

News Release

To: Business Editors

For immediate release

Hongkong Land Launches HK\$100 Million *Hongkong Land HOME FUND* in Support of the Hong Kong Community

A commitment to our future generations and to our home Hong Kong

HONG KONG, 19th November 2020 – Hongkong Land today announced the launch of the HK\$100 million ***Hongkong Land HOME FUND***, an initial injection demonstrating our commitment to the long-term development of our future generations and our aspiration to contribute to the fostering of an inclusive society.

“As one of the largest conglomerates in Hong Kong with a history of more than 130 years, Hongkong Land has developed and grown in unison with the development of our city – our home Hong Kong,” explained Mr Robert Wong, Chief Executive of Hongkong Land.

“The ***Hongkong Land HOME FUND*** has been initiated to focus on investing in the long-term development of Hong Kong. We aspire to collaborate with different stakeholders in addressing the long-term underlying socio-economic issues faced by the Hong Kong community in recent years. We aspire to support Hong Kong youth in unleashing their potential, contributing to the fostering of an inclusive society.”

In its first phase of effort, ***Hongkong Land HOME FUND*** will collaborate with three Hong Kong community organisations in a series of programmes to benefit local younger generations and families with housing issues.

The three Hong Kong non-profit organisations include:

- **Youth Outreach** is dedicated to helping at-risk youth growing into responsible community members through engagement into unique and innovative cultural platforms. The programmes aim to help young people to regain their learning motivation, inspire personal aspiration and drive for success.
- **Make-A-Wish Hong Kong** is one of Hongkong Land’s long-term charity partners. Its mission is to create life-changing wishes for children with critical illnesses.
- **Principal Chan Free Tutorial World** provides free learning support to underprivileged children whose families are experiencing financial difficulties. Volunteer teachers provide one-to-one tutorials and coaching services on talent development classes. The organisation puts emphasis on not only equality of learning but also personal resilience and mindset growth.

"From recent years' experience, we learnt that the drop-out rates among upper primary school and junior secondary school students are getting higher and higher which alarming the community awareness. We must take immediate action to support them. With the enthusiastic support of Hongkong Land, Youth Outreach has a chance to start this meaningful service "Project Cool Teen", collaborate with schools and community youth services centres to refer youth-in-need to us. We will make use of our youth culture platforms such as Hip-Hop dance, Adventure-based trainings, etc. to build-up their self-esteem, develop their self-confidence and ultimately enjoy their learning and return to school life," said Mr Kent Wong, President of Youth Outreach.

"The impact of wishes is beyond one's imagination. Wishes are boundaryless for children. Therefore, our team has to ring great innovative minds together and gather strength from supporters at the fastest speed in order to make wishes come true. We truly appreciate Hongkong Land for their endless support for the past 22 years and we hope everyone will continue to support Make-A-Wish Hong Kong in making the wishes come true for every child with illness," said Mr Karlson Wong, Director of Make-A-Wish Hong Kong.

"We believe every single child deserves an equal learning opportunity. Our students are mostly from families with financial difficulties, and they are facing both academic and personal challenges. Our volunteer teachers provide tutorials and coaching services on talent development classes. We are very grateful to be selected by Hongkong Land and we will work collaboratively to co-create programmes aiming at making a long-term impact," said Mr Chan Hung, Founder of Principal Chan Free Tutorial World.

The **Hongkong Land HOME FUND** will also provide community engagement opportunities for Hongkong Land's employees, tenants, customers and business partners. These opportunities will benefit the Hong Kong community.

Hongkong Land treats Hong Kong as our home. Our commitment to community programme reflects our business purpose to inspire, support and empower the community for a better future.

Photo Caption:

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	In its first phase of effort, Hongkong Land HOME FUND will collaborate with three Hong Kong community organisations in a series of programmes to benefit local younger generations and families with housing issues. (From left to right) Mr Kent Wong, President of Youth Outreach, Mr Chan Hung, Founder of Principal Chan Free Tutorial World, Mr Robert Wong, Chief Executive of Hongkong Land and Mr Karlson Wong, Director of Make-A-Wish Hong Kong.
	(From left to right) Mr Chan Hung, Founder of Principal Chan Free Tutorial World, Mr Robert Wong, Chief Executive of Hongkong Land, Mr Kent Wong, President of Youth Outreach and Mr Karlson Wong, Director of Make-A-Wish Hong Kong.

Hongkong Land

Hongkong Land is a major listed property investment, management and development group. Founded in 1889, Hongkong Land's business is built on excellence, integrity and partnership.

The Group owns and manages more than 850,000 sq. m. of prime office and luxury retail property in key Asian cities, principally in Hong Kong, Singapore, Beijing and Jakarta. Its properties attract the world's foremost companies and luxury brands.

The Group's Central Hong Kong portfolio represents some 450,000 sq. m. of prime property. It has a further 165,000 sq. m. of prestigious office space in Singapore mainly held through joint ventures, a luxury retail centre at Wangfujing in Beijing, and a 50% interest in a leading office complex in Central Jakarta. The Group also has a number of high quality residential, commercial and mixed-use projects under development 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, 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.

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