

News Release

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For immediate release

Hongkong Land Announces Official Name for Beijing Wangfujing Project

WF CENTRAL to Set New Benchmark in Beijing's Retail and Lifestyle Experience

BEIJING, 21st September 2014 – Leading developer Hongkong Land announced the official name of its debut flagship commercial project in Beijing today at the 4th Beijing Wangfujing International Brand Festival. Located on a prime site on Wangfujing Street, Dongcheng District, the retail-led project is to be named “WF CENTRAL”.

The naming ceremony was officiated by Mr Yang Liu Yin, Party Secretary of CPC Committee of Dongcheng District, Mr Zhao Li Zong, Deputy Director of Beijing Municipal Commission of Commerce, Mr Raymond Chow, Executive Director of Hongkong Land, and Mr Y K Pang, Chief Executive of Hongkong Land.

“Hongkong Land is proud to announce the official name, ‘WF CENTRAL’ of our first large-scale flagship commercial development in the nation’s capital. The occasion is especially memorable as it coincides with the Group’s 125th anniversary this year,” said Mr Pang at the naming ceremony.

Occupying a prime site of approximately 21,000 sq. m. on Wangfujing Street in Dongcheng District, Beijing, WF CENTRAL will offer some 50,000 sq. m. of luxury retail space as well as a 74-room Mandarin Oriental hotel. The name WF CENTRAL encapsulates the retail, dining and lifestyle experience that the project will offer, in which “WF” refers to the longstanding lineage in the heart of Beijing where, beginning in imperial times, the street has stood as an emblem for sophistication and prosperity.

“Central”, on the other hand, refers to the birthplace of Hongkong Land in 1889 – Hong Kong’s Central district. Over the decades, Hongkong Land has played a crucial role in developing Central district into the pre-eminent destination for retail, dining and commercial activities in Hong Kong, a testament to the Group’s expertise and experience as a leader in creating vibrant commercial districts.

“Our vision is to develop and manage exceptional, high-quality commercial and residential properties across Asia,” added Mr Pang. “Drawing from the success of LANDMARK – our leading retail complex in Hong Kong – and the shared vision of the Group and Dongcheng District government, WF CENTRAL will become the premiere shopping and lifestyle destination in Beijing. Wangfujing’s prestigious location and historical heritage, coupled with Hongkong Land’s success at developing and managing prestigious, commercially successful developments, will ensure that WF CENTRAL raises the bar.”

In addition to unveiling the official project name, Hongkong Land opened the show suite for WF CENTRAL and launched the leasing campaign for the project.

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The project naming ceremony was part of the 4th Beijing Wangfujing International Brand Festival's 3-day programme of events, during which Hongkong Land also hosted a professional forum titled "Diversified Factors in Building a Successful World-class District". Industry experts from around the world as well as municipal and local government representatives shared their experiences and insights with approximately 200 delegates and guests at the event.

Photo Caption 1



Hongkong Land's Wangfujing Project is officially named as "WF CENTRAL". At the naming ceremony, from left to right: Mr Zhao Li Zong, Deputy Director of Beijing Municipal Commission of Commerce, Mr Y K Pang, Chief Executive of Hongkong Land, Mr Yang Liu Yin, Party Secretary of CPC Committee of Dongcheng District, and Mr Raymond Chow, Executive Director of Hongkong Land

Photo Caption 2



Mr Y K Pang, Chief Executive of Hongkong Land at its Wangfujing Project “WF CENTRAL” naming ceremony

Photo Caption 3



Group photo at showsuite visit of Hongkong Land’s Wangfujing Project – WF CENTRAL, from left to right: Mr Meng Rui, Director of Foreign Affairs Office of Dongcheng District, Mr Mao Jiong, Director of the General Office of CPC Committee of Dongcheng District, Mr Y K Pang, Chief Executive of Hongkong Land, Mr Yang Liu Yin, Party Secretary of CPC Committee of Dongcheng District, Mr Stanley Ko, China President, Commercial Property of Hongkong Land, and Mr Li Jun, Executive Deputy Director of Beijing Wangfujing Area Construction & Manage Office

Photo Caption 4, 5 and 6*



Located on Wangfujing Street in Dongcheng District, Beijing, WF CENTRAL will offer some 50,000 sq. m. of luxury retail space as well as a 74-room Mandarin Oriental hotel

*The illustrations are for general reference and information purposes only. Without limiting the generality of these terms, while Hongkong Land will use reasonable endeavours to improve these illustrations, Hongkong Land is not responsible for any errors or omissions contained in these illustrations. Hongkong Land is not liable in any event for any damages whatsoever arising out of or related to the use of these illustrations.

Hongkong Land

Hongkong Land is one of Asia's leading property investment, management and development groups. Founded in 1889, Hongkong Land's business is built on excellence, integrity and partnership.

The Group owns and manages almost 800,000 sq. m. of prime office and luxury retail property in key Asian cities, principally in Hong Kong and Singapore. Hongkong Land's properties attract the world's foremost companies and luxury brands.

The Group's prime Hong Kong portfolio of some 450,000 sq. m. is located in the heart of the Central district. In Singapore, its 165,000 sq. m. portfolio consists largely of prestigious office space located at Marina Bay, much of which is held through joint ventures. The Group also has a 50% interest in a prime office complex in Central Jakarta, and has a number of projects under development that include a luxury retail centre at Wangfujing in Beijing.

Hongkong Land is developing a number of largely residential projects, 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 as its primary listing, 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.

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Hongkong Land

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Project Fact Sheet

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| Project Name | : WF CENTRAL |
| Location | : Located on Wangfujing Street West of Dongcheng District, Beijing, the project has its eastern frontage along Wangfujing Street, south-side boundary on Datian Shujing Hutong, Chenguang Street to the west and Daruanfu Hotong to the north |
| Date of Site Acquisition | : August 2011 |
| Developer | : Wangfu Central Real Estate Development Company Limited of which Hongkong Land owns |
| Design Architect | : Kohn Pedersen Fox Associates PC |
| Main Contractor | : Beijing Urban Construction Group Co., Ltd. |
| Site Area | : 21,000 sq. m. |
| Gross Floor Area | : 150,000 sq. m. |
| Components | : Retail: some 50,000 sq. m. of luxury retail space Hotel: a 74-room Mandarin Oriental hotel |
| Connectivity | : Located along the prosperous Wangfujing Street, which is well served by public transportation networks, including Wangfujing Station of Metro Line 1 and Dengshikou Station of Line 5. Upon completion, the project will provide 660 carpark spaces |
| Estimated Completion Date | : Retail mall – Q3 2016 Hotel – Q2 2017 |

Enquiry

: *Leasing Enquiry*

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