



For Immediate Release

**Wharf celebrates the Group's milestone in mainland China
with the launch of IFS brand video**

“Building for Tomorrow” in mainland China showcases 5 IFSs in 7 years

December 22, 2021, Hong Kong — The Wharf (Holdings) Limited (stock code: 0004) launches the IFS brand video which features the Group's flagship investment property projects in mainland China, illustrating how Wharf's ‘visionary’ commercial developments have helped cities develop and set new trends for the retail and hospitality scenes.

With the mission of “Building for Tomorrow”, Wharf replicates the success of the remarkable Harbour City in Hong Kong and develops a series of award-winning super-tower IFSs in five cities, namely Chengdu, Changsha, Chongqing, Suzhou and Wuxi in the past seven years. The five IFSs are either situated in prime city centres or new CBDs.

In the brand video, it features the iconic landmark projects which are not only mixed-use developments with mega malls, grade-A office towers, luxury hotels and apartments but community hubs and more, catering to a rising middle class and fostering a contemporary lifestyle.

“The idea of an IFS is to build something that would last for generations, with relevance, and it would become the equivalent of what I would call a commercial town hall,” says Stephen Ng, Chairman and Managing Director, The Wharf (Holdings) Limited. “IFS helps lift standards and aspirations for better living. Before we entered to each of these cities, there wasn't any other project of comparable standard and size. IFS involves bringing the city up, in a way, and even a sense of pride to the city”

N E W S R E L E A S E

The developments of IFS have played pivotal roles in urban development, most notably in Chengdu and Changsha – two of China’s fastest-growing cities – helping to raise their international profile and fast-track their economic development.

Accompanying the IFS projects are four chic, contemporary five-star hotels under the Niccolo Hotels brand. The latest addition to the brand’s collection, Niccolo Suzhou, atop the super tower Suzhou IFS, opened in April and it is already becoming a market leader.

The Niccolo brand, which has garnered an international reputation as a prestigious name in hospitality, is one of Wharf’s crown jewels and represents the Group’s vision of providing luxury and exclusivity to guests.

Each of the IFSs has its icon, such as “I am here” (Chengdu), the giant panda created by the late renowned artist Lawrence Argent; “KAWS:SEEING/WATCHING” (Changsha), the first permanent sculpture in China created by New York based artist KAWS and “LOVE.FOUND” (Chongqing) created by renowned Italian artist and architect Simone Carena and Chinese artist Yihong Hsu. To date, hundreds of art and culture exhibitions and events have been held at respective locations combined bringing countless “firsts” to the locals. “We wanted to help them grow – not just in business, but also in life.” added Mr Ng.

Wharf has been active in mainland China since the 1990s and has invested hundreds of billions of renminbi in the Mainland, spanning over 100 projects in more than a dozen cities, including over 2.3 million square metres of investment properties.

The IFS brand video is available in two languages and can be viewed in [the Group’s YouTube channel](#)

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About The Wharf (Holdings) Limited

Founded in 1886 with Hong Kong as its base, The Wharf (Holdings) Limited (stock code: 0004) is the 17th company incorporated in Hong Kong and a premier company with strong connection to the history of Hong Kong. The Group’s businesses currently comprise Investment Properties, Hotels and Development Properties in Hong Kong and mainland China. Other businesses include Logistics Infrastructure through Modern Terminals and Hong Kong Air Cargo Terminals. For more details, please visit www.wharfholdings.com

Photo Caption:



(From left to right): IFS in Chengdu, Chongqing, Changsha, Suzhou and Wuxi



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