

## News Release

To: Editor

For immediate release

### **Hongkong Land Reinforces its Central, Hong Kong Portfolio with the launch of its New Tenant and Customer Services**

***CENTRICITY** provides a collection of digital and physical services exclusively available to Hongkong Land tenants*

*Hongkong Land's world-class **BESPOKE salon** will offer unparalleled privileges and personalised services for its Central portfolio's shoppers*

***CENTRICITY** and **BESPOKE salon** are the latest examples of Hongkong Land reinvesting into its portfolio to create innovative offerings crafted to meet the needs of today's tenants and customers*

HONG KONG, 22<sup>nd</sup> October 2019 – Hongkong Land today launched **CENTRICITY**, an exclusive, market leading suite of services specially crafted to meet the evolving needs of Hongkong Land's tenants. Through both digital and physical platforms, **CENTRICITY** provides tenants with access to a range of new facilities, activities and benefits.

The core elements of the **CENTRICITY** offering includes a mobile app, event space and a restaurant exclusively available to tenants and their guests. The mobile app is designed to help tenants with everything from ordering lunch to accessing Hongkong Land's premium concierge services, to monitoring taxi queues. The event space, located at Chater House, has the scale to accommodate an event as intimate as a board meeting to a conference of up to 200 guests. The restaurant, also located in Chater House, provides tenants with options for on-the-go meals or space for a formal meal in the dining room or on the scenic outdoor terrace. With consultation from Mandarin Oriental, Hong Kong, Hongkong Land carefully tailored and perfected the services offered to its tenants to ensure each was developed up to the highest quality standards.

In addition to launching **CENTRICITY**, Hongkong Land will launch the new world-class **BESPOKE salon** later this month, which will cater to shoppers in Central. At 5,000 sq. ft, the **BESPOKE salon**, located at Chater House, will provide BESPOKE members with premium amenities and privileges that have been specially designed to provide them with an unparalleled shopping experience.

"Hongkong Land has a long and successful track record of actively managing city centre portfolios at the heart of Asia's most iconic cities. As the leading landlord in Hong Kong's central district, we are committed to working with our tenants and partners to ensure Central continues to flourish as a vibrant community at the heart of Hong Kong," said Mr Robert Wong, Chief Executive of Hongkong Land. "The launch of **CENTRICITY** and the new **BESPOKE salon** are the latest examples of our commitment to enhancing the value of our portfolio through continued investment to our building and services. These

initiatives will greatly benefit tenants and our BESPOKE customers, strengthen the attractiveness of our high-quality office and retail space, and ensure Central remains one of Asia's most prestigious and dynamic city centres."

"The launch of **CENTRICITY** and the new **BESPOKE salon** signify a new chapter in our long-term commitment to our tenants and customers," said Mr Raymond Chow, Executive Director of Hongkong Land. "The new **BESPOKE Salon** is the latest addition to the privileges and rewards offered under the BESPOKE Regional Recognition Programme, connecting renowned luxury retail destinations in the region, including LANDMARK in Hong Kong, ONE CENTRAL in Macau and WF CENTRAL in Beijing."

High-resolution images can be downloaded [here](#).

**Photo caption 1:**



(Starting from left) Mr David Lamb, Executive Director of Hongkong Land, Mr Raymond Chow, Executive Director of Hongkong Land, Mr Simon Dixon, Chief Financial Officer of Hongkong Land, Mr Robert Wong, Chief Executive of Hongkong Land and Mr Kenneth Foo, Executive Director of Hongkong Land announced the launch of **CENTRICITY**, the latest example of Hongkong Land reinvesting into its portfolio to create innovative offerings crafted to meet the needs of today's tenants and customers.

**Photo caption 2:**



With consultation from Mandarin Oriental, Hong Kong, Hongkong Land carefully tailored and perfected the **CENTRICITY** services offered to its tenants to ensure each was developed up to the highest quality standards.



**Photo caption 3:**



Located on the 2/F of Chater House, **CENTRICITY** offers flexible multipurpose event spaces that consist of seven rooms and a breakout area for hosting a wide variety of events and functions. The largest room at **CENTRICITY** supports a maximum of 200 people seated, all rooms offer premium catering and high-quality audio-visual provision.

**Photo caption 4:**



The terrace at **CENTRICITY** is accessible throughout the day so tenants may utilise the space for everything from their morning coffee to evening drinks.

**Hongkong Land**

Hongkong Land is a major listed 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, Beijing and Jakarta. 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.

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