

Press Release

Hang Lung Malls Celebrate the Brand Refresh and Enhanced Experiences of Its Customer-Focused “HOUSE 66 CRM Program”

(Shanghai, September 1, 2023) Demonstrating its commitment to “customer centricity,” Hang Lung Properties (SEHK stock code: 00101) (the “Company” or “Hang Lung”) is entering the 6th year of its customer relationship management (CRM) program, “HOUSE 66,” which it has implemented across the country since 2018. To commemorate the occasion, “HOUSE 66” has completed a brand visual refresh and upgraded a selection of its member benefits and privileges. Furthermore, from September 1 to October 6, Hang Lung will host a celebratory campaign across 10 of its shopping malls in eight Mainland cities. The “HOUSE 66” enhancement effort aims to provide customers nationwide with even more exclusive and personalized shopping experiences and services, offering high-quality lifestyles and creating compelling spaces that enrich lives.

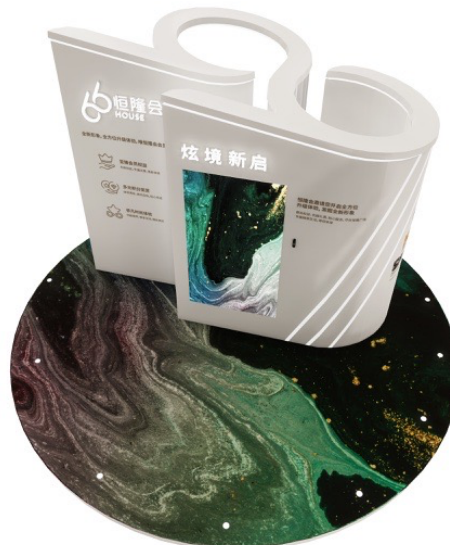
A Nationwide Campaign to Mark the Exciting Enhancement

As part of HOUSE 66’s visual branding revamp, “66” is set prominently against a series of dynamic backdrops, symbolizing Hang Lung’s multi-faceted connections between its tenants and customers. The membership cards for each tier have also been redesigned with vibrant colors and textured patterns, giving the cards a distinctly contemporary and sophisticated feel.





Hang Lung will host the “HOUSE 66” celebratory campaign from September 1 to October 6 across 10 shopping malls nationwide. Multiple happenings and rewards will await members each week, from interactive installations to tempting ice cream giveaways, as well as unique experiences exclusive to members, such as equestrian, golf, and craft workshops. Furthermore, on one dedicated day each month, members will be able to use their points to unlock exclusive rewards while enjoying special privileges and experiences courtesy of their favorite brands. These efforts will encourage interactions between tenants and members while stimulating footfall.



Interactive installations, shaped to resemble the “66” emblem, will offer immersive member experiences with surprises

Superior Privileges

To further enhance the “HOUSE 66” experience and create real value for loyal members through bespoke rewards and offerings, Hang Lung provides superior privileges in collaboration with partners from different sectors across the nation. “HOUSE 66” members can choose their favorite offers from an inspiring array of food & beverage, travel, hotel (e.g., Conrad Shenyang),

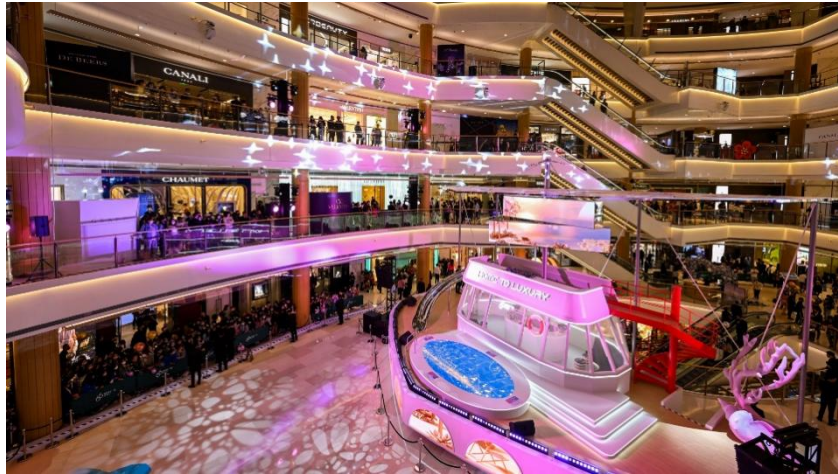


and art and culture privileges, as well as credit card rebates. Through these specially curated arrangements, Hang Lung presents members with all-encompassing lifestyle experiences, elevating their quality of life.



Conrad Shenyang hotel offers

Adding to the celebrations, “HOUSE 66” will offer a limited-time nationwide membership upgrade to selected members, giving them early access to more “HOUSE 66” privileges. Additionally—just as Hang Lung shopping malls offer signature events every year—a series of festivals will take place throughout the campaign, including “TAKE CENTER STAGE” at Center 66, Wuxi; “BE MY HEARTLAND” at Heartland 66, Wuhan; and the 11th anniversary event at Forum 66, Shenyang. Prestigious members are invited to join the celebrations and soak up the intriguing atmosphere in each city.



"HOME TO LUXURY" at Plaza 66, Shanghai



"BE MY HEARTLAND" at Heartland 66, Wuhan



"TAKE CENTER STAGE" at Center 66, Wuxi

While presenting customers with special privileges and exclusive experiences, Hang Lung is committed to promoting a low-carbon and sustainable lifestyle. To support members' eco efforts, Hang Lung encourages greener purchase while offering a larger selection of greener gifts for redemption.



“HOUSE 66” will also launch a brand-new mini program in September, which will consolidate information about all 10 Hang Lung shopping malls to provide members with a richer and smoother digital experience. This will allow for an easier understanding of member privileges and promotions, as well as checking of records and cross-mall activities while offering surprises at every turn.

[End]

About Hang Lung Properties

Hang Lung Properties Limited (SEHK stock code: 00101) creates compelling spaces that enrich lives. Headquartered in Hong Kong, Hang Lung Properties develops and manages a diversified portfolio of world-class properties in Hong Kong and the nine Mainland cities of Shanghai, Shenyang, Jinan, Wuxi, Tianjin, Dalian, Kunming, Wuhan, and Hangzhou. With its luxury positioning under the “66” brand, the company’s Mainland portfolio has established its leading position as the “Pulse of the City”. Hang Lung Properties is recognized for leading the way in enhanced sustainability initiatives in real estate as it pursues sustainable growth by connecting customers and communities.

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

For more information, please visit www.hanglung.com.

For inquiries, please contact:

Hang Lung Properties

Rita Lai

Head of Corporate Communications (Mainland)

(852) 2879 0157

RitaPYLai@HangLung.com

Jay Xia

Manager – Corporate Communications

(86) 21 2225 6231

JayZJXia@hanglung.com