

HORIZON Plus

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

SPRING 2014 ISSUE

“IT’S TIME”

CHENGDU INTERNATIONAL FINANCE SQUARE,
A NEW LANDMARK IN CHENGDU

TIMES SQUARE

RAISES THE GLAMOUR STAKES



WHARF

Established 1886

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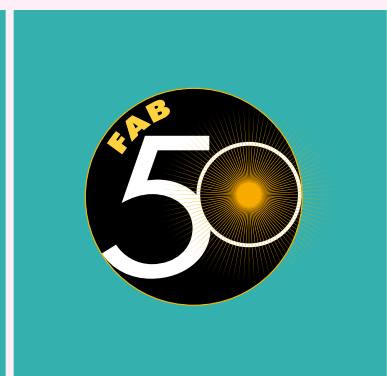
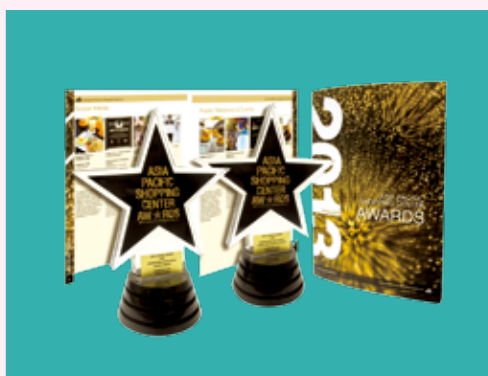
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WHAT A SOLID YEAR!

精彩又一年！

As 2013 is behind us and we gallop off into the Year of the Horse – what looks like another wonderful year for the Group, this issue of HORIZON Plus takes a look at some of our achievements in the past few months and also the many awards we have swept up thanks to all your supports.

2013 has been a year of firsts for the Group, and a year of renewal and revitalisation.

In Chengdu, we are making a big splash with the opening of our huge, brand new city-within-a-city flagship International Finance Square, a shopping, lifestyle and business complex. Check out our cover story of this exciting “It’s Time” launch and learn more about the other officiating icon – the world’s largest giant panda artpiece with its making for a meaningful cause.

Back in Hong Kong, we have seen the completion of a glittering new renovation of Times Square, with some innovative ideas in shopping and entertainment.

Among our many new projects, we are thrilled with our acquisition of the Murray Building in Central. This iconic property with its distinctive appearance and award-winning design will be turned into what promises to be an exceptional unique hotel latest by the end of 2018.

We have gone further by working hand in hand with our tenants in an exciting venture to create a vibrant new sense of artistic

inspiration in Wheelock Square in Shanghai. We have also acquired new land plots in both Foshan and Hangzhou.

As a pioneer of local TV broadcasting, we are excited to have been awarded a licence for our free-to-air Fantastic TV as we celebrated the 20th anniversary of CABLE TV operation.

Many of our achievements in 2013 were so impressive that they have been recognised with a number of prestigious awards. Among the most notable perhaps, are the *Forbes* FAB50 award and the Best Managed Company recognition by the investment community through a *Euromoney* survey. We will continue our efforts to create a win-win business for our customers and shareholders.

But perhaps the achievements that touch our hearts most are the volunteer efforts that so many of our colleagues have been involved to help the community which we love.

Among those efforts, we are particularly proud of Project WeCan with the launch of phase two of the Project. This is now the largest educational support programme for less advantaged youths ever undertaken by a private corporation in Hong Kong and has already inspired over 25,000 young people. Find out more about this project and other community work supported by the Group in this issue. We hope you enjoy this issue and may we wish you all a wonderful and fruitful Year of the Horse.



在過去一年，集團經歷了許多第一次及革新，隨著二〇一三年成為歷史並踏入馬年，集團開展精彩一年。今期《HORIZON Plus》會與大家分享公司於過去數月所取得的成果及獎譽，亦藉此感謝大家的鼎力支持。

在成都，集團旗下集購物、生活及商業設施於一身的大型城中城旗艦項目成都國際金融中心隆重開幕，在當地引起了極大迴響。請閱讀封面故事，了解這個以「是時候了」為主題的開幕活動，以及全球最大熊貓藝術裝置之慈善藝術展的開幕儀式。

在香港，時代廣場的翻新工程已經完成，加入了創新的購物和娛樂元素，為顧客帶來更精彩的體驗。

在集團的新項目中，最令我們振奮的是早前購入了中環的美利大廈。這幢標誌性建築物擁有獨樹一幟的外形和屢獲殊榮的設計，將最遲於二〇一八年年底前改裝為別具特色的高級酒店。

在上海，會德豐國際廣場與租戶合作，打造充滿藝術氣息的工作環境；另外集團亦於佛山及杭州購入新地塊。

作為本地電視廣播行業的先行者，我們很高興「奇妙電視」獲發免費電視牌照，對同月慶祝開台二十周年的有線電視來說，有如錦上添花。

我們在二〇一三年迭創驕人成就，屢獲殊榮，當中最令我們自豪的是集團榮獲《福布斯》頒發「亞太最佳上市公司五十強」及《Euromoney》頒發的「Best Managed Company」。有關詳情將在今期雜誌中披露。我們必定繼續努力，為顧客和股東創造三贏。

然而最令我們感動的成就，莫過於許多同事積極投入義務工作，發揚愛心，服務社會。

在眾多社會項目中，最令我們自豪的是現已推出第二階段的「學校起動」計劃。這是香港現時由商界主辦，以基層學生為對象的最大型教育支援計劃，並已為二萬五千名年輕人帶來啟迪。請閱讀我們今期為您準備的故事，了解更多這個計劃及集團其他支持社區的工作。希望您喜歡這期《HORIZON Plus》，並祝大家馬年順景，身體健康！

“IT’S TIME” CDIFS A NEW LANDMARK IN CHENGDU

成都新地標「是時候了」—— 成都國際金融中心

Wharf announced the official opening of the integrated commercial real estate flagship, Chengdu International Finance Square (Chengdu IFS) on 14th January 2014, officiated by senior management of the Group, business partners and celebrities. The launch featured the world’s largest giant panda artpiece and the opening of nearly 300 the world’s most coveted brands such as Louis Vuitton, Chanel, Prada, Dior & Dior Homme, Bvlgari, Tiffany & Co, Van Cleef & Arpels, etc. This also marks the debut of about 90 famous brands including Chanel, Giorgio Armani, Christian Louboutin, Balenciaga, Valentino, Tom Ford, Roger Vivier, Paul Smith, Van Cleef & Arpels, Boucheron which are opening their very first stores in Chengdu or even the whole mid-western China. Lane Crawford is also opening its brand new store in Chengdu IFS. On the lifestyle front, there will be the UA IMAX movie theatre, Great supermarket, Page One book store, and an ice skating rink. All these made Chengdu IFS a “city-within-a-city” for shoppers.

In line with the Group’s corporate social responsibility philosophy, Chengdu IFS launched an art and charity crossover exhibition named “I Am Here” collaborating with renowned artist Lawrence Argent prior to the grand opening. The exhibition aims to raise public awareness of panda protection. A 15-metre tall first-ever outdoor giant panda artpiece was built, lovely clinging to the exterior of Chengdu IFS which draws much attention from the public.

九龍倉旗下於成都的旗艦綜合地產項目成都國際金融中心(成都IFS)於一月十四日正式開幕。集團高層、多位商業伙伴及城中名人出席開幕儀式，並同時為全球最大的熊貓藝術裝置及約三百家國際著名品牌揭開序幕，包括Louis Vuitton、Chanel、Prada、Dior & Dior Homme、Bvlgari、Tiffany & Co、Van Cleef & Arpels等；另包括Chanel、Giorgio Armani、Christian Louboutin、Balenciaga、Valentino、Tom Ford、Roger Vivier、Paul Smith、Van Cleef & Arpels、Boucheron等近九十家知名品牌更是首次進駐成都乃至中西部地區；連卡佛和娛樂生活時尚店舖如UA(IMAX)影院、Great超市、Page One精品書店及真雪溜冰場等亦開設全新門店，令成都IFS成為多姿多彩的「城中城」。

秉承集團積極履行社會責任的理念，成都IFS在開業之前，也與著名藝術家Lawrence Argent攜手舉辦名為「I Am Here」的慈善藝術展，製作高十五米的首個大型戶外大熊貓藝術裝置，旨在引起社會關注保護大熊貓。大熊貓憨態可掬地攀爬在大樓外牆，成為城中熱話。



“MAKING” FOR A CAUSE

“I AM HERE” THE GIANT PANDA ART & CHARITY PROJECT

Chengdu IFS collaborated with renowned artist Lawrence Argent to build the world's biggest outdoor giant panda art piece to raise public awareness of panda protection. The 15-metre tall and weighted 13-tonne panda took more than 270 days for production and required four cranes to hang it onto the exterior of Chengdu IFS.

Chengdu IFS also invited 20 renowned celebrities and trendsetters including Maggie Cheung, Yue Minjun, Yohji Yamamoto, Paul Smith, Pharrell Williams, Alber Elbaz, Sarah Andelman (Colette), Huang Xiaoming, Zhou Xun, Show Lo, Aaron Kwok, Zheng Jie, Carina Lau and NIGO, to design their unique panda sculptures to be publicly auctioned at Chengdu IFS with the proceeds to be donated to Giant Panda Rescue and Disease Control & Prevention Centre in Dujiangyan.

「I Am Here」慈善藝術展

為引起社會關注保護大熊貓，成都IFS與國際知名藝術家Lawrence Argent攜手製作史上最大，身高十五米，重達十三噸的大型戶外熊貓藝術裝置，過程歷時超過二百七十天，共用四台重型吊機將熊貓放置在大樓外牆上。

成都IFS更邀得包括張曼玉、嶽敏君、山本耀司、Paul Smith、Pharrell Williams、Alber Elbaz、Sarah Andelman(Colette)、黃曉明、周迅、羅志祥、郭富城、鄭潔、劉嘉玲及NIGO等二十位知名巨星及潮流領袖共襄盛舉，由他們各自設計獨一無二的熊貓雕塑，並將在成都IFS舉行公開慈善拍賣，籌得的全部善款將用作支援中國保護大熊貓研究中心即將成立的都江堰大熊貓救護與疾病防控中心。

NBC News, 1/2014



明報 · 14/1/2014



ASSEMBLING



15-METRE TALL



13 TONNES



WORLD'S LARGEST PANDA ART PIECE

GIANT PANDA RESCUE AND DISEASE CONTROL & PREVENTION CENTRE IN DUJIANGYAN

Giant Panda Rescue and Disease Control & Prevention Centre, locating at Qingcheng Mountain in Dujiangyan, is the biggest giant panda centre in China with the total construction area in about 12,542 square metres. It is a nonprofit scientific base for rescue and care, disease prevention and control, and also quarantine and transfer. It provides good treatment and living space for wild giant pandas, and also provides special rehabilitation for aged giant pandas. All these greatly improved the giant panda animal welfare.

關於都江堰大熊貓救護與疾病防控中心

都江堰大熊貓救護與疾病防控中心位於都江堰市青城山鎮，是中國最大的大熊貓救護與疾控中心。該中心總建築面積約一萬二千五百四十二平方米，是一個非牟利的科研基地，主要推行大熊貓救護、疾病防控研究及轉移大熊貓的隔離檢疫工作。除了能為野生大熊貓提供良好的治療和生活空間，還為老齡大熊貓提供療養，保障大熊貓的動物福利。

TIMES SQUARE RAISES THE GLAMOUR STAKES

More excitement, more space, more glamour, more dining treats and more entertainment, that is the formula behind the recently completed makeover of Times Square, the Group's iconic shopping haven in Causeway Bay.

With the ever intensifying competition among Hong Kong's shopping venues, and both local and overseas shoppers demanding ever-higher levels of service, sophistication and entertainment, the Group has responded with a bold revamp that pushes the bar to new heights.

BIGGER AND BETTER MULTI-SCREEN ENTERTAINMENT

Along with a new name, CINE TIMES, the revamped movie complex doubles in size to 40,000 square feet across the 12th to 14th floors. It offers five theatres with a total of 900 seats and has become the largest cinema complex on the Hong Kong Island. All the theatres are equipped with top-notch audio/visual systems and luxurious leather seats, while two of them offer Dolby Atmos revolutionary sound system.

ACCESS OF GLAMOUR BRANDS

With the better space utilisation resulting from the renovation, a number of the luxurious brands including Chanel, De Beers,

Dior Homme, Fendi, Louis Vuitton and Tiffany have opened their shops. Coupled with Lane Crawford's expansion works, all these enrich shopping experiences of our visitors.

SATISFYING THE FOOD LOVERS

Times Square has always been known for its wide selection of high-quality dining options and this will continue with the opening of the first tea shop of renowned Ladurée Café in last December, and more new restaurants introduced after the re-engineering at Food Forum from 10th to 13th floors, providing even more extensive culinary experiences to food lovers.

NO WAITING

Enabling our shoppers to reach different floors efficiently is one of the major tasks of this project. Food Forum elevators have been transformed into bigger and faster rides for the customers from ground floor to Food Forum and CINE TIMES levels. Two elevators were further re-configured to link car park levels all the way up to 10th floor, enabling driving customers' direct access to the Food Forum. To further ease traffic on Russell Street, the egress of the carpark has been re-located to Canal Road.



• 豪花五億重置戲院 •



十三樓重置CINEMA TIMES，共耗五億重置戲院，其中兩層由太古社負責管理系統。

時代廣場 堅持 香港化

商場引入新派韓國料理的Cheal Food，每天營業至凌晨。



時代廣場原有的UA戲院已改作大型名牌商店，重新裝修後的戲院近日在十三樓重開，負責翻新商場任務的九倉執行董事凌煒意透露，今次重置戲院，差不多要將十二及十三樓間隔拆掉重建，令成本提高好多，總支出達五億元。有人認為乾脆改為食肆商舖，成本效益可能更佳，不過她力撐重置保留戲院，維持商場的完整性。

在她眼中，時代廣場已開幕二十年，漸漸成為港人生活一部分，廣

場大電視，除夕夜數都成為港人的集體回憶，最新的電視廣告口號「個時代是你約」，明顯針對香港人。凌煒意說，現時自由行香港約佔三、四成，但好多不是只買名牌、金器，而是喜愛有香港特色、口味的店舖，所以時代廣場堅持香港化，其實對本港及內地客都有吸引力。商場大翻新後，加上商場市道趨旺，每年租金收入增加約兩億元，看來五億投資很快回本。

撰文：劉麗華
攝影：劉麗華



凌煒意說，時代廣場近年安裝了可升降機層的「與天梯」，令顧客更方便。

東周刊，11/12/2013

老實講 唔老套
古語新演繹
有得買 就開心
男人呢啲 你要知
女人點都要靚
齋Talk? 都入到屋
6 唔好聽信那些花言巧語...
Guinness 廣告...
AM730, 2/1/2014

INNOVATIVE ADVERTISING

The "New" Times Square TV commercial was launched in last December, featuring new elements of the Mall through a series of six 15-second commercial clips.

Andy Wong, Assistant Dean of The Chinese University of Hong Kong is the Creative Director who believes "heart-felt feelings are best to be expressed verbally". However, recent trends in Hong Kong TV commercials have been overly image-focused, leaving textual and verbal expressions unattended to. To reverse the trend, this series of commercial clips aim to build a personal connection with the audience through depicting the "voices" of the Hong Kong people in catchy Cantonese expressions and phrases.

All these perfecting initiatives mean an even better Times Square, bringing a new era of high-quality shopping experiences to all visitors.

THIS IS YOUR TIME
時代是你的



A 5-STAR INVESTMENT

THE GROUP ACQUIRES THE MURRAY BUILDING

五星級投資

集團成功投得美利大廈

Harbour Centre Development Limited, a subsidiary of The Group has acquired the 27-storey Murray Building and the land parcel in Cotton Tree Drive in Central for HK\$4.4 billion in the first step to turning the iconic property into a unique hotel.

The site commands a total site area of 68,136 square feet, the gross floor area for the hotel itself and other ancillary facilities such as retail shops, restaurants, pubs, entertainment and conference venues will be about 325,073 square feet.

Murray Building guards the intersection of traffic arteries in Central that run east-west and north-south, commands open green views over Hong Kong Park and to Victoria Peak on several sides and is well connected to other buildings in the neighbourhood, as well as to the Mass Transit Railway. With its magnificent location and wide sweeping views, the prospects for the new hotel already look extremely good.

集團旗下附屬公司海港企業有限公司早前以港幣四十四億元投得位於中環紅棉路的美利大廈及該地塊，計劃把這幢樓高二十七層的標誌性建築物改建成一間獨特的酒店。

美利大廈的地盤總面積為六萬八千一百三十六平方呎，酒店及附屬設施的總樓面面積將約三十二萬五千零七十三平方呎，當中包括零售商店、餐廳、酒吧、娛樂設施及會議場地等。

美利大廈位置優越、景觀開揚，具有改建為新酒店的極佳條件。它位處中環貫通東西南北的交通要道交界，盡享香港公園和山頂的開揚翠綠景觀，並有通道連接附近大廈及港鐵。



The Murray Building is a unique property with 50 years of history as the home of a number of key Government departments. It is also one of eight key historical buildings which have been earmarked in the Government's "Conserving Central" programme.

The much treasured building only became available when the Government starting to consolidate their widespread offices into their new Government Headquarters. It is an extremely rare property offering and probably the last site of its kind that will be available in the Central area for a hotel.

The building was first completed in 1969 and it features an intricate design with the windows all angled in such a way as to avoid excessive sunlight. The building's distinctive appearance will be preserved in the new hotel.

The design not only makes the interiors more comfortable, but helps cut down on energy use and operational costs. This was recognised when the building was awarded a Certificate of Merit in the Energy Efficient Building Awards in 1994.

Access to the building is remarkably efficient with key roads on all sides and an arched entrance-way already carefully designed into the steep hillside of Cotton Tree Drive for easy access. The location next to the Lower Peak Tram Entrance adds extra appeal for both guests and visitors.

With the Group's experience in running high-quality hotels through its much respected Marco Polo Hotels, the Group's hospitality portfolio will soon add another glittering venue to Hong Kong's legendary list of hotels.

美利大廈擁有五十年的歷史，曾經是多個重要政府部門的辦公室，並且是政府「保育中環」計劃所涵蓋的八幢主要歷史建築之一。

政府把分散各處的辦公室遷入新政府總部，並騰空這幢具歷史價值的建築物，令它成為一項極為罕有的可發展物業，它更可能是中區最後一幅作大型酒店用途的黃金地塊。

美利大廈於一九六九年落成，大廈的窗口方位經過精心設計，可避免陽光過度入射，新酒店將保留大廈的獨特外觀。

這種設計不僅讓室內環境更加舒適，更可減少能源消耗及營運成本，大廈因此於一九九四年榮獲「建築物能源效益獎」的優異獎。

大廈四周有主要幹道圍繞，交通便捷，並有一條拱形行車通道直達陡峭的紅棉路。大廈鄰近山頂纜車站，對酒店賓客及遊客尤具吸引力。

憑藉九倉旗下馬哥孛羅酒店集團經營高級酒店的豐富經驗，該項目將為集團酒店業務組合添一新力軍。

LET'S CELEBRATE

The splendid Christmas decorations and new year countdown events of the Group's malls are always the talk of the town. "Mickey's Magical Balloon" Christmas display at Harbour City, the "Candy Crush" new year countdown setting at Times Square and "DreamWorks Experience" Christmas and new year display at Plaza Hollywood, all these attracted fans and crowds to celebrate the festivals joyfully together. Shortly after all these, the malls could not wait but have redressed in time for the Chinese New Year. Happy new year of the Horse!







CABLE TV SAVOURS 20 YEARS OF “ON AIR”

有線電視二十周年誌慶



CABLE TV celebrated its 20th anniversary of operations with a grand 100-table banquet at the Kowloonbay International Trade & Exhibition Centre on 31st October 2013.

The anniversary coincided with the Government's in-principle approval on 15th October to grant the Group's affiliate "Fantastic Television Limited" a licence to provide a territory-wide free TV service. It is expected that this development will open up the local TV market substantially, provide even more choice to the public and help boost Hong Kong's creativity and competitiveness by encouraging the development of new talent and programming throughout the broadcasting industry.

去年十月三十一日，有線電視在九龍灣國際展貿中心筵開百席，慶祝開台二十周年。

在舉行誌慶活動之前，特區政府於十月十五日原則上批准向集團聯營公司「奇妙電視有限公司」發出免費電視服務牌照。這項發展將開放本港電視市場，為市民帶來更多選擇，同時鼓勵廣播業培育人才和製作更高質素的節目，有助提升香港人的創意和競爭力。

Speaking at the banquet, Peter Woo, Chairman of the Wharf Group personally thanked all those who successfully launched CABLE TV 20 years ago and pioneered a new era of TV communications for Hong Kong people. He encouraged everyone to continue this pioneering tradition by embracing the new free TV service and leading the way into the next era of television.

Stephen Ng, Chairman and CEO of i-CABLE Communications Limited, thanked Mr Woo and all his colleagues for helping to make CABLE TV the leading pay TV station in Hong Kong for the past 20 years. He invited everyone to join together in making the new free TV service equally successful.

“Fantastic TV” submitted its application for a domestic, free TV programme service licence in early 2010. The company is now looking forward to commencing service as soon as possible within 2014 and plans to invest over HK\$1 billion in the first six years of operation, most of which will be on programming.

九龍倉集團主席吳光正在致辭時，衷心感謝二十年前協助有線電視開台的同事，為香港市民開創電視廣播先河。他鼓勵同事們秉承勇於創新的優良傳統，全情投入新免費電視服務的工作，引領本港電視業邁向新紀元。

有線寬頻通訊有限公司主席兼行政總裁吳天海感謝吳主席及全體同事，使有線電視開台二十年來一直穩居收費電視業的領先地位。他期望員工上下一心，為新免費電視服務締造同樣輝煌的成績。

早於二〇一〇年初，「奇妙電視」提交營辦本地免費電視服務牌照的申請。公司現正準備於二〇一四年儘快開展服務，並計劃於開台後首六年投資逾港幣十億元，其中大部分用於節目製作。



THE GATEWAY APARTMENTS RAISE THE BAR FOR CONTEMPORARY LIVING

港威豪庭 — 時尚生活譜新章

Since they first opened in 1999, The Gateway Apartments have been among the most sought-after residences for executives, professionals and families. With 499 units ranging from studios and one-to-three-bedroom apartments to more than 2,900 square feet penthouse units, all with stunning views over the harbour, there are few desirable locations anywhere in the Tsim Sha Tsui area.



Following the refurbishment of the first batch of 50 studio units and 1-bedroom apartments in a massive upgrade programme in 2013, The Gateway Apartments have raised the bar in contemporary living even higher.

DETAILS MAKE THE DIFFERENCE

The secret of the Apartments' appeal lies in the details. The newly-redesigned studios offer a clear, uncluttered space and come fully-equipped with kitchenettes featuring state-of-the-art cooktops, microwave ovens, refrigerators, top-of-the-line electrical appliances and washer/dryers.

The new apartments have all been decorated in a contemporary style with wooden flooring and a bright, luxurious ambiance that delivers an aesthetically pleasing living space that is both stylish and comfortable.

Residents can also enjoy access to the adjoining Pacific Club with a fully-equipped gymnasium, heated swimming pool and kid's pool, and indoor/outdoor tennis courts, all open daily. The Club has just opened a new Italian restaurant and children's playroom.

COMFORT AND EASE

"We aim to create a contemporary living environment that is both practical and convenient and offers residents a sense of luxurious comfort that makes living here a genuine pleasure," says General Manager Rene Holenweger.

"The new units have been extremely well received by the market and we are confident we can achieve a 25% rental increment as we move ahead."

港威豪庭自一九九九年落成以來，一直是深受行政人員、單身專業人士和家庭歡迎的尊貴居停。該項目共提供四百九十九個住宅單位，包括開放式單位、一至三房單位，以至二千九百多平方呎的頂層特色單位，全部單位均可飽覽維港景緻，尖沙咀區內難有同類項目可以比擬。

港威豪庭於去年進行大型翻新工程，首五十個開放式單位及一房單位已完成裝修，開創時尚生活的更高境界。

點滴心思見不凡

港威豪庭深受歡迎，秘訣在於不忽略任何細節，處處盡顯心思。重新設計的開放式單位提供清新整潔的空間，而且廚房設備齊全，包括最先進的爐具、微波爐、冰箱、頂級電器、洗衣／乾衣機等。

經翻新的單位採用充滿現代氣息的裝修設計，木地板及亮麗豪華的氣氛，營造出美觀怡人的生活空間，既時尚又舒適。

此外，住客還可享用毗鄰太平洋會的設施，包括設備齊全的健身房、暖水泳池、兒童泳池，以及室內／戶外網球場，所有設施天天開放。會所內還有一家剛開張的意大利餐廳和最近啟用的兒童遊戲室。

舒適便利好家園

港威豪庭總經理賀偉利說：「我們的目標是營造一個既實用又方便的現代生活環境，揉合尊貴格調與舒適感受，居於其中誠為賞心樂事。」

「鑑於新裝修的單位備受歡迎，我們有信心租金可提升25%。」

WHEELOCK SQUARE CREATES A NEW ARTISTIC ENERGY

會德豐國際廣場處處透出藝術氣息



As the most exciting building in the Puxi district of Shanghai on trendy Nanjing Road, Wheelock Square has been forging a new sense of artistic energy with tenants by introducing elegant art pieces throughout the property.

Edwin Liu, Deputy General Manager (Centre Management) of the Square explained the idea by saying that “We wanted to create a joyful spirit of commerce and artistry for everyone in the building throughout the day.”

Many tenants have embraced the idea and have been creating their own office environments in line with the company’s spirit.

VIBRANT THINKING

Trendy International Group came to the Square in January 2013 and has around 40 staff from all over the world working there.

The company creates an open space design for their office with vibrant colours, a photo wall of staff photography and an open-style, staff restaurant positioned right in the centre of the office.

ENVIRONMENTAL ABUNDANCE

NBBJ, a leading architectural company has taken advantage of Wheelock’s environmentally friendly architectural design with facilities such as water-saving taps and T5 energy-saving fluorescent lights. They also created a unique open-office design that offers staff mobile seating which they can adapt as their project progresses to form temporary work groups for improved communications.

PRISTINE DESIGN PALETTE

The Gold Typhoon talent agency under Italy’s PGM Group is situated on the 46th floor and uses a totally white design palette to provide a perfect backdrop for the many famous models and stars from around the world who pass through the office.

Each company embraces its own design philosophy, but all are enjoying the vibrant spirit of joyful artistry that Wheelock Square encourages.

會德豐國際廣場座落上海浦西區時尚的南京路，大廈內到處可見不同風格的藝術精品，為租戶營造充滿文化藝術氣息的辦公環境。

會德豐國際廣場副總經理（廣場管理）廖偉超表示：「我們希望打造富有藝術氣息的辦公環境，讓大樓內每個人整天都能感到輕鬆愉快。」

許多租戶均贊同這個理念，並根據會德豐的「樂活主義」精神，設計他們的辦公環境。

樂活思維

赫基國際集團於去年初進駐會德豐國際廣場，現有約四十名來自世界各地的員工在此辦公。

該集團的辦公室採用開放式空間佈局及活潑鮮艷的色調，設有一道貼滿員工攝影作品的創意照片牆，並在辦公室中央設有一個開放式員工餐廳。

環保先鋒

NBBJ是全球首屈一指的建築設計公司，其辦公室採用會德豐提供的完善環保設施，充分利用大樓配置的節水水龍頭及T5節能光管等。此外，辦公室採用開放式設計，員工可以根據不同項目的進度，移動自己的座位，組成臨時工作小組，提升溝通效率。

簡約設計

意大利PGM集團旗下Gold Typhoon的辦公室設於會德豐國際廣場四十六樓。辦公室採用全白色調，映襯來自世界各地的名模及明星。

每個租戶各有不同的設計理念，但均享有會德豐國際廣場悉心營造的樂活氣氛和藝術氣息。

WHARF ACQUIRED 7 PRIME LANDS

IN CHINA IN 2013

九龍倉去年在國內購入七幅優質地塊



Wharf continues to expand its assets in China in recent years, owning an attributable land bank of 12 million square metres in the Mainland. Inclusive of associated company Greentown, its attributable land bank comprises 18 million square metres. The Group acquired land parcels in Foshan, Hangzhou, Ningbo, Shanghai and Tianjin in 2013.

In the fourth quarter of 2013, the Wharf Group joined forces with China Merchants Property (CMP) to acquire a number of sites including a 99,317-square-metre residential site in Foshan's Luocun District with a GFA of 297,951 square metres, a commercial and residential site of 59,363 square metres in Chanxi of Foshan City which commands a GFA of over 148,400 square metres, and another piece in Hangzhou's Gongshu District of about 40,000 square metres for residential use.

In mid-December, the Group also acquired a residential site of 70,200 square metres at Hangzhou's Xiaoshan District with Greentown. The development has a GFA of 189,600 square metres.

集團近年積極拓展國內資產，現時在中國的**集**土地儲備約一千二百萬平方米，若連同集團在綠城中國的權益，總土地儲備約一千八百萬平方米。二〇一三年，集團於佛山、杭州、寧波、上海及天津購入地塊。

在二〇一三年第四季，集團與招商局地產攜手投得數幅地塊，其一是位於佛山市羅村的地塊以發展住宅項目。該地塊佔地面積為九萬九千三百一十七平方米，總建築面積二十九萬七千九百五十一平方米。另一是位於佛山市禪西新城的地塊以發展商住項目。該地塊地盤面積為五萬九千三百六十三平方米，可建樓面面積為十四萬八千四百多平方米。另一幅是位於杭州市拱墅區地盤面積約為四萬平方米的地塊以發展住宅項目。

集團於十二月中旬亦與綠城中國共同投得位於杭州市蕭山區地塊以發展住宅項目。該地塊佔地約七萬零二百平方米，總建築面積約為十八萬九千六百平方米。

AWARDS & RECOGNITIONS

獎項殊榮

In recognition of excellent management and solid financial track record, the companies have garnered a number of accolades:

THE WHARF (HOLDINGS) LIMITED

- Ranked the sixth in the “FAB 50” by *Forbes Asia*, breaking in for the first time
- In the Asia Best Managed Companies 2014, an annual Asia company ranking survey conducted by *Euromoney*
 - Awarded “Best Managed Company – Conglomerates”
 - Ranked 6th for its overall performance out of the 180 nominated Asian companies
 - Ranked 5th in three areas including the “Most Transparent Accounts”, “Best for Shareholder Value” and “Most Improved”
- Ranked among top 25 in the “Top 100 Hong Kong” by Tencent and Finet
- Awarded “The Excellence of Listed Enterprise Awards 2013” by *Capital Weekly* for the third consecutive year
- Awarded “Top 20 Hong Kong Listed Property Developers” in the “China Property Value Ranking” by *China Business News*



WHEELOCK AND COMPANY LIMITED

- Ranked among top 40 in the “Top 100 Hong Kong” by Tencent and Finet
- Awarded “Top 20 Hong Kong Listed Property Developers” in the “China Property Value Ranking” by *China Business News*



HARBOUR CENTRE DEVELOPMENT LIMITED

- Ranked among top 10 in the sub-categories “Rate of Dividend Return” and “Rate of Turnover Growth” of the “Top 100 Hong Kong” by Tencent and Finet



The talk of the town “Rubber Duck Project” and other campaigns last year have brought our shopping malls a number of local and overseas awards:

HARBOUR CITY

Capital Weekly “Sales & Marketing Excellence Awards 2013”

- “Outstanding Shopping Mall Event Promotion Award”

Hong Kong Economic Times “My Favourite Shopping Mall Awards 2012-13”

- “My Favourite Shopping Mall Award”

Metro Finance Radio Station “Experiential Marketing Excellence Awards 2013”

- “Top 10 Experiential Marketing Excellence Award”
- “Best Social Media Marketing”
- “Best Event Marketing Strategy”

Next Magazine “Top Service Awards 2013”

- “Mega Shopping Mall – Top Service Award”



THE RUBBER DUCK PROJECT

Marketing Magazine’s Marketing Excellence Awards 2013

- “Excellence in Event Marketing” Gold Award
- “Excellence in Integrated Marketing” Gold Award
- “Excellence in Social Media Marketing” Bronze Award

Marketing Events Awards 2013

- “Best Consumer Event” Gold Award
- “Best Event Ambiance (Consumer)” Gold Award
- “Best Use of Social Media” Silver Award
- “Best PR Guerilla Marketing Stunt” Silver Award
- “Best Event Production” Bronze Award
- “Best Use of Malls/Shopping Centres” Bronze Award



ICSC “Asia Pacific Shopping Center Awards”

- “Public Relations & Events” Gold Award
- “Best Social Media Marketing”
- “New Media Social Media” Gold Award

100 YEARS BEFORE THE BIRTH OF DORAEMON

HKMA/TVB Awards for Marketing Excellence 2013

- “Campaign Awards” Silver Award

Marketing Magazine’s Marketing Excellence Awards 2013

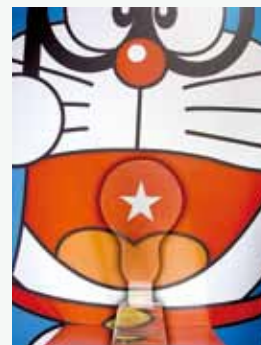
- “Excellence in Experiential Marketing” Silver Award

China Advertising Association “2013 Effie China Awards”

- “Specialty Categories – Short Term Effects” Gold Award

China ROI Award 2013

- Category “Retail Mall” Gold Award





PLAZA HOLLYWOOD

- Awarded “Best Strategy for Families” in “Experiential Marketing Excellence Awards 2013” by Metro Finance Radio Station
- Won Silver Award of “Excellence in Public Relations” in Marketing Magazine’s Marketing Excellence Awards 2013” for its campaign “2012 London Paralympics – Cheer Hong Kong”



WHARF T & T

- “The Best of Telecommunication Network Provider” in “e-Brand Awards 2013” by e-zone
- “The Most Favourite Business Fibre Broadband & Cloud Service” in “Your Choice @ Focus – Hong Kong White Collar’s Most Favourite Brand Award” by Focus Media Hong Kong for two consecutive years
- “The Best SMB Services – Unified Communications” in “SMB Awards” by SMBWorld



PACIFIC CLUB

- Won “Green Achievement Award” Silver Award, Certificate of Merit in both “Community Engagement Award” and “People Caring Award” in the “HSBC Living Business Awards 2013”
- The award came a cash prize of HK\$30,000 which was donated to Greeners Action

GATEWAY APARTMENTS

- Gained Certificate of Merit of “Green Achievement Award” in the “HSBC Living Business Awards 2013”
- Gained “Class of Excellence” Energywise Label in “Hong Kong Awards for Environmental Excellence” by Environmental Campaign Committee



THE “STAR” FERRY

- Awarded industry “Junzi Corporation” Gold Award in the Junzi Corporation Survey conducted by Hang Seng Management College

WHEELOCK SQUARE

- Awarded “2013 China Property Ranking – Prime Office of Best Brand Value” by *China Business News*
- Awarded “China Top 10 Best Brand Building Case Studies” in “The Tenth China Brand Building Management Forum” by *21st Century Business Herald* and Interbrand



DALIAN TIMES SQUARE

- Awarded “Charitable Enterprise” by China Population Welfare Foundation, the first national recognition received



Project WeCan 2 EXTENDS SUPPORT TO COVER 150 SECONDARY SCHOOLS



Spearheaded by the Group, Project *WeCan* bears fruit since its launch in May 2011. The Group announced in October last year it will expand the programme by offering a total funding of over HK\$500 million over the next five years to help about 150 Hong Kong secondary schools that are most resources-thirst (“Project *WeCan 2*”), by which the approved funding can be dedicated for improvement of software and hardware of the schools.

“There has been much learning for us over the past years. Our nearly 900 volunteers across the Group work closely with partners schools and are impressed by the passion and caring from teachers. We don’t want those deserving students to feel that nobody cares and that they have left behind. We have been working hard in hopes of having more schools to benefit and constantly improving in progress.” said Peter Woo, Chairman of the Wharf Group. “We want more schools to benefit at a faster pace. By launching “Project *WeCan 2*”, we can accelerate and extend our help to more schools in a shorter period of time.”

Project *WeCan* is an open platform that welcomes companies and individuals particularly the professionals and

the “able” retirees to offer their help to the needy schools and students so to make the programme a truly “Business-in-Community” one.

The successful applicants will not only receive financial support but will also be invited to join Project *WeCan*’s joint school activities, in hopes of fostering best practice sharing among the secondary schools. Potential schools will also have the opportunity to join Project *WeCan*’s seed programme, receiving more well-rounded support.

Most recently, our Chief Executive of HKSAR, The Honourable C Y Leung mentioned Project *WeCan* in his 2014 Policy Address as one of the examples of business sector leading the effort in assisting the underprivileged :

“We are pleased to see that the business sector and community organisations have, on their own initiative, launched extra-curricular activities and after-school learning support programmes such as Project *WeCan* ... with encouraging results.”

JOINT SCHOOL TEACHERS' DEVELOPMENT DAY

聯校教師專業發展日



Project *WeCan* not only addresses the needs of students, but also the professional development of teachers. The first-ever Joint School Teachers' Development Day was organised earlier, not only were the principals of "WeCan" schools invited to share practical experiences, seminars and workshops on a wide range of subjects were also arranged. It provided teachers with a platform for broadening horizons and self-retrospection, as well as fostering exchanges and self-improvement among them. Peter Woo, Chairman of the Wharf Group, joined and shared his insights on Hong Kong education, the rationales and expectations of Project *WeCan*, and also encouraged the principals and teachers work hand-in-hand in nurturing and unleashing the potentials of the students.

Besides the work-related exchanges, a wide range of recreational activities were also arranged for teachers, letting them spend a relaxing and fun day amid packed school calendars.

「學校起動」計劃不單照顧同學需要，亦非常關注老師的專業發展。去年年底，「學校起動」計劃首度舉行聯校教師專業發展日，不單邀請成員學校的教師分享校本實踐經驗，更安排多場有關不同學科及範疇的講座及工作坊，以提供開闊視野、反思自我的平台，促進教師專業交流及自我完善。集團主席吳光正更現身說法，分享他對香港教育的見解、「學校起動」計劃的理念及期望，更勉勵校長及老師携手培育學生，啟發他們的潛能。除工作交流以外，大會更安排了多項文娛康樂活動，讓大家在緊張的教學生活中享受一個輕鬆愉快的下午。



Project WeCan WEBSITE ROLLED OUT

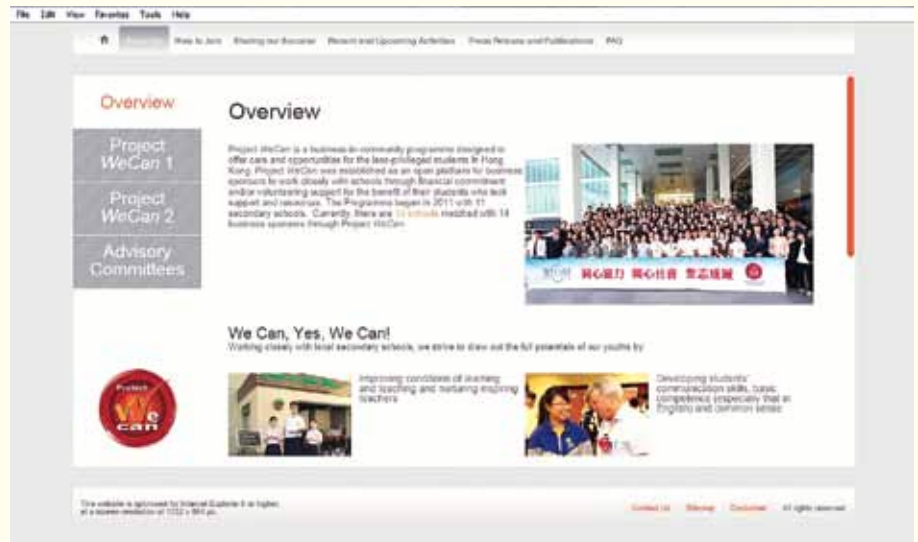
「學校起動」計劃新網頁登場

The stand-alone Project WeCan website www.projectwecan.com is live! It is nicely designed with theme colours of red and orange as well as photos and short paragraphs to outline the four benefits the programme brings to students. Besides the extensive content, latest updates on “Project WeCan 2”, recognitions by government officials on the programme success as well as sharing from staff volunteers, students and principals are available.

「學校起動」計劃全新獨立網頁 www.projectwecan.com

已於去年底推出。新網頁以紅橙為主色調，主頁以圖片及簡短文字

突顯該計劃為學生帶來的四項裨益，別具心思。網頁亦加入不少新內容如「學校起動」計劃第二期的簡介、政府官員讚揚活動成效，以及參與計劃的義工、學生和校長的心聲等。



VOLUNTEER APPRECIATION DAY 2013

義工嘉許禮二〇一三

To commend staff volunteers for actively supporting Project WeCan, and to introduce the newly launched "Project WeCan 2", the "Volunteer Appreciation Day 2013" was held in last December with over 250 volunteers from 13 business units across the Group and three supporting companies participated. Chairman Peter Woo, Deputy Chairman and Managing Director Stephen Ng and Executive Director Doreen Lee of the Wharf Group, as well as Chairman and Managing Director Douglas Woo and Director Ricky Wong of Wheelock and Company officiated the event.



Peter Woo thanked volunteers for their devotions to serving the community, shared the rationales of "Project WeCan 2" and answered questions from colleagues, followed by presenting Certificate of Appreciation to supporting units in recognition of their efforts in realising "Business-in-Community".

To officiate the launch of "Project WeCan 2", each officiating guest came together to present the theme "We Can, Yes, We Can!" while the representatives of supporting companies raising high the key elements sign-boards such as "Creativity", "Love", "Care" and more, symbolising more schools and students will benefit from "Project WeCan 2".

Representatives from Wharf, Lane Crawford, The "Star" Ferry and Elegant Watch & Jewellery Company Limited shared their experiences and feelings of Project WeCan, enabling learning from each other and achieving even greater success of the programme.



為表揚積極參與「學校起動」計劃的義工，以及介紹新推出的「學校起動」第二期，集團去年十二月舉行了「義工嘉許禮二〇一三」。共有超過二百五十位來自集團旗下十三個業務單位及三間支持公司的義工參加。九龍倉集團主席吳光正、副主席兼常務董事吳天海、執行董事李玉芳，以及會德豐主席兼常務董事吳宗權和董事黃光耀擔任主禮嘉賓。

集團主席吳光正感謝各義工在過去一年奉獻寶貴時間服務社會，並簡介「學校起動」第二期及回答同事的疑問。吳主席更頒發嘉許狀予各支持公司的代表，以表揚他們對實現「商界入社群」的努力。

嘉許禮更安排了一個別開生面的「學校起動」第二期啟動儀式。由一眾主禮嘉賓利用iPad顯示主題「We Can, Yes, We Can!」，各支持公司的代表則高舉「創意」、「愛心」、「關懷」等字牌，象徵「學校起動」第二期將讓更多學校及學生得益。

九龍倉、連卡佛、天星小輪及香港三寶鐘錶珠寶有限公司的代表亦上台分享心得及感受，祈集思廣益，令「學校起動」計劃能獲得更大的成效。

THE COMMUNITY CHEST WHEELOCK SWIM FOR A MILLION

公益金會德豐百萬泳



“The Community Chest Wheelock Swim for A Million”, the first-ever swimming fund-raising event by The Community Chest (The Chest) was held at Repulse Bay Beach on 27th October last year. With over 230 swimmers participated, the event not only supported those in need but also promoted the healthy sports.

The Group's companies including Wharf China Development, Wharf T&T, Marco Polo Hotels, Modern Terminals and CABLE TV formed eight teams to participate in the “Corporate Relay Race”. Peter Woo, Chairman of the Wharf Group and Douglas Woo formed team and won the first runner-up in “Two-Generation Race”. In addition to the exciting races, a number of cheering teams and games booths livened up the whole event.

With overwhelming applications and donations, over HK\$5 million was raised for The Chest, which will be used for youth development programmes. The Group is planning for the Event in this year, which will add new elements with an aim of attracting more corporates and the public to join.

公益金首個海上游泳籌款比賽「公益金會德豐百萬泳」(百萬泳)已於去年十月二十七日假淺水灣泳灘舉行。當日逾二百三十位游泳好手雲集共襄善舉，支持公益活動，更同時推廣游泳這項有益身心的運動。

集團旗下公司包括九龍倉中國地產發展、九倉電訊、馬哥孛羅酒店、現代貨箱碼頭及有線電視共派出八支隊伍參與「隊際接力賽」。集團主席吳光正更與吳宗權組隊出戰「兩代接力賽」並勇奪亞軍。當日除了刺激的比賽項目外，不少隊伍更派出啦啦隊為健兒打氣，再加上多個遊戲攤位，令歡樂氣氛籠罩全場。

是次慈善活動的報名人數及捐款均超出預期，為公益金籌得超過港幣五百萬港元善款，善款將會用作支持青少年發展項目。集團正籌備今年度賽事，並會加入不同元素，以吸引更多企業及市民參與，在行善之餘，參加者更可與親朋好友渡過一個活力滿載的早上。



WHARF SUPPORTED VERTICAL RUN FOR THE CHEST

九龍倉支持跑樓梯慈善賽



Wharf supported "Race to ICC-100 – SHKP Vertical Run for the Chest" by sending "Fantastic Four", a corporate team of four from Wharf, Gateway Hotel and CABLE TV. Racing up 81 levels with more than 2,100 steps by relay to the sky100 Hong Kong Observation Deck was a big challenge of physical strength and stamina to all runners. The team finished the race in about 18 minutes, only about four minutes behind the champion.

九龍倉早前支持「勇闖ICC-100 — 新地公益金慈善跑」，並由四位來自九龍倉、港威酒店及有線電視的同事組成「Fantastic Four」隊參賽，以接力方式跑上八十一層共二千一百多級樓梯，到達天際100香港觀景台，這對參加者是體力及耐力的考驗。集團隊伍約花十八分鐘完成賽事，與冠軍隊伍相差約四分鐘，雖敗猶榮。





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