

HORIZON Plus

Corporate Magazine of the Wharf Group 九龍倉集團刊物

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2015



STEADY AS WE GO CAUTIOUSLY OPTIMISTIC

Our first edition of the new year is a time when we take stock of major happenings of the past few months and look forward to the future.

Retail market in Hong Kong was sluggish in 2015 and China has seen a slower economic growth than in the past few years. There is no question that 2016 will continue to be challenging. Everyone is working hard around the slowdown and we continue to work with our tenants and business partners seamlessly, bringing in new brands and launching innovative promotions for shoppers.

Nevertheless, we have much to be thankful for. Among many awards and recognitions that marked our achievements and hardwork in 2015, Harbour City lead the pack in the "Top Trending Destinations on Mobile Search" by Google Search in 2015.

We have brought a string of world-class fine-dining restaurants and trendy shops in the Group's malls including the most celebrated Michelin-starred restaurants and a fashionista beloved shopping location SHIBUYA109

which opened their first shops outside their home countries. We continue to offer the most productive environment for our tenants to trade and meet shoppers.

We also celebrated some significant firsts with the soft opening of our first Niccolo Hotel in Chengdu and the topping out of the new IFS in Chongqing last year.

In January 2016, we celebrated the 2nd anniversary of Chengdu IFS. We continue to focus on developing upscale residential projects in first- and second-tier cities including Shanghai, Beijing, Guangdong, Hangzhou, Chengdu and Suzhou.

Among our most potent strengths as a Group is our commitment to Business-in-Community. We have brought together a number of stories on our community efforts which I am sure you will find an encouraging read.

From all of us at *Horizon Plus*, we wish you happy reading and a prosperous Year of the Monkey.



2016

堅持不懈 始終如一

每年的第一期《HORIZON Plus》都是我們回顧過去，展望將來的時候。

過去一年，香港零售市道疲弱，國內的經濟增長亦較前幾年放緩下來。二〇一六年無疑是充滿挑戰，大家均為此努力不懈，而我們會繼續與租戶及商業夥伴緊密合作，引入新品牌及舉辦創新的推廣活動，致力為客戶及公司增值。

儘管如此，去年仍有不少值得我們欣慰的喜訊。年內，集團獲頒多個獎項，彰顯各同事的努力和成就，其中海港城更於「Google香港2015熱爆本地好去處手機搜尋排行榜」中排行榜首，領先同業。

此外，多個世界知名的人氣品牌及食肆，包括多間米芝蓮星級餐廳及備受潮流達人熱捧的時裝百貨SHIBUYA109均在集團旗下商場開設第一間海外分店。我們會繼續為租戶提供高效的營商及服務顧客的環境。

去年我們在國內還創下多個里程碑，包括集團第一間尼依格羅酒店在成都開幕，以及重慶國金中心平頂。

成都IFS亦於今年一月慶祝開業兩周年。我們亦會繼續專注在上海、北京、廣東、杭州、成都及蘇州等一、二線城市發展高端住宅項目。

集團亦不忘致力實踐「社、企共勉」的理念。今期繼續為大家報導多個有關扶助社群的故事，為大家帶來一道暖流。

希望您喜歡今期《HORIZON Plus》，並祝大家有一個豐盛的猴年！

Top left to right:

- 1 Wheelock and Wharf Group's management and associates
- 2 Harbour City "Happily Ever After" Christmas Avenue
- 3 Chongqing IFS topping out ceremony
- 4 English WeCan kick off ceremony

Bottom left to right:

- 5 Wharf T&T 20th Anniversary celebration
- 6 Wharf Annual General Meeting 2015
- 7 Career Exploration Day opening
- 8 Chengdu IFS 2nd Anniversary celebration

GOOGLE: HARBOUR CITY LEADS THE “TOP TRENDING DESTINATIONS ON MOBILE SEARCH” IN 2015

「海港城」成為港人在手機上最熱搜本地好去處

Search engine Google announced its Year-in-Search of 2015 which showcased the moments, stories and people that gripped 2015. An in-depth and unparalleled glimpse into Hong Kong netizens' collective search since the start of 2015, findings showed local issues, international affairs, celebrity fascinations, and gadgets were the most searched by Hongkongers during the year.

Hong Kong may be relatively small but there is a host of things to do just at your fingertips. Harbour City, the largest shopping mall in Hong Kong located at Hong Kong's core district of Tsim Sha Tsui, leads the pack in the “Top Trending Destinations on Mobile Search” list by Google. Harbour City also ranked 6th in “Top Trending Search Keywords on Mobile” list, meaning Harbour City was the most searched destination on mobile over the past 12 months in Hong Kong.

Three of the restaurants in Harbour City including Lady M, Coffee Academics and House of Jasmine also ranked 3rd, 8th and 9th respectively in the “Top Trending Places for Food on Mobile Search” list.

去年底，Google公布「香港年度搜尋排行榜」，回顧香港人在二〇一五年最關心的風雲人物、本地和國際大事、社會熱話、流行文化、玩樂消費情報等。透過此排行榜，更可以了解香港人在衣食住行各方面的喜好。

香港享有購物天堂的美譽。海港城作為尖沙咀維港旁邊最大型購物商場，在Google香港2015「熱爆本地好去處手機搜尋排行榜」中名列榜首，並在「熱爆關鍵字手機搜尋排行榜」中排行第六位，顯示在過去一年「海港城」是在香港手機上最經常輸入搜尋的地點。

此外，在「熱爆本地餐飲美食手機搜尋排行榜」中分別位列第三位的Lady M、第八位的Coffee Academics，以及第九位的八月居均在海港城設店。

Google Hong Kong 2015 – Top Trending Destinations on Mobile Search Google 香港2015熱爆本地好去處手機搜尋排行榜

1. **Harbour City 海港城**
2. Peak Tram 山頂纜車
3. MegaBox
4. Eslite 誠品書店
5. AMC Festival Walk 又一城AMC
6. Nam Sang Wai 南生圍
7. Kowloon Park Swimming Pool 九龍公園游泳池
8. Hong Kong Disneyland 香港迪士尼樂園
9. Sai Kung Outdoor Recreation Centre 西貢戶外康樂中心
10. Sam Mun Tsai 三門仔

Google Hong Kong 2015 – Top Trending Places for Food on Mobile Search Google 香港2015熱爆本地餐飲美食手機搜尋排行榜

1. Hui Lau Shan 許留山
2. Calf Bone King 小肥牛
3. **Lady M**
4. Delifrance
5. Fairwood 大快活
6. Morihachi Yakiniku 盛八日式燒肉店
7. Tim Ho Wan 添好運
8. **Coffee Academics**
9. **House of Jasmine 八月居**
10. Ban Heung Lau 品香樓

뉴스 연예 스포츠

뉴스스톱 주요뉴스 이슈 연예 연예뉴스 TV 배영이력

<PRNewswire>하버 시티, 구글 검색이 순위에서 홍콩 제1의 트렌드 목격지 선정

【연합뉴스】 2015년 12월 18일 14:30

[편집자 주] 본고는 자료 제공사에서 제공한 것으로, 연합뉴스는 내용에 대해 어떠한 편집도 하지 않았음을 밝혀 드립니다.

(중공 2015년 12월 18일 PRNewswire=연합뉴스) 홍콩 최대 쇼핑몰 하버 시티가 구글의 연간 검색어 순위에서 2015 지역 목적지 탑 트렌드 모바일 검색 1위를 차지했다.



하버 시티는 검색 엔진 순위에서도 상위에 올랐다. Lady M, House of Jasmine, Coffee Academics 등 이곳에 위치한 세 레스토랑은 모바일 검색 탑 트렌드 레스토랑 순위에서 각각 3위, 6위 및 8위를 차지했다.

구글은 하버 시티가 '월리를 찾아라'와 구글 플레이 게임 주간 같은 다양한 홍보와 행사 덕분에 1위에 오를 수 있었다고 말했다. 하버 시티는 현재 홍콩 디즈니랜드 10 주년을 기념해 크리스마스 행사를 진행 중이다.

하버 시티 소개
면적이 200만 제곱피트가 넘는 최고의 부동산인 하버 시티는 홍콩에서 가장 크고 다양한 쇼핑몰이다.

사건 - http://photos.prnasia.com/prnh/20151217/8521508671-a

중국 최대의 쇼핑몰 하버 시티, 구글의 연간 검색어 순위에서 2015 지역 목적지 탑 트렌드 모바일 검색 1위 차지

REUTERS logo and navigation menu

富蘭克林浮動息率基金 預期美國加息 如何把握機會?

Harbour City Named Google's Top Trending Destination in Hong Kong

HONG KONG, Dec. 17, 2015 /PRNewswire/ -- Harbour City, the largest shopping mall in Hong Kong, was named by Google's Year in Search as number one in the Top Trending Mobile Searches for Local Destinations of 2015.

Google noted Harbour City's variety of promotions and events, such as "Where's Wally?" and Google Play Game Week, undoubtedly helped the mall take the top spot.



Photo - http://photos.prnasia.com/prnh/20151217/296827
Photo - http://photos.prnasia.com/prnh/20151217/296826

SOURCE Harbour City

京都新聞

共同通信PRワイアー 2016年12月のプレスリリース

【香港2015年12月18日PR Newswire=共同通信JBN】香港最大のショッピングモール、ハーバーシティ(Harbour City)がGoogleのYear in Searchで2015年の地元トップトレンド・モバイル検索ナンバーワンに選定された。

Photo - http://photos.prnasia.com/prnh/20151217/8521508671-a
(写真説明:市内最大のショッピングモールをGoogleのYear in Searchが2015年の地元トップトレンド・モバイル検索ナンバーワンに選定)

ハーバーシティはGoogleの食品モバイル検索トップトレンドで、レストラン店トップテンに入選。Lady Mが9位、House of Jasmineが6位、Coffee Academicsが8位を占めた。

Googleは、「ウォーリーをさがせ!」やGoogle Play Game Weekなどさまざまなプロモーションやイベントがハーバーシティをトップスポットに押し上げているのは間違いなく指摘した。

ハーバーシティ(Harbour City)について
一等地に200万平方フィートの広さを誇るハーバーシティは、香港で最大かつ最も多様性に富んだショッピングモールである。

Global NewswEEK

Harbour City Named Google's Top Trending Destination in Hong Kong
HONG KONG, Dec. 17, 2015 /PRNewswire/ -- Harbour City, the largest shopping mall in Hong Kong, was named by Google's Year in Search as number one in the Top Trending Mobile Searches for Local Destinations of 2015.

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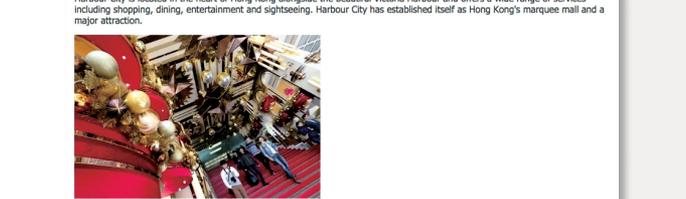


Photo - http://photos.prnasia.com/prnh/20151217/296827
Photo - http://photos.prnasia.com/prnh/20151217/296826

SOURCE Harbour City
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A WARM WELCOME TO THE MANY DEBUTS AT THE GROUP'S MALLS

集團商場為顧客提供全新體驗

The Group's malls continue to provide unrivalled dining and shopping experiences to customers. In 2015, a dozen of high quality eateries were opened in Harbour City and Times Square. Among them, fine-dining Michelin-starred restaurant Sushi Tokami opened her first restaurant out of Japan at Harbour City.



Japanese food veterans have been impressed by dishes at Sushi Tokami for the highly selective, freshest and finest ingredients. The combination of fresh juicy seafood and sushi rice using mellow red vinegar is deemed to enhance the flavour of sushi to new heights.

The trendy Vivienne Westwood Café was opened next to its boutique at Harbour City. Vivienne was involved in the concept development and the décor of the new café, perfectly blending her design elements with the 18th-century French tea room, with the exquisite furniture made of South African rosewood that exudes a sense of modernity and elegance, the unique Trompe l'oeil wallpaper and The Worlds End Clock are all highlights in the Café.



On the other side of the island at Times Square we welcomed the arrival of Tom Aikens, the youngest British chef ever earned two Michelin stars, who launched The Fat Pig. As the name suggests, the new restaurant offers a "pork" menu. Showcasing Aikens' versatility and creativity, the nose-to-tail dishes are influenced by Western and Asian-inspired pork dishes. "I am aiming to create a new, almost educational dining experience by showing people how such inspirational pork meat can be, for all types of cuisines." Aikens explained.

Meanwhile a fashionista beloved shopping location, and well known for leading Tokyo's latest fashion trend, SHIBUYA109 had the grand opening of its first overseas branch at Harbour City in December 2015. SHIBUYA109 has brought with her 13 selected brands of which 10 were debuts in Hong Kong and six were first time opening beyond Japan. The store has taken its original store decor, shopping experience as well as staff presentation from its headquarter in Shibuya, hoping to replicate a genuine Tokyo shopping experience for shoppers in Hong Kong.



MAJOR APPOINTMENTS AT MARCO POLO HOTELS

馬哥孛羅酒店重要委任

Jennifer Cronin, President

The Marco Polo Hotels announced the commencement of Dr Jennifer Cronin as President of Marco Polo Hotels, succeeding Eric Waldburger who has retired.

Before taking up the President role, Cronin was appointed President Designate in August 2015 to ensure a smooth transition for the change of leadership.

Cronin has an extensive career and track record in senior marketing and operational roles throughout Asia and Australia, including Vice President of Sales & Marketing with Dusit International, overseeing the global rebranding of the company that included the successful launch of five hotel sub brands. She has also been working in sales & marketing and operational managerial positions with leading hotel groups such as Hyatt International and Ritz-Carlton.

An experienced hotelier, Cronin understands and practices the integration of all marketing disciplines including sales, reservations, revenue management, e-business technologies, marketing services and communications.



“I am very honoured to have been given this opportunity to take Marco Polo Hotels to a new level as a management company, but also strengthening our position as an owner-operator. Eric has helped to create a new thinking culture within our organisation and I am excited about the next chapter for our company and the future ahead.”

Jennifer Cronin
President of Marco Polo Hotels

Patrick Ngiam joins as Global Director of Sales

Patrick Ngiam has been appointed Global Director of Sales in August 2015. Ngiam is responsible for managing the Regional Sales Office and General Sales Agent network of the company. He represents Marco Polo's interests in the Global Hotel Alliance, spearheads sales mission in Asia Pacific and leads the company's sales training programme.

“Marco Polo Hotels and the new Niccolo brand are embarking on an exciting new chapter of growth and development, Patrick's addition to our team will reinforce the new strategies that encompass all facets of our portfolio.” said Dr Jennifer Cronin, President of Marco Polo Hotels.

A seasoned sales professional, Ngiam has held senior positions in various reputable hotel groups including Hyatt, Shangri-La, Four Seasons and Marriott, spanning over 20 years of hotel sales experience throughout Singapore, Hong Kong, China, Taiwan and Indonesia.



CHENGDU IFS CELEBRATES



YEARS OF GLAMOROUS SUCCESS

成都IFS開業兩周年
五百三十米「國際名店街」
盡攬環球風尚

Marking its 2nd anniversary on 14th January 2016, Chengdu IFS “ALL IN HERE – World Fashion Tour” has unveiled the city’s latest initiative to be with the world and be part of the global fashion scene.

Officiating the launch ceremony were Wen Feng, Deputy Director of Chengdu Business Committee; Wu Wenhui, Deputy Head of Jinjiang District, Chengdu Municipal Government; Olivier Vaysset, Consul-General of France in Chengdu; Alessandro Pollio Salimbeni, Director of Trade, Tourism and City Marketing (City of Milan); Rolf Studer, General Manager of the Swiss Chinese Chambers of Commerce in Beijing; Chris Hu, Publisher of *Elle China*; Doreen Lee, Vice Chairman of The Wharf (Holdings) Limited; and Christina Hau, General Manager (Operations) of Wharf China Estates Limited.

A series of fantastic performances including a mid-air fashion show and parade to take Chengdu people and visitors on an exhilarating journey of world fashion were presented, reflecting the unrivalled innovation, bringing together fashion and art, tradition and modernity, and local and international styles. A Gala Dinner with attendance of business partners and VIPs was also held.

From “I AM HERE” in 2014 to “ALL IN HERE” in 2016, Chengdu IFS’ business has leapfrogged compared with 2014. The turnover of Chengdu IFS in 2015 achieved exceptional results with an increase of 50%, both foot and private vehicle traffic also increased by 40%.

The middle class in Chengdu has been fast emerging with their income growing rapidly over the years. Chengdu IFS has since attracted a strong, loyal and active customer base with high purchasing power in just two years. In 2015, the number of VIPs doubled to 50,000 with a contributed sales up by 50%.



Christina Hau, General Manager (Operation) of Wharf China Estates Limited said, “As the first of five IFS projects of Wharf, the success of Chengdu IFS has set a solid foundation for Chongqing IFS scheduled to open in 2017 as a “boutique” version of Harbour City; and also for Changsha IFS, the largest of all IFSs in the plan. There is every reason to believe that the upcoming IFS projects will become the most fashionable and international landmarks at the CBDs in respective cities.”

Working with the government, consulates and international trade associations, Chengdu IFS aims to help Chengdu grow into a truly international shopper’s paradise, by sharing a unique attitude for fashion, a global vision, and the most exclusive lifestyle offerings.



九龍倉集團於內地綜合地產投資的旗艦項目——成都國際金融中心(成都IFS)於今年一月十四日慶祝開業兩周年，並啟動「與世界同時·ALL IN HERE——國際名店街環球風尚之旅」，為成都與全球同步、同享時尚揭開了序幕。

活動獲成都市商務委員會副主任文鋒、成都市錦江區副區長吳文輝、法國駐成都總領事魏雅樹(Olivier Vaysset)、米蘭市創意專案、旅遊、區域行銷部部長薩利姆本(Alessandro Pollio Salimbeni)、中國瑞士商會總經理司徒郝夫(Rolf Studer)、《ELLE世界時裝之苑》出版人胡舒意、九龍倉集團副主席李玉芳及九龍倉中國置業有限公司總經理(營運)侯迅共同為盛典揭幕。

成都IFS以融合潮流與藝術、讓傳統與現代同步、兼容本土與國際的創新形式，帶來了空中時裝表演及巡遊等精彩環節，展示了非凡創意，並引領全城以至華西的民眾踏上一段與世界同享的時尚之旅。活動當日亦舉行了「VIP風尚晚宴」，宴請了眾多商業夥伴與貴賓，場面盛大。

從二〇一四年的「I AM HERE」到二〇一六年的「ALL IN

HERE」，成都IFS取得了顯著的營運成果。二〇一五年，成都IFS的銷售額比二〇一四年增長超過50%，完成增長的目標，達到預期；同時，人流和私家車流量亦各有40%的增長。

近年，成都的中產階級及人均收入快速增長，成都IFS開業短短兩年，已凝聚了一群忠誠度高、具時尚觸覺及十分活躍的高消費客戶，現時貴賓會會員人數達五萬人，比去年倍增，貴賓會員亦為銷售額帶來50%增長。

九龍倉中國置業有限公司總經理(營運)侯迅表示：「成都IFS為九龍倉集團五個IFS項目的首個旗艦項目，為將於二〇一七年開業的『精品版海港城』的重慶IFS，以及體量最大的長沙IFS作了良好示範。我們有信心項目完成後可以成為當地最時尚及最國際化的綜合體城市地標，為集團於未來帶來穩定而可觀的經常性收入。」

成都IFS與政府、領事館及國際商會通力合作，將延續九龍倉的商業精神，以敏銳的時尚觸覺、獨到的生活品味及廣闊的國際視野，推動成都成為「與世界同時」的購物天堂。



ANIRAC by Carina Lau fashion show at the "Glamour ALL IN HERE VIP Gala Dinner"

Kids fashion show at the "Glamour ALL IN HERE VIP Gala Dinner"

China's mall glut spells tough times for some owners

Sandy Li in Chengdu
sandy.li@scmp.com

Chengdu's shopping mall industry is undergoing a major overhaul that might lead to closures for those with a poor mix of tenants and poor facilities.

International-grade malls in prime locations are expected to post more gains at the expense of their sub-standard peers, whose tenants are now moving out and setting up shop in bigger and better malls, industry experts say.

They said owners of poorly managed malls would be squeezed further and find it increasingly difficult to survive due to the huge existing stock of retail premises, estimated at 4.96 million square metres.

"It might take more than eight years for the market to absorb this large stock," said Michael Wu, a director for Western China at DTZ/Cushman & Wakefield.

"In the past few years, more and more new malls as large 100,000 square metres have opened their doors for business." An unprecedented number of retail developments have sprouted across the mainland to cash in on rising consumer spending and



International-grade malls, such as IFS, in prime locations are expected to post more gains at the expense of their peers. Photo: SCMP Pictures

the government's shift to consumerism as an economic driver.

But the retail market continues to get worse amid slowing economic growth, poor stock market performance and Beijing's anti-corruption campaign that has curtailed spending on luxury goods.

Visits to three malls within Chengdu's first ring road - Yandlord Landmark, Yang Guang Xin Ye and The One - on Thursday and Friday revealed one common denominator: very few shoppers.

On the third floor of Yang Guang Xin Ye, there was a long

row of empty spaces and a big restaurant had its door chained shut and padlocked.

"Landlords of poorly positioned malls mostly owned by domestic developers have been forced to give long rent-free periods or cut monthly rent to fill up the mall. We have seen some cases of tenants refusing to pay rent or even closing their stores because of low sales," Wu said.

He said such malls needed to readjust their trade mix.

In a study by JLL, only 10 per cent to 15 per cent of China's 83 million square metres of shop-

ping malls were judged to be international grade.

"The retail industry is quickly finding itself in uncharted territory with a huge influx of new shopping malls coinciding with rapid adoption of e-commerce by China's consumers," JLL said.

Wu said top brands would shift to new malls in prime locations, like Wharf Holdings' Chengdu International Finance Square (IFS) and Taikoo Li, a joint venture between Swire Properties and Sino Ocean Land.

"The two integrated developments have become established as landmarks in Chengdu's retail landscape in terms of quality and rent," he said.

Christina Hau, general manager for operations at Wharf China Estates, said its 2.2 million square feet IFS mall would serve the whole western part of China and not just Chengdu.

"We are a lifestyle mall instead of only targeting the luxury market. Shoppers can come here to buy a bottle of water at our supermarket or eat at our food court," she said, adding that luxury brands accounted for 15 per cent of tenants. The mall includes a 230-room Niccolo Hotel and three grade-A office towers.



九倉旗下成都IFS開業兩周年。

九倉成都商場有望加租

【本報訊】不少外資看淡中國經濟前景之際，九倉(004)位於四川成都的投資項目「成都國際金融中心(IFS)」開業兩周年。集團副主席李玉芳指，九倉仍看好中國前景，系內其餘兩個大型項目「長沙IFS」及「重慶IFS」，料最快於2017年落成開業。

中國商場被指供應過剩，九倉投資逾170億元(人民幣，下同)興建的成都IFS，其負責人、九倉中國置業總經理(營運)侯迅在成都接受訪問指，商場發展理想，2015年銷售額按年增長逾50%，人流及車流亦分別增長近40%。商場開業兩年，以每平方米計算，租金約1,300元至1,800元，侯迅預期續租租金將上升，但沒有透露具體幅度。

內地兩項目明年開業

新世界發展(017)及新世界中國(917)早前出售成都項目子恒大地產(3333)，李玉芳指，不同集團有不同發展策略，九倉對中國經濟前景有信心，系內另外兩項大型投資長沙IFS及重慶IFS，計劃於2017年開業；前者總建築面積約100萬平方米，以規模計為九倉在中國的最大IFS。

另外，李玉芳表示，本港零售業正值艱難時期，預期是次下調周期較長，惟集團無意替旗艦海港城或時代廣場進行轉型。她解釋，現時商場租戶定位各有不同，能覆蓋不同消費能力顧客，相信仍有增長空間。

蘋果日報，
18-01-2016

South China Morning Post, 18-01-2016

Singtao Finance 星島財經 二〇一六年一月十八日 星期一 星島日報 B15

斥資460億 建五IFS項目

九倉(004)在內地大舉展腳，開業兩周年的旗艦綜合地產項目成都國際金融中心(成都International Financial Square)，總投資額超過170億元(人民幣，下同)。九倉總經理(營運)侯迅表示，成都IFS去年的銷售額按年增長超過50%，人流及車流量升近40%。九倉斥資合共460億元在內地發展5個IFS項目，其中兩個IFS項目將於2017年在重慶及長沙開業。記者 陳樂怡成都報導

成都項目總面積約76萬平方米，包括購物中心、超甲級辦公樓、Niccolo尼依格羅酒店及高端服務式住宅。侯迅指購物中心出租率近100%，品牌組合平均，商場老幼咸宜，不會一味吸納奢侈品牌等高租金客戶。商場34%為中端時時尚品牌，33%為餐飲及生活休閒品牌，15%為奢侈品牌，18%為輕奢品牌。至於多個國際奢侈品牌揚言要在中國市場縮減，她回應品牌看好成都市場，不少進駐成都IFS的品牌取得全國單店銷售前三位，甚至勝過上海及北京。她指今明年兩年亦有商場在該區落成，全為內地商場營運商，但定位不同。

看好成都市場

成都IFS總經理(營運)邵友松表示，IFS自2014年開幕，一年內已成為成都購物中心銷售額首位，超越成都王府井百貨，租金介乎每平方米1300至1800元。現時貴賓會會員人數達5萬人，較去年增長100%。會員銷售額亦按年升30%，貴賓會會員佔商場銷售40%。

至於辦公樓租賃方面，九倉助理董事兼總經理(辦公樓租賃)邵永官表示，目前辦公樓出租率約為30%，每月租金介乎每平方米110至160元，為成都的最高水平。被問到有否遭租戶壓價，他指情況尚算可以，租金有輕微壓力，但預計今年租金平穩或稍稍向下。與此同時，他透露去年上海會德豐國際商場錄得雙位數租金升幅。

九倉副主席李玉芳亦有出席成都IFS兩周年活動，提到香港市道艱難，但「年年難過年年過」。她指集團經歷過多個周期起伏，不過是次周期較長，但不會對其大志志。被問到內地過夜旅客減少，她相信與一週一行政有關。對於新世界中國(917)多番出售內地物業，被視為看淡內地市場，她只回應不同公司有不同部署，而九倉則看好重慶及長沙市場。

九倉成都國金 銷售額增逾半



九倉為成都IFS開業兩周年舉辦活動。



Christina Hau, general manager of operations at Wharf Holdings.

Western China emerges as promising market

By Bao Ji-sook
Korea Herald correspondent

CHENGDU, China — Western China is fast emerging as a powerhouse in the global retail market, thanks to the growing spending power of the middle class and support of the local administration, said a Hong Kong-based shopping mall developer working in the region's Sichuan province.

The southwestern province has a population of over 100 million. Its capital city of Chengdu has 15 million residents, and houses 298 Fortune 500 companies — the highest number of corporates, investments and industries in western China.

With the central government's drive to develop western China, on the top of mounting recovery projects for the 2008 earthquake-stricken Sichuan region, the Chengdu residents — many of whom work in the construction and mining industries — have created a market that is often referred to as the "Third Luxury City" and the "Fourth Fashion City" in China.

"Western China is quite an attractive market. Before, many people had the desire to spend money but did not have the right place to do so," said Christina Hau, general manager of operations at Wharf Holdings.

Hau noted that Chengdu and second-tier cities are quite attractive, because the high-end consumer goods market is less heavily saturated than first-tier megapolises, but people's consumption power is still quite strong.

"The people of Sichuan are much more laid back (compared to people of first-tier cities) and are ready to enjoy life. They are open-minded and willing to try new things, and more status-ambitious," she said.

In terms of the potential growth and (it) radius of coverage ... the city is huge. This met with the local government's hope to have a first-tier city (like Beijing, Shanghai, Shenzhen and Guangzhou) and became the main locomotive of our moves," she added.

Wharf has been one of the most

successful partners in Sichuan. Its Chengdu landmark International Finance Square, comprised of office, residential, hotel and shopping districts, has become the epicenter of the province's retail, hospitality, business and socializing circles.

On Jan. 14, its shopping center IFS Mall marked its second anniversary, and was congratulated by the local administration, businessmen and celebrities.

Inside the IFS Mall, the Chinese sister of Hong Kong's famous Harbour City and Times Square complexes, there are more than 300 premium brands, including about 180 debut stores in Chengdu or Western China.

From Prada, Chanel and Louis Vuitton to department store Lane Crawford and Tops R. Lis, these outlets are crowded with families, eaters, celebrities and shoppers, marking a 40 percent increase in the number of visitors in 2015 compared to the previous year. The sales grew by 50 percent during the same period.

The Niccolo Chengdu Hotel adjacent to the mall is the upscale version of its Hong Kong sister, the Marco Polo hotels, providing "timeless" and simple luxury services. The occupancy rate has stayed firmly above 60 percent, nearly double the regional average of 30-40 percent, a Wharf spokeswoman said.

IFS office wing hosts multinational companies and finance institutions. It also supports the local IT startups by setting an incubation center, providing office space for fledgling entrepreneurs for a bargain.

The company also operates a fashion (discount) outlet, the Times Outlet, near Chengdu Airport and is developing a huge residential complex nearby.

"We believe these places will keep growing, and there is always room for more luxury," Hau said.

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NO.1 NICCOLO CHENGDU RANKS NO.1 IN REVPAR AND RGI

成都尼依格羅酒店：客房收入冠同儕

Located in the heart of Chengdu, the luxury hotel Niccolo at Chengdu IFS has proven to be a resounding branding and business success. In just nine months since the soft opening of the Niccolo Chengdu, it has achieved the number one position in revenue per available room (RevPAR) and Revenue Generated Index (RGI) in January 2016, against its luxury hotel competitive set.

The new Niccolo Chengdu is also fast becoming the city's epicentre for events. The Chancellor of the Exchequer the Rt Hon George Osborne MP hosted the "UK China Urbanisation Forum – Northern Powerhouse Business Event" at Niccolo with delegations to Chengdu in late 2015.

"We are thrilled to be the venue of important government forums like the recent UK China Urbanisation Forum. We look forward to hosting more forums and conferences in the future with Niccolo's sophistication and hospitality," said Adriano Vences, General Manager of Niccolo Chengdu.

Niccolo Chengdu has received a number of recognitions including "China's Best New Hotels" award by *Travel + Leisure Magazine China edition* and "Best New Hotels" award by *Travel + Magazine*.

尼依格羅酒店表現勝同業

九倉成都IFS項目另一焦點，為成都尼依格羅酒店，整體表現勝於同業。市場銷售總監王凱表示，截至去年12月底平均房價為1200元(人民幣，下同)，而同類酒店房價為900元。他續指酒店提供230間客房，入住率為60%，旺季則升到70至80%，勝過行業水平。

入住率為60%

王凱稱當地大多酒店開業一年入住率僅為30至40%，但成都尼依格羅酒店只需8個月就取得60%入住率。90%的房客來自中國，餘下的10%來自香港、新加坡及其他東南亞地區。他表示自2014年起中國經濟不景氣，加上中央政府打貪，酒

店業及高端餐飲飽受衝擊。他補充入住率未有出現顯著跌幅，表現已是同行之上。被問到市道淡靜會否對房價構成壓力，他認為酒店定位豪華類別，房價需維持在一定水平，但仍會因應旺季調整房價。

成都尼依格羅酒店收入55%來自客房，另外45%來自宴會及其他餐飲服務。王凱認為客房收益比例高於餐飲，屬健康的分成。除了房費以外，每人每天平均消費約為200元。他指酒店今年將主打商務客，期望將比重由現時25%提高到28至30%之間。他提到成都今年將有3000間酒店房間新增供應，而且同樣走豪華路線。隨着市場競爭加劇，他不排除出現價格戰。

成都尼依格羅酒店座落全城絕佳位置，並已成為當地著名的酒店品牌。酒店落戶成都僅九個月，截至今年一月已於平均可出租客房收入(RevPAR)及收入產生指數(RGI)中排名第一，整體表現勝於同儕。

成都尼依格羅酒店亦成為國際會議場地的首選。早前，英國財政大臣歐思邦率領代表團訪問成都，亦選址尼依格羅舉行「中英城鎮化論壇暨英國北方經濟增長區商業大會」。

成都尼依格羅酒店總經理Adriano Vences表示：「我們很榮幸能夠成為政府舉辦重要會議的場地。我們期待未來有更多論壇和會議在此舉行，展現尼依格羅細緻、熱情好客的服務。」

成都尼依格羅酒店屢獲殊榮，包括於二〇一五年中國悅旅榮獲「最佳新開酒店」獎項，以及由《漫旅Travel + Leisure》雜誌頒發二〇一五漫旅·中國旅行獎「最佳新開酒店」獎。



General Manager of Niccolo Chengdu, Adriano Vences, greets The Chancellor of the Exchequer the Rt Hon George Osborne MP on his arrival

成都尼依格羅酒店總經理 Adriano Vences 歡迎英國財政大臣歐思邦

九龍倉佈局從容制勝 商業項目版圖東西交映

《第一財經日報》



九龍倉集團在內地旗艦項目會德豐國際廣場，是集團在內地擴張的樣辦。目前，集團在無錫、成都、重慶、長沙、蘇州等地興建五個國際金融中心。當中位於華東的重點項目無錫國際金融中心總高三百三十九米，是無錫市區第一高樓，也是當地備受矚目的高端商業地產項目，寫字樓部分於二〇一四年第四季啟動招

商後，出租情況理想。無錫國金中心地理位置優越，前臨太湖廣場，後擁京杭大運河無錫段開闊水景。除項目自身商業配套外，該項目與兩家五星級酒店和周圍的高端住宅社區也近在咫尺，發展及增值潛力巨大。

九龍倉中國置業有限公司助理董事兼總經理邵永官表示：「作為城市第一高樓，確能吸引大家投以注目禮，但真正能促使企業選擇九龍倉旗下國際金融中心的關鍵，還是品牌及物業管理的質素。我們堅持不懈創造物業價值，隨著經濟的增長，未來大家都能享受到經濟增長的成果。」

與華東地區的潛在市場不同，作為中國西部大開發最重要的經濟、交通和通訊樞紐，成都是中國最值得投資的城市之一。成都國際金融中心亦成為九龍倉集團在西部的標杆項目，擁有兩座高達二百四十八米，各五十層的全成都最高雙子超甲級辦公大樓的成都國際金融中心，在二〇一四年連續兩個季度榮登成都寫字樓成交量榜首，同時也是完成單筆成交最大的寫字樓，現已承租租戶包括財富 500 強公司。

九龍倉集團亦把一個創新的概念——「垂直華爾街」帶入中國寫字樓市場，憑藉集團旗下國際金融中心寫字樓的品牌地位，加強項目在各地的長期核心競爭力。

「垂直華爾街」的全新定位與未來的持續運營，將重新為國內飛速發展的寫字樓市場作定義，並為國際金融中心所在城市打造全新的，集貿易、創新、長遠發展、文化和生活方式於一身的商業和經濟「共贏圈」。

The Wharf (Holdings) Ltd introduces an innovative sustainable business hub concept – “Vertical Wall Street” – that will redefine the office markets in fast-developing cities in Mainland China, including Chengdu, Wuxi, Chongqing, Changsha and Suzhou, says Dave Siu, assistant director and general manager of Wharf China Estates.

This groundbreaking concept underpins Wharf’s “International Finance Square” office towers, which are the tallest buildings in their respective cities, he adds.

Wall Street in Manhattan, New York City, is more than just the financial hub of the United States. The leading financial institutions of the US and the world are present here. It is the undisputed epicentre of global finance where any moves made by the financial institutions and commercial giants have major impact on economies around the world.

For many Americans, Wall Street is synonymous with global financial prowess and economic influence: it symbolises a sustainable economic system thriving on trade, capital and innovation. Wall Street also embodies ‘elitism’ where the best professionals and specialists flourish in the most competitive commercial environment in the world. They are the aspirations of many in the global business arena.

Inspired by the Wall Street’s status as the spiritual home of the US financial markets and economic power, Wharf has identified the immense potential of the dynamic second-tier cities in China. It has envisioned the “International Finance Square” series by engineering the “Vertical Wall Street” concept. “International” connotes urban development; the presence of “International Finance Square” sets the international standard for offices in the city. ‘Finance’ is the most fundamental function to be optimised by a corporation when it looks for a business address. ‘Square’ means the convergence of talent where the elites are united by their common goals, and a sustainable environment for businesses to expand and create shared value added. Creative and driven enterprises choose to establish their operations among like-minded corporations for optimised synergy. “International Finance Square” is a new business eco-system where commerce, innovation, ambition, culture and lifestyle unite and thrive.

International

Wharf’s expertise in bringing international standard to China

The Grade-A office market in second-tier cities has been maturing. Along with fast urbanisation and the increased supply of high-quality office towers, well-established corporations no longer settle for average-quality office spaces that do not meet the requirements in their long-term development plans. The concept of ‘super Grade-A’ office towers has emerged in these cities. With its extensive experience in super Grade-A office markets in Hong Kong and the mainland, Wharf understands that top-notch office accommodations empower corporations, such as those Fortune 500 companies, to optimise their long-term commercial developments wherever they are. Their top choice is top-quality projects created by real estate powerhouse. These projects feature an integration of services par excellence provided by seasoned operational and management teams and state-of-the-art facilities. In addition, they want to establish their presence in iconic super Grade-A office tower with clearly defined brand value.

To advance a great synergy with brands and to attract outstanding talent, fast-growing domestic enterprises have begun to make similar office requirements for their sustainable long-term business development. Wharf has anticipated the growing demand from these enterprises and the market by developing world-class office towers that combine cutting-edge facilities and provisions, breathtaking views, excellent surroundings, and supported by first-rate property and brand management teams.

Meanwhile, Wharf recognises that Grade-A office market takes time to mature. For instance, the market in Shanghai has taken 15 years to reach its current level. Committed to supporting the development of second-tier cities, Wharf has crafted its IFS series based on these cities’ economic growth paradigm and attributes. The group aims to catalyse the growth of the office leasing market in these cities by drawing on its experience in developing successful projects in top-tier cities.

Wheelock Square in Puxi, Shanghai is the fine example of how Wharf sets international standard in a market. The project has won many international awards for its outstanding property management services and distinctive brand building. Wheelock Square has redefined property management services by pioneering the integrated “Butler Services” concept. Siu says Wheelock Square is the ‘testing lab’ and ‘talent nurturing hub’ for Wharf’s top-of-the-line office towers on the mainland. “By modeling on the success of Wheelock Square, our goal is to spread the brand’s core value to other developments,” he notes.



The “IFS” Series is the “Vertical Wall Street” a sustainable business community.

WHARF'S ICONIC "VERTICAL WALL STREET" SOARS IN CHINA

All five IFS projects are the tallest landmarks in their respective cities. Located in most highly coveted locations with convenient transportation network in the cities' fast-developing districts, all IFS towers invariably drive and lead the development of these cities' core commercial activities. They have set the international standard: all projects have been designed by world-renowned architects. Wharf's experienced property management teams from its headquarters are responsible for the training of management service personnel in all IFS projects.

The international standard of excellent surroundings is also reflected in the unique locations of the IFS projects. They create a pleasant working environment catering to professionals' need for work-life balance. For instance, Wuxi IFS is situated next to the famous Taihu Square and surrounded by sizeable greenery. Chengdu IFS feature spacious 'Sky Gardens' on its podium floor. For every IFS project, Wharf has crafted a distinctive environment that integrates green offices and communal space for leisure activities that can hardly be copied by other developments.

Finance

A dynamic sustainable business community

To facilitate the emerging economic development revolving around innovations and leading-edge knowledge, Wharf builds a sustainable platform of 'vertical sharing community' for the new mode of 'vertical economy'.

The vertical sharing platform of the IFS Series signifies a defining quality – distinctive character – on top of tenants' exacting requirements for location, facilities and amenities, services, and brand image. Once the tenants identify with the unifying distinctive character of their community, they share the community's common values and 'language'. This leads to mutually beneficial interaction and idea exchanges. The shared values and concept of world-class talent energise the communication between the towers' management and tenants, as well as among the tenants drawn from different parts of the country. This helps create the common enthusiasm for collaboration and sharing. A dynamic synergy emerges in the community as a result.

The IFS Series represents Wharf's commitment to helping second-tier cities develop brand-new optimised business environment. By positioning them as "Vertical Wall Street", Wharf aims to accelerate the transformation of these cities' central business districts that in turn drives the business growth of the tenants. Wharf's "Vertical Wall Street" concept harnesses the perspectives and insights of hundreds of tenants in an IFS tower that represent dozens of sectors and employ tens of thousands of staff. The group's acute sensitivity towards the needs and aspirations of tenants and the brand's cohesiveness create benefits for the landlords, tenants and their employees alike.

The fact that more high-quality corporations have leased offices in IFS towers not only signifies their confidence in their own achievements and

their trust in Wharf, it also reflects their common desire to create more business opportunities in a sustainable high-quality business community. The commitment of IFS is in the convergence of elites, developing a community, inspiring creativity and innovation, nurturing talent, and sharing resources. Wharf is dedicated to developing the best working environment for the best talent in each of the cities where it has a presence and building the connections among tenants for high business growth.

Square

A magnet for talent

Talent is the most vital resource for the sustainable development of any corporation, industry and city. The recognition of the importance of talent is especially crucial in today's knowledge-based economy driven by fast-changing business models and advanced technological intelligence. The IFS Series aspires to build a value-added sustainable community and platform for the growth and success of its tenants and their employees through attracting talent, serving talent and nurturing talent.

Wharf's vision is to leverage the influence of the towers, which provide international-standard office environment, to share positive and unique values. The towers represent a community enriched with diverse global perspectives that engages the elite professionals in an ongoing communication. It facilitates the sharing of professional, lifestyle and personal growth aspirations of today's elites. It inspires the elites with visionary trends and the latest international updates. The community also encourages professionals to pursue upscale cultural and artistic appreciation amid their busy lifestyle.

Communal areas provide a platform for professionals and white-collar to enrich their networks and encourage exchange of ideas. Corporations in the IFS towers are no longer confined to their offices but are integrated into a unique sustainable community where individuals are connected on multiple levels. Tenants achieve sustainable corporate advancement by harnessing their excellent well-connected talent.

On the IFS Series' platform of shared intelligence and well-connected professionals, Wharf adds the dimension of inspiration. Wharf will regularly invite industry heavyweights, experts and renowned academics to share their thoughts on various issues and emerging trends. These exchange platforms have been designed to help professionals and white-collar enhance their knowledge and achieve personal growth.

Within the business hub community in IFS towers, Wharf will create smart marshalling of resources for its tenants by putting together a platform featuring banks, law firms, accountancy, consultancy and business chambers among others. This optimised tenant mix will elevate the platforms within the towers to industry-level or even city-level exchange platforms. The ultimate goal is to help tenants reduce cost in collecting information and communication and create more opportunities for collaboration. By assisting in tenants' business growth and enhancing their operational efficiency, Wharf and the IFS Series will fulfil their role in creating a 'hub for top-quality corporations' and the 'catalyst for industry development'.



Wharf's "International Finance Square" Series redefines office markets in second-tier cities.

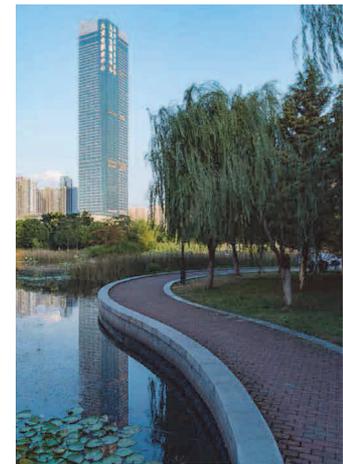
"Vertical Wall Street" the CBD of the future

IFS will be one of the most important brands harnessed by Wharf to develop the property market on the mainland. Guided by the "Vertical Wall Street" vision, Wharf aims to perfect a brand-new business landscape in the select group of second-tier cities and accelerate the elevation of their respective CBDs.

The allure of the IFS brand will ultimately benefit the landlords and tenants alike, as well as their employees. The presence of high-quality tenants not only reflects their own strong capacity. It also shows their shared goal to create more growth opportunities in a top-notch business environment.

The core values of Wharf's IFS series encompass the convergence of elites, expansion of optimised business environment, inspiring creativity, talent development, and shared resources. IFS helps tenants forge connections and build an environment conducive to business growth.

Wharf is fully confident in its newly crafted brand. Its unique attributes 'international', 'finance' and 'square' are supported by a vision that emphasises 'innovation', 'fabulous' and 'sharing'. The brand brings to life the brand-new "Vertical Wall Street" concept that creates a sustainable leading business centre in each city where IFS has a presence.



The "International Finance Square" towers set international standard as they are surrounded by expansive greenery.

Extensive greenery on the podium floor helps professionals maintain work-life balance.



AWARDS & RECOGNITIONS

THE WHARF (HOLDINGS) LIMITED

- The Annual Report 2014 was honoured in various global annual report competitions, including Bronze Award in “Diversified Business Category” of ARC Awards 2015; Silver Award and “Top 40 Chinese Annual Reports” in LACP Vision Awards 2014 **1**
- Selected as a Constituent Member of the “Hang Seng Corporate Sustainability Index” in 2015, an index that covers the top 30 corporate sustainability leaders in Hong Kong **2**
- Selected as a Constituent Member of the “Hang Seng Low Volatility Index”
- “President’s Award” of The Community Chest, for Wharf’s continuous support to the organisation **3**
- A Double Diamond Member for the year 2015/16 in WWF’s Corporate Membership Programme



1



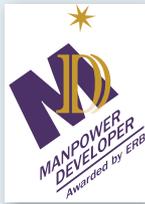
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3

WHARF ESTATES

- Nine companies under Wharf Estates successfully renewed the award status of “Manpower Developer” by the Employees Retraining Board as well as “Happy Company” co-organised by the Promoting Happiness Index Foundation and the Hong Kong Productivity Council **4 5**



4



5

MARCO POLO HONG KONG HOTEL

- Marco Polo German Bierfest is the longest-running and most popular outdoor Oktoberfest in Hong Kong. While welcoming its 24th anniversary, the event has been awarded “Best Experiential Event” Silver Award in The Marketing Events Awards 2015 **6**



6

GATEWAY APARTMENTS

- “Service Award 2015” by *Capital Weekly* for four consecutive years

HARBOUR CITY

- The special grand award of “30th Anniversary Award for Achievement in Marketing Excellence” in HKMA/TVB Awards for Marketing Excellence which was also set up for 30 years **7**
- The Wharf Group and Harbour City were awarded “Top 10 Advertiser” and “Top 10 Brand” respectively in 2015 Greater China Effie Awards **8**
- The Marketing Events Awards 2015 for various events:
 - Snoopy Art & Life Exhibition – “Best PR Strategy” Silver Award
 - The Amazing Power – “Best Event – Consumer” Bronze Award
 - Chocolate Trail 2015 – “Best Digital Integration” Bronze Award
 - Unveiling VITA – The New Home of Beauty – “Best Event – Targeted Community” Bronze Award



7



8

TIMES SQUARE

- “Best Use of Public Relations” Silver Award in 2015 PMAA Dragons of Asia Award **9**
- The Marketing Events Awards 2015 for various events:
 - The Legend of Lion Dance – “Most Creative Event” Bronze Award
 - One Piece Docks at Hong Kong – “Best Stunt” Silver Award
- “Award for Brand Excellence in Retail Sector” in Global Awards for Brand Excellence **10**
- “Best PR Idea” Gold Award, Silver Awards in “Best PR Campaign – Consumer” and “Best PR Campaign – Public Services” categories in PR Awards 2015 **11**



9



10



11

PLAZA HOLLYWOOD

- “Best Event – CSR” Bronze Award in The Marketing Events Award 2015 for the “INCHEON 2014 Asia Para Games – Dare to Dream”, jointly organised with Hong Kong Paralympic Committee and Sports Association for the Physically Disabled **12**
- Silver Awards in “Best Engagement – Targeted Community” and “Best PR Campaign – Corporate Social Responsibility” categories in PR Awards 2015 **13**



12



13

WHARF T&T

- “The Best of Enterprise Cloud Platform” in the e-brand Awards 2015 by e-zone **14**
- The “Most Favourite Business Fibre Broadband & Cloud Service” in Your Choice @ Focus – Hong Kong White Collar’s Most Favourite Brand Award for four consecutive years **15**



14



15

i-CABLE

- i-CABLE group’s nine associate companies gained Good MPF Employer Award 2014/15 for their full compliance with employers’ statutory obligations and provision of better retirement scheme for employees



CHENGDU IFS

- Gold Award for “Design & Development Excellence – New Developments” in ICSC Asia Pacific Shopping Center Awards 2015, entering as a finalist to compete for a global award



THE “STAR” FERRY

- “Junzi Corporation Exemplary Award” in Junzi Corporation Survey 2015, a public survey conducted by Hang Seng Management College

NICCOLO CHENGDU

- “China’s Best New Hotels” at the 2015 China Travel Awards, hosted by *Travel + Leisure Magazine China edition* **16**
- “Best New Hotels” award at the 2015 China Travel Awards hosted by *Travel + Magazine* **17**



16



17

MARCO POLO WUHAN

- The first-ever “Creative Partner Trophy” from the British Consulate General Wuhan



WALKING THE TALK: BUSINESS-IN-COMMUNITY

致力實踐「社、企共勉」

Wharf believes in fulfilling its corporate social responsibility through “Business-in-Community” – for business to engage with the community direct.

Our flagship initiative Project *WeCan*, started in 2011, is designed to reach out to students in resource-thirst secondary schools. They are disadvantaged in learning due to different circumstances but not necessarily lack of ability. Through guidance, opportunities and exposure, we aim to help equip and empower these students to strive to play a meaningful role in society and the workforce in future.

Our “Business-in-Community” approach encompasses our commitment towards building a sustainable community. We spare no effort in caring for the community, environment and our staff as we strive to foster the better development of Hong Kong and our future generations.

THE GROUP'S CSR REPORT PUBLISHED

集團首份獨立企業社會責任報告

Backed by the long-standing mission of “Building for Tomorrow”, the Group together with its subsidiaries spare no effort in pursuing corporate social responsibility and is committed to exceeding expectations.

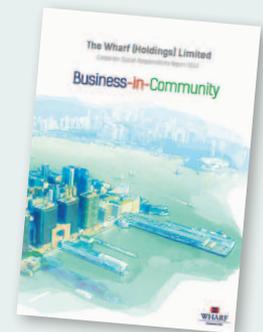
To enhance transparency in reporting, not only has the Group availed information in its annual reports and website, but it has also published the first standalone CSR Report in accordance with the Global Reporting Initiative (GRI). The report covers the economic, environmental and social performances across the group's major businesses in Hong Kong. Please visit www.wharfholdings.com for more information.

The Group is also selected as a Constituent Member of the “Hang Seng Corporate Sustainability Index” in 2015, an index that covers the top 30 corporate sustainability leaders in Hong Kong.

九 龍倉集團透過「社、企共勉」理念，提倡商界入社群，以履行企業社會責任。

我們的旗艦項目「學校起動」計劃始於二〇一一年，旨在為學習條件稍遜的學生提供各種機會。這些學生礙於環境及情勢，學習條件比較差，而並非自身能力不足。計劃透過適切的項目，培育他們，建立其自信心，並啟發他們規劃人生。我們希望透過循循善誘、提供各種機會和增加見識，幫助他們裝備自己，力爭上游，日後在社會及工作上可擔當具意義的角色。

我們亦透過「社、企共勉」理念實踐建設可持續發展社會的承諾。我們於關懷社區、愛護環境及員工方面不遺餘力，為促進更美好香港的發展和培育下一代努力。



秉承「創建明天」的理念，集團與旗下附屬公司在履行企業社會責任上不遺餘力，亦致力超越市場標準。

為增加透明度，集團除了在年報及網站向持份者發布有關資訊外，早前更出版了首份獨立成刊的企業社會責任報告，該報告乃根據全球倡議組織(GRI)的指引撰寫，涵蓋集團香港主要業務在經濟、環保和社會方面的工作，詳情請瀏覽：www.wharfholdings.com。

集團亦於二〇一五年入選「恆生可持續發展企業指數系列」成份股之一，該指數涵蓋香港首三十名可持續發展的企業領導者。

THE CHAIRMAN CALLS ON THE COMMUNITY TO SUPPORT *Project WeCan*

Stephen Ng, Chairman of the Wharf Group, has been making enthusiastic appeals through media to call for business support for students through *Project WeCan*.

“The traditional cheque-book philanthropy may not be an efficient way to connect the business sector and the society, so we started *Project WeCan* five years ago with business sector engaging actively with the community. It is an open platform for corporates, universities, professional institutes, NGOs, retirees and even consulates to collaborate. Leveraging their expertise and resources, we provide support for these deserving students.” Ng shared.

In the media interview, *Project WeCan* students also shared how they have benefitted from *Project WeCan* and how the project has made a difference to their school life.

With the positive feedback from participating schools and students, Ng hopes that the programme can go further and help more underprivileged schools. He believes that all youngsters want to do well, what they need are chances and guidance.

The interview can be replayed at www.881903.com.



FOSTERING WORK-AND-FAMILY HARMONY

推動工作與家庭和諧

People are valuable assets of the Group. To foster work-and-family harmony, Wharf T&T invited colleagues to bring their children to work for a half day. The activity allowed children to understand the daily work of their parents, fostering parental ties. The activity formed an interesting part of the 20th anniversary celebration.

集團一向視員工為寶貴的資產。為提倡工作及家庭和諧，九倉電訊特別邀請同事帶同他們的子女齊齊上班，展開半天體驗之旅。是次活動令小朋友更了解父母的日常工作，促進親子關係，更為公司慶祝成立二十周年的活動添上色彩。



YOUNG INNOVATORS BAZAAR

INCUBATING ENTREPRENEURSHIP AND PROMOTING CARING-FOR-OTHERS SPIRIT

「趁墟做老闆」展銷會 助中學生創業起動 宣揚關愛共融精神

Starting one's own business is the dream of many young people, but it is not easy to take the first step to do so.

Over 1,000 students from 41 Project WeCan schools ran their businesses from scratch at Plaza Hollywood over the three days from 22nd to 24th January. The activity aims at unleashing their creativity, entrepreneurship and caring spirit yet competing to achieve sales targets.

In its fourth year and themed Social Inclusion, the 2016 Bazaar encouraged students to demonstrate their caring spirit for the society as they establish their businesses. Four NGOs including Christian Action, Hong Kong Single Parents Association, iBakery from TWGHs and Senior Citizen Home Safety Association joined hands with Project WeCan students to promote the caring spirits through product sales.

「學校起動」計劃一年一度的大型活動——「趁墟做老闆」展銷會於一月二十二日起一連三日假鑽石山荷里活廣場舉行，為超過一千名來自四十一間中學的學生提供學習創業的機會，在這個平台上取得實戰經驗及發揮創意。

大會以社會共融為主題，學生於營商計劃或產品設計上亦加入共融元素。另外，四家非政府機構，包括：基督教勵行會、長者安居協會、香港單親協會及東華三院旗下的愛烘焙麵包工房等亦參與攤位展銷，並與「學校起動」計劃的同學攜手為宣揚關愛共融精神出一份力。

“趁墟做老闆踏入第四年，規模一年比一年大。感謝社會福利署攜手扶弱基金配對撥款及計劃夥伴在活動前為同學進行工作坊，與同學分享他們的營商知識及技巧。本年特意設立『共融』主題，讓同學在學做老闆之餘，亦不忘關心社會。”

「學校起動」計劃委員會主席吳天海

Angela Wong, Deputy Chairman of Midland Holdings Limited said, "In the 'Internet+ age, creativity is more important than capitals. We need to look further, take more steps and not be afraid of any failure to realise our dreams. Students should grasp this learning opportunity from Young Innovators Bazaar to cumulate their business experience, and to lay the foundation for the future to join the workplace or even starting their own businesses."

“Thanks to the support of Social Welfare Department's Partnership Fund for the Disadvantaged, our partners and volunteers who provided sales and marketing workshops for our students prior to the event. We hope students enjoyed it and learned through the process.”

Stephen Ng

Chairman of Project WeCan Committee



星島日報 · 23/01/2016

Project We can

趁墟

做老

做老

2016



Project *WeCan* SCHOOLS REACH 50, BACKED BY 35 CORPORATE PARTNERS



In its fifth year, six more schools joined Project *WeCan* bringing the total number of schools from 44 to 50, increased by more than three folds since launch in 2011. 35 partners and other supporting organisations from different sectors have also joined force to support the programme enabling more resources and opportunities for 42,000 needy students.

2,600 school principals and teachers say “WeCan” at Teachers’ Development Day

In October 2015, an annual “Teachers’ Development Day” was held at Queen Elizabeth Stadium in Wanchai, attended by 2,600 secondary school principals and teachers from 50 Project *WeCan* Schools. A series of talks were conducted to discuss and reflect on the value of education.

Peter Woo, Founding Patron of Project *WeCan*, shared his views on the role of teachers, “People oriented, the frontline comes first! Teachers are the cornerstone, bearing the responsibility of inspiring and guiding students. Achievements of students are the best rewards for teachers and schools.”

Besides the traditional role of passing on knowledge to students, teachers are also the explorers to uncover students’ strengths and interests, and as the thought-provoker to inspire them. Woo encouraged teachers to lead students to self-motivate to pursue knowledge by striking the right balance of teaching and exploring.

Corporate partners and supporters are quick on board with a number of them already kicked start various activities with their partner schools.

Visit to Emperor Jewellery Flagship Store

In November 2015, 17 Form 4 students from PAOC Ka Chi Secondary School visited its corporate sponsor Emperor Jewellery’s flagship store. They also gained knowledge about the retail industry through the career talk.

Mock interview at Ralph Lauren

Ralph Lauren arranged a mock interview for HKTA The Yuen Yuen Institute No3 Secondary School. This was the first job interview for some of the students, and they learnt the importance of preparation after the interview drill.





The first Career Exploration Day for students

In Hong Kong, 80% of secondary school graduates are not able to get into local subsidised universities but have to opt for other vocational options. Partnered with YWCA and supported by Social Welfare Department's Partnership Fund for the Disadvantaged, the first-ever Project WeCan Career Exploration Day was held for nearly 5,000 Form 4 students.

Matthew Cheung Kin-chung, GBS, JP, Secretary for Labour and Welfare said, "Not only is Project WeCan a pioneer in demonstrating collaboration among the business sector, government, schools and NGOs, it is also a solid partner of the government. Volunteers are certainly making a difference to the young people in the Project."

Stephen Ng, Chairman of Project WeCan Committee said, "Guided by our Business-in-Community principle, we reach out to the community to offer help so that schools, teachers and students will be more informed of the actual requirements and expectations in the workplace."

The Career Exploration Day was tailored to each student based on a survey of the John Holland model. YWCA assessed their personalities, strengths and career aspirations and matched with individual consultation, different job tasters and demonstration. Teachers and parents' workshops as well as mock interviews were conducted by professionals during the day. Students received an assessment report for their future planning after the event.

4

42,000 students

50 schools

35 corporate partners

Establishing timeless "bridge to hearts"

The Group has been sponsoring Wu Zhi Qiao (Bridge to China) Charitable Foundation since 2011. Through encouraging university student volunteers from Hong Kong and the Mainland China to design and build footbridges and village facilities in remote villages in the Mainland, the Foundation aims to foster better exchange between Hong Kong and the Mainland and improve lives of underprivileged people in remote areas.

Students from Project WeCan schools participated in the past three years. In last summer, 14 teachers and students from two schools went to Xinguang Village in Chongqing, and volunteered in the bridge building and community service project. After a week in the village, student volunteers and villagers became friends and built a "bridge to hearts".

Professor Joseph Sung, Vice Chancellor and President of The Chinese University of Hong Kong, and representatives of Tsinghua University attended the completion ceremony to show their support for this meaningful initiative.

5



5

“活動中我認識到一群大學生，與他們溝通後，我的目標清晰了。我以前比較疏懶，打算完成中六課程後便工作，現在，我覺得人生目標不應該這樣短淺，要有上進心。我希望自己可以超越大學生，並會向廣告設計方面的興趣發展。”

香港航海學校學生
梅景龍

CARING FOR OUR SOCIETY

FROM ENVIRONMENTAL PROTECTION, THE VULNERABLES TO STAFF'S WELL BEING

We care for our community by leveraging our business resources and through active engagement of company volunteers. We also engage our employees, customers, business partners and communities to build a greener environment.

Out to Sea – The Plastic Garbage Project

The Consulate General of Switzerland in Hong Kong, one of the partners of Project *WeCan*, joined hands with the Leisure and Cultural Services Department to hold the “Out to Sea – The Plastic Garbage Project” whereby secondary school students including those from Project *WeCan* underwent a series of activities, including garbage pick-up from the beaches, classification and recycling and joining the “Beach Cleanup and Plastic Garbage Workshop”, in a bid to raise public awareness of environmental protection. **1**

A workshop was conducted by local artists with active participation of students to turn garbage into interesting installation art. The art pieces created are now exhibited in Hong Kong Science Museum until May 2016. **2**

Wharf Estates helps refurbish elderly home

Partnered with The Salvation Army Chuk Yuen Integrated Service Centre, the Wharf Estates Volunteer Team has been providing refurbishment services to over 120 homes of the elderly living in Chuk Yuen Estate in Wong Tai Sin for five years, with much appreciation from the community. Besides refurbishment work, volunteer also showed their care by making home visits to understand the need of the elderly and spreading love. **3 4**



The 3rd “Community Chest Wheelock Swim for Millions”

In “Swim for Millions 2015”, five Wharf subsidiaries including i-CABLE, Marco Polo Hotels, Modern Terminals, Wharf Estates and Wharf China Development sent six corporate relay teams to compete in the race. Marco Polo Hotels was also awarded “The Best Cheering Team” by the organiser. **5**

A number of Project WeCan schools namely Hong Kong Sea School, Fung Kai No1 Secondary School, Caritas Fanling Chan Chun Ha Secondary School and Tsang Pik Shan Secondary School (TPSSS) competed in the school relay race. TPSSS’ cheering team also performed on stage, livening up the whole event. **6**

Following the success in the past two years, the event attracted over 400 participants from the business sector, disciplinary forces, schools and individuals, doubling that of the first year. About HK\$4 million was raised for The Community Chest dedicated to youth related services.

Vertical Run for Charity

The Group supported “SHKP Vertical Run for Charity” for three consecutive years to raise fund for The Community Chest and The Hong Kong Council of Social Service.

“Electric Rabbit”, a corporate team of four with colleagues from Harbour City Estates, Wharf China Development and Gateway Hotel, challenged their physical strength and stamina by racing up 81 levels, with more than 2,100 steps, all the way to the Sky100 of ICC. Alex Ip, one of the players has supported the race for three years. Keep it up! **7**



GROOMING FUTURE STARS

We spare no effort in grooming talents of different backgrounds. In addition to the Wharf Architectural Design Internship, The Wharf Hong Kong Secondary School Art Competition and The Wharf Art Scholarship Scheme, a new *WeCan* Scholarship Scheme has been launched in 2015.

The new *WeCan* Scholarship Scheme aims at providing a financial relief for students who are admitted to local government funded universities. Eligible applicants will be subsidised during the four-year study with a maximum grant of HK\$100,000 in total. In 2015/16 school year, 58 graduates from Project *WeCan* schools were granted the scholarship.

“Entering its fifth year, Project *WeCan* is an open platform which I hope will continue to receive support from different partners, enabling students in achieving small successes over time and even turning ‘impossible’ into ‘possible’.” Peter Woo, Founding Patron of Project *WeCan* said.

Meanwhile The Wharf Hong Kong Secondary School Art Competition announced the winners of the 2014/15 competition, with the champion goes to Chan Wai In from Cheung Chau Government Secondary School, Luk Sik Chi from HKUGA College as the first runner-up, and Chui Lok Yi from Jockey Club Ti-I College the second runner-up.

Clarice Hong and Helena Cheng, champion and first runner-up of the 2013/14 competition were granted full funding under The Wharf Art Scholarship Scheme to pursue art-related bachelor degree at universities of their choice. Hong is now studying architecture at University of Bath in the United Kingdom while Cheng is realising her art dream at Savannah College of Art and Design in Hong Kong.

To foster inspiration and sharing, Hong, Cheng and previous scholarship winners conducted an art-jamming session for Project *WeCan* students who are studying visual arts. During the session, they exchanged ideas and experience, which had seen art talent sparkled among these passionate artists.

We nurture the architecture talents through Architectural Design Internship, with the aim of providing opportunities for outstanding architectural postgraduates in local universities to undertake a one-year internship in international design practices that are at the innovative edge of architectural design, and offer funding to awardees via The Wharf ArchDesign Resource Trust.

The programme was launched in 2011. To date, a total of 16 postgraduates with 10 from The Chinese University of Hong Kong and six from The University of Hong Kong were awarded. They have undertaken the internship in renowned architectural firms around the world from Switzerland, Germany, Italy, France, the United Kingdom to Japan and India. Eight of them completed the internship.

In 2015, four postgraduates of architecture were given the award with two from The Chinese University of Hong Kong and two from The Hong Kong University. These awardees are about to embark on their journey to pursue architectural practice in their dream firms.



1

2

HARBOUR CITY

一個海港，只有一個 **海港城**

www.harbourcity.com.hk

PROPERTY VALUATION GREW BY 3 TIMES
IN 10 YEARS

HK\$170 Billion

Harbour City was valued at HK\$170 billion in 2015, increased by three times compared to its valuation at HK\$ 49,382 million in 2005

RETAIL PROPERTY VALUATION GREW BY 6 TIMES
IN 10 YEARS

HK\$94.6 Billion

Valuation of the mall section was at HK\$ 94.6 billion, compared to HK\$ 15,931 million in 2005

A SIGNIFICANT CONTRIBUTOR TO HK'S RETAIL SALES

HK\$35 Billion

Harbour City's annual retail sales of HK\$ 35 billion was equivalent to 7% of Hong Kong's total retail sales

A HIGH FASHION RETAIL FRONTAGE ON CANTON
ROAD COMPARABLE TO FASHION MECCAS NEW
YORK, PARIS AND TOKYO

530 Meters*

What differentiates Harbour City from the rest is the single ownership of the 530-metre-long high fashion retail frontage on Canton Road in Tsim Sha Tsui which is equivalent to the most prime sections of that of Tokyo, Paris and New York

*520M, Ginza, Tokyo, Japan/ 555M, Avenue Montaigne, Paris, France/ 560M, Fifth Avenue, New York, US

PROBABLY THE BUSIEST MALL IN HONG KONG

80 Million+ footfall

With annual mall visits of 80 millions that is equivalent to Germany's population; hundreds of marketing and promotional events held every year

HK'S LARGEST ALL-WEATHERED SHOPPING,
DINING AND ENTERTAINMENT COMPLEX

8.35 Million sq ft

The gross floor area of the entire Harbour City is as big as the total terminal area of the Hong Kong International Airport

ONE OF MOST PRODUCTIVE MALLS IN THE WORLD

HK\$400/sq ft/month

An average retail rental per square feet per month of HK\$400 was recorded in 2015, 2 times of the next closest competitor in Hong Kong

FIRST CRUISE TERMINAL IN HONG KONG
RECEIVING NUMEROUS CELEBRATED CRUISE
ARRIVALS

210,000+

Average overnight passengers counts via Ocean Terminal was more than 210,000 with an annual international ship calls over 100

Above figures presented per 2014 data

HOME TO INTERNATIONAL BRANDS' DEBUTS AND FLAGSHIPS

Aland · Alexander Wang · American Eagle Outfitters · Aquascutum Junior · ASH · Baby Dior · Balenciaga · Ballin · Bao Bao Issey Miyake · BAPE KIDS · Burberry Children · Christian Louboutin · Donguri Republic · FENDI · Fendi Kids · Giorgio Armani · Gucci Kids · Issey Miyake · Jack Wills · J.LINDEBERG · Leonard Paris · Liquid Gold · Louis Vuitton · Maison Margiela · Miss Blumarine · MM6 · Page One · Paul & Shark · Parfums Givenchy · Philipp Plein · Pleats Please Issey Miyake · Rebecca Minkoff · SHIBUYA109 · Silver Cross · Snidel · Stella McCartney · Superga · Tory Burch · UNIQLO · Versace · Zara Home · Zegna Sport · Alma Portuguese Grill and Bar · AL MOLO · BLT Steak · Café & Meal MUJI · Carolyn Robb The Royal Touch · DALLOYAU · i CREMERiA · LA LOCANDA by Giancarlo Perbellini · Lady M · Jamie's Italian · Sushi Tokami · Wedgwood Tea Bar · Vivienne Westwood Café



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