

We do it Well

The 2021 annual reports for Hang Lung Group Limited and Hang Lung Properties Limited serve as illustrative representations of our vision and purpose, seamlessly combining our positioning of every property in our portfolio as the Pulse of the City and our brand motto of **We Do It Well**.

Through the lens of our vision to create compelling spaces that enrich lives, this year's cover pages represent the rich diversity and distinctive design elements of our portfolios in Hong Kong and mainland China. The elegant, linear aesthetic symbolizes the energetic "pulses" that connect our customers in the communities in which we operate through our unwavering focus on customer-centricity.

As the heart of our brand, our **We Do It Well** motto is expressed on our cover pages by three sets of parallel pulses – also a reflection of the two letters "ll" from the word "Well" – emphasizing our efforts in striving for excellence and our two-pronged approach with business operations in Hong Kong and mainland China. This visual tribute to our **We Do It Well** spirit continues throughout the reports as we explore our commitments to Excellence, Extraordinary Experience, Sustainability and Integrity.

