxi</p>	<p>Immersive large-scale installations are featured in all six malls</p>



Heartland 66, Wuhan



Spring City 66, Kunming



Olympia 66, Dalian



Parc 66, Jinan



Riverside 66, Tianjin



Exclusive collectibles and merchandise are available at each pop-up store

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About Hang Lung Properties

Hang Lung Properties Limited (SEHK stock code: 00101) creates compelling spaces that enrich lives. Headquartered in Hong Kong, Hang Lung Properties develops and manages a diversified portfolio of world-class properties in Hong Kong and the nine Mainland cities of Shanghai, Shenyang, Jinan, Wuxi, Tianjin, Dalian, Kunming, Wuhan and Hangzhou. With its luxury positioning under the “66” brand, the company’s Mainland portfolio has established its leading position as the “Pulse of the City”. Hang Lung Properties is also recognized for leading the way in enhancing sustainability initiatives in the real estate industry, all the while pursuing sustainable growth by connecting customers and communities.

At Hang Lung Properties – **We Do It Well.**

For more information, please visit www.hanglung.com.

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