

強勁勢頭推動

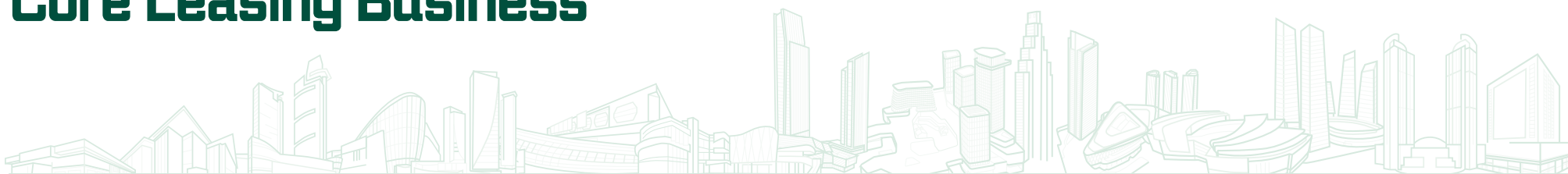
Strong Momentum Drives Sustainable Growth in Core Leasing Business

核心租賃業務持續增長



強勁勢頭推動核心租賃業務持續增長

Strong Momentum Drives Sustainable Growth in Core Leasing Business



▲（左起）執行董事陳文博先生、行政總裁盧韋柏先生、董事長陳啟宗先生及首席財務總監何孝昌先生
(From left) Mr. Adriel Chan, Executive Director; Mr. Weber Lo, CEO; Mr. Ronnie C. Chan, Chairman; and Mr. H.C. Ho, CFO

恒隆於2019年1月30日（星期三）舉行2018財政年度全年業績發布會，宣布截至2018年12月31日止年度業績。

董事長陳啟宗先生說：「我們在2018年的租賃業務表現令人鼓舞。儘管部分租賃面積因進行資產優化計劃而需暫時關閉，但我們的租賃物業仍持續增長。這些優化計劃將提升資產的價值，亦為公司的收入增長提供動力。在2018年，管理層不但帶動收入增長，同時也加強了公司的盈利表現。我們下半年內地物業的收入增速，比上半年及之前一年明顯加快。由於內地高端市場的表現回穩，我們對租賃市場表示審慎樂觀。我們將加強以客為本的策略，進一步帶動增長。這將長遠提升我們的競爭力和盈利能力。」

陳啟宗續表示：「公司成功於杭州購入一幅黃金地塊，也提升公司的優勢，有助把握內地發展的機遇。新項目將為公司帶來增長動力及更多的收入。」

恒隆繼續採取審慎穩健的財務管理策略，保持雄厚資本及高度的靈活性，以滿足資本承擔及長遠業務擴展計劃。

On January 30, 2019 (Wednesday), Hang Lung held its FY2018 Annual Results Announcement to announce the financial results for the year ended December 31, 2018.

Chairman Mr. Ronnie C. Chan said, "We have achieved an encouraging rental performance in 2018. Our leasing properties have held their positive course in the year even though some areas in the properties were closed for asset enhancement. These upgrades will add value to our assets and provide further impetus for revenue growth. In 2018, management has achieved not only top-line growth but also strengthened our bottom-line performance. Revenue growth of our mainland properties accelerated during the second half when compared with the first half of 2018 and a year ago. We remained cautiously optimistic about the leasing market as the luxury market bounced back from economic uncertainty on the Mainland. Against this backdrop, our portfolio can grow further as we enhance our customer-centric strategies. These will further boost our competitiveness and profitability in the long run."

"Furthermore, our successful acquisition of a prime plot of land in Hangzhou has increased our ability to capitalize on the opportunities that arise across the country. The new projects will contribute to the growth momentum of the Company and bring in further revenue," added Ronnie.

We continued to adopt prudent and comprehensive financial management strategies to maintain a strong financial position with a high degree of flexibility to meet Hang Lung's capital commitments and long-term expansion.

2018年度全年業績概要

	恒隆地產			恒隆集團		
總收入	-16%	至	94.08 億港元	-15%	至	100.15 億港元
物業租賃收入	+5%	至	81.81 億港元	+5%	至	87.84 億港元
- 內地	+7%	至	42.44 億港元	+7%	至	46.86 億港元
- 香港	+3%	至	39.37 億港元	+3%	至	40.98 億港元
物業銷售收入	-64%	至	12.27 億港元	-64%	至	12.31 億港元
總營業溢利	-14%	至	68.22 億港元	-13%	至	72.49 億港元
- 物業租賃	+7%	至	60.60 億港元	+7%	至	64.84 億港元
- 物業銷售	-66%	至	7.62 億港元	-66%	至	7.65 億港元
股東應佔純利	-1%	至	80.78 億港元	-1%	至	52.85 億港元
股東應佔基本純利	-26%	至	40.93 億港元	-21%	至	26.31 億港元
每股股息總計（港幣）	-	至	7角5仙	-	至	8角0仙
- 中期（已派發）	-	至	1角7仙	-	至	1角9仙
- 末期（建議）	-	至	5角8仙	-	至	6角1仙

2018 Annual Performance at a Glance

In HK\$ Million	Hang Lung Properties			Hang Lung Group		
Total Revenue	-16%	to	9,408	-15%	to	10,015
Property Leasing Revenue	+5%	to	8,181	+5%	to	8,784
- Mainland	+7%	to	4,244	+7%	to	4,686
- Hong Kong	+3%	to	3,937	+3%	to	4,098
Property Sales Revenue	-64%	to	1,227	-64%	to	1,231
Total Operating Profit	-14%	to	6,822	-13%	to	7,249
- Property Leasing	+7%	to	6,060	+7%	to	6,484
- Property Sales	-66%	to	762	-66%	to	765
Net Profit Attributable to Shareholders	-1%	to	8,078	-1%	to	5,285
Underlying Net Profit Attributable to Shareholders	-26%	to	4,093	-21%	to	2,631
Total Dividends Per Share (HK\$)	-	to	0.75	-	to	0.80
- Interim (Paid)	-	to	0.17	-	to	0.19
- Final (Proposed)	-	to	0.58	-	to	0.61



Exclusive Interview with Weber Lo

專訪盧韋柏

公司於1月底公布了2018財政年度業績，核心租賃業務成績令人鼓舞，亦獲媒體廣泛報道。公司行政總裁盧韋柏先生首次接受《連繫恒隆》的專訪，由他親自闡釋今年業績的重點以及公司於2019年的發展計劃。

The Company announced its annual results for FY2018 in late January, with the encouraging performance of our core leasing business being the main headline news. Chief Executive Officer Mr. Weber Lo agreed to be interviewed by *Connections* for the first time. He elaborated on the highlights of the results, and also talked about the way forward for the Company.

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回顧2018

當談及2018年度業績時，盧韋柏衷心感謝同事的努力和貢獻，創造讓人欣喜的成果。他指出：「雖然我們出售較少的住宅單位導致總收入下降，但我們的核心租賃業務仍持續增長；同時，我們下半年內地物業的租金收入的增速比上半年更快。」

他表示，外界普遍認為2018年下半年的經營環境轉差，包括中美貿易磨擦及內地零售開始放緩等，但盧韋柏指出，公司不論在零售或辦公樓方面都有快速的增長，成績鼓舞。他說：「內地的業績令我們有點喜出望外，上海以外的地方，增長的速度比上海更加快，所以我們滿意今年的成績，而且來年可以做得更好。」

2018 in Review

First of all when talking about the 2018 results, Weber expressed his heartfelt thanks to all colleagues for their hard work and the contributions they made to the achievement of such pleasing results. "Although we have sold fewer residential units, which led to a drop in our total revenue, our core leasing business continued to grow. But at the same time, we saw a faster growth rate in rental revenue from our mainland properties in the second half of the year compared to the first half."

He said the market was of the general opinion that the operating environment in the second half of 2018 was deteriorating. The factors included the Sino-US trade tensions and the slowing of retail sales on the Mainland. However, as Weber stated, despite these negative influences the Company recorded rapid growth in both retail and office leasing, which was encouraging. He said, "The performance on the Mainland came as a bit of a surprise to us. Outside of Shanghai, the growth rate was faster than that of Shanghai, so we are happy with this year's results. Moreover, I think we can do even better in the coming year."



五大策略

在當今充滿挑戰的商業環境下，企業須不斷審視自己的表現，與時並進，進行革新，才可以走在行業之先。上任後，盧韋柏為公司制定了五大策略，讓公司達成可持續發展的最終目標。他詳細解釋這些策略如何推動公司的發展。

盧韋柏表示，在五個策略中，最重要的是「以客為本」。他說：「我們做的每一件事，都要了解客戶的需要。我們的客戶是高端的一群，也愈見年輕，所以要真正做到『以客為本』。」另一方面，亦需要發揮恒隆的品牌效應，讓每一位客人不論在旗下的任何一個商場或辦公樓，都感受到世界級的體驗。

第三乃科技應用，盧韋柏表示我們可以運用科技增加生產力，令工作更有效率。他說：「公司要緊貼科技潮流。以往一些不可能發生的事情，都因科技發展而變成可能，所以我們可以運用科技達成目標，但當然，同時要注意網絡安全，保障公司的利益。」

談到高效的執行力，盧韋柏指作為一個發展商，在工程建造和物業管理方面，需要做到準時完工，亦不會超出預算。這包括如何運用和調配資源，加快公司的發展。最後，是如何秉持恒隆的核心價值，在企業管治、道德、誠信等範疇，所有同事都必須遵循最高的誠信和行為標準。

盧韋柏將公司比喻為一輛跑車，並表示：「現在賽道已經畫好了，同事也清晰知道這五個（策略），我們一起並肩作戰，在這跑道上一起跑得更快。」

The Five Strategies

In today's challenging business environment, companies need to make regular reviews of their performance and when necessary undergo a transformation in order to stay on top. When Weber arrived at the Company, he set out five strategies which he said were the key to achieving the ultimate goal of sustainable growth. He elaborated on his views about these strategies with which the Company can forge further ahead.

In Weber's view, being customer-centric is the most important of the five strategies. "In absolutely everything we do, we need to understand the needs of our customers, given that our customers are high-end and are getting younger," he said. We need to focus totally on our customers and at the same time increase our capabilities. On the other hand, we also need to enhance our branded experiences, so that each of our customers can enjoy a world-class ambience at every one of our shopping malls and offices.

On the uses of technology, Weber thought we can ride on this scientific knowledge to increase our production and make us more efficient. "We should embrace technology, because things that could not be done earlier can now be achieved with the advances of technology. We should use it to achieve our goal, but of course we also need to stay vigilant about cybersecurity so as to safeguard the Company's interests," he said.

When discussing the concept of disciplined execution, Weber opined that as a real estate developer, we need to be on time and on budget in our construction and asset management. We need to know how to use and redeploy our resources so that the Company can grow even faster. Finally, on the upholding of Hang Lung's core values, all colleagues must comply with the highest standards of corporate governance, ethics and integrity.

Weber compared the Company to a sports car and said, "Now the track has been set, and our colleagues is clear about the five strategies. We can work side by side, together we can run even faster."

杭州的大計

恒隆於2018年5月投得位於杭州市的黃金地塊，標誌着公司的版圖成功拓展至第九個內地城市，共11個項目。盧韋柏指對項目非常期待，同事在過去數月也密鑼緊鼓去籌備。現時，杭州項目已經定下了藍圖，將發展成為一項商業綜合項目，當中包括辦公樓、酒店和一個商場。地面的總樓面面積為194,100平方米，也包括一個約30,000至40,000平方米的地庫。

Master Plan for Hangzhou

In May 2018, Hang Lung was successful in its bid for a prime site in Hangzhou. The acquisition extends Company's reach to a total of 11 developments in nine Mainland cities. Weber spoke about this project with much anticipation. For the past few months, our colleagues have been hard at work preparing for this project. According to the blueprint that has now been set, the development will be a mixed-use commercial complex, with office towers, a hotel and a shopping mall. The total gross floor area above ground will be 194,100 square meters and the basement will have about 30,000-40,000 square meters.



展望2019

盧韋柏指2019年將是非常忙碌的一年。在香港方面，山頂廣場的翻新工程會於下半年落成。內地方面，上海的港匯恒隆廣場將會於年底完成為期三年的優化工程。此外，昆明的恒隆廣場也會於下半年開幕、無錫的恒隆廣場第二座辦公樓也會於下半年交付，加上瀋陽的康萊德酒店也會於下半年開業。

為帶領同事走過如此忙碌又富挑戰性的一年，盧韋柏希望與同事一起並肩作戰、一起努力。他也再次感謝同事於過往一年的不懈努力，他說：「各同事的努力會大為增強公司的競爭力，亦讓我們有能力增加收入。所以於2019年，我期望會有豐盛的一年，亦持續2018年下半年的勢頭，在2019年做得更好！」

Looking Ahead

Weber said that 2019 will be a busy year. In Hong Kong, the renovation of The Peak Galleria will be completed in the second half of the year. Meanwhile on the Mainland, Grand Gateway 66 in Shanghai will complete its three-year renovation by the end of the year. In addition, we will also see the opening of Spring City 66 in Kunming, the opening of the second Office Tower at Center 66 in Wuxi, plus the opening of the Conrad Hotel in Shenyang.

To lead the team forward in tackling the challenges during this eventful year, Weber hoped that everyone will work hard together. He thanked all our colleagues for their efforts in 2018. "Because of colleagues' dedication, the Company's competitiveness will increase, and our capability to increase our revenue will be strengthened. So, I believe that 2019 will be a fruitful year, one in which that we can continue the positive momentum we achieved in the second half of 2018 and do even better!"

於2019年完成的項目

香港 Hong Kong

- 香港山頂廣場的優化工程
The Peak Galleria renovation



- 上海的港匯恒隆廣場的優化工程
Grand Gateway 66 renovation, Shanghai



Projects to be Completed in 2019

內地 Mainland China

- 昆明的恒隆廣場
Spring City 66, Kunming



- 瀋陽的康萊德酒店
Conrad Hotel, Shenyang



- 無錫的恒隆廣場第二座辦公樓
Office Tower 2, Center 66, Wuxi



大連市、區政府代表團到訪恒隆總部

Dalian Government Officials Visit Hang Lung Headquarters

由大連市市長譚成旭先生率領的市、區政府代表團在1月28日（星期一）到訪恒隆總部，與公司的管理層會面交流。行政總裁盧韋柏先生感謝大連市政府對公司的支持，雙方在會上交流對大連經濟發展的看法，並表示對未來業務表現充滿信心。

出席者包括大連市商務局局長王麗英女士、大連市政府辦公廳副主任羅衛星先生、大連駐香港經濟貿易代表處首席代表薛國先先生、西崗區區長吳開華先生和西崗區商務局局長肖文成先生、恒隆地產執行董事陳文博先生和陳家岳先生、董事—項目管理勞建亮先生及董事—租務及物業管理Mr. Aris Maroulis。



▲ 大連市政府代表團與恒隆管理層會面交流
Dalian Government Officials meet with Hang Lung's top management

A government delegation led by Dalian Mayor Mr. Tan Chengxu visited Hang Lung headquarters on January 28 (Monday) for a meeting with the Company's management. CEO Mr. Weber Lo thanked the Dalian Government for its support to the Company. They shared views on Dalian's economic development and expressed optimism to the future business performance.

The attendees included Ms. Wang Liying, Administrator of Commerce Bureau of Municipal Government of Dalian; Mr. Luo Weixing, Vice Chairman of the General Office of Municipal Government of Dalian; Mr. Xue Guoxian, Chief Representative of Economic and Trade Representative Office of Dalian in Hong Kong; Mr. Wu Kaihua, District Governor of Xigang District; Mr. Xiao Wencheng, Administrator of Commerce Bureau of Xigang District Government; Mr. Adriell Chan and Mr. Norman Chan, Executive Directors of Hang Lung Properties; Mr. Adrian Lo, Director – Project Management; and Mr. Aris Maroulis, Director – Leasing and Management.

星級服務專區 HL Star Service

將心比己 Put Oneself in Another's Shoes

如果你遺失了預備送給父母慶祝金婚的禮物，會是如何焦急的心情？而作為男士的你帶着年幼的孫女卻不方便帶她到洗手間去，又會否感到不知所措？將心比己，才能為客戶多做一點。兩位「綠寶石客戶服務—優異獎」得主就可設身處地為他人着想，展示出優質客戶服務精神。

天津的恒隆廣場的程怡在商場撿獲一對刻有名字的戒指，到專櫃查問得知是子女買來慶祝父母金婚，明白戒指意義重大，寧願犧牲私人休息的時間，也主動於上班前到老夫婦家歸還戒指，更送上一束鮮花致意祝福。而在瀋陽，皇城恒隆廣場的張陽明白到年事已高的男客人不便帶着年幼的孫女到洗手間，她主動協助帶同四歲的小女孩前往，更在禮賓服務台拿了一本書送給小女孩作為表現良好的獎勵。

▶ 皇城恒隆廣場的張陽送了一本書給小女孩作為表現良好的獎勵
Zhang Yang from Palace 66 rewards a young girl with a gift book for her good behavior



How anxious can one be when losing a precious gift for celebrating his/her parents' golden wedding anniversary? If you were a grandfather, would it be embarrassing when you cannot take your granddaughter to the restroom? By understanding what customers need, one can go the extra mile. Two Merit Case winners from 2018 Emerald Award have showcased the spirit of customer service excellence by putting themselves into the customers' shoes.

Cheng Yi from Riverside 66 found a pair of rings with engraved names and went to the shop for more information. As she learned that the rings were prepared for celebrating the 50th wedding anniversary of the customer's parents, she decided to sacrifice her own time and send the rings to their home before work together with a bouquet of fresh flowers to commemorate the occasion. In Shenyang, Zhang Yang from Palace 66 understood how inconvenient it can be for a grandfather to take his young granddaughter to the restroom. She offered to help by taking the little girl to the restroom and rewarding her with a gift book from the concierge for her good behavior.

◀ 天津的恒隆廣場的程怡送回戒指
Cheng Yi from Riverside 66 returns a pair of rings



恒隆智選管理培訓生



TEAMS Day Embraces New Technology to Select Management Trainees

- 透過虛擬實境技術讓參加者認識上海的恒隆廣場
Participants explore Shanghai's Plaza 66 using virtual reality technology



恒隆「管理培訓生計劃」今年收到逾2,000份申請，當中只有200多位大學畢業生通過首兩輪甄選中的各項考核，獲邀參加在1月23日（星期三）舉行的TEAMS Day，爭取機會進入最後階段的評估和面試，加入恒隆成為管理培訓生力軍。

今年的TEAMS Day特意設計了一個手機應用程式，參加者需按照指示走訪公司旗下在香港的不同物業，在限時內完成任務，並運用虛擬實境體驗「走進」上海的恒隆廣場，接受「跨地域」的挑戰。

恒隆「管理培訓生計劃」自2004年推出，每年皆收到逾千本地及海外大學生報名。每位成功加入管理培訓生行列的畢業生，均需接受為期18個月的在職培訓，以「崗位輪換」方式在香港及內地不同的部門工作，全面認識恒隆在各個城市的業務發展及運作。培訓期內，公司的高級管理人員將擔任管理培訓生的導師，與他們分享寶貴的工作和生活經驗，並為他們的生涯規劃提供意見。



TEAMS代表公司對人才的要求，分別為才能Talented、活力Energetic、分析力Analytical、主動性Motivated、明智Sensible。

- 來自不同部門的同事齊心協力籌備TEAMS Day
Colleagues from various departments work together for TEAMS Day



- 參加者需要運用手機應用程式TEAMSmile找出當日路線
Participants need to use the mobile app TEAMSmile to access the route and schedule for the day



The Hang Lung Management Trainee Program has received more than 2,000 applications this year. After the first two rounds of selection, only about 200 university graduate applicants were invited to participate in TEAMS Day on January 23 (Wednesday) to embark on a further round of rigorous selection.

This year, the Company designed a mobile phone app specially for TEAMS Day. Participants had to follow the instructions in the app to visit different Hang Lung properties around Hong Kong, complete tasks within a limited time, and "pay a visit to" Plaza 66 in Shanghai using virtual reality software.

The Hang Lung Management Trainee Program has been running since 2004 and has received more than a thousand applications from local and overseas university graduates each year. Each graduate chosen as a management trainee is required to undergo an 18-month training program, working in different departments across Hong Kong and the Mainland to fully understand the Company's business and development. During the training period, the Company's senior executives act as mentors and share valuable job and life experience with the management trainees, as well as provide advice on their career plans.

TEAMS represents the Company's talent requirements, and stands for Talented, Energetic, Analytical, Motivated, and Sensible.



恒隆地產
Hang Lung Properties



LinkedIn





壽星《芝麻街》 與你賀新年

*Sesame Street Celebrates its Birthday
and CNY with You*

除了拜年、逗利是，農曆新年當然要到街上行大運！恒隆旗下的香港商場經過一番悉心布置，搖身一變成為各具特色的打卡熱點，並邀得《芝麻街》的經典角色坐陣，齊齊「型」接新春！

In addition to being a time for family reunions and exchanging auspicious red packets, the Lunar New Year is also a time when it is customary to take a stroll in the streets to usher in luck for the coming year. With special, stylish thematic installations and the presence of much-loved, famous characters from *Sesame Street* among other exciting attractions, Hang Lung's malls were the most festive places to visit this New Year!

適逢《芝麻街》今年50歲大壽，在農曆新年期間，位於銅鑼灣Fashion Walk的百德新街、食街、京士頓街9號，及位於旺角的雅蘭中心、荷李活商業中心、家樂坊，聯手打造以Fortune Walk「芝麻開運『型』新春」為主題的專屬《芝麻街》體驗！八大經典角色首次齊集香港與大家見面，並參與了多場巡遊，吸引大批市民圍觀，將節日氣氛推到最高！。

Sesame Street is celebrating its 50th anniversary this year! During the festive period, Paterson Street, Food Street, and 9 Kingston Street at Fashion Walk in Causeway Bay, and Grand Plaza, Hollywood Plaza, and Gala Place in Mongkok co-launched the Fortune Walk, a *Sesame Street*-themed event, offering a unique and fun-filled celebration of the Lunar New Year. Eight of the show's major characters visited Hong Kong to meet fans for the first time, and crowds were drawn by the festive atmosphere!

狂歡 同賀



《芝麻街》角色見面會及「芝麻開運『型』新春」巡遊
Sesame Street Meet & Greet and Sesame Street Parade

雅蘭中心、荷李活商業中心、家樂坊
Grand Plaza, Hollywood Plaza & Gala Place



Fashion Walk



「盤滿鉢滿」
豬年金幣工作坊
DIY Piggy Gold
Coin Workshop



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除了《芝麻街》的一眾巨星，康怡廣場及淘大商場亦分別帶來小豬和喜鵲，與大家歡度了一個熱鬧的新春！其中，康怡廣場的春節市集，吸引不少顧客帶同子女辦年貨。而淘大商場也可謂浪漫至極，璀璨的桃花天幕裝置吸引情侶們紛紛在食街拍照打卡，留住甜蜜一刻。兩大商場亦為顧客預備了充滿節日氣氛的賀年節目，包括揮春工作坊和迎財神等活動，提供不一樣的購物體驗！

This year's Lunar New Year celebrations at Hang Lung's malls not only featured the stars of *Sesame Street*, but also cute piggies and magpies to welcome the Year of the Pig! Many parents brought their children to visit the New Year Market with piggies at Kornhill Plaza. Also, couples enjoyed a captivating romantic experience at Amoy Plaza, where they were able to take breathtaking photos beneath a passionate sea of flowers on Food Street and capture sweet memories. The two malls also arranged a series of festive celebrations, including a Fai Chun Workshop and the Golden Lion Lunar New Year Celebration, among others. Customers experienced a unique Hang Lung-branded shopping experience!

Celebrating a Hang Lung-branded Lunar New Year! 恒隆新年

淘大商場 Amoy Plaza

喜氣迎財神

God of Wealth Appearance



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康怡廣場 Kornhill Plaza

「迎春接福」版畫揮春工作坊

DIY Printmaking Stamped Fai Chun Workshop



金獅獻瑞賀新春

Golden Lion Lunar New Year
Celebration



新春美食展

Lunar New Year Food
Exhibition



春節・遊・市集

Chinese New Year Market
with Piggy



我的「前世情人」花火瓶工作坊

My Valentine Spark Chamber
Making Workshop



喜迎財神賀豬年

God of Wealth Blessing



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狂歡同賀 恒隆新年

Celebrate the Hang Lung-branded
Lunar New Year!

雲集豬界明星麥兜、傳統年獸、新春年花、童話人物愛麗絲和樂高®大師賀年作品，恒隆旗下的八個內地商場以充滿節日氣氛的布置、新春市集和特色手作坊打造獨一無二的恒隆新年，與顧客共慶新春！

McDull the piggy superstar, traditional Nian, festive flowers, Alice from the Wonderland and creative masterpieces from the LEGO all arrived at Hang Lung's malls on the Mainland for the Lunar New Year celebration! Eight malls prepared festive installations, flea markets and special workshops to create one-of-its-kind Hang Lung-branded Lunar New Year to celebrate the festivities with all customers!

恒隆廣場·上海 Plaza 66

「年·來了」 Here Comes「Nian」

以「年·來了」為主題，上海的恒隆廣場打造了兩個結合傳統古韻和西式浪漫的新年藝術裝置，吸引不少顧客拍照打卡的同時，更以互動體驗增添新春趣味。由戶外的裝置參與尋找年獸互動遊戲，再到中庭通過手機和裝置大屏幕「燃鞭炮」，讓顧客在現代都市中都能感受傳統新年體驗。

Welcome the New Year at Plaza 66! The mall introduced two New Year installations combining traditional artistic and western romance with interactive games as the perfect spots for photo-taking with customers and their families. From nian-hunting interactive game at the outdoor installation to the digital firecrackers at the Atrium, customers all enjoyed the traditional ambience of New Year celebration with a modern twist!



港匯恒隆廣場 Grand Gateway 66

花舞紙境 Ultimate Beauty of Paper

新春剛至，港匯恒隆廣場已是百花齊開、繁花盛放，由紙藝大師吳玉娜 (Lina Wu) 為商場度身打造的「花舞紙境」由大堂蔓延至玻璃廊橋和天花穹頂，展現欣欣向榮的新年願景。不少顧客沉醉一片花海之中，與家人朋友合影留念，還參與紙藝手作坊，將美好春意帶回家。

When the spring has just arrived, the full bloom has decorated Grand Gateway 66 with custom-designed paper flowers created by artist Ms. Lina Wu. From the lobby to the hallway and the ceiling, the installations visualized the New Year vision of prosperity. Not only enjoying the beautiful spring inside the mall and taking photos with friends and families, customers also joined workshops to bring the bloom home!



恒隆廣場·無錫 Center 66

樂高®新年 The LEGO® Celebration

氣勢磅礴的故宮、精神抖擻的舞獅……由大中華區唯一樂高®專業認證大師洪子健先生帶領團隊設計、用上近100萬顆樂高®積木打造的新年展覽，吸引了大小朋友來到恒隆廣場感受別樹一格的新年氛圍。除了展出精緻作品，商場更舉辦多場手作坊讓顧客體驗砌積木樂趣，開心過新年。

The Forbidden City, the spirited dancing lion... as part of the New Year exhibition created by the team of the only LEGO® certified master Mr. Andy Hung in Greater China with nearly 1 million LEGO® blocks have attracted customers of all ages to Center 66 for a special New Year celebration! Apart from the exquisite exhibits, the mall also organized a series of workshops for all to enjoy the fun of building LEGO® blocks as well as the best entertainment during the Lunar New Year.



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市府恒隆廣場 Forum 66

愛麗絲奇境繽紛之旅新春派對
New Year Party with Alice



在1月26日(星期六)，市府恒隆廣場舉辦了「愛麗絲奇境繽紛之旅」新春派對，邀請了愛麗絲、兔子等等一眾童話故事角色來到瀋陽與大小朋友歡聚賀新年，讓顧客們走進夢遊仙境與愛麗絲互祝新年快樂，加上連場歌舞表演，讓狂歡氣氛推到最高點！

On January 26 (Saturday), Forum 66 held a New Year party themed Alice's Wonderland Adventure, inviting the charming characters from the tale including Alice and the Rabbit to Shenyang for the cheerful celebration with all customers! The characters not only came to send the best wishes of Happy Chinese New Year to customers but also brought along music and dance to push the celebration atmosphere to the max!

送犬迎豬，深受歡迎的麥兜和他的親友與一眾顧客共度與別不同的恒隆新年！在大連、濟南、天津的恒隆廣場和瀋陽的皇城恒隆廣場帶來四個以「好事成雙」、「富貴吉祥」、「緣定三生」、「桃花滿願」為題的新年裝置，吸引不少顧客前來添福氣。部分商場更設有新春市集，讓顧客盡情辦年貨及享受美食，收穫豐足過肥年！此外，麥兜亦會以新春及情人節形象出現於主題裝置之上，同時帶來不同活動及購物禮遇，為顧客於新年前、新年期間及情人節帶來連番驚喜。

恒隆新年

麥兜喜迎春

Celebrate the Hang Lung-branded
CNY with McDull

Welcoming the Year of Pig with the superstar McDull for the unique Hang Lung-branded celebration! Four malls, including Olympia 66, Parc 66, Riverside 66 and Palace 66, have brought four themed installations for customers to receive the best blessings. Some malls also introduced New Year Markets with rewarding shopping and delicacies for everyone's fruitful Lunar New Year holidays! McDull is featured in installations, events, and numerous shopping offers during Pre-CNY, CNY and Valentine's Day to spread joy for the New Year.

皇城恒隆廣場 Palace 66

恒隆廣場 • 大連 Olympia 66



恒隆廣場 • 天津 Riverside 66



恒隆廣場 • 濟南 Parc 66



勇奪環島行10公里賽亞軍

Winning First Runner-up at the Green Power Hike

做善事應當不遺餘力，能得獎更錦上添花。年度行山盛事「綠色力量環島行」於1月12日（星期六）圓滿舉行，香港的恒隆一心義工隊共派出四支隊伍，共15名同事，參加10公里和25公里的賽事。當中，由租務及物業管理部及資訊科技部同事組成的隊伍，更贏得物業管理盃10公里賽事的亞軍！

We should spare no effort for a charity cause, but it is even better when hard work pays off! The large-scale annual hiking event Green Power Hike was successfully held on January 12 (Saturday). Hong Kong's Hang Lung As One Volunteer Team sent four teams, a total of 15 colleagues, to compete in the 10km and 25km races. One of the teams from the Leasing and Management and Information Technology Departments even won the first runner-up in the 10km race of the Property Management Cup!

▼ 租務及物業管理部馮淇漢（左）、許志強（右）和資訊科技部黃星照（中）
Fung Kihon (left), Kelvin Hui (right) from Leasing and Management and Paul Wong (middle) from IT



慈善夜行香港之巔

Charity Night Walk to the Highest Peak in Hong Kong



為為鼓勵市民實踐綠色生活，「綠惜地球」於1月26日（星期六）舉行「撐綠惜日跑夜行」，香港的恒隆一心義工隊一行10人參加了慈善夜行的活動，挑戰香港最高峰——大帽山。活動當天，義工隊由下午4時30分出發，途經大帽山道停車場及大帽山氣象雷達站，歷時4.5小時，完成全程約6.6公里的登山路線。當站在香港之巔眺望美麗的落霞時，義工隊都不約而同大呼值得！

Green Earth organized the Day Run Night Walk for a Greener Earth on January, 26 (Saturday) to promote green living. A group of 10 people from the Hang Lung As One Volunteer Team joined the Night Walk and took the challenge to scale Tai Mo Shan. On the day of the event, the team started at 4:30pm, and scaled the route past Tai Mo Shan Road top carpark and Tai Mo Shan Weather Radar Station. They took 4.5 hours to complete the 6.6km hiking route. When standing at the highest point of Hong Kong to admire the beautiful sunset, all the team members thought that joining the race was truly worthwhile!

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為殘障兒童送暖

Sending Love to Disabled Children



武漢的恒隆一心義工隊於1月4日（星期五），在市內一間特殊教育學校舉辦了「關愛特殊兒童 用心點燃希望」的活動，為該校108名殘障兒童設計了一連串益智互動遊戲，並安排了趣味DIY課堂，一同發揮創意製作屬於自己的手工作品。由於臨近農曆新年，義工也將禦寒冬衣、教學用具等物資送贈予學校，並與老師探訪部分學生家庭，送上日用品。義工們希望，社會可多關注殘障兒童的需要，讓特殊教育有更好的發展。

On January 4 (Friday), Heartland 66's Hang Lung As One Volunteer Team organized an activity day for 108 disabled children at a special education school. They designed a series of interactive games and a DIY workshop for the children. The children had fun in making their own handicrafts. As the Lunar New Year was approaching, the volunteers also sent winter clothes and teaching materials to the school. They also joined the school teachers to visit some of the low-income families and brought them daily necessities. The volunteers hoped that the society can pay more attention to the needs of disabled children and promote the development of special education.

「恒隆。築跡」x 活現香港導賞團

Hang Lung Young Architects Program x Walk in Hong Kong Guided Tours

▼ 屯門 Tuen Mun

恒隆策動的「恒隆。築跡——年輕建築師計劃」於去年7月選出了三條由中學生設計的精選建築導賞路線，並於本年1月贊助活現香港舉辦三場導賞團供市民免費參加，帶領近100名參加者遊走屯門、荃灣及中上環區，認識學生眼中的香港，了解特色建築物背後的故事。



▲ 荃灣 Tsuen Wan
▼ 上環 Sheung Wan



In July last year, the Hang Lung Young Architects Program (Program) selected three winning walking routes. Several months later, the Program sponsored the Walk in Hong Kong to organize and conduct free guided tours for public to join in January this year. The docents took about 100 participants on tours in Tuen Mun, Tsuen Wan, and Central and Sheng Wan Districts, explaining how the youngsters perceive Hong Kong and telling them the stories behind some of the architectural highlights.

綠色·恒隆 HL Sustain

中國可持續發展的重任

China's Sustainability Mission

中國去年全年經濟增長6.6%，符合預期。然而，急速的發展卻對國家的可持續發展構成威脅。去年，中國全年碳排放增長率不跌反升，由2017年的不足2%，增加至高於4%，情況讓人憂慮。此外，環境退化亦是中國近年所面對的嚴峻問題之一。

面對種種環保問題，國際社會持續關注中國在推動全球可持續發展的角色。為擔起這個責任，在2016年，中央已針對由聯合國所提出的《2030年可持續發展議程》公佈一項全國性執行計劃。國家主席習近平亦在「中國共產黨第十九次全國代表大會」中再次確立了國家對針對可持續發展的承諾，訂下四大方針，包括綠色經濟轉型、解決環境問題、生態保育及有效環境管治系統。

為配合國家在可持續發展上的政策，恒隆亦作出了幾項承諾，包括致力為旗下內地新建物業爭取由美國綠建築議會所頒發的能源及環境設計先鋒獎金獎認證，同時為旗下既有物業訂下進取的節能目標。恒隆矢志成為同業間的模範，為國家的長遠可持續發展作出貢獻。

China experienced 6.6% GDP growth in 2018, in line with the expectations of analysts. However, such rapid advancement comes with a cost that threatens sustainable development. For instance, China's carbon emissions' year-on-year growth rate increased from less than 2% in 2017 to more than 4% in 2018, casting doubts on the ability of China to tackle climate change. Alongside the expanding carbon footprint, environmental degradation in China is also a pressing issue that urgently needs to be addressed.

Therefore, how China can take its share of the responsibility to achieve global sustainability is among the top concerns in the international arena. In response, the Chinese government released a national plan in 2016, to implement the 2030 Agenda for Sustainable Development initiated by the United Nations. At the 19th National Congress of the Communist Party of China (CPC), President Xi also emphasized China's commitment to sustainable development in four focus areas: green economy transformation, addressing environmental issues, ecological conservation, and effective environmental regulatory systems.

To tie in with the country's policy on sustainable development, Hang Lung also made a few promises. In particular, the Company committed to attain at least Gold Level under the Leadership in Energy and Environment Design (LEED) Certification Scheme of the U.S. Green Building Council for all new buildings in mainland China, and has set aggressive energy reduction targets for our existing buildings. Hang Lung aspires to be the role model among its peers and set the pace in contributing to the long-term sustainability of the country.



Shaping The Future!

恒隆義工在2018年服務社會超過13,000小時

Hang Lung's Volunteers Contributed over 13,000 Hours in Total in 2018



恒隆一心義工隊在2018年於香港及內地多個城市服務社會總共超過13,000小時，活動次數對比上一年增長15%。為嘉許香港義工過去一年的努力，公司於2月15日（星期五）舉行了恒隆一心義工隊嘉許禮，由行政總裁盧韋柏先生主禮，向出色義工頒發感謝狀。頒獎後，近百位得獎義工及同事一同於UA淘大慶祝，欣賞賀歲電影《廉政風雲》。

盧韋柏先生表示：「公司一直鼓勵同事運用自己的專長及興趣貢獻社會，既一展所長，亦提升服務成效。義工隊自2012年成立至今，有賴逾千名同事和義工的付出，每年在香港及內地多個城市舉辦超過100項活動，貫徹恒隆的核心價值，為社會作出貢獻。」

The Hang Lung As One Volunteer Teams have pushed the bar of excellence higher again with a total of 13,000 service hours in Hong Kong and Mainland cities in 2018, with a 15% increase in number of activities compared to the previous year. To honor their efforts, the Company hosted a recognition ceremony on February 15 (Friday), which was officiated by CEO Mr. Weber Lo who presented certificates of appreciation to outstanding volunteers. After the award presentation, winners and colleagues of close to 100 celebrated the moment by enjoying the New Year movie *Integrity* at UA Amoy.

"The Company encourages all employees to give back to society by sharing professional expertise and personal interests, as part of personal development and our collective effort to better serve the community," said Mr. Weber Lo. "Thanks to the enthusiastic support of 1,000-plus colleagues, more than 100 community-based activities are organized every year in Hong Kong and various cities on the Mainland since the establishment of our volunteering team in 2012, confirming Hang Lung's determination on giving back to society."



科技達人助基層分析數理

來自資訊科技部的程式分析員蕭朗然自2015年起擔任「恒隆趣味數學班」的導師，三年來向基層學生提供超過150小時的數學功課輔導。他去年服務時數達138小時，更首度成為「恒隆義工王」。他表示：「我平時工作要利用不同的分析工具及程式解決問題，當中需要運用的技巧，與教授小朋友解決數學問題如出一轍。成為『恒隆趣味數學班』的導師，給予我滿足感，讓我發揮所長。」

Learn Math with IT Expert

Wearing the hat of tutor in Hang Lung Fun Math Tutorial Classes since 2015 is Patrick Siu, Analyst Programmer, who has contributed over 150 service hours to the math classes for underprivileged students in the past three years. His staunch dedication last year, which amounted to 138 service hours, earned him his first Top Volunteer title. He said, "In my professional capacity, I am tasked with problem solving using analysis tools and programs. The skills involved are very much the same as those used to tackle math problems. The tutorial classes are a rewarding experience in that I can use my talents in helping those in need."

建築師培育新一代接班人

恒隆於2017至2018年舉辦了首屆「恒隆．築跡——年輕建築師計劃」，讓中學生透過一系列互動講座、工作坊、導賞團及路線設計比賽，認識建築與社區的關係，培育他們成為未來的建築師。發展及設計部經理陳耀邦以建築師的身份參與其中，他不單在路線設計比賽中擔任評審，更親自帶領勝出隊伍到新加坡參觀當地的環保建築，向年輕一代傳授專業知識。他表示，能夠參與培育年輕一代，把建築知識傳承下去，為其建築師的身份賦予多一重的意義。

Nurture The Future Architects

The first Hang Lung Young Architects Program spanning 2017 and 2018 was an initiative aimed at nurturing future architects through talks, workshops, guided tours and the Architectural Tour Design Competition for secondary school students to delve into the relationship between architecture and the community. Godfrey Chan, one of the participating architects from Development and Design Department, joined the design competition judging panel and led the guided tour to Singapore, where he shared knowledge with the winning team in the field trip to green buildings. Chan feels content that his role as an architect is given more than just a profession, through this meaningful program he helps pass on architectural knowledge from generation to generation.



◀ 盧韋柏先生（右）頒發嘉許狀予年度「恒隆義工王」蕭朗然（左）

Mr. Weber Lo (right) presents certificate of appreciation to Patrick Siu (left), the Top Volunteer of the Year

恒隆一心創建未來

今年，恒隆一心義工隊將繼續以Shaping The Future為主題，支持青少年發展、環保活動及長者服務三大服務範疇，包括於下半年展開第二屆「恒隆．築跡——年輕建築師計劃」，發掘新一批年輕建築師；推出一系列長者探訪及體驗活動；延續環保工作，在香港及內地項目推出關注空氣質素的教育活動，提升大眾對空氣質素的認識。

Shaping The Future

This year, the Hang Lung As One Volunteering Teams will continue to build on the Shaping The Future theme in three scopes, namely youth development, environmental protection, and elderly services. This includes the second edition of Hang Lung Young Architects Program, slated to open in the second half of the year to scout future architectural talents; home visits and activities for the elderly; and educational activities to promote awareness of air quality in Hong Kong and on the Mainland.

▼ 恒隆建築師陳耀邦（中）親自帶領路線設計比賽勝出的隊伍到新加坡參觀當地的環保建築，向年輕一代傳授專業知識

Hang Lung's architect Godfrey Chan (center) takes a team of winning students at the Architectural Tour Design Competition on a trip to Singapore and shares his knowledge of green buildings



◀ 「恒隆義工王」蕭朗然去年服務時數達138小時。他自2015年開始已擔任「恒隆趣味數學班」的導師，向基層學生提供免費數學功課輔導

Contributing 138 service hours in 2018, Top Volunteer Patrick Siu has been a tutor of Hang Lung Fun Math Tutorial Classes for underprivileged students since 2015



Pantone of 2019
彩通年度代表色

活珊瑚橘 Living Coral

要數今年的熱門顏色，一定是被彩通 (Pantone) 選為年度代表色的活珊瑚橘 (Living Coral)。活珊瑚橘是一種來自大自然的顏色，不僅出現在海洋的珊瑚群中，也能在每天 Magic Hour 的斜陽中看見。彩通形容：「帶着金色底色的珊瑚色調，以較為柔和的感覺帶來活力與生機，能輕易打動人心。」不少品牌已推出了一系列以活珊瑚橘為主色調的產品，就讓我們把這溫暖的色彩帶到日常生活中吧！

Among the hottest trending colors of 2019, the stand-out must be Pantone's 2019 Color of the year, Living Coral. A natural color taken from the spectrum of our ecological habitat, Living Coral can be found everywhere from in our oceans to that daily Magic Hour when the sun sets. Pantone describes Living Coral as an animating and life-affirming hue with a golden undertone that energizes and enlivens with a softer edge, which can easily touch people's hearts. Many brands have launched product lines featuring Living Coral. Let's bring this warm color to our daily lives!

女生之選 For Her

珊瑚色的女裝很常見，想來點不一樣的話，不妨試試 M.A.C 推介的蜜桃珊瑚色系彩妝，再配搭淺色衣服，絕對能讓人怦然心動。

Coral-colored women's clothing is common. If you want to try something different, you can try M.A.C's See Sheer makeup matched with light-colored clothes. The combination is sure to make onlookers' hearts skip a beat!

SEE THE FUTURE
EYE SHADOW (MATTE) | \$160

SEE ME BLUSH
POWDER BLUSH | \$225

SEE STARS
EYE SHADOW (FROST) | \$160

SEE SHEER
LIPSTICK | \$160

SEE ME SHINE
LIPGLASS | \$160

男生之選 For Him

既熱情、開朗又柔和的珊瑚色，絕對不是女生的專利！男生穿起珊瑚色上衣，簡單搭配黑色長褲或牛仔褲，不單時尚型格，更能顯出暖男形象！

Colors that exude passion and joy while belonging to a softer palette are not the exclusive domain of the fairer sex! Boys who wear Living Coral tops paired with black trousers or jeans are sure to give off an energetic and stylish vibe!

TRULL TEXTURED
SLEEVE CREW NECK | \$1,450

TOFF ALL OVER GEO
CORAL PRINTED POLO | \$950

M.A.C

地點 | Fashion Walk 記利佐治街11-19號地下26-27號舖
Address | Shop 26-27, G/F, 11 - 19 Great George Street, Fashion Walk

TED BAKER

地點 | Fashion Walk 記利佐治街11-19號地下8、21號舖及一樓6號舖
Address | Shops 8 & 21, G/F & Shop 6, 1/F, 11-19 Great George Street, Fashion Walk

每月獎不停

FunCorner

知道答案的同事請即上內聯網互動專區遞交答案，或把答案連同中文姓名、所屬部門和聯絡方法，發電郵至 Connections@HangLung.com，亦可經內部郵遞交到集團傳訊部。截止日期為2019年3月15日（星期五），我們會每期抽出共10位得獎同事，每人更可獲得當地幣值100元的購物禮券。

2月號題目：男生太多（猜一字）

12月號題目：和尚打傘（猜一歇後語） 答案：無法（髮）無天

得獎者：

馬 碩 市府恒隆廣場
高永梅 皇城恒隆廣場
馮 璽 恒隆廣場·濟南
陳 琛 恒隆廣場·武漢

楊智媛 恒隆廣場·昆明
杜晉璋 恒隆廣場·天津
王 強 恒隆廣場·大連

尤月贊 恒隆廣場·無錫
陳韋晴 香港
葉靖妍 香港

1月號的答案將於下期公布，敬請留意！

恒隆地產
HANG LUNG PROPERTIES



《連繫恒隆》由恒隆地產集團傳訊部每月出版，刊物保留所有文章及照片的版權。我們僱用匡智會負責信件處理及郵寄地址標籤工作，以示對社會企業的支持。

如閣下選擇拒絕接收，請透過《連繫恒隆》網頁或電郵至 Connections@HangLung.com 送出指示。

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