

## For Immediate Release

### **H&M Global Flagship Store Opens at Fashion Walk**

*Premiering an Exciting New Shopping Destination at  
Causeway Bay's Fashion Landmark*

(Hong Kong, October 30, 2015) Today, H & M, Hennes & Mauritz AB (H&M), known for fashion and quality at the best price in a sustainable way, unveils its global flagship store at Fashion Walk. Hang Lung Properties is delighted to debut yet another world-renowned brand name as a milestone addition to the Company's portfolio of unique shopping experiences.

The launch of the global flagship store is an exciting development for one of Hong Kong's most captivating districts, reaffirming Fashion Walk as the very heartbeat of the city's style and glamor scene. Causeway Bay will enter a new phase with its unique place in Hong Kong's retail landscape invigorated by one of the world's most recognized and sought after brands.

"The much anticipated unveiling of the H&M global flagship store at Hang Lung Centre, together with the addition of new concept stores and flagship stores of renowned international brands at the Main Block of Fashion Walk, is set to bring a new level of excitement to our shoppers. I am sure this flagship store will be the new favourite of the city's trendsetters and fashion lovers, and will further strengthen the position of Fashion Walk as the most dynamic shopping hot spot in Causeway Bay," Mr. Norman Chan, Director (Leasing & Sales) of Hang Lung Properties, says.

"We will continue to inject new energy to the overall retail landscape of the district as we move forward with our plan on trade mix refinement and enhancement works," he added.

Located at Hang Lung Centre, H&M's global flagship store is the largest in Asia. It spans a total of four floors and has a floor area of 47,000 square feet. Besides featuring fashion for ladies, men, and kids, the H&M Home series will also be presented in Hong Kong for the first time in this new store. In the coming months, look out for special promotions and events that will form part of a series of creative marketing programs tailor-made by Fashion Walk to celebrate the opening of this store in Hong Kong, and to offer all our trendsetting shoppers the very best experience of the unique fashion, lifestyle, leisure and entertainment destination that is Fashion Walk.

### About Hang Lung Properties

Hang Lung Properties Limited (HKSE stock code: 00101), a constituent stock of the Hang Seng Index and Hang Seng Corporate Sustainability Indices in Hong Kong, is a leading real estate developer operating in Hong Kong and mainland China. Boasting a diversified portfolio of investment properties in Hong Kong, the Company has progressively branched out into the Mainland since the 1990s, with our distinctive footprint now fully established in Shanghai, Shenyang, Jinan, Wuxi, Tianjin, Dalian, Kunming and Wuhan, with all the Mainland projects carrying the “66” brand. As Hang Lung’s business continues to grow, the Company is set to develop into the most admired national commercial property developer in the market.

### About Fashion Walk

In a unique fusion of indoor and outdoor elements at the heart of Causeway Bay, encompassing four vibrant streets – Great George, Paterson, Kingston and Cleveland – Fashion Walk is the superlative shopping destination, offering the latest trends in fashion, gastronomy and lifestyle in a magnificent setting. Fashion Walk has its finger firmly on the pulse of fashion trends for hipsters and trendsetters, allowing them to discover popular international brands and rising stars. More and more cutting-edge concept stores and brands are opening their flagship stores here, together with the diversified choices of cuisines at Food Street, making Fashion Walk the home to Fashion Intelligence, the coming together of ideas and insights. Fashion Walk was also named Hong Kong’s *Smart Fashion Destination* by *USA Today* in July 2015.

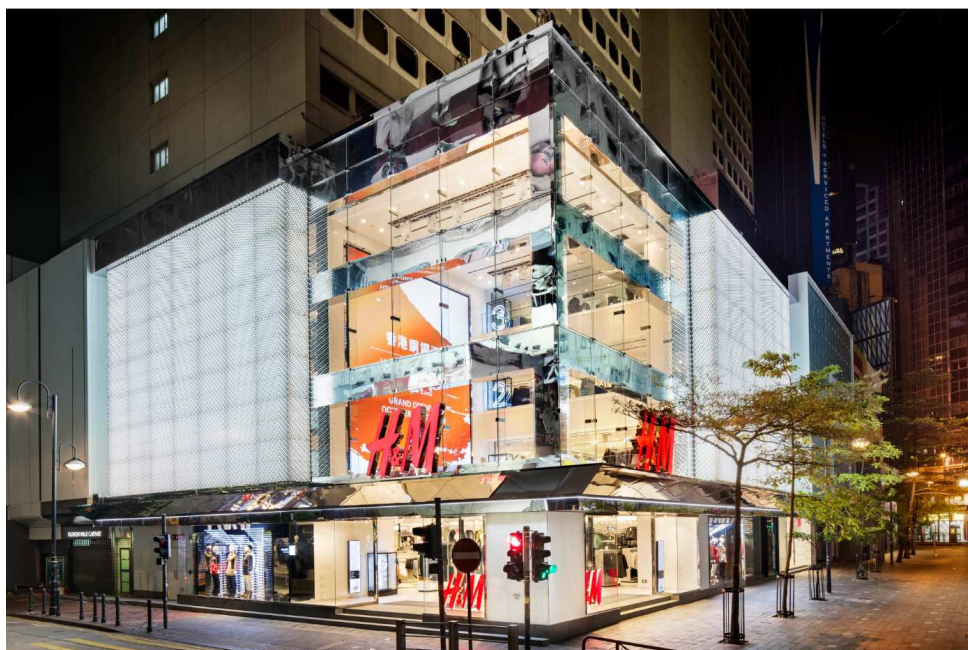
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**Photo Caption**



The world-renowned fashion brand H&M opens its global flagship store at Fashion Walk,  
Causeway Bay.  
(Photo provided by H&M)