



Press Release

For Immediate Release

### **Modern Lifestyle Mall LCM Celebrates Grand Opening**

*Shanghai's hottest new retail destination also collaborates with the British Museum to present the debut of edutainment pop-up store "A Journey Through Time"*

SHANGHAI, 22<sup>nd</sup> September 2018 – Leading property investment, management and development group Hongkong Land, and Chinese real estate conglomerate CIFI Group, today celebrated the official opening of their first joint venture project, LCM, an integrated commercial complex located in the Pudong district of Shanghai. Attending the opening were government officials; Mr Robert Wong, Chief Executive of Hongkong Land; Mr Ling Changfeng, Executive Director of Hongkong Land; Mr Chen Dongbiao, Executive Director & Executive President of CIFI Group; Mr Tony Clemson, Deputy Consul-General of the British Consulate-General Shanghai; and Mr Roderick Buchanan, Commercial Director of the British Museum. Today's ceremony also marked the Chinese debut of the pop-up store "A Journey Through Time", the first-ever collaboration between the British Museum and a retail complex.

Conceptualised by world-renowned architectural firm BENOY, LCM's modern design embraces the "Let's Create More" ethos by providing an artistic space that aims to inspire visitors with new ideas. The complex contains a variety of facilities, including the trendy new nightlife spot **Hi-Street**, a 1,500 sq. m. walkway with alfresco restaurants and bars; the 3,000 sq. m. themed **Kids Zone**; and the 2,000 sq. m. **Artistic Park**. It also features **Shanghai's first-ever Rainbow Skyway**, which directly connects LCM to Exit 1 of the Beiyangjing Road Metro Station for convenient accessibility in attractive surroundings.

Mr Robert Wong, Chief Executive of Hongkong Land, stated, "LCM demonstrates Hongkong Land's commitment to creating hubs for refined living in Shanghai. Our partnership with CIFI Group has resulted in a commercial and retail destination that will set a new standard for the city, one that combines premium shopping, dining, arts, culture and entertainment. We believe LCM will make a significant and dynamic contribution to China's rapidly evolving commercial property industry, setting a new standard in this vital market and creating a landmark for consumers."

Mr Chen Dongbiao, Executive Director & Executive President of CIFI Group, said, "With LCM, the first-ever collaboration between Hongkong Land and CIFI Group, we offer a whole new lifestyle experience for shoppers. We have also curated a diverse range of exciting, immersive experiences that make LCM the perfect modern retail destination for visitors alike."

#### **Lifestyle, fashion and culture take centre stage**

Renowned international brands and innovative thematic activities combine to deliver exciting new shopping experiences at LCM, where a "Let's Create More" brand essence redefines modern living by showcasing inspiring urban lifestyles and fresh new experiences. The complex occupies a total space of 230,000 sq. m., including a 130,000 sq. m. shopping mall that integrates lifestyle, fashion and cultural elements for a one-stop retail destination.

LCM features approximately 200 brands covering everything from daily necessities to the latest fashion trends. About 22% of the mall's retail portfolio comprises stores that represent brands' first outlets in Pudong and even China, including the world's first-ever Peppa Pig World of Play indoor theme park; the awe-inspiring Mega IMAX PALACE Cinema; the first-ever THE ALLEY and Orissic Hot Pot restaurants nationwide;



the first Pudong locations of the popular CRAB CLUB, BANG and Aburiya chains; Pudong's premier Adidas flagship store; and the first boutiques for designer labels SEAN BY SEAN and MATTITUDE, international brand TREK & TRAVEL and denim maker DENHAM. With its vast array of boutiques, restaurants, cafés and more, LCM is expected to become a preferred new retail destination and prime meeting place for young trendsetters.

**Unprecedented collaboration with the British Museum creates an “edutainment” experience that transcends shopping**

Launched today during LCM's grand opening ceremony, “A Journey Through Time” is an edutainment-themed pop-up store organised in collaboration with the world-renowned British Museum. Combining education and entertainment, it offers a cultural experience for visitors by showcasing 40 official replicas of historically significant artworks including the **Rosetta Stone**, which was crucial in shedding light on the mysteries of ancient Egypt, the **Flood Tablet**, one of the world's oldest pieces of literature, and the **Gayer-Anderson Cat**, a widely recognised symbol of ancient Egyptian culture. The replicas are faithful reproductions authorised by the British Museum that let visitors imagine what it would be like to view and appreciate the original pieces in person. Visitors can also enjoy fully interactive experiences via virtual reality and other advanced technologies.

“A Journey Through Time” combines the traditional museum experience with commercial retail in remarkably innovative ways. To appeal to collectors and shoppers alike, orders can be placed on any of the replica pieces on display. A special Children's Campus and DIY interactive workshops have also been set up specifically for families. The pop-up store's unique combination of art appreciation, shopping and education is designed to encourage visitors and the general public to enjoy art and culture as part of their everyday lives.

**A destination with a diverse retail portfolio that inspires future lifestyles**

By embracing trendsetting approaches to retail development, Hongkong Land and CIFI Group have created a new destination that promises to bring together aspects of modern urban life, entertainment, education and culture all in one location, inspiring future lifestyles and introducing new perspectives. With LCM, the developers' vision is to lead the way for the commercial retail development industry both in Shanghai and across China, while also offering enhanced, diversified shopping experiences for visitors to enjoy.

ENDS



---

## **About LCM**

LCM is the first collaboration between Hongkong Land, a leading property investment, management and development group, and Chinese real estate conglomerate CIFI Group. Located in Pudong, Shanghai, the complex directly connects to the Beiyangjing Road Station on Shanghai Metro Line 6 and is located just minutes away from the Inner Ring Highway and Yangpu Bridge.

Designed according to its brand essence “**Let’s Create More**”, LCM is a new, multifaceted commercial development that intelligently combines retail, arts and culture, edutainment and more. Covering a total area of 230,000 sq. m., it includes four premium office buildings and a 130,000 sq. m. shopping mall. It also houses the Rainbow Skyway, Artistic Park and Li’s Mansion, as well as a number of alfresco restaurants and trendy bars on the new nightlife destination Hi-Street. Featuring modern fashion, gourmet cuisine, family-friendly attractions, edutainment experiences and world-class thematic activities, it’s a premium lifestyle experience that creates inspiration for today’s urban lifestyle.

## **About Hongkong Land**

Hongkong Land is a leading property investment, management and development group. Founded in 1889, Hongkong Land’s business is built on excellence, integrity and partnership.

The Group owns and manages more than 850,000 sq. m. of prime office and luxury retail property in key Asian cities, principally in Hong Kong, Singapore and Beijing. Its properties attract the world’s foremost companies and luxury brands.

The Group’s Central Hong Kong portfolio represents some 450,000 sq. m. of prime property. It has a further 165,000 sq. m. of prestigious office space in Singapore mainly held through joint ventures, a luxury retail centre at Wangfujing in Beijing, and a 50% interest in a leading office complex in Central Jakarta. The Group also has a number of high quality residential, commercial and mixed-use projects under development in cities across Greater China and Southeast Asia. In Singapore, its subsidiary, MCL Land, is a well-established residential developer.

Hongkong Land Holdings Limited is incorporated in Bermuda and has a standard listing on the London Stock Exchange, with secondary listings in Bermuda and Singapore. The Group’s assets and investments are managed from Hong Kong by Hongkong Land Limited. Hongkong Land is a member of the Jardine Matheson Group.

## **About CIFI Group**

CIFI Group was established in 2000 in Shanghai. Its holding company, CIFI Holding Group, publicly listed in Hong Kong in 2012 (00884.HK). CIFI Holding Group is a large, comprehensive enterprise group with real estate development as its main business. Since its founding 18 years ago, CIFI has achieved rapid, steady and balanced growth, developing more than 220 projects. It ranks 15<sup>th</sup> among China’s top 500 real estate enterprises in 2018.

CIFI’s mission is “building a better life with love”. As a better life provider and a comprehensive urban operator, CIFI is committed to promoting social progress and making city life more beautiful. Inspired by the spirit of professional craftsmanship and humanity, CIFI strives to help every consumer enjoy comfortable, green and healthy life experiences, as well as to provide its employees with fulfilling careers and lives.



---

For media enquiries, please contact:

**LCM**

Nancy Xu

Mobile: +86 139 1817 1153

Email: nancyxu@sh-lcm.com

**RAX Marketing**

Sky Hu

Mobile: +86 131 6270 7877

Email: sky.hu@zenithicom.com