

## News Release

To: Business Editors

For immediate release

### **Hongkong Land Officially Opens WF CENTRAL in Beijing**

BEIJING, 29<sup>th</sup> May 2018 - Hongkong Land today officially opened WF CENTRAL, its US\$1.2 billion first flagship retail-led project in Beijing. It will play a crucial role in the redevelopment of the historic Wangfujing area of Beijing into a pre-eminent destination for retail, dining and commercial activities.

Drawing from the success of LANDMARK – a leading retail complex in Hong Kong – and the shared vision of Hongkong Land and the Dongcheng District Government, WF CENTRAL now represents the premier shopping and lifestyle destination in Beijing.

“With vision to develop and manage exceptional, high-quality, best-in-class commercial and residential properties across Asia, Hongkong Land has historically played a crucial role in developing important urban Central districts into pre-eminent destinations for retail, dining and commercial activities,” said Mr Robert Wong, Chief Executive of Hongkong Land. “WF CENTRAL is a testament to the Group’s expertise and experience as a leader in creating vibrant commercial districts.”

“WF CENTRAL not only serves as a thriving and sustainable business platform for our retail partners, but will also achieve the mission of Dongcheng District to be the ‘Beijing capital’s cultural centre, and window of a global city.’” said Mr Raymond Chow, Executive Director of Hongkong Land. “As an integration of rich cultural heritage and luxury, WF CENTRAL will be key in transforming and revitalising Wangfujing as a best-in-class destination offering a unique premium lifestyle experience in the heart of the capital.”

WF CENTRAL has a footprint of more than 21,000 sq. m., with a total gross floor area of more than 150,000 sq. m., including retail space of 43,000 sq. m. together with a 73-room luxury hotel, Mandarin Oriental Wangfujing, Beijing.

It sets a new benchmark in Beijing for retail and lifestyle, through its FIVE core categories. Each category offers unmatched experiences, namely: Luxury; Fashion; World-class Gastronomy; Lifestyle & Wellness; and Art & Culture. With an exciting and diverse mix of over 130 tenants, including 20 brands debuting in either Beijing or China, WF CENTRAL breathes new life into Wangfujing and brings excitement, insight and inspiration to the City’s modern life.

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Engaging, connecting and building community through a considered curation of art, cultural creativity and experiential lifestyle, WF CENTRAL also provides the focal point for highly prestigious artistic collaborations with renowned international organisations.

These include the recent successful Barbican 'Digital Revolution' exhibition; the opening of the Serpentine Pavilion Beijing and launch of the WF CENTRAL Serpentine Pavilion Beijing cultural programme; along with an upcoming MAISON&OBJET design showcase, scheduled in September this year.

**Please download the high-resolution images at:**

<https://www.dropbox.com/sh/1zlgskk7fpefdpe/AAAB0gDHWI60xRiW5o7-IVkRa>

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**Photo caption 1**



From left to right: Mr Stanley Ko, President, Commercial Property, China of Hongkong Land; Mr Raymond Chow, Executive Director of Hongkong Land; International pop icon Coco Lee; Mr Mark Pu, shareholder of Wangfu Central Real Estate Development Company Limited; Mr Y K Pang, Deputy Managing Director of Jardine Matheson Limited; Globally recognised entrepreneur, advocate, actress and mother of three, Jessica Alba; Mr Robert Wong, Chief Executive of Hongkong Land; and Mr Simon Dixon, Chief Financial Officer of Hongkong Land.

**Photo caption 2**



The official ceremony marked the launch of WF CENTRAL, an iconic new destination for international retail, world-class dining and art and cultural experiences in the heart of Beijing.

**Photo caption 3**



WF CENTRAL represents an iconic new destination for international retail, world-class dining and art and cultural experiences in the heart of Beijing.

It will play a crucial role in the redevelopment of the historic Wangfujing area of Beijing into a pre-eminent destination for retail, dining and commercial activities.

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**Photo caption 4**

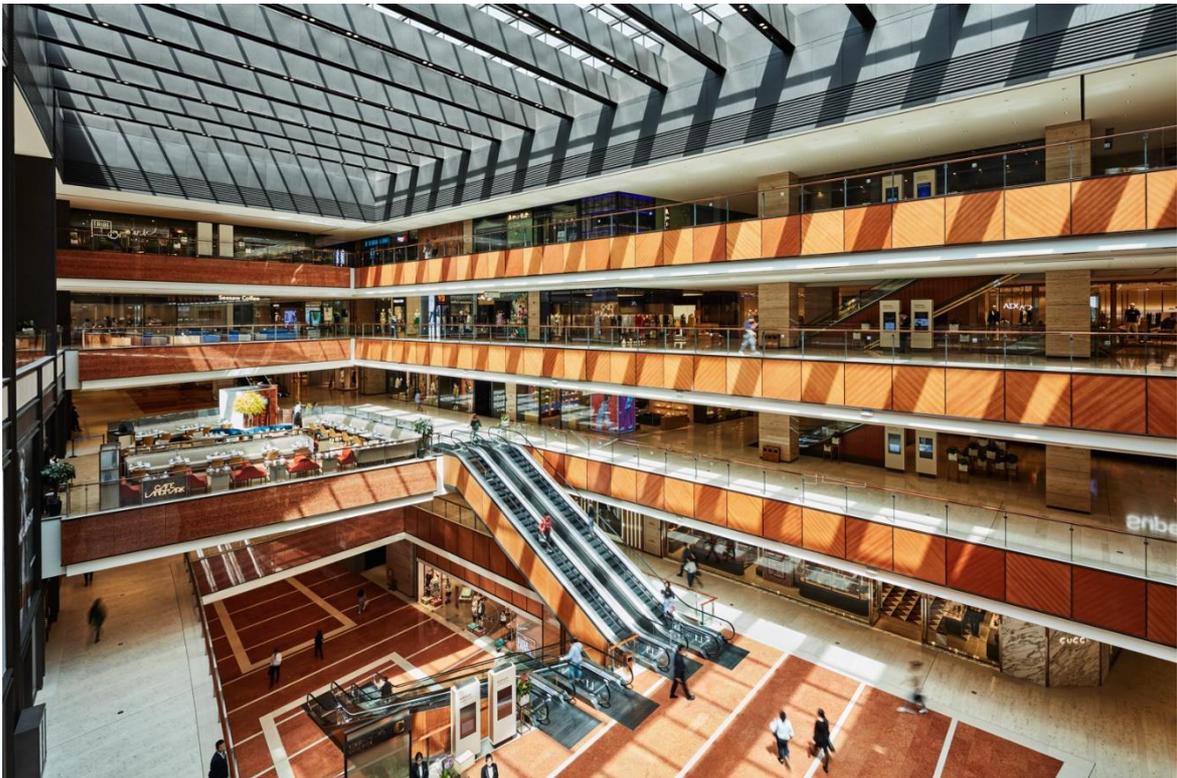


WF CENTRAL is Hongkong Land's leading premium lifestyle retail destination in Beijing, China.

It offers an authentically-new Beijing lifestyle experience by bringing together an unparalleled range of Luxury, Fashion, Lifestyle & Wellness, World-class Gastronomy and Art & Culture experiences.

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**Photo caption 5**



WF CENTRAL offers an exciting and diverse mix of over 130 tenants, including 20 brands either debuting in China or Beijing.

It is set to breathe new life into Wangfujing and bring excitement, insight and inspiration to the City's modern life.

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**WF CENTRAL**

WF CENTRAL is Hongkong Land's leading premium lifestyle retail centre in China at the commercial and political heart of the capital city, with the design and scale to both respect and revitalise the historic fabric of the Wangfujing area. Occupying a prime site of approximately 21,000 sq. m. on Wangfujing Street in Dongcheng District, Beijing, WF CENTRAL is bringing the community a total of 150,000 sq. m. gross floor area – including a 73-room hotel Mandarin Oriental Wangfujing, Beijing. The property offers 43,000 sq. m. of retail space.

Bringing together an unparalleled range of Luxury, Fashion, World-class Gastronomy, Lifestyle & Wellness, and Art & Culture experiences, WF CENTRAL is set to offer an authentically-new Beijing lifestyle experience by providing the opportunity to find inspiration, enjoy culture and be part of a new global perspective.

Located on the prosperous Wangfujing Street, WF CENTRAL is only a stone's throw away from the Forbidden City and the Central Business District of Beijing. It will provide 660 carpark spaces and is well served by the capital's public transportation and metro networks.

**Hongkong Land**

Hongkong Land is a listed leading 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 and Beijing. Hongkong Land's properties attract the world's foremost companies and luxury brands.

Its Hong Kong Central 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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