

## OUTLOOK

**In the lead-up to 2024, we remain cautious due to ongoing uncertainties and difficulties in the markets in which we operate. While Hong Kong strives to reengineer its international competitiveness and attractiveness, geopolitical concerns on the Mainland continue to cause slow economic growth and negative currency outlooks. A rather high interest rate environment is also expected to persist in the background. To combat these challenges, we will use our distinctive positioning and CRM platforms to improve tenant engagement and maintain our revenue growth trend.**

In mainland China, we continue to strengthen our leasing portfolio in tandem with targeted marketing initiatives and our portfolio-wide HOUSE 66 CRM program in order to attain growth. Following the success of our 2 sister malls in Shanghai, Plaza 66 and Grand Gateway 66, the maturation of our luxury malls outside Shanghai will contribute to future growth. Our sub-luxury malls will see steady expansion in both occupancy and foot traffic. In the meantime, our office portfolio will welcome its newest sibling in late 2024, Westlake 66 in Hangzhou, which will provide a steady source of revenue. Grand Hyatt Kunming will join Conrad Shenyang in mid-2024, just in time to capitalize on the post-pandemic rise in business and leisure tourism.

The years of embattlement that Hong Kong has faced since 2018 will naturally take time to fully recover; therefore, its general leasing market outlook for 2024 remains tough. Through our “hello Hang Lung Malls Rewards Program”, we will continue to concentrate on improving our customers’ shopping experience and interactivity. We will also look for ways to maximize our Hong Kong portfolio by utilizing AEI and capital recycling initiatives.

On the property sale side, subject to market conditions, we will continue with the launch of our premium serviced residences brand on the Mainland, Hang Lung Residences (comprising Heartland Residences in Wuhan, Grand Hyatt Residences in Kunming, and Center Residences in Wuxi). The first batch of units at Heartland Residences in Wuhan and The Aperture in Hong Kong is scheduled for handover to buyers in the first half of 2024, at which point pre-sale revenue will be recognized.