

News Release

To: News/Business Editors

For immediate release

Hong Kong gets ready for the CENTRAL Rat Race

Signature charity event to be held on 19th October 2014, with new challenges testing participants' physical and mental fitness

HONG KONG, 23rd June 2014 – On Sunday, 19th October, the heart of Hong Kong will once again be transformed into a colourful, festive fun-filled obstacle course when the CENTRAL Rat Race 2014 hits the streets of the Central Business District. Organiser Hongkong Land today announced the launch of one of the city's favourite, most anticipated community events, which is being held for the ninth year following the inaugural race in 2006. The CENTRAL Rat Race will once again be held for the benefit of MINDSET, a registered charity that supports mental health projects and organisations in Hong Kong and mainland China.

The fast-paced, relay-style event is inspired by life in the business world. Teams of eight pass a briefcase between one another as they try to overcome a series of challenges themed on the steps executives take on their way up the corporate ladder. Designed to test participants' physical and mental fitness, the challenges entertain spectators and promote the importance of work-life balance. And by taking place in CENTRAL, one of the world's premier business addresses, the Race also highlights the district, its Grade A office space and unparalleled connectivity.

Mr Y K Pang, Chief Executive of Hongkong Land, said, "The CENTRAL Rat Race is one of Hongkong Land's most important community events, and an example of the many innovative, far-reaching ways that we give back to society. The Company was established in 1889, meaning it has been part of Hong Kong's social fabric for 125 years. Today, we are as committed as ever to engaging with the community and its people, and to supporting worthy causes across the territory. We look forward to celebrating this legacy further at this year's CENTRAL Rat Race, which we are confident will be the best and biggest yet."

"We are honoured that for the ninth consecutive year, MINDSET will be the beneficiary of the event," said Mr Ben Keswick, Chairman of MINDSET. "The CENTRAL Rat Race is an important event for MINDSET because it raises awareness of mental health issues and generates vital funds that provide real help for those in need. We thank Hongkong Land and all the sponsors, partners and participants in the CENTRAL Rat Race for their generosity, and we look forward to a fun day out in support of a great cause."

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To raise the level of difficulty and generate more excitement than ever, new obstacles are introduced for the 2014 Race that will test both mind and body. For example, Leg 3 is "Numbers Game", where participants have to come up with the right numbers to solve a Sudoku puzzle. "Making Connections" at Leg 4, inspired by the importance of collaboration and networking, requires Rat Racers to pair with their teammates to complete a drawing using a giant pen. And at Leg 6, "Pulling Through", team members must use all their strength to pull themselves through an open tunnel.

Joining the team Rat Race and the individual Big Rat Race once again are the popular NGO Rat Race, for two-person teams representing local NGOs, and the Junior Rat Race, for children aged five to eight years old. Participants can also win awards such as the "Best Dressed Rat Team Award" and "Top Five Speedy Rats Award", as well as the "Fat Rat Award" for the team that raises the most funds.

Registration for the Rat Race requires a minimum contribution of HK\$60,000 per team of eight. A maximum of 60 teams will be enrolled on a first come, first served basis. Registration for the Big Rat Race requires a minimum donation of HK\$20,000 per senior executive, and entries are also limited. Children are eligible to compete in the Junior Rat Race for a minimum donation of HK\$1,000.

The CENTRAL Rat Race 2014 is supported by the Central and Western District Council, Central Development Limited, South China Morning Post, TVB Pearl, Hong Kong Exchanges & Clearing Limited, J.P. Morgan, KPMG, Mayer Brown JSM, Wise Kids, Mannings, Maxim's Group, Pizza Hut, Starbucks and Oliver's The Delicatessen.

Entry forms can be downloaded from the CENTRAL Rat Race website (<http://www.CENTRALratrace.com>), which also offers full details about the event. Please also visit the Race's Facebook page (<http://www.facebook.com/CENTRALratrace>).

Photo Caption 1:



Officiating at the CENTRAL Rat Race 2014 kick-off ceremony were (from left to right): Mr Neil McNamara, Governor of MINDSET; Mr Chan Hok-fung, Vice Chairman of Central & Western District Council; Mr John R Witt, Chief Financial Officer of Hongkong Land; Mr Rat; Mr Ben Keswick, Chairman of MINDSET; Mr C L Ho, Assistant General Manager of Central Development Limited; and Mr Daniel Kwok, Co-Chairman of CENTRAL Rat Race Committee.

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Photo Caption 2:



Mr Rat is holding his briefcase and getting ready for CENTRAL Rat Race 2014 which will be held on Sunday, 19th October on Chater Road.

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Hongkong Land

Hongkong Land is one of Asia's leading property investment, management and development groups. Founded in 1889, Hongkong Land's business is built on excellence, integrity and partnership.

The Group owns and manages almost 800,000 sq. m. of prime office and luxury retail property in key Asian cities, principally in Hong Kong and Singapore. Hongkong Land's properties attract the world's foremost companies and luxury brands.

The Group's prime Hong Kong portfolio of some 450,000 sq. m. is located in the heart of the Central district. In Singapore, its 165,000 sq. m. portfolio consists largely of prestigious office space located at Marina Bay, much of which is held through joint ventures. The Group also has a 50% interest in a prime office complex in Central Jakarta, and has a number of projects under development that include a luxury retail centre at Wangfujing in Beijing.

Hongkong Land is developing a number of largely residential projects, in cities across Greater China and Southeast Asia. In Singapore, its subsidiary, MCL Land, is a well-established residential developer.

Hongkong Land Holdings Limited is incorporated in Bermuda and has a standard listing on the London Stock Exchange as its primary listing, with secondary listings in Bermuda and Singapore. The Group's assets and investments are managed from Hong Kong by Hongkong Land Limited. Hongkong Land is a member of the Jardine Matheson Group.

About MINDSET

MINDSET's goal is to make a difference in the area of mental health. It aims to change people's attitudes by raising awareness and understanding of mental health issues, as well as providing direct assistance for individuals, families and organisations in need of help. MINDSET is a registered charity in Hong Kong established by the Jardine Matheson Group in 2002 and led by the Jardine Ambassadors, a group of young executive volunteers from Jardines.

MINDSET's current initiatives are focused on the following areas:

- **Education and Prevention** – to raise awareness of mental health issues among young people through the in-school 'Health in Mind' programme, co-organised with the Hospital Authority since 2002. The programme has reached over 100,000 students, teachers and parents, and currently covers 29 secondary schools;
- **Reintegration** – to support effective reintegration services to mental health hospitals and agencies through patient support activities, together with the promotion of a job training programme for rehabilitated people within Jardine Matheson Group companies;

- **Financial Support** – to fund direct support services for the mentally ill, their carers and their families; examples include donations to a three-year pilot project to provide training and employment for rehabilitated individuals to help others who are suffering from mental illness; and the setting up of a home called MINDSET Place for people with chronic mental illness to assist them in reintegrating into society;
- **Community Awareness** – to undertake a range of initiatives that enhance community awareness of mental health related issues.

Beneficiaries of volunteer work and financial support provided by MINDSET include a range of NGOs and Government agencies that are active in the mental health sector.

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For further information, please contact:

Hongkong Land
Jennifer Lam

+852 2842 8222

jennifer.lam@hkland.com

GolinHarris
Carol Chan

+852 2501 7902

carol.chan@golinharris.com