

# CORPORATE PROFILE



Hang Lung Properties Limited (stock code: 00101) is the property arm of Hang Lung Group Limited (stock code: 00010).

We are a well-established, top-tier property developer with customer-centricity at the heart of our operations. Our diversified portfolio comprises numerous properties in Hong Kong and nine cities on the Mainland, including Shanghai, Shenyang, Jinan, Wuxi, Tianjin, Dalian, Kunming, Wuhan, and Hangzhou, with each of our Mainland projects bearing the “66” brand. To highlight our vibrant and dynamic brand identity, and the Hang Lung philosophy to put customer satisfaction first, the “66” brand recently unveiled a new image that reflects our aspiration to be the pulse of the city on the Mainland.

We have also established an ambitious set of 2030 sustainability goals and targets to sharpen our focus in achieving sustainability leadership in the coming decade. As we embark on a new era of development and growth following the 60<sup>th</sup> anniversary of Hang Lung Group in 2020, we have taken the opportunity to communicate our vision, mission and values in a clearer way. These are guiding principles by which we do business and will guide us to the next 60 years fostering sustainable growth and enriching lives in the communities we serve.

Supported by 60 years of Hang Lung heritage, we work together with our employees and stakeholders to create compelling spaces that enrich lives.



## our Vision

We create compelling spaces that enrich lives

## our Mission

We pursue sustainable growth by connecting our customers and communities

## our Values

We live up to our brand motto of **We Do It Well** by focusing on:

**Integrity**  
**Sustainability**  
**Excellence**  
**Openness**



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