

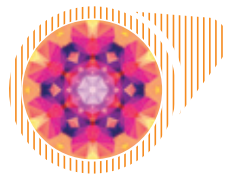
Design Concept

Insightful Vision is the theme for the 2014 annual report of Hang Lung Group Limited (stock code: 00010). The five main sections in the annual reports are represented by a global eye, a kaleidoscope, a microscope, a telescope and a hand gesture symbolizing glasses, respectively, reflecting the penetrating, multifaceted, meticulous, macroscopic and caring aspects of our “insightful vision” for creating world-class commercial projects in Hong Kong and mainland China.



PENETRATING INSIGHTS

Sight is a precious sense. Here, the eye with the Earth as its pupil is representative of our long-term vision and insight to create incredible value for shareholders and stakeholders.



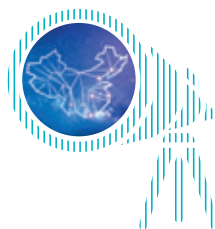
MULTIFACETED DESIGN

No two looks through a kaleidoscope are the same. In the same way, we take the breadth of vision and varied experiences of our teams to create unique world-class projects for our customers.



METICULOUS DETAIL

A microscope allows scientists to see detail invisible to the naked eye. It is representative of our meticulous attention to detail and the concentration of our vision into insightful decision-making.



MACROSCOPIC VIEWS

A telescope allows us to see beyond our own world. So too is our vision not limited to our past or even current achievements, but constantly seeks to expand its horizons and mark out a new and exciting future.



CARING INSIGHTS

A human touch; a gesture that is suggestive of caring watchfulness – here we see the importance placed on being people-oriented and bringing the human touch to our relationships with clients, staff, society and the environment in which we live.