



恒隆地產  
HANG LUNG PROPERTIES



成就無限  
and beyond

## Press Release

### Hang Lung Ignites Spring with the Second Phase of “66 and beyond” Anniversary Celebration

*Portfolio-wide Signature Experiences Connect Communities with Localized Creativity*

(Hong Kong and Shanghai, April 8, 2026) Hang Lung Properties Limited (SEHK Stock Code: 00101) (“Hang Lung” or the “Company”) today announced the second phase of its year-long “**66 and beyond**” anniversary celebrations, unveiling a series of nationwide campaigns across its Chinese Mainland retail portfolio, designed to connect communities and capture the vibrant spirit of spring.

The centerpiece of this phase is the “**Taste of 66**” (怦然春動) national campaign, featuring a curated collection of limited-edition bespoke ice lollipops. Drawing inspiration from the local cultural identity and architectural essence of each of Hang Lung’s iconic “66” malls, the campaign creates tangible, exclusive moments that customers can emotionally connect with this milestone anniversary.

The celebratory momentum will continue with experiences that reflect the cultural connections by each property, to highlight a few, **Riverside 66** in Tianjin is hosting the “Sweet Encounters” campaign along the historic pedestrian street with dessert-themed art installations and interactive experiences, complemented by a dessert market. In Shenyang, **Forum 66** will champion community wellness by transforming its public spaces into a vibrant hub for sports activities, including a 3v3 basketball tournament and pickleball discovery sessions. Meanwhile, **Center 66** in Wuxi is captivating visitors with its “Wonderlost in Spring” theme, transforming the mall into a fantastical world of spring adventure, featuring specially designed installations, performances and a series of interactive games.

**Mr. Derek Pang, Senior Director – Mainland Business Operation of Hang Lung Properties**, said, “The ‘66 and beyond’ theme is a powerful expression of our evolution. We are moving beyond the traditional role of a landlord to become a dynamic platform for community engagement and cultural expression. Our focus is on creating curated experiences that resonate deeply with the unique character of each city. By transforming our properties into vibrant hubs of culture and connection, we create lasting value and enrich the lives of the communities we serve.”

These vibrant retail activations are part of a holistic celebration that further embodies the “66 and beyond” spirit across Hang Lung’s entire ecosystem. The initiatives complement the **year-round hotel offers**, which invite guests to celebrate the milestone with thoughtfully curated stay, dining, and wellness experiences at Conrad Shenyang and Grand Hyatt Kunming. As the anniversary year unfolds, the Company will continue to redefine the urban landscape, with further highlights to be announced in the coming months.

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We Do It Well



## Appendix: Key Highlights of Hang Lung’s Celebration Campaigns in the Mainland Portfolio

Mall / City	Key Initiative	Dates
All Mainland Malls	<b>66th Anniversary City-Exclusive Series: Taste of 66</b>	April 11, 12, 18, 19
Center 66, Wuxi	<b>Xu Beihong (徐悲鴻) Printmaking Art Exhibition at Center Residences:</b> In collaboration with the Xu Beihong Art Museum, the master’s limited-edition horse prints return to his hometown for the first showing in 2026	March 8 – June 7
Grand Gateway 66, Shanghai	<b>Wonderlost In Spring:</b> A magical spring adventure journey	March 27 – May 5
	<b>MINISO x JENNIE Pop-up:</b> Nationwide debut of the exclusive collaboration	March 20 – April 19
Riverside 66, Tianjin	<b>“Sweet Encounters”:</b> A month-long celebration of desserts	March 28 – May 5
Plaza 66, Shanghai	<b>Echo Variation:</b> Celebrating the 25 <sup>th</sup> anniversary	April 10 – May 5
Olympia 66, Dalian	<b>Wuzhen Theatre Festival Parade:</b> The acclaimed cultural parade	April 11, 12, 18
Palace 66, Shenyang	<b>Multi-Sport Wellness Series:</b> zumba, comprehensive fitness challenge, and fencing	April 11, 12, 18, 19
Forum 66, Shenyang	<b>3v3 Basketball League &amp; Pro Pickleball Tournament:</b> Major urban sporting events	April 13 – 19 and 25 – 26
Spring City 66, Kunming	<b>Bafé Wondering:</b> Partnership with “Bread Wander”: A unique collaboration with a popular food IP	April 17 – 19
Parc 66, Jinan	<b>Sweet Sips Market:</b> A festival of delightful sweet beverages	April 30 – May 5
Heartland 66, Wuhan	<b>Theatre Carnival:</b> High-caliber theatrical performances	May 1 – 3
	<b>Basketball Series:</b> Including an influencer-led challenge and a youth basketball tournament	May 30, 31



**Photo Caption**



*Hang Lung ignites Spring with the second phase of “66 and beyond” anniversary celebration*



*66th Anniversary City-Exclusive Series: Taste of 66 (Artist's impression)*



*Plaza 66, Shanghai: Echo Variation (Artist's impression)*



*Grand Gateway 66, Shanghai: MINISO x JENNIE Pop-up*



Center 66, Wuxi: Wonderlost in Spring



Center Residences, Wuxi: Xu Beihong (徐悲鴻) Printmaking Art Exhibition



*Forum 66, Shenyang: 3v3 Basketball League*



*Riverside 66, Tianjin: Sweet Encounters*

End



## About Hang Lung Properties

Hang Lung Properties Limited (SEHK stock code: 00101) creates compelling spaces that enrich lives. Headquartered in Hong Kong and Shanghai, the Company manages a portfolio of over 3.5 million square meters of retail, office, residential, and hotel properties across Hong Kong and the Chinese Mainland.

The Company's diverse portfolio in Hong Kong includes office towers and malls in prime districts, as well as luxury residential developments in prestigious areas. In the Chinese Mainland, under the signature "66" brand, the Company's mixed-use and retail developments are regarded as premium landmarks, strategically located in the hearts of key cities of Shanghai, Shenyang, Jinan, Wuxi, Tianjin, Dalian, Kunming, Wuhan, and Hangzhou.

The Company is recognized for pioneering sustainability in the real estate industry, with an MSCI ESG rating of AA and inclusion on CDP "A List" for Climate Change. The Company powers 90% of its operating properties in the Chinese Mainland with renewable energy, with a net-zero commitment by 2050.

At Hang Lung Properties – **We Do It Well.**

For more information, please visit <https://www.hanglung.com>.

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