



#Customercentricity

以客為尊

「以客為尊」引領非凡購物體驗 為城市注入新活力
“Customer Centricity” Leads to Extraordinary Shopping
Experiences and Brings Vibrance to Cities

半甲子的恒隆之旅 用心演繹「以客為尊」
A 30-year Journey with Hang Lung.
Living “Customer Centricity” by Heart

創新思維推進可持續發展步伐
Advance Sustainability
by Challenging the Status Quo

目錄 CONTENTS

- 3 專題故事 FEATURE STORY
「以客為尊」引領非凡購物體驗
為城市注入新活力
"Customer Centricity" Leads to
Extraordinary Shopping Experiences and
Brings Vibrance to Cities
- 8 恒隆脈搏 HL PULSE
恒隆互聯網全面煥新
A Fresh New Look for Everyone
恒隆數學獎 Research Club：
「數」造科研之路
HLMA Research Club: Equip Yourself for
a Future in Science and Research
- 9 恒隆大踏步挑戰 走出健康人生路
Hang Lung Stepathon Challenge to
Herald a Healthy Life
- 10 恒隆人 HANG LUNG PEOPLE
半甲子的恒隆之旅
用「心」演繹「以客為尊」
A 30-year Journey with Hang Lung,
Living "Customer Centricity" by Heart
- 12 可持續發展 SUSTAINABILITY
創新思維推進可持續發展步伐
Advance Sustainability by
Challenging the Status Quo
- 14 恒隆「她領航」計劃啟航
Hang Lung Future Women Leaders Program
Sets Sail

- 16 可持續發展揉合沉浸式購物體驗
Integrating Sustainable Development and
Immersive Shopping Experiences
- 17 福祉 WELLBEING
「智愛無垠」認知友善計劃
促進跨代共融社區
"Love-No-Limit" Dementia Friendly Program
Promotes Cross-Generational Care
- 18 獎項與榮譽
AWARDS AND HONORS

總編輯：李晞彤

副編輯：姚碧丹 林丹媛 吳慧詩

版權所有©2022恒隆地產有限公司集團傳訊部，
香港中環德輔道中4號，渣打銀行大廈28樓

《連繫恒隆》是由恒隆地產集團傳訊部出版，
恒隆地產保留其所有內容之版權。如欲轉載或
引用本刊內容，請在複製內容中註明出處。

Chief Editor: Helen Lee
Associate Editors: Kate Yao Phoebe Lam Sarah Ng

Copyright©2022 by Corporate Communications Department,
Hang Lung Properties Limited, 28/F Standard Chartered
Bank Building, 4 Des Voeux Road Central, Hong Kong

Connections is published by the Corporate Communications
Department at Hang Lung Properties Limited. Reproduction
of any contents of this publication requires proper
acknowledgment.

連繫恒隆
CONNECTIONS

12
2022

專題故事
FEATURE STORY

「以客為尊」 引領非凡購物體驗 為城市注入新活力



恒隆一直秉持「以客為尊」的宗旨，多年來與租戶攜手打造獨一無二的購物、消閒及娛樂體驗，旗下兩家在滬的商場——上海恒隆廣場及上海港匯恒隆廣場的年度主題活動更是全城矚目盛事之一，無論是高端時尚的細緻購物體驗，還是創意和娛樂兼備的設備，都能讓顧客感到賓至如歸，吸引城中富有品味的消費者紛至沓來。

錢買不到的體驗

作為上海的高端時尚地標，上海恒隆廣場不斷尋求突破，致力引進國際高端品牌的旗艦店和首店，將全球頂級的購物風尚帶到上海。年度

頂尖時尚盛事「Home to Luxury」盛裝派對今年繼續為消費者帶來潮流與奢享並重的感官之旅，與全場逾百家知名國際品牌攜手為消費者呈獻多達150款獨家、首發或限量單品，吸引消費者熱烈追捧，冀能買得心頭好。商場為加強與消費者聯繫，更量身打造專屬的服務，包括與國際品牌香奈兒籌劃專屬私享晚宴。VIC們除了享受美食外，更獲贈定製禮品，親身體會到恒隆與租戶合力呈獻「錢買不到的體驗」。

#CustomerCentricity
#UniqueBrandedExperience

“Customer Centricity” Leads to Extraordinary Shopping Experiences and Brings Vibrance to Cities

Upholding “Customer Centricity” as one of our core values, Hang Lung has always sought opportunities to work with tenant partners to bring customers unique shopping, leisure and entertainment experiences. Annual high-profile, top fashion events like Plaza 66’s “Home to Luxury” Party and Grand Gateway 66’s “Gateway to Inspiration” in Shanghai attract worldwide attention as they connect our most distinguished patrons with our world-class tenants.

Experiences that Money Can’t Buy

At the pinnacle of Shanghai’s high-end fashion and lifestyle offering, Plaza 66 continues to seek breakthroughs in delivering the best-of-the-best experience to customers. At the annual star-studded “Home to Luxury” Party, guests were treated to a rich array of exclusive, first-release and limited-edition items in collaboration with the mall’s stellar cast of renowned international brands. For loyal patrons at this level, value is found not in promotions but in exclusivity. The mall seeks to curate unique, prestigious experiences that are highly personalized and intimate, like

the private dinner hosted in collaboration with distinguished luxury brand, Chanel, and a number of other exclusive, invitation-only events presented by esteemed brands for VIC members.

Diverse Shopping Experiences to Drive New Trends

Positioned as the “Gateway to Inspiration”, Grand Gateway 66 strives to bring customers a diverse shopping experience with emphasis on both timeless luxury and trendsetting style. In a first for a high-end shopping mall, Grand Gateway 66 collaborated with a popular comedy company to present exclusive stand-up comedy performances for visitors to the mall. Understanding the needs of the new generation of young and savvy shoppers, the mall took an innovative approach to customer engagement with cross-sectoral collaborations including creating a special-edition soft drink with a drinks manufacturer as a souvenir for shoppers. Each floor of the mall also hosted interactive installations and booths to engage visitors with fun, trendy activities while they shop.

「Home to Luxury」盛裝派對亮點 Key Figures about “Home to Luxury” Party



100+個

品牌租戶參與
Participating
Tenants



150+個

獨家、限量或首發單品
First, Exclusive or
Limited-Edition Items



50+個

趣味互動裝置和
美食站
Interactive
Installations &
Food Kiosks



~60個

VIC獨家環節 / 店內活動
Exclusive Sessions / In-store
Events for VIC Members



租戶贊助的禮物逾
Sponsored Gifts from
Tenants Value

RMB3M+



全能音樂人劉憲華的精彩表演，點燃派對氣氛
Multi-talented musician Henry Lau lit up the stage with his exciting performances



為期三天的「Home to Luxury」盛裝派對以「寰宇未來」為概念
This year’s concept of three-day “Home to Luxury” Party was themed “Cruise to the Future”



上海恒隆廣場特別邀請多位時尚達人以直播和Vlog等形式，在社交平台上分享派對精彩難忘時刻
A number of fashionistas were invited to join the lively “Home to Luxury” Party to share the fun with their fans on social media



商場和眾多國際知名品牌打造有趣互動裝置，豐富消費者派對體驗
Interesting and interactive installations decked each floor of the shopping mall to enrich the shopping experience

多元體驗引領商場新風尚

上海港匯恒隆廣場以「Gateway to Inspiration」為定位，着重為消費者帶來高端時尚與潮流並重的多元體驗。今年，商場的慶典活動以「Gateway to Happiness」（「快樂觸手可及」）為主題，攜手喜劇文化公司「笑果」，首次以公眾開放的形式在高端商場為消費者帶來獨家棟篤笑表演，突破了該表演只在劇院內以線下演出的模式，貫徹我們將購物中心提升至體驗式消費場景的理念。

上海港匯恒隆廣場自2020年全面煥新後，在設備硬件上完成了升級改造。在今次活動期間，商場在各樓層設置了多個互動體驗裝置及有獎攤位，另配合場內提供的指引和二維碼，為消費者製造源源不絕的驚喜，通過互動讓顧客臻享服務和多重的趣味體驗。

有見年輕客群消費力與日俱增，他們在追求傳統奢侈品消費的同時，更重視個性化及與別不同的消費體驗。為此，上海港匯恒隆廣場與汽水廠正廣和跨界合作，訂製五款印有「網紅」金句的限量版飲料作為慶典禮物，其時尚的包裝設計成功吸引年輕族群的眼球，爭相拍照打卡，與社群共享定格一刻。



喜劇文化公司「笑果」為顧客呈獻棟篤笑表演
A popular comedy company presented a stand-up comedy show



上海港匯恒隆廣場以「快樂觸手可及」為主題，為城市商圈帶來活力
Grand Gateway 66 organized its anniversary celebration with the theme "Gateway to Happiness" to bring vibrance to the city



超過140家品牌推出花車、咖啡車、飲品車、派發氣球、會員工作坊、打卡裝置和互動遊戲裝置等精彩活動
More than 140 brands launched exciting activities such as floats, coffee and drinks carts, balloon distribution, member workshops, check-in points and interactive installations

「Gateway to Happiness」慶典派對亮點 Key Figures about "Gateway to Happiness"



300+個

品牌租戶參與
Participating Tenants



50+個

趣味互動裝置
Interactive Installations



140+個

租戶活動
Tenants Activities



8,700+份

免費禮品
Free Gifts



由尚美巴黎打造的「移動書屋」於上海港匯恒隆廣場的慶典活動首次亮相，成為全國巡迴的首站，吸引了眾多顧客打卡
Chaumet's Chaumet Library was launched at Grand Gateway 66, the first stop on its national tour, attracting many customers to check-in and take photos



在商場各樓層設置有趣的互動裝置連繫顧客
Interesting interactive installations engaged customers on every floor of the mall



與汽水廠正廣和特別訂製的限量版「網紅」金句飲料
Limited edition soft drinks with trendy taglines were made by Aquarius, a soft drinks manufacturer



上海港匯恒隆廣場特別設置NFT體驗裝置，為顧客提供全新的數碼化體驗，顧客即場設計專屬NFT頭像，打造獨一無二的永久珍藏
An NFT experience installation was created to provide customers an experience of this new digital phenomenon where they got to design their own NFT avatars

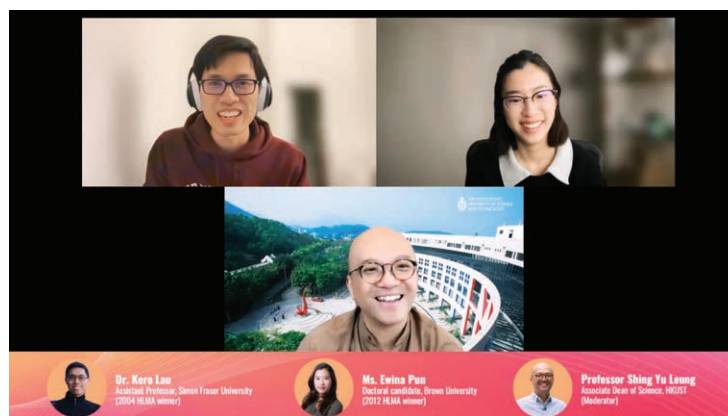
恒隆互聯網全面煥新 A Fresh New Look for Everyone

恒隆全新網頁已經正式推出，秉持「只選好的 只做對的」理念，新網頁着重介面的整體設計及瀏覽體驗，包括優化導航及搜尋功能，同時加強了恒隆對「聯繫顧客」方面的最新資訊，讓持份者進一步了解恒隆「以客為尊」的服務宗旨及獨有的品牌體驗。

Exemplifying the **We Do It Well** motto, the new websites for Hang Lung address the look and feel of the overall interface and experience by optimizing the navigation and the search function and enhancing the latest information on "Customer Engagement" to make visitors feel engaged and facilitate a better understanding of the Hang Lung service philosophy of customer-centricity as well as our unique brand experience.



恒隆數學獎 Research Club：「數」造科研之路 HLMA Research Club: Equip Yourself for a Future in Science and Research



恒隆數學獎 Research Club 最近邀得兩位年輕有為的科學家，劉堯堯博士及盤沁翹女士與中學生分享他們在科研路上的心得和建議。分享會由香港科技大學梁承裕教授擔任主持，吸引了逾100名來自50多所學校的中學生報名。作為2004年和2012年恒隆數學獎得獎者，兩位都回憶起他們從中學便對數學產生濃厚興趣，這開啟了他們通向科研世界的大門。數學是他們日常做研究所使用的語言。他們還提出一個有趣的見解，那就是做研究需要大量的團隊合作、很強的溝通能力和合作精神，而這些都是考試中所學不到的。

會後，部分同學已表示有興趣參加恒隆數學獎，因為其獨特的研究比賽模式、獎項的聲譽、與世界知名教授交流的機會，以及在比賽過程中為參賽者舉辦的一系列講座和研習坊。

The HLMA Research Club recently invited two promising young scientists, Dr. Kero Lau and Ms. Ewina Pun, winners of the HLMA in 2004 and 2012 respectively, to share their journey and advice on pursuing a career in science and research with secondary school students. Moderated by Professor Shing Yu Leung of HKUST, the sharing session attracted over 100 secondary school students from more than 50 schools to sign up. Both speakers recalled that they

started off with a strong interest in mathematics from their secondary school days, which opened doors to the world of scientific research. Mathematics is the language used daily in research. One interesting thing pointed out during the dialogue was that doing research requires a lot of teamwork, strong communication skills and a cooperative spirit. That's something you don't learn from taking exams.

Right after the sharing, some attendees expressed interest in joining HLMA because of the unique research-based experience, the reputation of the Award, the opportunities to meet world-renowned professors, and the series of lectures and workshops organized for participants during the competition.



2023年恒隆數學獎現已接受報名。如欲了解更多詳情，請掃描二維碼並瀏覽其官方網站
The 2023 HLMA is now open for registration. More details are available at our website, accessible through the QR code



#Excellence
#NurturingNextGen

恒隆大踏步挑戰 走出健康人生路 Hang Lung Stepathon Challenge to Herald a Healthy Life

腳踏實地，走出健康人生路！
恒隆在10月舉辦「恒隆大踏步挑戰」，旨在鼓勵同事在忙碌生活之餘，也要抽空讓自己隨時、隨地、隨意的動起來做運動，照顧一下自己的「身」「心」福祉。

副董事（集團人力資源及行政總監）潘舜雅女士表示：「我們一直非常重視員工的福祉，公司在今年初設立了Wellness@HL的員工身心健康計劃，而恒隆大踏步挑戰是Wellness@HL內其中一項活動，讓香港和內地恒隆所有項目的員工一起參加，公司希望透過這個活動，鼓勵員工多做運動鍛煉身體，促進身心健康。」

首屆的恒隆大踏步挑戰獲得空前成功，超過1,500位同事報名參加，並在為期一個月的活動中總共完成了545,489,557步，共約327,300公里，即約圍繞地球走了八圈多。讓我們繼續維持每日6,000步的良好習慣！

Stay grounded to herald a healthy life! In October, the Hang Lung Stepathon Challenge, part of an initiative to raise awareness about employee wellbeing, was presented to encourage staff to Step Up whenever, wherever, and however they like, to lead a healthier lifestyle by staying active in the hustle and bustle of everyday life.

"Employees wellbeing is of utmost importance to us! We have established Wellness@HL Program, an initiative to improve employee health and wellbeing at the beginning of this year, and the Hang Lung Stepathon Challenge is a company-wide event that is part of the initiative to encourage all the employees from Hong Kong and mainland China to encourage one another to get the most out of maintaining an active lifestyle to maximize the benefits of exercising," said Ms. Janet Poon, Deputy Director (Head of Group HR & Administration).

The first Hang Lung Stepathon Challenge was a huge success! We had over 1,500 registered participants and completed 545,489,557 steps in total during the one month of this program, clocking up around 327,300 km which is equal to about eight circles around the earth! Keep striving for 6,000 steps a day!



完成 Completed 545,489,557步 steps
= 約327,300公里 = 約圍繞地球走了八圈多
= clocking up around 327,300 km
= about eight circles around the earth



半甲子的恒隆之旅 用「心」演繹「以客為尊」

10



恒隆副總經理——項目支援
(綜合服務部) 饒月娥 (左)
於2021年獲得30年長期服務獎
Cora Yiu, Deputy General Manager
– Portfolio Support (Service
Delivery) (left) received the 30-year
Long Service Award in 2021

“跨部門的合作、
協調內部資源、
回應顧客需求，
最後用心演繹，
是『以客為尊』
的關鍵。”

半個甲子，一晃就是30個春夏秋冬！恒隆副總經理——項目支援（綜合服務部）饒月娥（Cora）於1990年加入公司，涉獵的項目涵蓋不同工作範疇，是恒隆在內地開拓業務的「開荒牛」，見證着公司的蓬勃發展，當中的點滴，盡是朗朗乾坤，一切從「我在這裡長大」開始。

Cora主責香港及內地物業的物業管理範疇。她回憶道，公司千禧年起在內地的項目愈加成熟，她也積極參與各商場的開業籌備工作，例如向內地同事介紹及分享香港的一套完善管理守則，其中令她最難忘的一段經歷為2012年到東北瀋陽籌備瀋陽市府恒隆廣場的開業。文化的差異，讓Cora明瞭手執的規條需要因地制宜，集思廣益，得到當地同事的支持後，才能將公司的管理理

念有效地傳遞予顧客，做到「以客為尊」，「要了解當地文化，聆聽同事的需要及困難，再從善如流，由思想工作做起，並逐步推進，但同時也需堅守我們的標準，例如有客人認為我們洗手間的設計未達理想，原因是與其生活習慣不同。對於這些反饋，我們一方面透過培訓，向同事說明設計的原意，另一方面也在洗手間內張貼一些溫馨提示，令顧客知悉我們有聆聽他們的意見。」

Cora認為，內外溝通的能力，是「以客為尊」的關鍵，即是達到「跨部門的合作、協調內部資源、回應顧客需求，最後用心演繹。」本着這一套信念，Cora與同事並肩應對於2003年在香港的「沙士」疫情，以及近年香港社會及疫情的跌宕對顧客服務的挑戰。

恒隆是Cora打工生涯的第二份工作，期間雖也曾有往外闖的機會，最後因感激上司的賞識而決定以此為「第二個家」。「很慶幸在年輕的時候加入一間正派的公司，我學懂了團隊合作才可事半功倍，而從每一位新加入的同事身上也吸收了其他機構的做事方式，助我取長補短，也明白從容淡定，謙虛務實，才能游刃有餘。」Cora形容自己即將「畢業」，雖已明世故、通人情，唯離別在即，她表示「所有的人和事都不捨得」。

至於退休後的計劃，Cora打算乘高鐵遊歷大江南北，並到大灣區每個城市「走走看看」，開展人生下半場的旅程。



Cora (左四) 與同事參與大連恒隆廣場的開業籌備工作
Cora (4th from left) and colleagues prepared for the opening of Olympia 66 in Dalian

A 30-year Journey with Hang Lung, Living “Customer Centricity” by Heart

Having joined the Company in 1990, Cora Yiu, Deputy General Manager – Portfolio Support (Service Delivery), is responsible for property management of our diversified portfolios. One of the first employees to take an active role in our expansion into mainland China, Cora has laid a solid foundation in property management for our Mainland portfolios by introducing and sharing a set of sound management practices from her experience in Hong Kong to our Mainland colleagues.

Witnessing the flourishing development of the Company over the last three decades, Cora recalls her most memorable experience is related to the opening of Forum 66 in Shenyang in 2012. The experience taught her that the best laid plans need openness to dialogue in their implementation in order to achieve the goal of customer centricity. Cultural differences meant that the procedures and guidelines she had planned for Shenyang needed adaptation. “We listened to our colleagues’ concerns and leveraged their understanding of local culture and customer preferences to achieve a perfect balance that upheld our high standards of service quality while tailoring them to the local context. That’s customer centricity,” shared Cora.

Cora believes that the essence of “Customer Centricity” lies in “cross-departmental cooperation, coordination of internal resources, response to customer needs, and finally delivering service from the heart.”

As for her plans after retirement, Cora plans to travel around mainland China by high-speed rail, and visit every city in the Greater Bay Area.



Cora (左) 考察昆明恒隆廣場工地
Cora (left) visited the construction site of Spring City 66 in Kunming

“The essence of
‘Customer Centricity’ lies
in cross-departmental
cooperation, coordination
of internal resources,
response to customer
needs, and delivering
service from the heart.”

11

創新思維
推進可持續
發展步伐

Advance Sustainability
by Challenging the
Status Quo

恒隆地產與LVMH集團（「LVMH」）於10月宣布，雙方會攜手在內地開展具開創性和前瞻性的可持續發展計劃，推進地產及零售行業在氣候及可持續發展議題上的創新合作模式。

兩家集團於巴黎簽署這個全球首創的合作協議僅一個月後，隨即合辦為期兩天的首屆地產與氣候論壇。

創新洞見 開拓新道路

全球氣候危機迫在眉睫，但應對措施卻仍滯後。恒隆和LVMH認為，「因循守舊」的思維在解決氣候變化及其影響已不合時宜，這種警覺意識促使雙方達成開創先河的合作夥伴關係。

這次合作模式超越了世界各地一般的綠色租賃協議，透過匯聚跨行業的專業知識以應對ESG挑戰，從而取得單靠一行業之力無法達成的可持續目標。



恒隆地產副董事長兼可持續發展督導委員會主席陳文博先生（中）參加了為期兩天的地產與氣候論壇並致閉幕辭。圖為陳文博與恒隆地產總經理——可持續發展John Haffner先生（左）及LVMH可持續商店規劃經理Nicolas Martin先生（右）Mr. Adriel Chan, Hang Lung Properties Vice Chair, and Chair of the Sustainability Steering Committee (middle) joins the two-day Real Estate & Climate Forum and delivers his closing remarks. He is joined by Mr. John Haffner, Hang Lung Properties General Manager – Sustainability (left) and Mr. Nicolas Martin, LVMH Sustainable Store Planning Manager (right)

Hang Lung and LVMH Moët Hennessy Louis Vuitton (“LVMH”) announced a pioneering and ambitious partnership to collaborate on sustainability initiatives across mainland China in October, aiming to accelerate innovative collaboration on climate and sustainability action in the real estate and retail sectors.

Only one month after signing a first-of-its-kind sustainability partnership in Paris, the two Groups co-hosted the two-day inaugural Real Estate & Climate Forum.

Setting New Path with Thought-provoking Ideas

The world is facing a climate crisis and progress on sustainability is not happening quickly enough. Hang Lung and LVMH believe “business as usual” is over. The sense of urgency has led both Groups to form an unconventional partnership without precedent.

The partnership goes beyond ordinary green leases around the world by leveraging cross-sector expertise to tackle ESG challenges and enable both Groups to achieve sustainability progress they cannot realize on their own.



恒隆地產行政總裁盧柏先生於上海舉行的地產與氣候論壇致歡迎辭
Mr. Weber Lo, Chief Executive Officer of Hang Lung Properties, delivers opening remarks at the Real Estate & Climate Forum in Shanghai

激發創意的策略

- **重設工作流程：**由於合作涵蓋眾多品牌、城市，以及不同背景的持份者，因此，兩家集團的可持續發展部門負責人聚焦以提高效率及生產力的新決策方式，務求盡速制定合作及論壇的細節。
- **擁抱文化改變：**論壇在設計上突破常規，以推動該領域的專家走出舒適圈。為確保與會者可平等參與活動及建構一個共享構想氛圍，會上不會顯示他們的職銜，以免其受此拘束而未能暢所欲言。
- **着力解決問題：**有別於其他可持續發展活動側重於提高參加者對議題的認識，是次論壇着重於將解決可持續發展問題的構思轉化為實際行動。革新領袖被委以任務，篩選、評估及辨識可衡量成效的方案，為雙方於2023年第一季度發布《共同憲章》奠定基礎。

創意無限

「因循守舊」的思考模式在當前的氣候危機已不再奏效。恒隆和LVMH明白想要給下一代更美好的世界，雙方必須着眼於未來及以推動改變為目標。創新思維正是帶來改變的催化劑。恒隆和LVMH具開創性及前瞻性的思維，將奠定雙方為可持續發展的「引領者」，而非「追隨者」。恒隆鼓勵大家通過創新的方式，以全新角度思考固有問題。

地產與氣候論壇 Real Estate & Climate Forum

兩天的論壇以混合模式同步進行
Two-day hybrid forum

萌發了200多個構思
Generated over 200 ideas

專注於尋求氣候及可持續發展的解決方案
Focus on identifying climate action points and sustainability solutions

香港、上海、巴黎及其他城市
Hong Kong, Shanghai, Paris, and other cities



地產與氣候論壇匯聚了96位來自地產及零售業的革新領袖，共同探討氣候及可持續發展解決方案
96 changemakers from the real estate and retail sectors co-create sustainability solutions at the inaugural Real Estate & Climate Forum

匯聚200位內部和外部參與者
200 internal & external participants

Strategies to Drive Creativity

- **Redesign work processes:** With the comprehensiveness to engage numerous brands, cities, and diverse stakeholders, the sustainability heads of both Groups found new modes of decision-making with a focus on efficiency and productivity. As a result, they were able to craft details of the partnership and co-host the Forum within a short period.
- **Embrace culture change:** The Forum was designed to bring a certain level of discomfort to motivate subject-matter experts to step out of their comfort zone. To shift mindsets, no titles identified at the Forum to establish an atmosphere of equality and encourage ideas and feedback to be considered regardless of organizational role and status.
- **Aim to tackle the problem:** Sustainability events often focus on awareness-raising, and the Forum sets itself apart by transforming ideas into concrete actions. Changemakers were tasked to sort, evaluate, and identify measurable actions. Developed the basis for Common Charters to be announced by the two Groups in the first quarter of 2023.

The Sky is the limit

“Business as usual” is not an option anymore in the face of the climate crisis. To leave a better world for future generations, both Groups are demonstrating that we must be future-focused and change-orientated. Innovation is the catalyst for change and will distinguish Hang Lung and LVMH as sustainability “leaders”, not “followers”. The sky is our limit, and Hang Lung encourages everyone to embrace creativity and put a new lenses to look at this “old” problem.

	一般綠色租賃協議 Ordinary Green Leases	恒隆與LVMH的可持續發展合作 Hang Lung and LVMH Sustainability Partnership
層面 Level	個別企業 Between individual corporates	集團層面 Group-level
規模 Scale	個別租戶 Focus on individual tenants	涵蓋LVMH旗下的26個品牌超過90家零售商店，分布於恒隆在內地七個城市的物業 Across seven cities in mainland China, engaging 26 LVMH brands, occupying 90+ retail spaces
範圍 Scope	聚焦ESG中的E（環境）部分 “E” in the ESG	所有ESG範疇 Every aspect of the ESG

恒隆「她領航」計劃啟航

Hang Lung Future Women Leaders Program Sets Sail



恒隆「她領航」計劃於10月分別在香港及上海正式啟動，在近300名政府代表、恒隆管理層、行業嘉賓，以及「她領航」計劃的導師及學員代表一起見證下，舉辦首項活動「她論壇」。各女性領袖以自身的經驗，就女性職場發展、領導能力培訓及可持續發展等議題，展開深入交流探討，分享應對重重挑戰的經驗，並探討新時代背景下，女性成長的發展機遇，共建多元共融的優享生活環境。

為期六個月的師友指導經已開展，透過連結各持份者的專長，推動女性發展。各導師與學員已陸續進行首次的交流分享會，透過破冰活動，讓師友們對各自有初步的了解及認識，學員在導師的指導下，規劃人生目標及發展方向，裝備自己成為未來領袖。

The "Hang Lung Future Women Leaders Program" was successfully launched at kick-off ceremonies held in Hong Kong and Shanghai in October. Close to 300 guests including government officials, Hang Lung executives, Program mentors and students, gathered to take part in the inaugural event – the Women Leadership Forum. During the forums, elite women leaders from diverse industries shared their views on women's career development, leadership training and sustainable development, as well as their own stories of how they overcame challenges. They also discussed development opportunities for women in the modern era, and how young

women can grow more consciously to create a compelling space that values diversity and inclusiveness.

The six-month mentorship aims to promote women's development by connecting them with the expertise of elite women leaders from diverse industries. The mentors and students have arranged their first sharing session and gained a preliminary understanding of each other through ice-breaking activities. Under the guidance of their mentors, the students will have a once-in-a-lifetime opportunity to draw inspiration from elite role models and equip themselves to become Hong Kong's future leaders.



導師及學員分享

Mentors and Mentees' Sharing

導師 MENTORS

香港 HONG KONG



潘舜雅
Janet Poon
恒隆地產副董事
(集團人力資源及行政總監)
Deputy Director
(Head of Group HR & Administration) of
Hang Lung Properties

“導師透過指導學員的領導才能、溝通技巧及抗逆力，啟發女學員的潛能，待她們投身社會時能學以致用。”

Mentors will inspire young female talents to unleash their potential through providing guidance on leadership, communication and resilience, preparing them to connect with the practical world. ”

上海 SHANGHAI



馬俊婷
Ma Juntao
中國第一位
空手道國際裁判
First international
karate-do referee
of China

“賦能的價值是為年輕女孩們提供和對接更多的資源，也希望通過分享自身的經歷和感悟，給她們提供一些參考建議。”

The value of empowerment is to help connect young female talents to opportunities and provide advice to these talents by leveraging my own experiences and insights. ”

學員 MENTEEs

香港 HONG KONG



Trista Tang
香港科技大學
四年級學生
Year 4, The Hong Kong
University of Science
and Technology

“計劃匯聚了不同行業的傑出女性，我希望可以從她們身上偷師，包括領導能力及生涯規劃方面。”

The program brings together outstanding women from diverse industries who I hope can inspire me with their leadership skills and career planning. ”

上海 SHANGHAI



陳希兒
Chen Xier
復旦大學
2019級學生
Year 2019,
Fudan University

“我們的社會之所以越來越好，變得更加平等，這些都是我們優秀的女性前輩為我們爭取回來的。她們敢於表達女性的訴求，以及用行動去證明女性的價值。”

The reason why our society is getting better and more equal is due to excellent female predecessors who have paved the way for us. They have the courage to speak out and demonstrate the value of women through action. ”

#DiversityInclusion
#NurturingNextGen

可持續發展揉合沉浸式購物體驗

Integrating Sustainable Development and Immersive Shopping Experiences



#Sustainability
#UniqueBrandedExperience

以「帶昆明看世界，讓世界看昆明」為品牌理念的昆明恒隆廣場於11月舉辦以「春城脈動」為主題的三周年慶典，除了為顧客打造多元沉浸式購物體驗外，同時舉辦以可持續發展為主題的展覽，向顧客傳達可持續發展的重要性。

「城市脈動 恒久永續」

昆明恒隆廣場是恒隆首個全面使用可再生能源的物業，更是恒隆實踐可持續發展理念的典範。商場於2022年11月展開了名為「城市脈動 恒久永續」的可持續發展展覽，向持份者介紹恒隆的可持續發展策略、目標及指標，同時推廣可持續教育、可持續飲食和可持續時尚的價值觀。



商場通過世界級表演《X秀》、趣味互動裝置和精彩巡遊等活動，以及配合三周年慶典推出多個重磅福利驚喜，為顧客打造獨一無二的購物體驗
The mall launched a fun-filled campaign with world-class performance named "X Show", interactive installations, an amazing parade and an array of shopping privileges and surprises, providing customers a unique shopping experience to mark its third anniversary

Under the brand concept of "Bring the Best to Kunming; Showcase the Best of Kunming to the World", Spring City 66 in Kunming celebrated its third anniversary in November with the "Spring into Life" campaign where customers enjoyed immersive shopping experiences and being reminded of the importance of sustainability through a dedicated sustainability showcase along with a series of activities.

"The Everlasting Pulse of the City"

As Hang Lung's first property 100% powered by renewable energy, and a testament to our sustainability philosophy, Spring City 66 kicked off a sustainability showcase named "The Everlasting Pulse of the City" in November to introduce stakeholders about Hang Lung's sustainability strategy, goals and targets, as well as to promote sustainable lifestyles and the values of sustainable education, sustainable dining, and sustainable fashion.

「智愛無限」認知友善計劃 促進跨代共融社區

"Love·No·Limit" Dementia Friendly Program Promotes Cross-Generational Care

恒隆連續兩年與香港基督教女青年會（「女青」）在淘大商場合辦《恒隆 X 女青「智愛無限」認知友善計劃——社區共融日》。兩日活動共吸引逾7,600名社區人士及認知障礙症患者和照顧者到場參與。

副董事（香港業務總監）劉靜雅女士出席活動並表示：「自2021年起，恒隆為前線員工提供認知友善培訓課程，目標於2023年上半年讓100%的前線員工成為社會福利署認可的『認知友善好友』。」



Hang Lung and the Hong Kong Young Women's Christian Association ("HKYWCA") jointly organized the second "Love-No-Limit" Dementia Friendly Program – Community Inclusion Day at Amoy Plaza. Over 7,600 members of the community along with dementia patients and their carers participated in the two-day event.

"At Hang Lung, we started dementia-friendly training for our frontline staff in 2021 and will have 100% recognized as 'Dementia Friends' by the Social Welfare Department by first half in 2023," said Ms. Helen Lau, Deputy Director (Head of Hong Kong Business Operation).

#Wellbeing
#DiversityInclusion

自「智愛無限」認知友善計劃開展以來，已為社會帶來以下效益，促進跨代共融社區。

Since the "Love·No·Limit" Dementia Friendly Program launched, the following social impacts have been achieved to promote cross-generational care.



場內的「認知友善藝術廊」展示了逾110名認知障礙症患者及照顧者、與80名恒隆一心義工及女青青少年義工跨代創作的藝術作品，展示長者與青年人交流的成果
The "Dementia Friendly Art Gallery" at the venue showcased cross-generational works of art created by over 110 dementia patients, and 80 Hang Lung As One Volunteer Team members and HKYWCA volunteers, showcasing exchange between the elderly and young people



藝術作品製成了明信片在場公開派發，邀請公眾為長者送上祝福
The artworks by dementia patients were made into postcards, which were distributed at the event to give visitors a medium to share their good wishes to the elderly



場內設有免費健腦諮詢及認知檢測站，為近百名有需要人士進行認知測試，鼓勵大眾及早評估患有認知障礙症的風險
Free brain health consultations and cognitive testing services were offered to close to 100 individuals with the aim of promoting early detection of dementia symptoms

環境、社會及管治獎項 ESG AWARDS

我們在 ESG 方面持續作出的貢獻，獲得多項殊榮。

Our continuous ESG efforts have gained us recognition from prominent awarding bodies.

2022香港ESG報告 大獎 (HERA) HERA 2022

- 最佳 ESG 報告獎 (大市值)
- 優秀新力軍獎 — 大獎
- 卓越碳中和獎 — 嘉許獎
- Grand Award in Best ESG Report (Large-Cap)
- Grand Award in Newcomer Award
- Carbon Neutral Award – Commendation

香港管理專業協會 2022年最佳年報獎 2022 HKMA BEST ANNUAL REPORTS AWARDS

- 環境、社會及管治報告卓越獎
- Excellence Award in ESG Reporting

香港可持續發展獎2022 HONG KONG SUSTAINABILITY AWARD 2022

- 典範獎 (大型機構組別)
- 特別獎—最佳抗疫應變獎
- Distinction Award (Large Organization Category)
- Special Award – Excellence in Pandemic Resilience

《HR Asia》亞洲最佳企業 僱主獎2022 HR ASIA BEST COMPANIES TO WORK FOR IN ASIA 2022

- 恒隆榮獲由《HR Asia》頒發的亞洲最佳企業僱主獎，表揚公司在人力資源管理和員工敬業度舉措上的傑出表現。
- Hang Lung has been named one of the Best Companies to Work for in Asia by HR Asia Magazine, reflecting excellence in human resource management and concrete employee engagement initiatives.



年報獎項 ANNUAL REPORT AWARDS

恒隆地產2021年報於五個備受尊崇的國際年報比賽囊括11項殊榮，在報告內容及設計等範疇均獲高度認可。

Hang Lung Properties' 2021 Annual Report has garnered 11 awards in five prestigious international annual report competitions, in recognition of our report's outstanding content and design.

香港管理專業協會 2022年最佳年報獎 2022 HKMA BEST ANNUAL REPORTS AWARDS

- 優秀年報獎
- Excellence Report Award

LACP 2021年視覺獎 LACP 2021 VISION AWARDS

- 全球金獎
- 中文年報最佳50強
- 亞太區最佳年報80強
- 技術成就獎
- Gold Winner Worldwide
- Top 50 Chinese Reports
- Top 80 Reports in the Asia Pacific Region
- Technical Achievement Award

2022國際年報設計大獎 2022 IADA AWARD

- 綜合介紹 — 銀獎
- 封面設計 — 銅獎
- Integrated Presentation – Silver
- Cover Design – Bronze

2022 ARC年報大獎 2022 ARC AWARDS

- 文字編撰：地產發展類別 — 金獎
- 傳統年報：地產發展類別 — 優異獎
- 互動年報：地產發展類別 — 金獎
- Written Text: Real Estate Development – Gold
- Traditional Annual Report: Real Estate Development – Honors
- Interactive Annual Report: Real Estate Development – Gold



2022 GALAXY大獎 2022 GALAXY AWARDS

撰稿：亞太地區年報 — 銀獎
Copywriting: Annual Reports – Asia/Pacific – Silver

其他獎項 OTHER AWARDS

2022年澎湃城市更新大會 URBAN RENEWAL CONFERENCE 2022

- 恒隆榮獲由上海報業集團·澎湃新聞舉辦的2022年澎湃城市更新大會頒發「最佳城市運營商」獎項，以表彰公司致力推動文物保育及可持續發展的卓越成就。
- Hang Lung was awarded “The Best City Operator” Award at the Urban Renewal Conference 2022 organized by Shanghai United Media Group – The Paper, in recognition of the Company's remarkable contribution to heritage conservation and sustainability.



2022建築信息模擬機構獎 BIM ORGANISATIONS 2022

- 恒隆在香港發展局及香港建造業議會攜手舉辦的2022年建築信息模擬成就嘉許禮活動中入選並榮獲「2022建築信息模擬機構」獎項。憑藉恒隆在所有新建項目中全面實施BIM（建築信息模擬）以及良好的發展計劃和嚴謹的內部標準，成為歷屆唯一的私人地產發展商獲得此企業層面的殊榮，這亦是BIM行業的最佳認可。
- Hang Lung was honored to be recognized as a “BIM Organisation 2022” at the Celebration of BIM Achievement 2022, co-organized by the Development Bureau and the Construction Industry Council. With full implementation of BIM in all new projects, good development plans and high in-house standards, Hang Lung is the only private developer to obtain the award at the corporate level, which is the best recognition from the BIM sector.

國際傑出顧客關係服務獎 INTERNATIONAL CUSTOMER RELATIONSHIP EXCELLENCE AWARDS



- 恒隆連續十年獲頒由亞太顧客服務協會主辦的「國際傑出顧客關係服務獎」，本年更獲得最佳員工敬業計劃（物業管理）殊榮。
- Hang Lung received the International Customer Relationship Excellence (CRE) Awards for 10 consecutive years, in addition to the Employee Engagement Program of the Year (Property Management) award organized by the Asia Pacific Customer Service Consortium this year.

2022 GALAXY大獎 2022 GALAXY AWARDS

- 《連繫恒隆》獲頒2022 GALAXY大獎「企業宣傳冊」優異獎。
- Connections received honors in the category of “Brochures: Corporate Magazine” at the 2022 GALAXY Awards.



只選好的 只做對的
We Do It Well



恒 隆 地 產
HANG LUNG PROPERTIES

上海恒隆廣場 Plaza 66, Shanghai

電郵 Email:

Connections@HangLung.com

e-Connections:

<https://connections.hanglung.com>

