

HORIZON Plus

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

FALL 2013 ISSUE

INVESTMENT PROPERTIES

**KEEP
GROWTH
INTACT**



BRINGING
ART TO LIVE

PLAZA HOLLYWOOD
**ON TRACK FOR
BUSINESS BOOST**

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Harbour City, Canton Road

FOREWORD

序言

There has been so much going on that it has indeed been a challenge and fun to squeeze them all into this issue of the *HORIZON Plus*.

Renewal and growth have always been the Group's DNA, reflecting the Group's commitment to not only anticipate the different needs of our tenants and customers but to exceed them!

The Group reported encouraging interim results for 2013. Among others, Plaza Hollywood in particular is well on track for greater growth in coming years - with its proximity to major residential projects and popular attractions like the Chi Lin Nunnery, setting it apart from other malls. A high volume of traffic is expected with the opening of the new Shatin-Central line hub in 2018.

The red-carpet rollout for the Chengdu International Finance Square (IFS) is drawing ever closer. The market reaction says it all - with its 248-metre main tower, high-class shopping facilities, serviced apartments and a five-star hotel, the project garnered "The Shopping Mall Potential Star in 2013" award from the Association of Mall China in Beijing and the "2013 The Most Anticipated Shopping Mall" award from the West China Media Group in Chengdu six months before its official opening.

Exciting years are on the cards, too, for the Marco Polo Hotels group

which continues to expand with new properties soon to be opened across China and Asia, with the most anticipated one obviously situated at Chengdu IFS.

It was difficult but we bid farewell to the giant yellow duck which made its home at Harbour City for nearly two months in May and June, and delighted millions of visitors. Shortly after, Harbour City staged a 3-D display of Van Gogh masterpieces with Vincent Williem van Gogh, the third generation of Vincent van Gogh flew to Hong Kong to officiate the opening of this important exhibition.

Amidst all this exciting happenings, the Group never loses sight of its core values and its commitment to foster the betterment of the communities in which we operate. The Group spares no effort in spearheading its flagship school improvement programme, Project *WeCan*. One of Project *WeCan*'s proudest moments, was perhaps a comment from Carrie Lam, the Chief Secretary of the HKSAR and Chairperson of the Commission on Poverty who commended Project *WeCan* as an example of how companies can really support the community. And here we would like to take this opportunity, on behalf of Project *WeCan*, to thank all our volunteers for all the "heart work" that they have kindly given to this extremely meaningful project.

We hope you will enjoy this fun packed autumn edition of *HORIZON Plus*.

今期《HORIZON Plus》要跟大家分享的内容十分丰富。

锐意革新及不断成长一直是集团的「基因」，集团不但致力满足租户及顾客不同的需要，更努力超越他们的期望，做到最好！

集团二〇一三年中期业绩表现理想。当中，荷里活广场的表现尤为出色，由于地理条件，物业可望在未來數年录得更可觀的增長。荷里活廣場毗鄰大型屋苑以及志蓮淨苑等著名旅遊熱點，令它擁有其他商場無可比擬的優勢，而二〇一八年通車的沙中線預計將為商場帶來更多人流。

集团最新旗舰项目成都國際金融中心擁有二百四十八米高的辦公大樓、高級購物商場、服務式住宅以及五星級酒店。距離正式開幕還有六個月，該項目已經獲得北京中購聯頒發「中購聯中國購物中心星秀榜 — 2013 潛力星秀」獎及成都華西傳媒集團頒發「2013 最值得期待購物中心」獎，反映成都國際金融中心的領先地位。

此外，馬哥孛羅酒店正全力推展其業務擴展大計，新項目遍布國內及亞洲地區，當中最受注目的當然是上文提到坐落於成都國際金融中心的酒店。

巨型橡皮鴨在五、六月於海港城展出期間，為數以百萬計的市民及旅客帶來不少歡樂，大家歡送它時亦依依不捨。不過，海港城在藝術方面的呈獻一浪接一浪，橡皮鴨之後，旋即舉辦梵高經典作品展，以三維尖端科技重現梵高名作，並邀得梵高曾侄孫 Vincent Williem van Gogh 蒞臨香港為是次展覽主持開幕儀式。

在不同的項目及業務擴展計劃的同時，集團亦恪守其核心價值及承諾，積極推動社區發展。由集團牽頭的「學校起動」計劃進展理想，其中最感鼓舞的莫過於政務司司長兼扶貧委員會主席林鄭月娥早前於「扶貧及商界參與」論壇致辭時，特別表揚「學校起動」為商界支援社區的典範。我們亦藉此機會感謝各位義工盡心盡力支持此項極具意義的項目。

希望大家喜歡今期《HORIZON Plus》的精彩內容。

INVESTMENT PROPERTIES KEEP GROWTH INTACT

Wharf announced its 2013 interim results on 27th August with a media briefing and an analyst briefing held on the same day.

HIGHLIGHTS

1 Core business Investment Properties including a portfolio of 3.6 million square feet of prime retail malls in Hong Kong remain the dominant contributor to Group core profit:

- IP (Investment Properties) weighting increased to 56% (2012: 54%).
- China DP (Development Properties) weighting increased to 25% (2012: 19%).
- Hong Kong DP weighting declined to 1% (2012: 15%).

2 Steady growth in core profit following a bumper year for DP in 2012:

- IP posted an 9% increase.
- China DP increased by 39%.
- Hong Kong DP contributed HK\$53 million (2012: HK\$836 million) in the absence of project completion.
- Group core profit increased by 5% to HK\$5,683 million.

3 IP continued to track or exceed its long term growth rate. Revenue increased by 10% and operating profit by 12%. Operating margin stood at a high 85%.

- Harbour City's revenue increased by 15% and operating profit by 17%.
- Times Square's revenue increased by 5% and operating profit by 6%, despite a 17% reduction in the mall's capacity due to renovation.
- Plaza Hollywood's revenue increased by 12% and operating profit by 10%.
- China revenue increased by 12% and operating profit by 12%, despite the closure of Shanghai Times Square's retail mall for renovation.

2013 Interim Results Announcement



(From left to right) Kevin Hui, Director & Group Financial Controller; Stephen Ng, Deputy Chairman & Managing Director and Cammy Lee, Assistant General Manager (Investor Relations)

4 IP represents 68% of total business assets.
• Book value as at 30th June 2013 was HK\$245.7 billion.

- Valuation of completed IP appreciated by 5.3% or HK\$11.3 billion. Retail properties in Hong Kong alone appreciated by 8.2% to account for 77% of the revaluation surplus.
- The robust increase in IP revenue and operating profit had already been partly reflected in IP valuations in prior periods.

5 China DP (including attributable shares in joint ventures but not Greentown) comprises a land bank of 125 million square feet.

- Revenue increased by 8% to HK\$8.5 billion.
- New sales increased by 45% to RMB10.9 billion, or 55% of the full year target of RMB20 billion.
- The net order book (net of business tax) as at 30th June 2013 increased to RMB19 billion.

6 Total business assets as at 30th June 2013 had increased by HK\$16 billion in the period (and HK\$49.7 billion in 12 months).

- IP totalled HK\$246.6 billion (with HK\$205.6 billion in Hong Kong and HK\$41 billion in China).
- DP totalled HK\$86.8 billion.
- Logistics and other business assets totalled HK\$26.5 billion.

7 Net debt fell by 4.2% during the period to HK\$53.3 billion (December 2012: HK\$55.6 billion). Net debt to total equity ratio was reduced to 19.6% (December 2012: 21.7%).

8 All five IFs (International Finance Squares) in China are progressing as planned. Chengdu IFs, the Group's next flagship commercial property, will open in a few months:

- The shopping mall (two million square feet of GFA) will be opened in January 2014; now 92% leased.
- The first international Grade A office tower (GFA: 1.4 million square feet) will be opened in early 2014; pre-leasing has just commenced.
- A 230-room five-star international hotel will be opened in mid-2014.

投資物業 保持增長

九龍倉於八月二十七日公布二〇一三年中期業績，並於同日舉行記者會及投資者簡報會，向與會者講述集團的業績表現。

Deutsche Bank Markets Research
Rating: Buy
Company: Wharf
Date: 27 August 2013
Price at 27 Aug 2013 (HKD): 70.40
Price target - 12mth (HKD): 79.80
52-week range (HKD): 70.40
HANG SENG INDEX

Standard Chartered
WHARF CONFIDENT ON RETAIL OUTLOOK
29 August 2013
fH13 results beat where it mattered; rental outlook remains bright

South China Morning Post, 28/8/2013
九倉：翻新時代增收2億
Announcement
九龍倉於八月二十七日公布二〇一三年中期業績，並於同日舉行記者會及投資者簡報會，向與會者講述集團的業績表現。

摘要

1 核心業務投資物業(包括一個位於香港、擁有三百六十萬平方呎的優質商場組合)繼續為集團核心盈利作出主要貢獻。

- 投資物業所佔比重增加至 56%(去年：54%)。
- 中國發展物業所佔比重增加至 25%(去年：19%)。
- 香港發展物業所佔比重下降至 1%(去年：15%)。

2 延續二〇一二年發展物業豐收年，核心盈利穩步增長：

- 投資物業錄得 9% 增長。
- 中國發展物業增加 39%。
- 香港發展物業在缺乏項目落成的情況下錄得港幣五千三百萬元(去年：港幣八億三千六百萬元)的貢獻。
- 集團核心盈利增加 5% 至港幣五十六億八千三百萬元。

3 投資物業繼續緊貼或超越其長期增長率。收入增加 10%，營業盈利增加 12%。

- 營業毛利率高企於 85%。
- 海港城收入增加 15%，營業盈利增加 17%。
- 時代廣場收入增加 5%，營業盈利增加 6%，期內翻新工程令商場樓面面積減少 17%。
- 荷里活廣場收入增加 12%，營業盈利增加 10%。
- 中國收入增加 12%，營業盈利增加 12%，期內大上海時代廣場的商場暫停營業進行翻新工程。

4 投資物業佔總營業資產的 68%。

- 於二〇一三年六月三十日的賬面值為港幣二千四百五十七億元。
- 已落成投資物業升值 5.3% 或港幣一百一十三億元。單計香港商場物業就升值了 8.2%，佔重估盈餘的 77%。
- 投資物業收入及營業盈利的顯著增幅已部分反映於過往投資物業估值中。

5 中國發展物業(包括在合營公司中的應佔份額，但綠城除外)現有一億二千五百萬平方呎的土地儲備。

- 收入增加 8% 至港幣八十五億元。
- 新銷售額增加 45% 至人民幣一百零九億元，是全年目標人民幣二百億元的 55%。
- 截至二〇一三年六月三十日的已預售但尚未確認入賬的銷售額(扣除營業稅)增加至人民幣一百九十億元。

6 於二〇一三年六月三十日，總營業資產較此前六個月增加了港幣一百六十億元，及較此前十二個月增加了港幣四百九十七億元。

- 投資物業總值為港幣二千四百六十六億元(當中港幣二千零五十六億元為香港物業，港幣四百一十億元為中國物業)。
- 發展物業組合總值為港幣八百六十八億元。
- 物流及其它營業資產總值為港幣二百六十五億元。

7 期內負債淨額下降了 4.2% 至港幣五百三十三億元(去年十二月：港幣五百五十六億元)。負債淨額與總權益比率下降至 19.6%(去年十二月：21.7%)。

8 位於中國的五個國際金融中心皆按計劃進度發展。成都國際金融中心是集團於成都的一個旗艦商業項目，即將於數月內揭幕：

- 商場(總樓面面積二百萬平方呎)將於二〇一四年一月開業；已租出 92%。
- 第一幢國際甲級寫字樓(總樓面面積一百四十萬平方呎)將於二〇一四年年初開業；預租剛展開。
- 設有二百三十個客房的國際五星級酒店將於二〇一四年年中開業。

ANNUAL GENERAL MEETING

股東周年大會

The Group's Annual General Meeting ("AGM") was held at the Marco Polo Hong Kong Hotel on 6th June with more than 300 shareholders and 35 media members attending. At the AGM, Peter Woo, the Chairman of the Group, thanked shareholders for their unfailing support for years. He also met the media to talk about the Group's development in China and Hong Kong.

九龍倉集團於六月六日假馬哥孛羅香港酒店舉行股東周年大會，當日有逾三百名股東及三十五位傳媒代表出席。集團主席吳光正於會上感謝股東多年來的鼎力支持，並於會後會見傳媒，談及集團在中、港兩地的業務發展。



阿仔暫專注會德豐 吳光正有諗退休

九倉內地投資累計近千億元

九倉(004)已在內地累計投資近千億元，惟七年前定下內地投資佔比一半的想法仍未達成。主席吳光正對香港資產升值速度太慢，吳光正承認，個人並不熱心於申請免費電視牌照，但強調仍會全力支持。

2012年是吳光正加入九倉第30個年頭，他昨天出席股東周年大會特別向小股東道謝過去工作。吳光正指出，九倉的資產規模，由1982年的100億元增至目前3690億元，期間香港亦經歷風風雨雨。

但談到七年來決定要將集團一半資產投入大陸，但目前仍未做到，現時只有約1000億元的國內資產。[任何事都要腳踏實地，無談論香港資產升值得唔犀利]，他表示，不可能為求速度而短期內在內地再投資1000億元，業務發展是與多方面因素配合。

吳光正表示，九倉現時財政良好，調整未來負債比率可維持在25%左右，不超過28%。副主席吳永輝透露，截至3月底公司負債比率下降至20%，明年到期的債務約180億元，即使債務不續期，明年仍有淨現金20億元。

今年九倉為內地業務定下200億元人民幣的銷售目標，吳光正表示，內地業務發展「唔怕拍子」，以目前的表現而說應該可以達標。

他表示，成都兩金中心項目總額800萬呎，規模與香港兩地相近，目前出租率已達85%，明年1月將開業。吳光正表示，九倉手上有數個投資項目研究中，但難說明年內能否成事，「有時你想做但未必得到，只能盡力而為」。

不熱心申請免費電視牌

政府擬推免費電視牌照，作為其中一間申請者的母公司主席，吳光正對牌照的表現不大熱中。[有線電視牌照係免費的?] 吳光正對於被問到免費牌照出與否，他強調，他的出牌亦會主席吳在銀行事宜。

吳光正昨日出席股東會後心情頗為興奮，伴主動與傳媒交流，談及七年前定下內地投資佔比一半，吳光正表示，個人並不熱心於申請免費電視牌照，但強調仍會全力支持。

吳光正昨日出席股東會後心情頗為興奮，伴主動與傳媒交流，談及七年前定下內地投資佔比一半，吳光正表示，個人並不熱心於申請免費電視牌照，但強調仍會全力支持。

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市值1800億 30年增60倍

九倉(004)市值由30年前的30億元，增至目前的1800億元，增近60倍；資產值亦由當年的100億元，增加至3,690億元。集團主席吳光正，昨日在九倉股東會後談及有關接近問題，他指出已有接近安排的想法，惟尚未向外界公布。

吳光正表示，九倉現時財政良好，調整未來負債比率可維持在25%左右，不超過28%。副主席吳永輝透露，截至3月底公司負債比率下降至20%，明年到期的債務約180億元，即使債務不續期，明年仍有淨現金20億元。

投資者對吳光正安排接班人的關注，是來自6月(5月2日)持有九倉的50%權益的會德豐(003)公告後，委任吳光正兒子吳永輝為該公司董事及副董事長，亦指吳永輝將與吳光正加入九倉董事會。

吳光正指出九倉擁有完善團隊，並且對此感到高興，而對公司發展並不熱心。他指出已有接近安排的想法，惟尚未向外界公布。

內地投資累計千億

在談及九倉業務發展時，吳光正指出今年起下在內地投資200億元人民幣的銷售目標，是難以達到，又指出公司在內地累計投資總額已達約1,000億元。

吳光正表示，九倉現時財政良好，調整未來負債比率可維持在25%左右，不超過28%。副主席吳永輝透露，截至3月底公司負債比率下降至20%，明年到期的債務約180億元，即使債務不續期，明年仍有淨現金20億元。

成報 · 7/6/2013

BRINGING ART TO LIFE

讓藝術融入生活



Picasso once said that art removes the dust of life from our souls. And perhaps that alone would be reason enough for Wharf's long term commitment to bring art to people's everyday lives in Hong Kong.

The group does this in a variety of ways from constantly presenting inspiring art for all to see at the company's flagship malls, to grooming budding local artists and hosting regular art events at their properties.

The group's efforts were highlighted recently by two major events; the display of the RELIEVO™ collection of Van Gogh masterpieces at Harbour City's Gallery by the Harbour in co-operation with the Van Gogh Museum in Amsterdam and the annual "Wharf Hong Kong Secondary School Art Competition".

ENTERING THE WORLD OF VAN GOGH

The Van Gogh exhibition was an astonishing exhibition of three-

dimensional re-creations of the artist's work replicated precisely in size, colour, brightness and texture by experts at Fujifilm and the Van Gogh Museum.

The exhibition which was officiated by Van Gogh's great grandnephew Vincent Williem van Gogh (photo above) and the Van Gogh Museum's Director Axel Rüger, featuring five of the master's best known works: *Sunflowers*, *Wheatfield under Thunderclouds*, *Almond Blossom*, *The Harvest*, and *Boulevard de Clichy*.

One of the unique features of the exhibition was the three-dimensional re-creations of Van Gogh's *The Bedroom* and *The Yellow House* paintings which were displayed in the atrium of the Gateway Arcade allowing visitors to physically "enter" a Van Gogh painting.

BUILDING TOMORROW'S ARTISTS

Wharf has always been keen to encourage youngsters to develop their artistic skills and in keeping with the

company's mission of "Building for Tomorrow", the Group organised the second annual "Wharf Hong Kong Secondary School Art Competition" backed by a panel of art professors and masters.

The competition this year attracted over 2,000 entrants from 280 schools. In addition to seeing their work displayed at roving exhibitions at Harbour City, Times Square and Plaza Hollywood, the top 18 winning and shortlisted students were invited to a four-day arts and cultural exchange tour to Singapore.

A NEW ART SCHOLARSHIP

A feature of this year's competition was the launch of "The Wharf Art Scholarship Scheme" which enables the top 18 and honourable mention winners of the competition to apply for scholarships to pursue their studies in creative art.



畢卡索曾經說過，藝術可以洗滌日常生活給我們的心靈蒙上的塵埃。九龍倉集團深明此理，故一向努力不懈為香港市民帶來豐富多姿的藝術體驗。

集團透過多元化的活動推廣藝術，包括經常在旗下的商場展出啟迪人心的藝術精品、支持新晉藝術家，並定期舉辦不同的藝術活動。

集團在這方面的努力，體現於最近的兩項大型活動，包括由「海港城·美術館」和阿姆斯特丹梵高博物館合辦的「活現 RELIEVO™」系列梵高經典作品展，以及一年一度的「九龍倉全港中學生繪畫比賽」。

走進梵高的藝術世界

「活現 RELIEVO™」系列展覽由梵高曾侄孫 Vincent Williem van Gogh (左頁圖) 及梵高博物館總監 Axel Rüger 主持開幕禮，重現不朽奇才梵高最為人稱頌的五幅經典名作，包括《向日葵》、《雷雨雲下的麥田》、《盛開的杏樹》、《豐收》和《克里希的大道》。展品由富士公司及梵高博物館的專家參照原作精心製作，使用三維尖端科技，將原作的比例、用色、亮度與材質等細節重現觀眾眼前。



展覽其中一大亮點是在港威商場大堂搭建以梵高名作《臥室》及《黃色房子》為主題的三維立體裝置，讓遊人可走進梵高的畫作中，親歷其境。

成就明日藝術家

為鼓勵年輕人發揮藝術才華，並秉承九龍倉「創建明天」的理念，集團舉辦第二屆「九龍倉全港中學生繪畫比賽」，並邀得多位藝術教授及專家擔任評判。

今年的比賽吸引逾二千名來自二百八十間學校的學生參加。十八名得獎及入圍學生的作品已於海港城、時代廣場及荷里活廣場作巡迴展覽，他們更獲邀在暑假期間參加為期四天的新加坡藝術文化交流之旅。

新設藝術獎學金計劃

今年比賽更增設「九龍倉藝術獎學金計劃」。繪畫比賽的首十八名及特別表揚大獎得獎者可向主辦單位申請藝術獎學金，用作修讀藝術課程，以繼續發揮他們的藝術潛能。



“我們的商場能作為平台，讓市民接觸藝術，看漂亮的藝術品，認識藝術家。我認為藝術能陶冶性情，為人帶來正能量和啟發性，長遠能推動香港的藝術發展，意義重大。”

九龍倉集團有限公司執行董事李玉芳
節錄自信報，7/6/2013

“一個為繪畫比賽得獎者而設的四日三夜新加坡之旅，帶給我難忘的回憶，令我們獲益良多，我相信所有得獎者都已經得到不同的啟發，已準備向着各自未知的將來進發。我亦為了將來計劃了大方向，但我亦知道無一個計劃是完美的，所以我會從不同的人身上取長補短，不斷改善。我認為每人也應如此，這個社會也應如此，香港也更應如此。”

賽馬會體藝中學陳厚仁
九龍倉全港中學生繪畫比賽2012-13冠軍

RUBBER DUCK

SPREADS POSITIVE ENERGY

橡皮鴨發放正能量

“It's there, it's huge, it's amazing”, exclaimed the spectators, and yet no one could quite predict the idolatry it would create in Hong Kong when the 16.5-metre-high giant Rubber Duck anchored at Harbour City. This inflatable installation created by Dutch artist, Florentijn Hofman had been travelling all over the world before arriving in Hong Kong.

Looking bright and sprightly, Rubber Duck not only brought a lot of joy to Hong Kong people and visitors alike who flocked to the harbour front rain or shine to take snapshots of the yellow bird in every possible angle, but also evoked fond memories for many people of all ages. It had been a wedding witness and a source of inspiration for some derivative art works around the city. Its popularity helped create unexpected business opportunities for the nearby street vendors who reportedly tripled their profits by selling rubber duck toys and accessories.

The event could not have been such successful without support from our staff of all levels. Among them, Mr Yu, a staff of Harbour City, diligently gave the 24 small Rubber Ducks at Ocean Terminal Forecourt a good bath every day to ensure that they appeared at their best at all times.

「你看，它在這裡！真巨型！好可愛啊！」圍觀人士的驚嘆聲此起彼落，任誰也想不到這16.5米高的巨型橡皮鴨游到海港城時會如此震撼全城！橡皮鴨是由荷蘭藝術家荷夫曼創作的充氣裝置藝術，它到訪香港前已暢遊世界多個地方。

造型活潑趣緻的橡皮鴨不但為香港市民和遊客帶來無限歡樂，亦掀起許多人的美好回憶。人群不分晝夜雨晴蜂擁而至，從多角度為它拍照；而它亦是城中藝術創作的靈感泉源。巨鴨的「人氣」也為附近的商販帶來商機，據聞展覽期間他們售賣橡皮鴨玩具及配飾，收入三級跳。

展覽空前成功，有賴員工上下一心。余先生是海港城員工，在展覽期間每天默默地為放置在海運大廈露天廣場的二十四隻橡皮鴨模型進行清潔，以確保它們以最佳狀態示人。

明報 · 9/6/2013



賞鴨者言



And top left, Complex Pile Control and House Of Treasures Giftland. Photos: Jonathan Wong, Hong Tat

Rubber Duck ends run with memorable send-off

Julie Ho
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Tens of thousands of people packed Tsim Sha Tsui yesterday to say goodbye to the giant inflatable sculpture through photos, but a group of children tried to do so without success. When Lee Hui-lee she believed the ducks done would be the last duck did not allow to be taken home. I showed her why, she said. "I want to see the giant duck again." The boy also grabbed his sister Hui-lee, three, to create the appearance of touching the duck in a photo.

At last night's farewell party outside Harbour City, Holland thanked Hongkongers for their support.

Months, she added to more than 100,000, the most profitable period since she took over the business in the new year.

South China Morning Post, 10/6/2013



星島日報 · 9/6/2013

“每次幫兩名外孫洗澡，都會有一隻黃色小鴨和他們玩，看到巨型橡皮鴨讓我想起兩名外孫小時候的模樣。”

海港城員工余先生默默清潔橡皮鴨模型，被讚揚為無名英雄時謙稱：“我只是做好這份工。”

“I had this duck bathing with me when I was a child. I am very excited!”



HARBOUR CITY

SPENT HK\$1.7 BILLION ON RENOVATION WORKS TO PAMPER CONSUMERS

海港城花十七億打造非凡的購物娛樂空間

Over the past decade, Harbour City has invested over HK\$1.7 billion on at least 17 major renovation projects to enhance the premises to what it is today. It is no wonder that Canton Road, the address of the big retail complex is competing for spotlight with Champs-Élysées in Paris and the Fifth Avenue in New York to become one of the world's most famous shopping destinations.

Leng Yen Thean, Director of Wharf, revealed that the Group is never satisfied when it comes to refining the premise's layouts and "shoppertainment" experiences. Every other week, she holds a panel meeting to discuss in detail with management on enhancement work-in-progress and work to be done.

Amongst all other things, the Ocean Centre project has remained top-of-mind for the longest time. Situated at the heart of the Harbour City architectural complex, the property has gone through a series of enhancement works since its establishment over 30 years ago, including the conversion of the car park into the current arcade at the first floor, the addition of a spacious atrium, the alteration of the open seafront space on the fourth floor, and the list goes on. All this has provided a fresh look for shoppers, not to mention the reconfiguration of Gateway I old office entrance into a new duplex shop fronting Canton Road. All told, the project has taken the overall "shoppertainment" experiences of Harbour City to the next level.

"To every shopper, I strongly recommend a stroll to the fourth floor of Ocean Centre. The harbour view and ambience there will surely take your breath away. You simply can't find such luxury anywhere else in downtown Tsim Sha Tsui," Leng said.

在過去十年，海港城已投入高達十七億港元，進行逾十七個大型改善項目，讓這全港最大型商場坐落的廣東道成為與巴黎香榭麗舍大道及紐約第五大道並駕齊驅的國際著名購物地標。

九龍倉集團董事凌緣庭表示，集團一直堅持不斷提升物業的規劃設計和顧客的娛樂購物體驗，現時她每兩星期便會召開小組會議，與管理層研究各改善項目及進展。

凌小姐對海洋中心的改善工程尤其印象深刻。這幢物業具三十多年歷史，位處海港城的中心，經過多次修葺，例如將一樓停車場改建為零售空間、興建敞大的中庭，以及改善四樓的臨海戶外空間等，效果煥然一新。另外，港威大廈辦公大樓一座的入口亦重新改建為面向廣東道的複式店舖。改善工程將海港城的娛樂購物性提升到一個新水平。

「我強烈推介顧客到海洋中心的四樓走走，在繁囂的尖沙咀享受迷人的海景和舒適的氛圍，海港城只此一家。」凌小姐說。



These enhancement initiatives involve more than just dressing up the premises. It takes an average of 1.5 – 2 years to complete one single project involving modifications to the architectural structure and electromechanical operation. Everything is carried out in a calculated setting, during which merchants manage to do business as usual and shoppers happily go about their routine. Nuisance is minimised while different restrictions are being met. Leng owes the success to teamwork. She is grateful for the contribution of her professional colleagues and the staunch support from merchants who are willing to go through all these changes with Harbour City. "My greatest job satisfaction comes from hearing the applauses and positive feedback from shoppers and merchants upon project completion," Leng said.

The Group is doing and will do everything to better the premises, making them home to shoppers, diners and entertainment seekers who seek chic lifestyles. On the other side of the island, Times Square in Causeway Bay is in full speed renovating the cinema into new retail shops at the ground and lower floors. The new cinema on 12th and 13th floors is also scheduled to open in the second half of this year. All this means an ever-improving business environment for retail merchants and the continued value-creation the Group brings.

這些改善項目並非一般的粉飾性工程，而是往往牽涉結構和機電方面的改動，難度甚高，動輒需時一年半至兩年方能竣工，期間能讓商戶照常營業，並將對顧客造成的滋擾減至最低，凌小姐歸功於集團內多個部門的緊密協調，又感謝一班專業同事的協力，以及眾商戶的鼎力支持並願意悉力配合。「完成項目後，每當聽到顧客的讚美聲和商戶的正面迴響，便是我獲得工作上最大滿足感的時候。」凌小姐說。

集團將繼續悉心優化各物業，為顧客打造時尚生活空間。另一邊廂，位於銅鑼灣的時代廣場亦正進行改善工程。舊戲院的位置將改造成複式零售舖位，而十二和十三樓將改建成新的戲院，預計在今年下旬完成。凡此種種，都是為了向商戶提供完善的營商環境，達到集團不斷創優增值的目標。

PLAZA HOLLYWOOD

ON TRACK FOR BUSINESS BOOST

荷里活廣場不斷升級 迎接未來沙中線轉乘站及起動東九龍優勢

Attracting visitors from Kowloon East and as far afield as Shatin, Ma On Shan, Clearwater Bay and Sai Kung, Plaza Hollywood lies at the heart of a catchment area of two million people, and is ideally positioned by the Tate's Cairn Tunnel entrance to appeal to one million more people in the New Territories and Shenzhen.

The Plaza is also close to a number of popular attractions including the celebrated Wong Tai Sin Temple, the Tang Dynasty-styled Chi Lin Nunnery and the Nan Lian Garden, all this provide a unique point of difference from competing malls. Already the mall is working with the Chi Lin Nunnery in a series of cultural destination promotions that is proving highly popular. As a result, the Plaza is rapidly transforming itself from a successful community mall into a major destination for both locals and visiting tourists.

In 2010, a wide range of popular international fashion and accessories brands was introduced to add even more appeal for its largely middle-class customer base.

This tenant mix refinement has helped Plaza Hollywood to maintain an impressive 99.9% retail occupancy with sales growing by 9% at the end

荷里活廣場佔據地利優勢，吸引東九龍，以至沙田、馬鞍山、清水灣及西貢的居民前來消費。它坐落人口達二百萬的地區的核心地帶，毗鄰大老山隧道，由此更吸引超過一百萬來自新界以至深圳的居民前來消費。

廣場鄰近著名旅遊熱點志蓮淨苑及南蓮園池，為它添上有別於其他商場的獨特色彩，它與志蓮淨苑合辦的文化旅遊推廣活動亦廣受歡迎。廣場正從一個成功的地區商場，快速轉型成為各區市民及遊客也必到的旅遊點。

二〇一〇年，廣場引入更多國際時裝及配飾品牌，新商戶組合對其中產階層的目標顧客群更具吸引力。

優化商戶組合令廣場的出租率穩處99.9%，截至今年六月三十日，商場的銷售額增加9%至十三億港元，即每月每平方呎租金為五百九十一港元。營業額增加12%至二億三千二百萬港元，營業盈利增加10%至一億八千二百萬港元。



of June 2013 to HK\$ 1.3 billion: HK\$591 per square foot per month. Revenue surged by 12% to HK\$ 232 million and operating profit by 10% to HK\$ 182 million.

In 2018, the adjoining Diamond Hill MTR station will become the interchange hub for the new Shatin-Central line which is expected to almost double the present daily traffic of 270,000 passengers.

The Plaza is also enjoying the benefits of the Government's "Energising Kowloon East" initiative which is upgrading the area with more attractive, pedestrian-friendly streets, extensive urban greening and recreational activities which should add further to the appeal of the area.

Many malls would not be able to cope with this continual growth in traffic, but Plaza Hollywood has a highly efficient layout with a lettable floor area of 65% of the gross floor area and parking for nearly 500 vehicles.

With the future looking so bright it is no wonder that the mall is becoming a star in its own right with Hong Kong shoppers eager for exciting and unique shopping and entertainment venues.

當二〇一八年鑽石山港鐵站擴充成未來沙中線的轉乘站後，預計使用該站的乘客量將可由現時的每日約二十七萬激增一倍。

此外，香港政府倡議的「起動九龍東」計劃，藉改善區內行人路連接系統、大規模城市綠化及舉辦康體活動等，提升九龍東的吸引力，此舉可望惠及荷里活廣場。

不少商場都難於應付持續增加的人流，荷里活廣場卻能巧妙利用空間，可出租面積佔總樓面面積達65%，並設有近五百個車位。

面對光明前景，這個商場將更積極吸納喜歡發掘購物及娛樂地標的高流動消費者，令它成為城市中一顆耀眼的明星。



MARCO POLO HOTELS

REDEFINES WESTERN COMFORTS AND HOSPITALITY IN ASIA

馬哥孛羅酒店匯聚中西酒店服務精髓

Marco Polo Hotels, one of the leading hotel brands in Asia, is pressing ahead with its expansion plans with exciting new projects that will bring a breath of fresh air to the burgeoning hotel industry in the Asia Pacific region.

Managed by a team of professional executives with extensive property management experience and strong expertise, Marco Polo Hotels has been steadily adding new members to its family in the last two decades. Scheduled for opening in the first quarter of 2014, the newest member is the 316-room Marco Polo Ortigas in Manila which is located in the heart of the commercial district of Ortigas.

Another remarkable development is Marco Polo's presence in Chengdu International Finance Square, a new flagship project of Wharf that will adorn the cityscape of Chengdu. Superbly located in the city's busiest pedestrian shopping area and prime commercial district, this mega development is destined to become a new landmark in Chengdu and Western China with its ideal mix of a five-star hotel, world class shopping mall, offices, luxury residences and serviced apartments.

At the helm of all these steadfast developments in the region is the Hotel group's president Eric Waldburger, a veteran hotelier who has joined Marco Polo Hotels since mid-2012. With 40 years of solid experience in hotel management, Waldburger endeavours to bring Marco Polo Hotels' hospitality value, which is inspired by Western comfort and Asian hospitality, to gateway cities in Asia Pacific.



"I would like to share what I call the circular red ring philosophy to symbolise our service value. Red is a passionate colour which will light up the circle that is endless, seamless, timeless and continuous. Every touch point which you encounter in all of our hotels will be shaped by the Marco Polo's circular spirit of service."

Eric A. Waldburger
President, Marco Polo Hotels

"我想和大家分享象徵着我們服務價值的理念，我將其稱為紅色圓環。紅色是一種熱情的顏色，它所形成的圓環是無盡、周全、永恆和持續的。我們為客人提供的每一項服務，均體現這圓環服務精神。"

馬哥孛羅酒店集團總裁華貝嘉

亞洲著名酒店品牌之一馬哥孛羅酒店集團，正全力推進其業務擴展計劃，令人期待的新項目將為亞太區蓬勃的酒店業加添活力。

酒店的管理團隊擁有豐富的物業管理經驗和專業知識，讓業務在過去二十年得以穩健發展。酒店最新成員是位於菲律賓馬尼拉奧迪加斯商業區的馬哥孛羅奧迪加斯酒店，該酒店擁有三百一十六間客房，將於明年首季開業。

另一重要發展是馬哥孛羅酒店將進駐九龍倉集團的最新旗艦項目成都國際金融中心。該項目坐落於城中最高興的行人購物區和黃金商業地段，將為成都帶來新的面貌。該大型項目結合五星級酒店、世界級購物商場、寫字樓、豪華住宅和服務式公寓，落成後勢將成為成都以至華西的矚目新地標。

帶領酒店穩步發展的掌舵人是去年年中加入集團並出任總裁的華貝嘉。華氏憑藉其四十年的酒店管理經驗，致力將馬哥孛羅酒店揉合西方酒店舒適布置及亞洲酒店待客殷勤的服務精髓帶到亞太區多個門戶城市。

DIVERSITY IN ACTION

Increasingly, companies find it desirable to have a broad range of expertise and diversity of perspectives represented on their boards to enhance their ability to deal with the changes and complexities in the operating environment, which ultimately benefits their business performance and sustainability. Stakeholders, particularly investors, are also placing greater value on board diversity as a means to improve board effectiveness and the overall corporate governance of the company.

At Wharf, we have been practicing board diversity for a number of years. We recognised long ago that diversity would encourage creativity and innovation in making business decisions that also meet societal and consumer needs. Accordingly, we have brought together an exceptional group of corporate leaders to realise the Group's vision.

Diversity starts with independent thinking. For some time now, 50% or more of the directors on the boards of the listed companies in our Group are Independent Non-Executive Directors. They represent diverse nationalities or career experience with international organisations. They bring with them diverse professional backgrounds, spanning accounting, banking, manufacturing, retailing, trading to civil service, academia, politics and entrepreneurship. They also hold important public service positions in and outside Hong Kong, covering business, art and culture, science and technology, economic and trade development, as well as the environment.

This line-up has provided us with an interesting balance and diversity of skills and experience for the requirements of our business, which not only reflects diversity of age, gender and ethnicity, but also cultural and educational backgrounds, professional development, length of service, knowledge of the company, and a broad range of individual attributes, interests and values.

This diverse representation allows the board and thus the company to become more reflective of its stakeholders, from shareholders to business partners, staff and customers, and to anticipate and respond to their views and concerns which often highlight new opportunities or challenges for the company.

While a company board enjoys a diverse set of competencies and knowledge, it must also channel these differing personalities and perspectives into a progressive and united team that is determined to achieve common corporate goals.

The Wharf Group is proud to have been able to do this and forge its diverse board into a strong, responsive and cohesive unit with one clear goal: "Building for Tomorrow".

We will continue to support board diversity and review its benefits for our business and stakeholders.

CHENGDU IFS

THE RISE OF THE LARGEST LANDMARK IN CHINA WEST

成都國際金融中心 「西部之最」新地標璀璨綻放

The date of raising the curtain on Chengdu International Finance Square ("IFS") is drawing nearer. That is to say, the biggest landmark in the entire Western China will soon make its debut. This property is not only the Group's flagship project in Chengdu but also the first to kick off amongst the series of five IFSs in the Mainland. Headed by the world's top architectural firm, Benoy, the project covers two premium Grade A office towers, a mega shopping mall, a luxurious residential tower and a five-star international hotel.

Chengdu IFS is located in the very heart of the city. Its office tower measures 248 metres in height and will become the premium Grade A office building in Chengdu – and in China West. The mega retail mall is going to be a highlight in Chengdu upon its debut in January 2014. It measures over 210,000 square metres and is comparable to Harbour City, the biggest all-weathered retail complex in Hong Kong. As at 30th June 2013, 92% of retail space was leased.

Upon completion, the office tower and shopping mall of Chengdu IFS will turn a new page for the city of Chengdu, unleashing its huge potential of becoming a truly international finance centre.

成都國際金融中心—成都市中心最大地標即將揭幕。該中心是九龍倉集團在該城市的旗艦項目，亦是內地五項國金中心之中最先開發的項目，涵蓋兩幢超甲級辦公大樓、一座大型商場、一幢高級公寓和一間國際五星級酒店，由國際頂尖的貝諾建築事務所領銜設計。

成都國際金融中心坐落於成都的心臟地帶，快將落成的辦公大樓高達二百四十八米，為該市以至整個中國西部最高的超甲級辦公大樓。國際金融中心項目的另一亮點是將於明年一月開幕的大型購物中心，其面積達二十一萬平方米，與香港最大型全天候商場海港城不遑多讓。截至今年六月三十日，92%商場面積已租出。

成都國際金融中心辦公大樓與商場的落成將為成都展開新的一頁，有助該市發揮潛力，成為真正的世界級金融中心。

- Total GFA 總樓面面積 **610,000 sqm**
- Retail complex 商場 **210,000 sqm**
- 雙子辦公大樓高 **248** -metre twin office towers 米
- Grade A office spaces 超甲級辦公大樓 **278,000 sqm**
- Serviced apartments 服務式公寓 **72,000 sqm**
- A five-star hotel with **230** rooms 設有 **230** 個房間的五星級酒店
- 1,700** car park spaces 車位



“從電梯、層高等硬件設施，到運營、管理等軟件水平，九龍倉集團開發的成都IFS都屬於國際標準水平。”
世邦魏理仕 (CBRE) 華西區董事總經理胡港文

“獻如狄更斯筆下的《雙城記》一樣，香港和成都，海港城和成都國際金融中心，因九龍倉集團而上演着樓市《雙城記》。從拿地開始，CDIFS注定就是一個充滿傳奇色彩的項目。”

成都房產 · 14/6/2013

九倉內地發力建商圈

九倉(004)去年盈利創新高，純利按年增長54.62%至472.63億元；撇除投資物業重估盈餘，基本溢利則為110.4億元，按年增長37%，主要受租金收入及地產發展物業盈利上升帶動。

星島日報 · 24/6/2013



成都商報 · 7/6/2013

“帶着120多年的歷史沉澱，九龍倉集團「海港城」即將移師成都，在蓉城續寫「廣東道傳奇」。只不過，升級版的海港城成為了全新的IFS品牌，以作為九龍倉集團在內地開發高檔城市綜合體的全新產品系。在目前這一系列的五個產品中，成都國際金融中心IFS是首個呈現的旗艦級產品。作為香港頂級的商業地產開發和運營商，九龍倉有足夠的底氣及信心，在國際化的成都開創出全新的IFS模式。”

觀點地產新媒體“成都國際金融中心IFS模式”



SHANGHAI WHEELLOCK SQUARE

上海會德豐國際廣場

X10 Corso Como

Headquartered in Milan, the world-renowned trendy brand 10 Corso Como opened its first flagship store in the Greater China region at the North Wing of Shanghai Wheelock Square on 13th September.



"Shanghai Wheelock Square is adamant in seeking retail tenants that share the same profile and positioning as Wheelock Square and its Fortune 500 tenants. After two years' search, we were attracted by 10 Corso Como, an internationally acclaimed and unique lifestyle brand whose brand image and positioning match perfectly well with Wheelock Square's," said Dave Siu, Assistant Director & General Manager (Shanghai Portfolio), Wharf China Estates Limited.

With presence in Milan, Tokyo and Seoul, the brand has chosen to make its China debut at Shanghai Wheelock Square not only because its founder fully admires this landmark property's excellent location with enchanting historical and cultural ambience, but it is also the property's potential Fortune 500 tenants customer base.

With a floor area of about 2,500 square metres, the 10 Corso Como store is designed by the world celebrated painter, sculptor and conceptual artist Kris Ruhs who will give the brand's new home in Shanghai a unique personality and a superior status second to none. The new store brings in "slow shopping" concept and the best features of its Milan store, enabling the shoppers to experience the pleasure of "living in art and art in living". With the opening of 10 Corso Como store, Shanghai Wheelock Square optimises its retail tenant mix to better serve the working group in the area.

上海會德豐國際廣場在九月十三日迎接全球知名的米蘭潮店 10 Corso Como 在廣場北院裙樓開設其大中華區首家旗艦店。

九龍倉中國置業有限公司助理董事兼總經理(上海業務)邵永官表示:「在商業配套方面,會德豐國際廣場堅持尋求與物業定位及樓內世界五百強租戶匹配的品類。我們經過兩年的努力,終於迎來 10 Corso Como 這家全球著名及個性獨特的生活概念店,它與會德豐國際廣場的定位非常匹配。」

10 Corso Como 在米蘭、東京和首爾均設有分店,它選擇以會德豐國際廣場為登陸大中華區首站,除了因其創辦人對這位置優越、環境富有濃厚歷史文化氣息的地標建築情有獨鍾外,更看重樓內世界五百強租戶的潛在客源。

總面積約二千五百米的新店由世界著名的畫家、雕塑家和概念藝術大師 Kris Ruhs 親自設計,演繹品牌的獨有氣質和超然地位。該品牌亦將「悠閒購物」理念,以及米蘭店最吸引的元素引入新店,讓顧客體驗「生活藝術化,藝術生活化」的樂趣。10 Corso Como 的進駐令會德豐國際廣場更加獨特多姿,滿足商圈內上班族的需求。

A WARM AND COSY NEW HOME WELCOMES YOU BACK

上海時代豪庭翻新後再展風姿



上海時代豪庭全面翻新工程已初步完成,對於舊有住客來說,無疑是一項天大喜訊。該服務式公寓會以媲美五星級酒店的豪華設施和無微不至的服務迎接貴客。

時代豪庭坐落於淮海路的心臟地帶,可俯瞰迷人的城市景致,毗鄰高端購物中心大上海時代廣場,交通配套完善,過去十多年是許多外籍人士視之為家的理想居停。

Nothing pleases the tenants of Shanghai Times Square Apartments more than the news of its renovation completion. The serviced apartments are now ready to welcome tenants back with the most luxurious facilities and services comparable to a five-star hotel.

Conveniently situated at the heart of Huaihai Zhong Road, the Apartments has been proud to be called home for many expatriates and their families for more than a decade. The high-rise property enjoys some of the most stunning city views and an easy access to any part of Shanghai through a well connected public transportation system. An upscale shopping mall Shanghai Times Square also lies at a stone's throw distance.

Reopened in mid-August, every refurbished unit has been tastefully appointed with a contemporary look and feel that promises to please the most discerning taste and befits a warm and cosy residence.

A high service standard is as important as a prime location. To this end, Shanghai Times Square Apartments prides itself for a "Life Partner" programme which trains its staff to take pleasure in helping tenants with their every need. The service staff are available round-the-clock and are pleased to know they play a role in ensuring their tenant friends enjoy their stay and lives in Shanghai.

時代豪庭已於今年八月中旬開放招租,翻新後的單位充滿現代感,能同時滿足追求生活品味或溫暖舒適家居的住客。

卓越的服務與公寓的位置同樣重要。時代豪庭提供「生活伙伴」禮賓服務,一班曾接受專業訓練的服務人員隨時候命提供殷勤周到的服務,令住客有賓至如歸之感。



WHARF ACQUIRES PRIME LANDS IN THREE MAINLAND CITIES

九龍倉於內地三城市購入優質地塊



Wharf continues to expand its assets in China in recent years. The Group owns an attributable land bank of more than 12.3 million square metres spanning 15 cities in the Mainland. Inclusive of associated company Greentown, its attributable land bank comprises 18 million square metres across more than 40 cities.

In mid-September, the Group joined forces with China Merchant Property to acquire an 83,769-square-metre residential site in Tianjin. This site with a GFA of 181,800 square metres is the Group's third project in the city.

In July, the Group acquired a quality residential site of 51,800 square metres at Ningbo's Jiangbei District with a GFA of 103,600 square metres. Including this land parcel, the Group currently has three residential projects in Ningbo City.

In March, the Group acquired a 48,900-square-metre residential site at Zhoupu Town in Shanghai's Pudong District. The development has a GFA of 97,900 square metres. The Group is developing a number of residential projects in Shanghai in addition to two investment properties namely Wheelock Square and Shanghai Times Square.

九龍倉近年積極拓展國內資產，集團現時在中國內地的應佔土地儲備超過一千二百三十萬平方米，分布十五個城市。若包括集團的聯營公司綠城在內，集團的應佔土地儲備達一千八百萬平方米，分布逾四十個城市。

集團於九月中與招商局地產聯合投得位於天津市河東區月牙河側地塊，以發展大型住宅高樓項目。該地塊地盤面積為八萬三千七百六十九平方米，可建樓面積十八萬一千八百平方米。這是集團在天津的第三個項目。

集團於七月份投得位於寧波市江北區地塊以發展住宅項目。該地塊地盤面積為五萬一千八百多平方米，可建樓面面積十萬三千六百多平方米。連同該地塊，集團現時在寧波市擁有三個住宅項目。

集團亦於三月份投得位於上海市浦東區周浦鎮的優質地塊以發展住宅項目。該地塊地盤面積為四萬八千九百多平方米，可建樓面面積九萬七千九百多平方米。現時，集團在上海市除擁有會德豐國際廣場及大上海時代廣場兩項投資物業外，亦正發展多項住宅項目。

AWARDS & RECOGNITIONS

獎項殊榮

Wharf has been supporting The Community Chest for more than a decade. In 2013, it pledged a donation to the Corporate and Employee Contribution Programme again and was awarded "President's Award" (picture 1) and "Distinguished Award" in recognition of its continued support to the Chest's work in local social welfare. Besides, Wharf was named the "Third Top Fund-Raiser" for the Group and its business units' support for the Dress Causal Day 2012 (picture 2).

集團十多年來一直支持公益金的籌款活動。二〇一三年，九龍倉再次捐助公益金的「商業及僱員募捐計劃」，並獲頒「公益榮譽獎」(圖一)及「卓越大獎」，以表揚集團持續支持公益金的本地社福工作。此外，集團與業務分部去年繼續鼎力支持公益金便服日，並獲頒最高籌款機構第三名(圖二)。



WHARF VOTED BEST INVESTOR RELATIONS COMPANY FOR SECOND YEAR IN A ROW

九龍倉再度榮膺最佳投資者關係公司

Wharf has been recognised once again as the "Best Investor Relations Company" in the Conglomerate Sector in Asia for 2013 by the All-Asia Executive Team (buy-side and sell-side) at the prestigious *Institutional Investor* financial magazine. We are also proud that Cammy Lee, Assistant General Manager of Investor Relations, was named the "Best IR Professional" in the same survey.

The survey reflects the opinions of 991 money managers and investment professionals at some 550 buy-side firms and approximately 600 sell-side analysts from over 75 financial institutions across Asia (non-Japanese) in a three-month survey held from January to March this year.

九龍倉連續第二年在由著名金融雜誌《Institutional Investor》舉辦的二〇一三年亞洲區公司管理團隊調查中，榮獲「最佳投資者關係公司」(綜合企業界—賣方及買方)。集團助理總經理(投資關係)李美玲亦榮膺「最佳投資者關係人員」美譽，令人鼓舞。

該雜誌於今年一月至三月期間進行意見調查，訪問了亞洲地區(日本除外)五百五十多間買方公司的九百九十一位基金經理和投資專才；以及約六百位來自逾七十五間金融機構的賣方分析員，並根據他們的意見進行評選。

WHARF T&T

Won "Technology Company of the Year 2013" by Computerworld Hong Kong Awards in recognition of its prominent performance in technology development and excellence in business execution



"High-Flyers Awards 2012 – Fixed Network and Broadband – Telecommunications" by Hong Kong Business magazine



Gold Label in WWF-Hong Kong's Low-carbon Office Operation Programme (LOOP) Labelling Scheme for the third consecutive year



"The Best Fibre Business Broadband Service Provider" in the 13th Capital Outstanding Enterprise Awards

"Jade Award in Web Care Award (2011-2013)" by the Internet Professional Association



GATEWAY APARTMENTS

- Won the "Gold Award in 2012 Hong Kong Awards for Environmental Excellence Sectoral Awards (Hotels and Recreational Clubs)" of Environmental Campaign Committee
- Awarded the "Service Award (Served Apartment)" by Capital Weekly for the second consecutive year
- Received the "Best Served Apartment Award" by Squarefoot.com.hk for the third consecutive year

GROUP COMPANIES

Nine companies were honoured with the "Happiness-at-work 2013" Label co-organised by the Promoting Happiness Index Foundation and the Hong Kong Productivity Council as well as "Manpower Developer 2013-15" by Employees Retraining Board

- Harbour City Estates Limited
- Harbour City Estates Limited (Gateway Apartments)
- Harbour City Management Limited
- Harriman Leasing Limited
- LCX
- Plaza Hollywood
- Times Square
- Wharf China Estates Limited
- Wharf Estates Limited



WHARF ESTATES LIMITED

Received Certificate of Commendation by Education Bureau in commendation of the company's active support for Recognition of Prior Learning campaign



PACIFIC CLUB

Clinched a Certificate of Merit in 2012 HKAEE Sectoral Awards (Hotels & Recreational Clubs) of Environmental Campaign Committee

STAR FERRY

- Received the "Happiness-at-work 2013" Label co-organised by the Promoting Happiness Index Foundation and the Hong Kong Productivity Council
- Clinched "Caring for the Elderly Award 2013" by The Hong Kong Council of Social Service



SHANGHAI WHELOCK SQUARE

- Named "Shanghai Safety Unit 2012" by Shanghai Social Security Comprehensive Management Committee
- Received "Shanghai Terrorism Prevention Emergency Work Advanced Unit" by Counter Terrorism Unit, Shanghai China



CHENGDU IFS

- Awarded "The Shopping Mall Potential Star in 2013" by the Association of Mall China in Beijing
- Named "2013 The Most Anticipated Shopping Mall" by West China Media Group in Chengdu

“POVERTY ALLEVIATION AND THE ROLE OF THE BUSINESS SECTOR” FORUM

「扶貧及商界參與」論壇



Bahinia Foundation Research Centre and the Hong Kong Council of Social Service co-organised the “Poverty Alleviation and the Role of the Business Sector” Forum on 14th June, aiming to discuss the role and positioning of government and business sector in poverty alleviation. Carrie Lam, the Chief Secretary and the Chairman of the Commission on Poverty, specially mentioned the Wharf Group’s Project WeCan programme in the opening speech at the Forum, appreciated the Programme continuity can enhance the effectiveness of poverty alleviation. Agnes Hui, Senior Manager (Corporate Communications) of the Group, explained how the Programme can assist the students to successfully transit from schools to the workplace and adapt to the society, to the forum participants from social welfare and business sectors in the sharing session with the topic of “Youth and Vulnerable Groups Development”.

政務司司長及扶貧委員會主席林鄭月娥在論壇上致開幕辭時特別提及集團的「學校起動」計劃，讚賞計劃的持續性可深化扶貧成效。九龍倉集團高級經理（企業傳訊）許翠鳳亦參與當日的個案分享環節，圍繞「青年及弱勢群體發展」這題目，向參與論壇的商界及社福界人士講解「學校起動」計劃如何支援學生成功由學校過渡至職場，投入工作適應社會。

Many large companies in the past mainly made donations or organised corporate volunteer team to assist the needy, but now evolved into designing and promoting the diversified and sustainable poverty alleviation projects personally..... Another example is the Project WeCan programme of Wharf Group, which provides job shadowing scheme, or so-called mentorship programme to grass-root students and broaden their horizons..... it is not a one-off programme but is designed to run for years, which can enhance the effectiveness of poverty alleviation.

Excerpts from the speech of Carrie Lam, the Chief Secretary of the HKSAR, at the “Poverty Alleviation and the Role of the Business Sector” Forum

不少大型企業已從以往主要以捐款或組織企業義工隊幫助有需要人士，演變至近年「落手落腳」設計和推動多元化而具持續性的扶貧項目……另一個我接觸的例子是九龍倉集團的「學校起動」計劃（Project WeCan），為基層學生提供職場影子，即所謂 *job shadowing* 及師友計劃，透過另類的學習機會，擴闊其視野……這類計劃並非一次性，而是從設計時已經打算持續多年舉辦，深化扶貧成效。

節錄自政務司司長林鄭月娥於「扶貧及商界參與」論壇講辭



Project WeCan EXTENDS COVERAGE TO 14 SCHOOLS

Project WeCan, a pioneer 360° school improvement programme spearheaded by Wharf, has extended its reach to three more secondary schools with Harriman Property Management Limited, i-CABLE Communications Limited and Pacific Club pledged to join the programme as sponsoring companies. Each of them will support a local secondary school with students who have fewer opportunities but great potential by means of staff volunteering and a financial commitment of HK\$2.5 million each year for a total of six years. The three new schools are HHCKLA Buddhist Ching Kok Secondary School, Buddhist Wong Wan Tin College and Hong Kong Sea School. Including them, Project WeCan currently covers 14 schools, benefiting more than 12,000 deserving students in Hong Kong. Welcome on board!



Project WeCan SUMMER ACTIVITIES 「學校起動」計劃暑期活動

WU ZHI QIAO BRIDGE BUILDING PROJECT 無止橋內地建橋計劃

With Wharf’s sponsorship and Wu Zhi Qiao (Bridge to China) Charitable Foundation’s cooperation, 14 Project WeCan students and three staff volunteers joined a bridge building project in Qingling Village, Chongqing in late July, with The University of Hong Kong and Chongqing University as co-organisers.

The bridge was built over Qingling river benefiting 1,000 villagers who previously crossed the river by stepping on stones or boulders scattered across the river bed. In wet seasons, they could not cross the river safely which greatly affected their daily lives. Student volunteers also helped out in the improvement work at a primary school and interacted with the children through sports activities and other games.

“剛到達青靈村的時候，真的恨不得馬上回香港，在這裡沒有乾淨和足夠的用水，不能夠每天洗澡，沒有冷氣……直到後來，我們不斷的去克服，慢慢的去適應。發現這個貧窮的村莊其實很美……我們亦開始享受在這裡的生活，融入這裡的生活作息……這九天，每一天都很有意義，每一天都很充實，每一天都很開心，雖然很辛苦，但是收穫到的遠遠比想像中的多。”

潮州會館中學賴雪瓊同學

“與一眾中學生們的相處與合作，亦令我十分難忘……大家都是朝著單純的目標——「建好這座橋」去努力著，處處體現出互相幫忙的團隊精神……希望公司會繼續支持這些有意義的活動，回饋社會，亦讓各義工們有更多認識自己祖國的機會，有了這次的經歷，我十分鼓勵身邊的同事、朋友們去參與這些十分有意義的義工活動啊！”

時代廣場義工黃敏研





TAIWAN DAYEH UNI TRIP 台灣大葉大學生活體驗營

Pursuing tertiary education in Taiwan has become a popular option for many students in Hong Kong. In July, 90 of the F.5 students from Project WeCan schools joined a one-week programme hosted by Dayeh University to enable students to experience what it is like studying and living in Taiwan.

“經過這次體驗營，讓我拓闊眼界。我不僅在體驗營中結識到朋友，也體驗了大學生活，令我最深刻的是大學的上課時間。大學教授授課時與學生之間很有互動性……上課時每當同學答對老師的提問，便會和同學擊掌鼓勵，使得課堂氣氛輕鬆，又能學到知識。”

天主教普照中學林子斌同學

WHARF YOUNG ECONOMISTS PROGRAMME 九倉青年經濟學人計劃

The programme was organised by the CUHK Business School for about 200 F.5 students taking Economics

to interact with elite students. It also helped them prepare for the DSE Economics exam and created an inter-school platform to share their learning tips and widen their horizons.

Besides the classroom tutorial, the programme included a hunt within the CUHK campus requiring students to apply Economics knowledge and problem solving skills; a lecture by a professor from the Business School on Economics concepts; analysing social and political issues with economic theories together with university students; talk on tips for university admission interviews by Prof. Andrew Yuen Chi-lok, Assistant Dean of Faculty of Business Administration.

STAR TALKS 星級講座

In early July, Dr Fung Shing Kwong, an experienced business leader who was ex-president of CNBC Asia and Managing Director, AC Nielsen, North Asia, was invited to be guest speaker to share his story with about 100 students from Chiu Chow

Association Secondary School and Po Chiu Catholic Secondary School, in hopes of enlightening them about the multitude of career development options. Other guest speakers joining the talks included Daphne Wong, Chief Accountant of Wharf; Johnny Leung, General Manager of The “Star” Ferry; and Yee Kwong Fai, Manager – Centre Technical Services of Times Square.

JOB TASTING PROGRAMME 職場體驗影子計劃

For the second year, we conducted a Job Tasting Programme which allowed Project WeCan students to explore their interests and gain real-life practical experience in different business fields for up to four weeks during the summer holiday. Supported by 15 companies, a total of 103 students from 11 schools joined the programme this year.

A programme briefing for the students was held in early July to prepare them for the workplace prior to the start of their job placement. A closing ceremony has been scheduled for



2nd October 2013 to recognise the students' achievement and for them to share their work experience with all.

CULTURE FILM APPRECIATION 文化電影欣賞

This annual summer event was first launched in 2011 by The Hong Kong Federation of Youth Groups and has been well received by students and the education sector. Through viewing selected films, students can deepen their understanding of the characteristics of the Chinese nation, philosophy, ethics, human and artistic development, and appreciate Chinese history and culture.

This year, the students attended the screening of *The Piano in a Factory* (鋼的琴) and a talk “從電影看中國的倫理與人情” by Dr. Lo Wai-luk, Associate Professor, Academy of Film, School of Communication, HKBU.

《鋼的琴》觀後感

“我很高興能參與這次《鋼的琴》電影觀賞會。這齣電影講述一位貧窮的父親為了得到女兒的撫養權，如何想盡辦法令女兒擁有自己的鋼琴，最後更決定親手為女兒打造一座純鋼的琴。

電影描寫了不同的情感，包括父女、兄弟及夫婦之情。整個故事以描寫父女之情為主，並穿插了不少其他有趣和令人深思的情節。戲中令我最難忘的畫面是父親一開始打造了一座假的鋼琴讓女兒彈奏，女兒不但沒有絲毫的厭棄，反而很珍惜這座假琴。當女兒在父親面前樂在其中地彈奏時，那一個畫面令我十分震撼！震撼的是年紀輕輕的女兒竟能如此懂性，反觀現在的年輕人，到底還有多少個能體會父母在他們背後默默的付出呢？這個問題直至電影結束，也一直縈繞在我的心頭，不曾散去……

還記得，在學校中，我常常聽到這樣的對話：

「我爸爸買了最新款的手提電話給我呢！」

「真的嗎？真令人羨慕，聽說某某同學的父母每月給他很多零用錢……」

當時，我對於能擁有慷慨、富有的父母的同學總是心生羨慕。可是，看了這齣電影後，我忽然覺得即使沒有豐富的物質生活，也絕對不會令父母那種無私的愛「貶值」！

這齣電影的情節幽默、場面感人，我相信不少觀眾都會喜歡！可惜，由於製作團隊沒有充裕的資金，以致電影在缺乏大型的宣傳下，票房收益最終只得幾百萬元。因此，不少觀眾都白白錯失了一齣優秀的電影。

我認為這齣電影美中不足的地方是直接描寫父女相處的畫面並不多，所以可能會令部份觀眾未能完全體會父親對女兒那份無微不至的愛。不過，無論如何，我認為這是一齣值得觀賞的電影。我相信，我們，特別是被稱為「港孩」的新一代年輕人，都可以藉著這齣電影反思與父母之間的關係。”

樂善堂余近卿中學王家明同學



1-3 apX Team Leadership Camp
 4-6 Fine arts and graphic design workshops by SCAD Hong Kong
 7-8 Coach "Kindle Hopes" – Sichuan Mobile Classroom
 9-10 Project *WeCan* students visit "RELIEVO™" collection of Van Gogh masterpieces



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