

horizon PLUS



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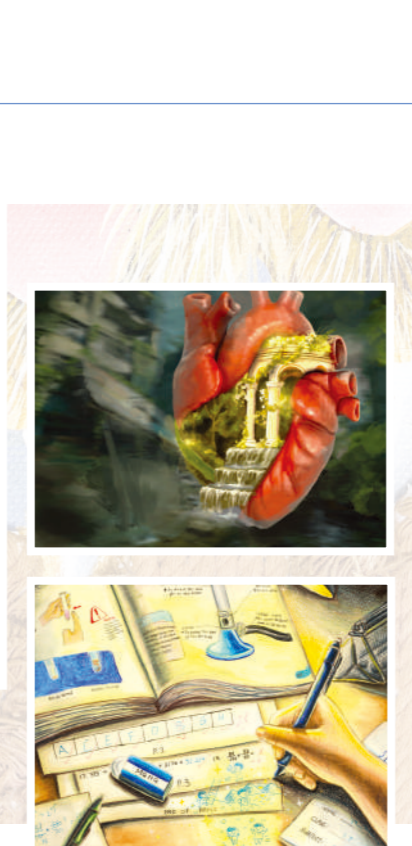
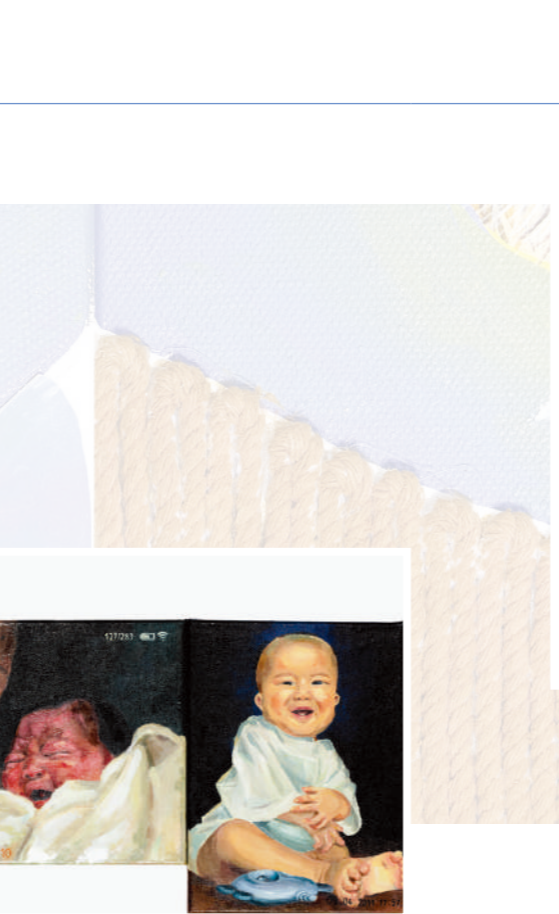
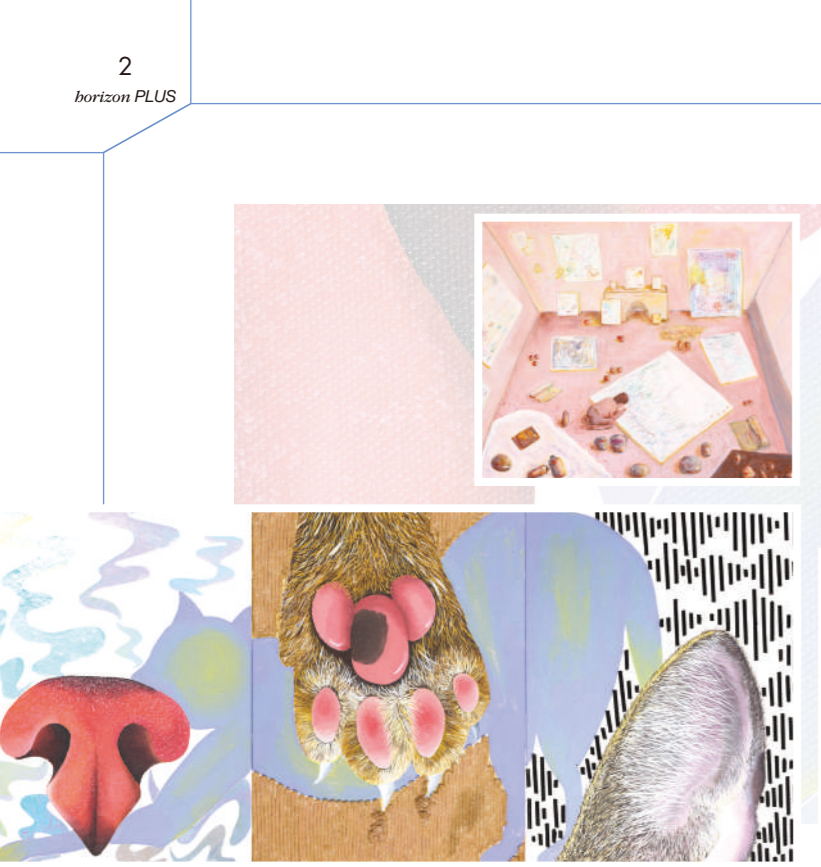
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Through Time and Tides: 140 Years with Hong Kong

2026 holds particular significance for the Group, not only does it mark the 15th anniversary of our “Business-in-Community” (“BIC”) initiative but it is also a major milestone of 140 years of our establishment in Hong Kong.

The Group’s 2025 final results announcements and Annual General Meetings (“AGM”) took place in March and May respectively. Our Chairman and Managing Director Stephen Ng addressed the media after an AGM with upbeat observations as our malls outperformed the market in the first quarter. Harbour City was particularly strong, with some tenants achieving dramatic growth. During the Labour Day Golden Week, retail sales remained robust amid improving consumer sentiment.

Our malls in Hong Kong and Chinese Mainland have rolled out various promotional events, successfully driving foot traffic. Times Square’s “YouTube Music Nights” in May attracted large crowds. The vibes are further enhanced with the popular Jellycat Yacht Club exclusive at Lane Crawford in Harbour City, Toys “R” Us’ opening of world-class flagship at Ocean Terminal while celebrating its 40 years in Hong Kong, as well as the opening of Hermès’ newly expanded duplex flagship at Changsha IFS.

Hong Kong’s luxury residential market continues to do well. Our 1 Plantation Road on The Peak saw its first

house sold for about HK\$558 million (over HK\$91,000 per square foot), while Kowloon Peak project has been officially named “The Monet”.

Big applause to Harbour City, with around 6.5 million square feet of certified floor area, becoming one of the largest concentrations of LEED Platinum certified space among mixed-use developments in Hong Kong.

We also celebrate The Murray, Hong Kong for its Popinjays and tenant Mian Chinese restaurant being listed in the South China Morning Post’s “100 Top Tables” 2026 fine dining guide.

The Group strives to support youth development over the decades. Project WeCan, a business-school collaboration is in its 15 years of community engagement along with The Wharf Hong Kong Secondary School Art Competition, which announces the latest winners - enjoy the selection of art pieces featured in this issue! As a long-time supporter of The Community Chest, the Group was awarded Top 3 donor for five consecutive years and recently won the “Top Fundraiser Award” for Dress Casual Day 2025.

Despite global volatility, each story in this issue reflects our determination to forge ahead braving the waves. We hope you enjoy this issue of *horizon PLUS*.

集團與香港，乘風破浪140年

〇二六年對集團別具意義，不僅是集團倡議的「社、企共勉」行動踏入十五周年，同時也標誌着我們扎根香港一百四十年的重要里程碑。

集團於三月及五月分別公布二〇二五年全年業績及舉行股東週年大會，主席兼常務董事吳天海在其中一場股東會後會見傳媒，並帶來好消息：香港零售市場出現轉勢跡象，集團旗下商場今年首季表現理想，更優於大市，當中海港城表現尤其出眾，個別租戶的增幅更是「驚喜」。五一黃金周的業務表現同樣不俗，消費氣氛明顯改善。

集團旗下中、港兩地商場紛紛推出不同主題的推廣活動，成功帶動人流。時代廣場早前與YouTube在露天廣場合辦十一場YouTube Music Nights音樂會，吸引大批歌迷。新店方面，人氣精品Jellycat Yacht Club獨家登陸海港城連卡佛，而在香港有四十年歷史的玩具“反”斗城將海運大廈分店升級為世界級旗艦店。於長沙IFS的Hermès新擴充複式旗艦店亦已閃亮登場。

本港豪宅市場持續升溫，集團位於山頂的豪宅1 Plantation Road首幢洋房以約五億五千八百萬元售出，呎價逾九萬一千元，印證集團匠心之作備受市場追捧。集團位於九龍半山龍庭里的項目已正式命名為The Monet。

海港城現時獲LEED v4.1 鉑金級認證的總樓面面積約六百五十萬平方呎，為香港綜合發展項目中LEED鉑金級認證最集中的項目之一。

香港美利酒店最近再添殊榮，Popinjays與租戶紅棉兩家精緻食府榮登《南華早報》二〇二六年度「100 Top Tables」餐飲指南，可喜可賀！

在「社、企共勉」的旗幟下，集團繼續推進不同的青少年發展項目。「學校起動」計劃早前已舉辦多項大型聯校活動，這項跨越十五年的商校協作，已成為商界入社群的重要平台。九龍倉全港中學生繪畫比賽早前公布二〇二五／二六年度得獎名單，得獎作品將在集團旗下商場巡迴展覽，今期我們刊出部分佳作，讓大家先睹為快。

集團是香港公益金的長期夥伴，已連續第五年躋身公益金三大最高籌款機構之列，最近更榮獲二〇二五年公益金便服日最高籌款機構殊榮。

縱使國際政經局勢波譎雲詭，今期每則故事也印證着我們乘風破浪，穩步前行的決心。希望您喜歡今期的《horizon PLUS》。

WHARF GROUP PERFORMANCE UPDATE



Students from HKWMA Chu Shek Lun Secondary School attend Wharf REIC's results announcement media briefing
香港布廠商會朱石麟中學師生出席九龍倉置業地產投資有限公司傳媒業績簡報會

Wharf Group results were announced in March, while Chairman and board of directors met shareholders in respective annual general meetings in May.

After Wharf REIC's annual general meeting, Group Chairman and Managing Director Stephen Ng addressed media with upbeat observations about the market.

集團於三月公布業績，並於五月舉行三家公司的股東週年大會。

在九龍倉置業地產投資有限公司的股東週年大會後，集團主席兼常務董事吳天海與傳媒分享業務近況。

九倉去年基礎盈利增47% 表現勝預期 吳天海：對港樓市樂觀

九龍倉集團(004)昨日公布去年全年業績，基礎盈利按年增47%，至41.04億元(見表)，勝預期，主要反映物業減值撥備減少，以及借貸成本降低；純利為5000萬元，扭虧為盈；派第二次中期息每股0.2元。主席兼常務董事吳天海談及中東局勢緊，令集團港口業務承壓，惟另邊廂對本港樓市樂觀，亦不急於放盤套現，「啱價就做，唔啱價就等吓，(集團)絕對有這樣的實力去做。」
明報記者 劉雅瑩

九倉去年收入減少9%至109.97億元，低過市場預期的120.9億元。當中，去年物流收入按年減少3%至21.28億元，主要因為現代貨箱碼頭於香港的吞吐量減少6%至330萬個標準箱。相反，深圳方面的大鵬灣碼頭的吞吐量增長16%至260萬個標準箱，聯營公司蛇口集裝箱碼頭的吞吐量增加6%至680萬個標準箱。

中東局勢不穩 港口業務承壓

受中東局勢不穩影響，吳天海表示集團港口業務承壓，又稱投放於增加



九龍倉主席兼常務董事吳天海(中)指整體港口業務主要挑戰來自鄰近碼頭，尤其是深圳及廣州南沙碼頭。

碼頭貨運量的工作「暫時嚟講係白費咗」。他表示於美伊局勢惡化前，集團已簽訂一些來港航線合作協議，可增加貨運量，惟戰事開始後，部分公司選擇延後合作。他表示不知道會延期多久，延期後又會否直接取消等，要取決於局勢發展。

另外，他稱戰事令部分船公司重新評估策略。吳表示過去它們將貨量集中某些點，比重變得愈來愈高，即是「將愈多雞蛋擺喺愈少嘅碼頭」，但當亂況發生時，碼頭會很難維持正常運作，「咁係咪需要將佢哋(船公

九龍倉去年業績概要

項目	金額(元)	按年變幅
收入	109.97億	▼ 9%
• 投資物業收入	44.93億	▼ 3%
• 物流收入	21.28億	▼ 3%
• 投資	18.17億	▼ 4%
• 發展物業收入	13.67億	▼ 39%
• 酒店收入	6.56億	▲ 6%
• 其他	5.36億	▲ 8%
基礎淨盈利	41.04億	▲ 47%
股東應佔盈利	5,000萬	虧轉盈*

* 集團於2024年全年錄得虧損32.24億元
資料來源：業績公告

司)嘅雞蛋分散少少呢?如果分散嘅時候，香港又係咪可以擺得到呢?」他指尚未清楚看得到。

港物業項目陸續「收成」

問及本港樓市發展，吳天海稱看好整體後市，惟集團沒債務壓力，故不急於放盤，超級豪宅亦同樣；他強調，集團早幾年投資的香港物業項目陸續進入「開始收成」階段，因不是馬上可全部「收割」。

九龍倉昨午公布業績，股價升0.5%，收報23.46元，成交5065萬元。

明報 2026年3月13日

管理層與股東及傳媒分享業務近況



Students from Chiu Chow Association Secondary School attend Wharf Holdings' results announcement media briefing
潮州會館中學的師生出席九龍倉集團有限公司傳媒業績簡報會

Wharf REIC sees underlying net profit rise 5pc to \$6.46 billion

Staff reporter

Hong Kong developer Wharf REIC's (1997) underlying net profit increased by 5 percent to HK\$6.46 billion last year, with lower finance costs, according to a filing published yesterday.

Including a net investment properties revaluation deficit of HK\$10.58 billion, the developer swung from profit to a loss of HK\$4.26 billion last year. The second interim dividend increased 10 percent to HK\$0.66 per share. The full-year dividend will increase by around 6.5 percent to HK\$1.32, representing 65 percent of the underlying net profits from investment properties and hotels in Hong Kong.

Net debt and gearing were further reduced to new lows at HK\$32.0 billion and 17.2 percent respectively. The group's revenue fell 1 percent to HK\$12.82 billion last year. Its investment property revenue decreased 1 percent to HK\$10.65 billion, while hotel revenue rose 6 percent to HK\$1.63 billion. One of the developer's properties Harbour City saw its total revenue, including hotels, rise 1 percent to HK\$9.22 billion. Times Square's overall revenue fell 10 percent.

Chairman and managing director Stephen Ng Tin-hoi said Hong Kong's recovery is progressing at a gentle pace. With renewed vitality in the financial markets, improving sentiment, and the prospect of US interest-rate cuts, a more supportive business environment is expected.

The Standard, March 11, 2026

旗下商場首季表現佳 海港城最標青 九置吳天海料零售市道轉勢

本港零售業持續復甦趨勢，九倉置業(01997)主席兼常務董事吳天海昨於股東會後見傳媒時表示，首季旗下幾個大商場表現理想，比香港整體大市好，尖沙咀海港城尤其「標青」，並延續至第二季初，五一黃金周的初步數據不錯，惟尚待部分租戶提供數據才可全面掌握情形；廣東道及中環的酒店入住率高，房租按年也有單位數增幅，並稱應該可以更高。他坦言，上半年整體市道似乎轉旺，希望可以持續。

租戶等習待會結果 部署簽約

1月整體零售銷售價值按年上升5.5%，連升9個月，且升幅好過市場預期，尤以金價上揚推動珠寶首飾大增31.1%最為亮麗。吳天海指出，市場認為樓市已經轉勢，現時初步零售也有轉勢的可能，而相比2018年的水平「仍然差少少」。

集團旗下商場由去年中間開始陸續有按年增長，今年首季步伐加快，個別租戶「增幅誇張」，主要是高消費包括珠寶首飾，當然有部份租戶做得好，也有些租戶不算好。

他續稱，雖然零售趨勢改善，但仍面對不明朗因素，包括戰爭及中美角力，現正等待中美元首會面後有好消息，故此部分租戶即使經歷疲弱市道數年，仍抱觀望態度，「假如有好消息，可能急不及待簽約，加租，原材料已在，等好消息。」過去幾年租戶不急於達成租務協議，但



現時部分租戶開始着急，只是想等一等好消息，「有少少似股市樓市，當你手上有貨，突然問個市都，你要心急嘅，所以睇睇喇。」

東西九龍供應多 寫字樓續尋底

對於寫字樓，吳天海坦言尚未到轉勢階段，因整體供應多，即使中環市況較好，但其他地區例如港島東、九龍東及九龍西等依然供過於求。他覺得現時寫字樓租戶的要求更「實在」，因此需要時間消化額外供應。

談及銅鑼灣時代廣場生意淡落，吳天海形容，無論如何，銅鑼灣最塞車的地方是時代廣場，因設有銅鑼灣最多人的停車場，以及唯一的跨境巴士站，對跨境及本地車輪而言，時代廣場都是銅鑼灣的中心。既然能吸引人流來到，租戶需要促進消費，作為業主也一定會與租戶繼續盡力做。

早前有傳尖沙咀馬哥孛羅香港酒店可能要斥資20億元翻新甚至全面重建，吳天海稱，暫時未有進一步訊息披露。

信報 2026年5月13日

MASTERPIECE BORN FROM THE MOUNTAIN & THE WIND

A harmonious flow within the environment helps usher in health, wealth, and good fortune.

Legend has it that all the significant “Chi” under the sun originates from the mighty Kunlun Mountains, thus earning the title of “Ancestor of the Dragon Veins”. As one of these potent arteries, flows southward towards the majestic Lion Rock of Kowloon, it divides into nine vast Dragon Veins.

One branch ventures south, crossing the harbour and converging upon Victoria Peak, where it resonates with Lion Rock, formed a rare Feng Shui pattern “the dragon turning back regard its ancestor”. United as brothers through one of the most potent, Victoria Peak and Lion Rock form a distinctive Feng Shui configuration — one that harmonises with and strengthens wealth and prosperity.

Lion Rock Hill overlooks the full sweep of Kowloon, while Victoria Harbour and the rolling hills of Hong Kong Island stretch before the eye. The landscape forms an auspicious “water-gathering hall” layout, its commanding presence likened to a general reviewing his ranks, conducive to attracting talent and wealth.

Upon these two hilltops rests Hong Kong’s most potent Chi. Their mirrored vitality enables Peak Collection to extend its exquisite portfolio beyond the premier neighbourhood of the Peak, bestowing Lion Rock its own pinnacle treasure — The Monet.

Perched upon Lion Rock, The Monet stands at the highest elevation among the premier developments in Kowloon Tong, where the leading Dragon Veins’ Chi circulates ceaselessly. The district has thrived in vibrant harmony with this energy, evolving into an exclusive, low-density quarter lined with European-style luxury residences since the 1920s. Kowloon Tong is the preferred choice for eminent families in Hong Kong seeking the best education for their children. In this enclave, the spiritual aura of nature blends with historical depth and the grace of modern living. It boasts a unique and esteemed cultural legacy, with blessings spanning generations. Over the decades, it has attracted many distinguished families and prominent figures in Hong Kong to make it their home.

As the sole vantage point overlooking all nine Dragon Veins, The Monet possesses an abundance of blessings.

The Monet is softly initiating a series of private VIP events, with future arrangements to be shared at a later date — a debut worth waiting for.



SHOPPING & DINING 潮食買玩 FUN

NEW FACES, NEW SHOPS

新店陸續進駐

- HARBOUR CITY 海港城** • DEVIALET • HIBI TEPPANYAKI 日々鐵板燒
 • JELLYCAT YACHT CLUB @ LANE CRAWFORD 連卡佛
 • THE ORIENT STEAKHOUSE • TOYS“R”US 玩具“反”斗城
- TIMES SQUARE 時代廣場** • DALLOYAU • YIMMI 銀米雲野 • HECHTER PARIS
PLAZA HOLLYWOOD 荷里活廣場 • FAMILY INADA 稻田
 • NAM VIETNAM CAFÉ 南越南咖啡廳 • PANASHOP 樂聲牌專門店

Our malls in Hong Kong rolled out various promotional events, successfully driving foot traffic. Times Square’s “YouTube Music Nights” in May attracted large crowds. The vibes are further enhanced with the opening of FIFA Museum’s special Hong Kong exhibition, the first stop in Asia. Fans can enjoy those historic artefacts of football’s greatest moments by November.

Meanwhile, the popular Jellycat Yacht Club landed exclusively at Lane Crawford in Harbour City, and Toys“R”Us’ opened its world-class flagship at Ocean Terminal while celebrating its 40 years in Hong Kong.

隨集團旗下香港商場紛紛推出不同主題的推廣活動，成功帶動人流。時代廣場早前與 YouTube 在露天廣場合辦十一場 YouTube Music Nights 音樂會，吸引大批歌迷。為期半年的國際足協（FIFA）博物館首次在東亞地區舉行特別展覽，並選址時代廣場。球迷現可在時代廣場四樓欣賞歷屆世界盃珍藏及經典時刻的展覽。

新店方面，人氣精品 Jellycat Yacht Club 獨家登陸海港城連卡佛，而在香港有四十年歷史的玩具“反”斗城亦將海運大廈分店升級為世界級旗艦店。📌



Jellycat Yacht Club exclusive @Lane Crawford, Harbour City
海港城連卡佛限定 Jellycat Yacht Club



Toys“R”Us, Ocean Terminal transformed into world-class toy flagship
海運大廈玩具“反”斗城升級為世界級玩具旗艦店



“SUPER DAD” FATHER’S DAY MARKET 「家有 SUPER DAD」父親節市集

Plaza Hollywood presented the “Super Dad” Father’s Day Market in mid June. Over 30 local craft stalls, parent-child workshops and vinyl-record exhibits for check-in photos were prepared for all super dads!

荷里活廣場於六月中旬舉行「家有 Super Dad」父親節市集，匯聚逾三十個本地手作攤位，並設有多場親子工作坊及珍藏黑膠唱片打咭位。📌

THE MURRAY'S POPINJAYS & MIAN ON SCMP'S 100 TOP TABLES

POPINJAYS 與紅棉榮登南華早報百大美饌推介



Congratulations! Popinjays and tenant Mian at The Murray Hong Kong, a Niccolo Hotel have been listed in 100 Top Tables by the South China Morning Post, an authoritative guide to fine dining in Hong Kong, Macau and the Greater Bay Area. Book your table now for your next wonderful dining experience! Bon appetit!



The Murray

恭喜！香港美利酒店旗下的 Popinjays 及租戶紅棉雙雙入選《南華早報》「100 Top Tables」— 港澳及大灣區極具公信力的精緻餐飲指南。讓我們一起開啟下一段非凡美饌體驗吧！



Popinjays: Italian cuisine enlivened by tremendous views
Popinjays: 體驗時尚現代的意國佳餚，盡享中環絕佳風景



Mian - Contemporary pavilion showcasing the breadth of Chinese regional cuisines
紅棉：融會中國八大菜系的精髓，呈現華夏飲食文化

WHARF HOTELS: TEAM'S UNWAVERING COMMITMENT RECOGNISED 九龍倉酒店表揚傑出同事

Commitment to service excellence is driven by the passion and dedication of people. Wharf Hotels is proud to shine a spotlight on exceptional colleagues who have set a gold standard for hospitality. Please join President of Wharf Hotels, Thomas Salg, in celebrating our 2025 award recipients.

九龍倉酒店始終堅信卓越服務源於員工的熱誠與付出。集團深感自豪能夠表揚一眾在去年樹立了酒店業服務典範的傑出同事。請與九龍倉酒店總裁湯姆斯·塞爾克一同祝賀二〇二五年度獎項得主。🎉



2025 Manager of the Year, Edward Lau, Marco Polo Hongkong Hotel, Director of Event Operations
二〇二五年最佳經理
劉伯華 (馬哥孛羅香港酒店)



2025 Colleague of the Year, Tam Yau Pong, The Murray, Hong Kong, Foreman
二〇二五年優秀同事冠軍
譚有邦 (香港美利酒店)

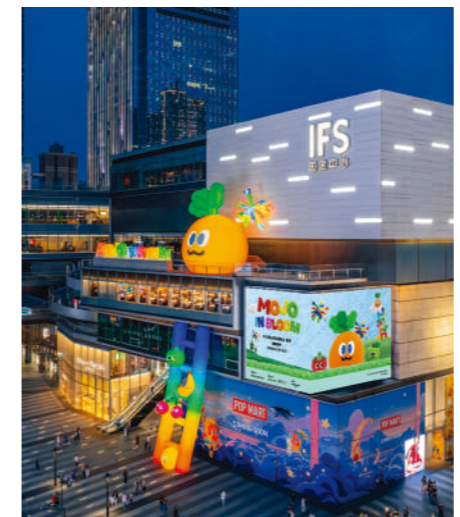
What's 活動速報 HOT at IFSs

Our malls in Changsha, Chengdu and Chongqing are holding different events this summer, check them out!

長沙IFS、成都IFS及重慶IFS於今個夏天舉辦了不同的首展，快快安排你的打咭之旅。

The 5th Public Art Project – “MOJO IN BLOOM” national debut exhibition at Changsha IFS

長沙IFS《綻放星城MOJO IN BLOOM》全國首展



Let's explore Hermès' newly expanded store in Changsha IFS which showcases the house's sixteen métiers across two floors.

長沙國金中心Hermès專賣店剛擴充並以全新姿態登場，顧客可於更大的複式空間選購品牌各式產品。



Peanuts “Dreams with Snoopy” national debut exhibition at Chengdu IFS

成都IFS《大夢想家SNOOPY航海時代》全國首展



"Tom and Jerry: The Chase is On" first artist co-creation project in China at Chongqing IFS

重慶IFS舉辦 Tom and Jerry 首個中國聯名藝術計劃《8D逐夢樂境》



AWARDS & RECOGNITIONS

★★ 獎項與殊榮 ★★

九龍倉集團 The Wharf Group



最高籌款機構第二名九龍倉集團是公益金商業及僱員募捐計劃及百萬運動會的長期支持者，旗下多個大型商場多年來是公益金便服日的慈善夥伴，以實際行動履行企業社會責任。

The Second Top Donor is The Wharf Group. It is a long-term supporter of the Chest's Corporate and Employee Contribution Programme and Sports for Millions. Also, its shopping malls have been staunch philanthropic partners of the Dress Casual Day over the years. Through these concrete actions, the group exemplifies corporate social responsibility.

Extracted from "ChestLink" Issue 60

The Annual Awards Ceremony, held on 27 February 2026 at Government House and officiated by Mrs Janet Lee, President of the Community Chest. 公益金於二〇二六年二月二十七日假香港禮賓府舉行周年頒獎典禮，由公益金會長李林麗嬋女士擔任主禮嘉賓。

HARBOUR CITY

Top Ten Shopping Malls Experiential Marketing Brilliance Awards 2025 by Metro Finance



LEED v4.1 O+M: EB for Ocean Terminal, Ocean Centre, Gateway Arcade and World Commerce Centre



TIMES SQUARE

Caregiver-Friendly Company by HKCSS



WHARF ESTATES LIMITED



Corporate - Top 10 Highest Volunteer Hour Award (100-999 full time employees) Hong Kong Volunteer Award



10 Years Plus Caring Company Logo & Leading Performance Logo by HKCSS for Wharf Estates Limited, Harbour City, Times Square & Plaza Hollywood

MODERN TERMINALS

Leading Performance Logo Caring Company by HKCSS



Best Practice Showcase Award - Silver Award & Youth Sports Supporter Excellence Award SportsHour Company



CHANGSHA IFS



Gold Award Annual Cultural Arts Pioneer 2025 China Shopping Mall Value Board



Silver Award Business Model Innovation 2025 ECI Awards



Top 100 Most Popular Shopping Centers of the Year 2025 by winshang.com

CHONGQING IFS



Silver Award Marketing Innovation - PR 2025 ECI Awards



Silver Award Innovation in Consumer Events 2026 Asia-Pacific Stevie® Awards

CHENGDU IFS



Top 100 Most Popular Shopping Centers of the Year 2025 by winshang.com



Annual Urban Luxurious Lifestyle Shopping Mall by Chengdu BANG! - The Best BANG Awards 2026



Starred Leading Model of Commercial Industry by 2025 Tianfu Brand Launch Event

NICCOLO CHANGSHA



Luxury Landmark Hotel of the Year 12th China Mag Awards



Top Stylish Hotel Award 2025 Grand Hotel Media

MARCO POLO HONGKONG HOTEL

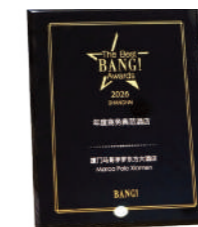


Cucina Four-star Award Forbes Travel Guide



Excellence in Hotel Experience Delivery - Excellence in Living Smart Award 2026 Mingpao.com

MARCO POLO XIAMEN



Annual Business Hotel The Best BANG Awards 2026



Annual Must-Eat Restaurant China Feast Restaurants Awards by Restaurant Review



The Annual Landmark View Hotel Award Xinmin Newspaper

PROJECT WECAN MOMENTS 「學校起動」計劃活動重溫

Project WeCan's annual large-scale events "Young Innovators' Bazaar" and "Shape Our Future: WeCan! and the annual Career Exploration Day" were completed in the first quarter. We are pleased to have Prof. Frederick Ma Si-hang, GBS, JP, Chairman of the Hong Kong Trade Development Council and Mr Steven Ma to officiate the respective kick-off ceremonies.

「學校起動」計劃舉辦的年度「趁墟做老闆」展銷會及「『職』出前路，我做得到！」生涯規劃日已於第一季圓滿結束。感謝香港貿易發展局主席馬時亨教授 GBS, JP 及資深傳媒人馬浚偉先生分別擔任兩啟動典禮主禮嘉賓。



15 years!

Sincere thanks to the partners for the unfailing support over the years. 2026 Partners' Appreciation cum Sharing Session was held in May. The event also explored future directions for continued and effective business-school collaboration. Nearly 70 representatives from partner organisations and schools principals attended the event for exchange on best practice sharing, different challenges and achievements. 📌

「學校起動」計劃15周年夥伴感謝禮暨分享會 集思廣益應對社會新挑戰

「學校起動」計劃舉行「2026年夥伴感謝禮暨分享會」，向各夥伴機構表達謝意，並探討未來商校合作的方向。活動邀得夥伴機構及學校代表等近70人參與，就當今的種種挑戰交換意見，並分享15年來的成果。

「學校起動」計劃於2011年推出，由最初11間夥伴企業「一對一」配對11間學校，逐步擴展至現時接近70家夥伴機構支援81間中學，惠及超過107,000名學生。

「學校起動」計劃基金會委員會主席吳天海於致辭時說：「15年來，每一位夥伴的付出改變了無數年輕人的人生。他們給予的不僅是捐款，更是專業知識、關懷和不同的社交圈子，助基層學生開闊眼界、建立自信。有學生參與職場實習後，由迷惘到開始建立清晰目標；也有內向的同學透過義工活動，學會與人溝通和發掘自己的潛能。這些改變，我們未必即時看見，但過去十多年的

成功故事有目共睹，都是大家共同努力的成果。未來，我們希望各夥伴繼續與我們同行，為下一代、為香港創造更多振奮人心的香港故事。」

三寶鐘錶珠寶是15年前首批參與「學校起動」計劃的企業，該公司副總裁—財務營運馮漢倫說：「一個公益慈善項目能持續運作十數載實屬難能可貴，這些年它更不斷發展和優化，我們十分榮幸能成為其中一員，讓我們更了解年輕人和社會需要。」

在專題討論環節，潮州會館中學黃佩芝校長和東華三院郭一葦中學文可為校長就「商校合作十五年：攜手過去，共創未來」主題交流。黃校長指出：「商校合作對學生的生涯規劃極有幫助，透過企業參觀，可以讓學生認識不同工作所需要具備的條件。」文校長則指：「學校近年要應對多方面的轉變，包括教育政策調整、人口結構改變和資助縮減等。學校一直以學生福祉和校本發展為大前提，故需從多方面尋找不同資源，保持教學質素。人工智能發展日新月異，如果企業能夠分享一些成功經驗，將有助學校裝備學生，應對未來社會的發展。」

網址：www.projectwecan.org
FB：www.facebook.com/projectwecanhk
IG：www.instagram.com/projectwecan



▲「學校起動」計劃基金會委員會主席吳天海感謝各夥伴機構15年來的支持



▲吳天海與夥伴機構代表合照

明報 2026年5月15日

BRIGHTENING SCHOOL CAMPUS TOGETHER 義工攜手繪出活力校園

An inspiring learning environment fosters joyful education and community bonds. The Wharf Estates Limited Volunteer Team backed Habitat for Humanity Hong Kong's Project School Works, transforming HKTA The Yuen Yuen Institute Shek Wai Kok Primary School with vibrant murals created by students.



活力繽紛的學習空間能讓學生投入學習並建立對校園的歸屬感，享受探索知識的樂趣。九龍倉置業義工隊支持社區夥伴仁人家園的繽紛校園計劃，三十多位義工同事及親友早前走進香港道教聯合會圓玄學院石圍角小學，透過

繪製由學生親自構思及設計的壁畫為校園增添色彩。

Led by Group Chairman and Managing Director Stephen Ng and Wharf Estates and Wharf China Estates' Assistant Director and General Manager (Human Resources and Administration) Irene Luk, 30 volunteers had a Saturday well-spent revitalising the school campus with energy and creativity.



集團主席兼常務董事吳天海、九龍倉置業及九龍倉中國置業助理董事兼總經理(人力資源及行政)陸雅文身體力行支持，與眾同「繪」。

HAND-IN-HAND WITH YOUNG VOLUNTEERS 藍朋青友齊起動



Together with Project WeCan mentees, Wharf Volunteer Team participated for two consecutive years in elderly home visit in Shatin organised by the Senior Citizen Home Safety Association. Volunteers also had movie fun with their mentees to cheer them up before their school examination.



九龍倉義工隊與「學校起動」計劃學生今年再度參與香港社會服務聯會舉辦的「齊心護老送平安」探訪獨居老人活動。另外，藍朋義工亦與青友一起觀賞本土電影，讓他們在努力準備考試之餘也減減壓。

GOOD CAUSES WITH FUN @ THE COMMUNITY CHEST 公益善舉齊參與

Wharf's mission of "Building for Tomorrow" also extends to our "Business-in-Community" commitment. The Group supports via The Community Chest of Hong Kong ("Chest") a host of meaningful programmes with an aim of helping different segments of society. In the second half of 2025/2026 campaign year, the Group raised over HK\$1.4 million in three Chest's programmes, including Dress Casual Day, The Community Chest HKEX Gong Run and Sports for Millions. A big thank-you for our colleagues' support.

「創建明天」的理念，也伸延至「社、企共勉」。集團透過公益金支援社會不同需要人士；在二〇二五/二六籌募年度的下半年，集團經由公益金三項活動——便服日、公益金香港交易所金鑰接力賽及公益金百萬運動會——合共籌得逾一百四十萬港元的善款。謝謝各同事鼎力支持。👏



The Wharf Group is the Top Fund-raiser, Champion of Top Fund-raiser Awards (Companies & Organisations) and Champion of Highest Donation Increment Award. 九龍倉集團榮膺公益金便服日十大最高籌款機構之首、機構及團體組別最高籌款獎冠軍及最高籌款躍進獎。



Three teams from the Group joined Sports for Millions. Modern Terminals won the Champion of Bowling Relay and a Wharf Team clinched 2nd runner up of Dual Ball Target Challenge. 集團派出三隊伍參加公益金百萬運動會，現代貨箱碼頭隊勇奪保齡球混合接力賽冠軍，九龍倉一隊則奪得手足射門季軍。



Director of The Wharf (Holdings) Limited Kevin Hui teamed up with three Project WeCan alumni members to join The Leaders Cup of Community Chest HKEX Gong Run. They won the First Runner-up in the race and Most Creative Costume Award! Congratulations!



九龍倉集團有限公司董事許仲瑛與三位「學校起動」同學會成員，出戰公益金香港交易所金鑰接力賽領袖盃，最終榮獲賽事亞軍及最具創意服飾獎冠軍，成績斐然，可喜可賀！



