

公司簡介

Corporate Profile

恒隆地產有限公司

恒隆地產有限公司（股份代號：00101）是恒隆集團有限公司（股份代號：00010）的地產業務機構。

恒隆地產是一家重視質量的頂級地產發展商，在香港和內地備受尊崇。

我們是一家真正多元化的物業發展公司，旗下物業組合涵蓋不同範疇，包括商舖、辦公樓、住宅、服務式寓所、工業/辦公樓，以及停車場物業等。我們的重點是在具發展潛力的城市購入最佳的地塊，並僱用頂尖建築師行以最高品質的設計，打造出最高質量的物業。

我們不斷檢討在香港和內地的拓展策略，並在有需要時優化租戶組合，以及定期翻新現有項目，藉此爭取最大的投資回報。我們亦重視各項增值服務和促銷策略，從而加強旗下物業的吸引力和市場優勢。

我們的願景是擴展內地業務，並同時在香港繼續投資。隨著我們未來數年的發展，恒隆地產正努力開創前景，逐步拓展成為最受尊崇並具領導地位的全國性商業地產發展商。

HANG LUNG PROPERTIES LIMITED

Hang Lung Properties Limited (stock code: 00101) is the property arm of Hang Lung Group Limited (stock code: 00010).

We are a top-tier property developer in Hong Kong and on the Mainland with a recognized commitment to quality.

We are a truly diversified property development company with a varied portfolio of commercial, office, residential, serviced apartment, industrial/office and car park properties. Our primary focus is to acquire the best sites in the cities with growth potential and employ only the top architectural firms to achieve the highest design quality and develop the best properties.

In Hong Kong and on the Mainland, our corporate strategy is to constantly review and, where necessary, upgrade our tenant mix while regularly refurbishing our existing developments so as to achieve a maximum return on our investments. We also emphasize value-added services and incentives, which add to the appeal and marketability of our properties.

Our long-term vision is to expand on the Mainland while continuing to invest in our home market of Hong Kong. As our business will certainly continue to grow, we are set to develop into the most admired and leading national commercial property developer.