

## News Release

To: News/Business Editors

For immediate release

### **CENTRAL Rat Race sees its best year yet in 2014**

- *More than 460 runners participated in this year's event*
- *HK\$3.08 million raised for MINDSET*

HONG KONG, 19<sup>th</sup> October 2014 – Hong Kong's most famous business district was transformed into a festival of fun this morning as hundreds of costumed executives took to the streets for CENTRAL Rat Race 2014. Cheered on by throngs of colleagues, families, friends and fans, runners helped raise a record-breaking HK\$3.08 million for MINDSET, a charity that supports mental health initiatives in Hong Kong and mainland China.

Since its launch in 2006, CENTRAL Rat Race has become one of Hong Kong's signature charity events. Organiser Hongkong Land conceived the Race as a light-hearted way for leading companies to promote physical well-being, mental health and work-life balance amidst the city's highly competitive business environment. Now in its ninth year, the event has become the Company's biggest, most important initiative to engage the community, and a highly anticipated date on the city's charity calendar.

Mr Y K Pang, Chief Executive of Hongkong Land, said, "CENTRAL Rat Race represents one of the most important initiatives in our 125-year history of community outreach. The event is so successful because of its light-hearted take on Hong Kong's corporate culture, one of the attributes that make the city so famous. Yet the message we want everyone to remember today is that, even in a fast-paced competitive city like Hong Kong, nothing is more important than physical and mental health, and work-life balance."

Mr Ben Keswick, Chairman of MINDSET, said "All of us at MINDSET are proud to be associated with such a great event as the CENTRAL Rat Race, and we are honoured to once again be its beneficiary. The awareness and funding that CENTRAL Rat Race raises for mental health issues are invaluable for our projects, and the people who benefit from them. I would like to thank everyone involved for their terrific support."

For this relay-style Rat Race, teams of eight – all clad in fancy dress and running shoes – must navigate an eight-leg course that winds its way through the Grade A commercial buildings and interconnected pedestrian walkways of CENTRAL. Along the way, the course is dotted with challenges themed on the climb up the corporate ladder.

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Each year, new and exciting obstacles that emphasise the attributes needed to make it to the top in the business world, like bottom-line performance, teamwork and perseverance, are introduced. This year's additions were "Numbers Game" at Leg 3, where participants had to solve a Sudoku puzzle; "Making Connections" at Leg 4, which required Rat Racers to pair with their teammates to complete a drawing using a giant pen; and "Pulling Through" at Leg 6, where participants had to pull themselves through an open tunnel.

Teams and individuals need enthusiasm and stamina to conquer CENTRAL Rat Race's challenging course, and their commitment was seen in the finish times for the four main races: the team Rat Race; the Big Rat Race for individual executives; the Junior Rat Race for Kid Rats from the ages of five to eight; and the NGO Rat Race that requires collaboration of two clients of an NGO active in the mental health sector supported by one guest.

The proud winners in all the CENTRAL Rat Race 2014 categories are:

<b>Rat Race Cup</b> (fastest team in the Rat Race)	Pizza Hut Hong Kong Management Limited
<b>Big Rat Cup</b> (fastest individual senior executive in the Big Rat Race)	Mr Craig Shute from CBRE Limited
<b>Junior Rat Cup</b> (fastest participant in the Junior Rat Race)	Cho Sze-chit
<b>NGO Rat Cup</b> (fastest team in the NGO Rat Race)	Phoenix Clubhouse
<b>Top Five Speedy Rats Award</b> (five fastest teams in the Rat Race)	1. Pizza Hut Hong Kong Management Limited 2. Maxim's Caterers Limited (Japanese Chain Restaurants) 3. Hong Kong Exchanges & Clearing Limited 4. Jardine OneSolution (HK) Limited 5. CBRE Limited
<b>Fat Rat Award</b> (team that raised the most funds)	The Dairy Farm Company Limited
<b>Rat Leader Award</b> (best captain)	Mr Sebastien Saracchi from Richemont Asia Pacific Limited
<b>Best Team Spirit Award</b> (best team spirit)	Tat Ming Wallpaper
<b>Best Dressed Rat Team Award</b> (best team costumes)	KPMG
<b>Fancy Rat Award</b> (best individual costume)	Mr Norman Law Man-shun from Zung Fu Company Limited
<b>Best Dressed Junior Rat Award</b> (child, aged 12 or under, with the best costume)	Natalie Chui Yan-yu
<b>Best Dressed NGO Cheering Team Award</b> (best costumes among NGO cheering teams)	New Life Psychiatric Rehabilitation Association

CENTRAL Rat Race 2014 was officiated by the Hon Matthew Cheung Kin-chung, GBS, JP, Secretary for Labour and Welfare; Mr Yip Wing-shing, BBS, MH, JP, Chairman of the Central & Western District Council; Mr Chan Hok-fung, MH, Vice Chairman of the Central & Western District Council; Mr Kennedy Liu, Vice Chairperson of the Hong Kong Council of Social Service; Mr Adam Keswick, Governor of MINDSET; Mr Y K Pang, SBS, JP, Chief Executive of Hongkong Land; and Mr Raymond Chow, Executive Director of Hongkong Land.

This year's event was supported by the Central and Western District Council, Central Development Limited, the 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.

### **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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Photo 1: Over 460 runners participated in CENTRAL Rat Race 2014, cheered on by family, friends and colleagues. Officiating at the opening ceremony were: (seventh from the left) Mr Kennedy Liu, Vice Chairperson of the Hong Kong Council of Social Service; Mr Y K Pang, SBS, JP, Chief Executive of Hongkong Land; the Hon Matthew Cheung Kin-chung, GBS, JP, Secretary for Labour and Welfare; Mr Adam Keswick, Governor of MINDSET; Mr Rat; Mr Yip Wing-shing, BBS, MH, JP, Chairman of the Central & Western District Council; Mr Raymond Chow, Executive Director of Hongkong Land; and Mr Chan Hok-fung, MH, Vice Chairman of the Central & Western District Council.



Photo 2: For the ninth consecutive year, CENTRAL Rat Race was held to raise funds for MINDSET, a registered charity that supports mental health initiatives in Hong Kong and mainland China. Mr Y K Pang, Chief Executive of Hongkong Land (left), presents a cheque for a record-breaking HK\$3.08 million to Mr Adam Keswick, Governor of MINDSET.



Photo 3: The Hongkong Land team power up for CENTRAL Rat Race 2014.



Photo 4: Leg 1 runners race down Chater Road as CENTRAL Rat Race 2014 gets underway.



Photo 5: Leg 8 participant of the winning team crosses the finish line to claim the "Rat Race Cup".



Photo 6: Senior executives prepare to compete head-to-head in the Big Rat Race.



Photo 7: Teams for the NGO Rat Race get ready for the Race.



Photo 8: Teams for the NGO Rat Race complete the dots to cross the finish line first.



Photo 9: Officiating guests cheer on the Kid Rats before they take off.



Photos 10 & 11: Kid Rats navigate their way through “Cheesehenge” in the ever-popular Junior Rat Race.



Photos 12 & 13: Participants enjoy dressing up in creative and fancy costumes for CENTRAL Rat Race.