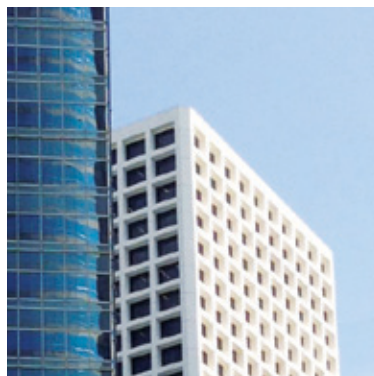
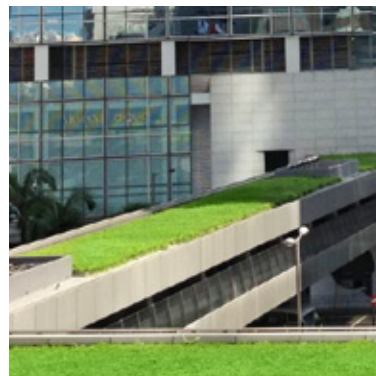


we care we manage

Sustainability 2013



CE Message

The Sustainability Sea Change: Attitude Is the Key to Success

This annual sustainability report from Hongkong Land's Property Management department examines the Company's performance in fulfilling the goals and spirit of its Sustainability Policy over the preceding 12 months. Most notably, this includes the commitment to a 20% reduction in the energy consumption and carbon emissions of all Hongkong Land's managed properties by 2020 as compared to 2008 levels.

In this year's report, we highlight a wide range of initiatives – from the Green Roofs project, to the comprehensive upgrade programmes for seawater circulation and high-performance passenger lifts – all actively influenced by the principles and goals of our Sustainability Policy.

The measurable achievements of these projects, programmes, initiatives and innovations are encouraging: By the end of 2012, there were cumulative reductions of 14% in electricity consumption and 19% in carbon emissions. Hongkong Land has also been recognised with numerous awards and certifications for its performance in areas such as air and water quality. While the report focuses on the properties in our CENTRAL portfolio in the heart of Hong Kong, various sustainability initiatives are underway across Asia.

Sustainability, however, is not a one-off issue that can be isolated and 'fixed'. Committing to sustainable business principles represents a sea change in our behaviour and attitudes – both as individuals and, for Hongkong Land, as a corporate citizen. That is why we also include a review of the Company's policies and practices in health and safety, as well as our interactions with the local community and all our other stakeholders to make sustainable thinking an automatic and instinctive part of our working lives.

We believe that emphasising cooperative action is the key to success. As a company, we invest significantly in new systems, materials, processes and technologies to improve our buildings' carbon footprints. Yet we cannot succeed in isolation, nor can technology. Only with the support and participation of all our stakeholders can we make the greatest, most enduring improvements. Sustainability is a cooperative mission, not a team sport. There's no limit on participation. Everyone can – and should – join in.

Y.K. Pang

Main Areas Covered in this Report



Environment

Sustainability focuses first and foremost on achieving balance between the resources we extract from our planet, and the effect of what we do with them on its ecology. We look at various projects that show how either using less or giving back more benefits the environment – without compromising the quality of service we provide to our customers and the community in any way.



Health and Safety

We look at ways in which Hongkong Land, as a corporate citizen, assures safe and healthy conditions for all who use its buildings. We also look at how we integrate our tenants and partners into our safety programmes. Finally, we cover work/ life balance, where a sustainable quality of life for all is the minimum requirement.



The Community

Our buildings play essential roles in their communities and neighbourhoods. In many ways, they help define the identity of those communities. We show some of the ways we connect with and give back to the community.

Sustainability Policy

Hongkong Land is committed to sustainability for the properties we develop and manage to minimise our impact upon the environment as far as is practicable. In doing so, we create long-term value and minimise risk to our business.

- We believe that sustainability is a necessary and attainable goal to strive for through improved products and processes, diligence and innovation.
- We regard full compliance with statutory requirements as a minimum standard and we seek and apply best practices wherever possible.
- We are committed to improving our environmental standards, including those affecting health and safety by modifying, upgrading, or replacing our buildings' facilities and systems.
- We set long-term targets for improvement and measure our performance against these goals.

Our Efforts Recognised – Awards and Certificates



Hong Kong's Building Environmental Assessment Method (BEAM) Certification scheme has awarded its highest rating to

10 **Platinum BEAM Certified Hongkong Land Buildings**



All of our buildings in Central have received the Carbon "Less" Certificate under the Hong Kong Awards for Environmental Excellence scheme. Chater House won special recognition for its

20% **Reduction in Carbon Emissions**



10 **IAQ Certified Buildings** have achieved Indoor Air Quality Certification under the Hong Kong Government's Voluntary IAQ Certification scheme



EVERY **Hongkong Land Building in Central**

has been certified under the Hong Kong Government's Quality Water Recognition Scheme



Chater House received the Hong Kong Green Council's

SILVER AWARD
for the Green Management Award (Corporation) – Service Provider category in 2012

Anatomy of a Smart Building

Commercial buildings, including office towers, retail malls and mixed-use complexes, are intricate, self-contained ecosystems that must be maintained at a high standard to ensure safe, healthy conditions for their occupants. Operating these facilities at optimum energy efficiency and minimum impact to the environment requires detailed planning, technology, expertise and monitoring.



Legend

Internal

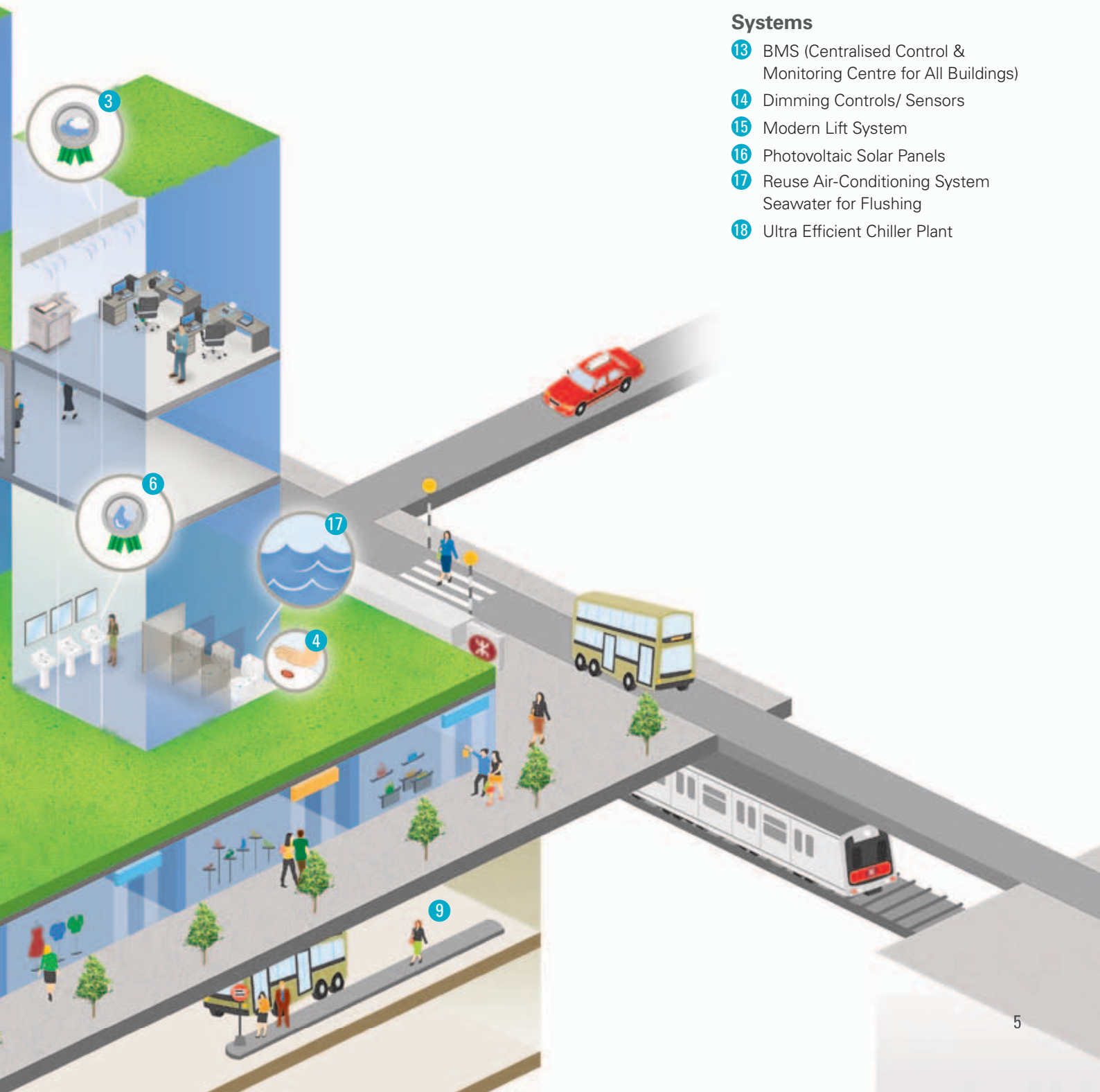
- ① Energy Efficient Labelled Office Equipment/ Appliances
- ② High Efficiency Lighting
- ③ Indoor Air Quality Certified
- ④ Sensor Controlled Faucets/ Flushes
- ⑤ Thermal Comfort
- ⑥ Water Quality Certified

External

- ⑦ Charging Stations for Electrical Cars
- ⑧ Double-Glazed Windows
- ⑨ Easy Access to Public Transportation (MTR, Bus)
- ⑩ Greening (Green Roofs, Roof Gardens, Landscaping)
- ⑪ Linkage Bridge
- ⑫ Recycling Waste Separation

Systems

- ⑬ BMS (Centralised Control & Monitoring Centre for All Buildings)
- ⑭ Dimming Controls/ Sensors
- ⑮ Modern Lift System
- ⑯ Photovoltaic Solar Panels
- ⑰ Reuse Air-Conditioning System Seawater for Flushing
- ⑱ Ultra Efficient Chiller Plant





Environment

Commercial buildings are large consumers of energy – in non-manufacturing, service-industry-based Hong Kong, they are the largest electricity user. Hongkong Land is constantly researching, implementing and monitoring new technologies, innovative ideas and improved processes to enhance the relationship of our buildings with the environment that surrounds them.



Technology Empowering Sustainability

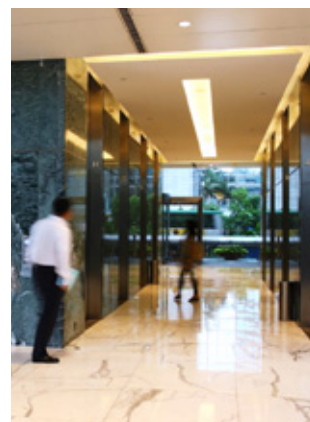
New technologies can improve both service quality and efficiency. Hongkong Land is an established leader in the construction and building management industries in terms of implementing new systems, solutions and materials to upgrade existing, premium-grade properties to the very latest standards of comfort, service and efficiency.

New Lift Systems: Performance 'Up', Energy 'Down'

In 2008, Hongkong Land green-lit a major programme to upgrade every passenger lift in the Central commercial property portfolio by using a new, radically superior microprocessor control and the latest-generation Power Factor One energy regenerating traction drives.

With 69 lifts across four buildings already upgraded and back in service, and work on the rest either in progress or due to commence shortly, the programme was already proving to be a great success by end-2012. Passengers now spend significantly less time in lifts, travel more comfortably, and enjoy enhanced security – all with greater energy efficiency.

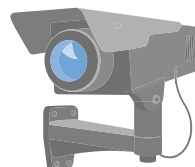
Efficiency improvements to date include up to 50% less time spent per lift journey, and up to 30% less energy consumption.





246,000 kWh

saved every year by installing LED lights fitted with motion sensors in Exchange Square's staircases



24/7 Real-Time Monitoring

of building systems across the portfolio

When 'Dim' Means 'Smart' – Automatic Lighting Control

New LED lights linked to motion sensors in all Exchange Square's staircases automatically dim to 30% of their normal lighting level once the area covered has been empty for one minute – then switch back again as soon as motion is detected. This has reduced electricity consumption in the staircases by 76%, or some 246,000 kWh/year. Following the success of the Exchange Square project, this new lighting solution is now being implemented as a standard fitting across the portfolio. Occupancy sensors were also piloted as part of a renovation programme for all the toilets in Exchange Square and Jardine House. Lights are switched off automatically once the toilets have been empty for 15 minutes. The electricity savings for Jardine House toilets alone is estimated at 60%, or some 200,000 kWh/year. This, too, is now a portfolio-wide, standard solution and will next be added throughout all toilet renovation projects within our portfolio in Central.

These improvements in both quality of service and energy consumption were made possible by Hongkong Land's early decision to implement a systematic, portfolio-wide programme to phase out all conventional incandescent lighting with new LED or T5 systems offering enhanced flexibility and greatly improved energy efficiency.



Information is King – Enhanced Intelligent Building Control



Our already-sophisticated in-house Building Management System (BMS) has been further improved by the addition of a range of extended functions to the system's software, providing building managers with more detailed monitoring data. This in turn enables greater flexibility and control in managing critical infrastructure systems, such as water and air-conditioning.

The enhanced BMS features include:

- Area-specific temperature control of the air-conditioning system, providing greater comfort for all building users
- More flexible access control with enhanced security protection of people and assets
- Improved fire detection allowing earlier intervention
- Reduced operator training time thanks to a new, intuitive user interface
- Expanded ability to monitor critical systems remotely, enabling 24/7 real-time monitoring across the network

A Cool Cure for Chillers

Water-cooled chillers – used in all Hongkong Land's Central properties – depend on condenser tubes to remove heat from the water coursing through the system. Efficiency can be greatly reduced when mineral scale and marine organisms form deposits on the tubes. Using a new, electromagnetic clamp-on device, the build-up of scale can be eliminated with no downtime for condenser cleaning.

The clamp-on device helps reduce energy consumption and improve condenser performance and availability, while requiring no maintenance or spare part replacement.





189,000,000
Litres of Water

travel through our seawater system every day



45% Less

Energy consumed by water-cooled air-conditioning chiller plants compared to air-cooled chillers

Seawater Management – Sustaining a Primary Resource

All Hongkong Land's Central properties need water – many millions of litres of it, every day – to pump into the chillers which cool the air that circulates throughout our buildings.

Thanks to successive major infrastructure programmes, none of that water is lost, all buildings have redundant supply through cross-feeds, and the life cycle of the pipes carrying the water has been extended.

Seawater Cross-Feeds



As the Hongkong Land Central property network was built up, each building was linked to its own, dedicated pump house.

1995

The Central Reclamation enabled a cross-feed to be established between the Landmark and Jardine House seawater pump houses.

2007

A further cross-feed was created between Exchange Square and Landmark. Following this was the construction of the new Central District Pump House.

2008

The Central District and Landmark pump houses were linked via Alexandra House.

2011

An additional seawater feed was created from Landmark into Jardine House, effectively providing two pump houses and two sets of supply mains for each.

Pipe Lining Work

Following pipe lining projects on selected parts of the network dating back to 1989, a comprehensive upgrade programme was initiated in 2000 to fit linings throughout the system.

This massive undertaking was completed successfully in early 2013, one year ahead of schedule. The programme has eliminated all single points of failure from the system and lined all old seawater mains.

Efficient Chiller Plant

Since 1996, Hongkong Land has progressively replaced all chiller plants in its buildings with new units and water pumps that use variable speed control to improve energy efficiency.

The successful installation of water-cooled chillers in Chater House in 2011 to replace the original air-cooled chillers has reduced chiller energy consumption by 45%.

Reuse of Seawater for Flushing Water

None of the water we 'borrow' from the South China Sea to help cool our buildings goes to waste. Seawater is either returned clean and filtered to the sea, or used again in the flushing systems for toilets.



20% Less

Carbon emissions
from Chater House



14% Less

Electricity consumed
across the Central
portfolio



19% Less

Carbon emissions
emitted from our
buildings in Central

We've Achieved Less – And We're Proud!

Energy Consumption and Greenhouse Gas Emissions

By end-2012, the cumulative impact of the various programmes and initiatives undertaken by Hongkong Land led to across-the-board reductions of 14%

in electricity consumption and 19% in carbon emissions (compared with 2008 consumption levels). That equates to 51 million kWh of electricity, or a 60,000 tonne reduction in carbon dioxide emissions, and an overall savings of HK\$68 million.

We will continue to look for new materials, technologies and systems

that can contribute towards further reductions in carbon footprint. But most of all, we will look at every action we take and every decision we make in our business as an opportunity to contribute, by positive action and by example, to the long-term, sustainable wellbeing of the communities where we do business.

Going the Sustainable Mile – BEAM Certification and Carbon“Less” Certification

BEAM Certification

BEAM stands for “Building Environmental Assessment Method”, a voluntary assessment tool to evaluate the quality of a building’s working and living environment. Supported by the Hong Kong SAR Government, BEAM is a voluntary Green Building Certification that provides a benchmark of quality expectations for all interested parties, such as tenants, investors and building users.

Hongkong Land was a co-founder of BEAM in Hong Kong and actively supports BEAM certification as a contributor to achieving sustainability for Hong Kong’s construction industry.

By 2012, 10 of Hongkong Land’s managed properties in Central have received the highest Platinum BEAM rating.

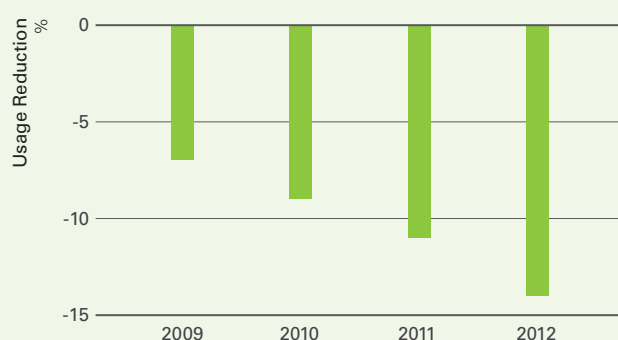
Carbon“Less” Certification

The Carbon“Less” Certificates scheme is part of the Hong Kong Awards for Environmental Excellence (HKAEE), which is led by the Environmental Campaign Committee (ECC) in conjunction with the Environmental Protection Department.

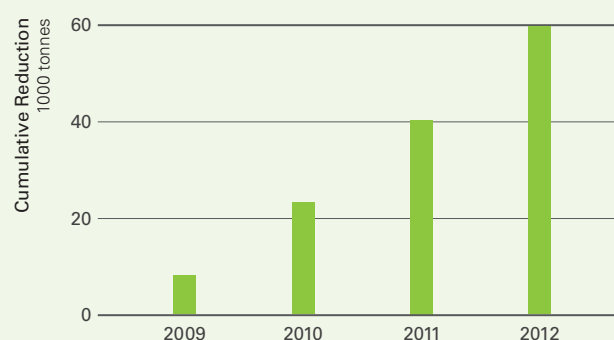
Carbon“Less” Certification recognises buildings and organisations that have achieved verified, measurable reduction in their overall carbon emissions. In 2012, all Hongkong Land’s managed buildings in Central were awarded Carbon“Less” Certification. Chater House received special recognition for its outstanding 20% drop in carbon emissions levels.



Electricity Reduction Since 2008



Carbon Reduction Since 2008





250 Pairs of Shoes + 60 Cartons of Uniforms

have been donated for use by people in need

Reduce & Recycle

Twice as Much = One Third Less

Who would have guessed that by doubling the supply of toilet paper, it would result in a 30% reduction in use?

It seems counterintuitive, but it's true. In a pilot project run in Exchange Square, we learned that cleaners were replacing and discarding nearly-finished rolls of paper to ensure that it would not run out before their next scheduled visit.

This precautionary measure quickly became obsolete when we introduced new double-deck toilet paper dispensers. These smart dispensers ensure that each roll is fully utilised before the back-up roll is engaged. In the two years since the change, approximately 12,000 fewer cartons of toilet paper were used.

Now, Hongkong Land is making double-deck dispensers a standard fitting in all its buildings.



Uniform Recycling

Waste not – want not!

Every year Hongkong Land purchases a certain amount of new uniforms for its customer-facing staff. These can be replacements for uniforms that have reached the end of their service life but are still in good condition, or they can feature updated designs.

Rather than simply discard the old uniforms, Hongkong Land has been donating returned uniforms (with company logos removed) to the Salvation Army since 2010.

In addition, we also donate good-quality returned shoes. All items are thoroughly cleaned before being passed on.

Since the start of this initiative, more than 250 pairs of shoes and 60 cartons of uniforms have been donated for use by people in need.



Recycling Chinese New Year Trees – and e-Waste!

Every little bit helps!

This mantra reflects the spirit of sustainability that informs all Hongkong Land decisions, right down to the smallest detail. For example, every year we put on display a large number of Chinese New Year blossoms for everyone to enjoy. Once, these were simply disposed of with other waste after the holidays were over. Now, these trees are sent for recycling at a specialist location in Hong Kong's New Territories.

Our principles for disposal extend to e-waste, too. All monitors, printed circuit boards, electronic components and other new-technology hardware are responsibly recycled and/or disposed of by accredited companies.

Hongkong Land is considering extending this service to its tenants in the near future.



THE GREEN GREEN GRASS

Professor Jim was the lead consultant for Hongkong Land on the Central Green Roof project, which aimed to create self-sustaining green plant areas on unused roof surfaces throughout Hongkong Land's network of buildings and pedestrian footbridges in Central. Here, he answers questions about his experience and opinion of the project.

Professor C Y Jim

is Chair Professor of Geography in the Department of Geography at the University of Hong Kong. He has been at the forefront of urban greening for many years, and he is recognised internationally as one of the pioneers of green roofs and the techniques used for implementing them.



“ Hongkong Land has taken a lead with the Central project, setting an example in the community. Green roofs can make a valuable contribution to our living environment. ”

What are the most important factors you would advise other developers to take into account when planning a green roof?

Some of the very basic requirements will be unfamiliar to most companies, and they can result in the green roof failing if they are not fully respected. The roof load capacity must be adequate. More load means better soil and irrigation, which allows you to choose better plants. The integrity of the waterproof membrane on the roof is critical and must be verified thoroughly before further installation can take place. The green roof has to be accessible for maintenance, and it must be well maintained to ensure the plants can grow healthily. And when choosing a contractor, check that their experience and competence qualify them for this specialised work.

Do you think that the Hongkong Land green roofs in Central have both a social and environmental impact? How do they benefit the community?

Hongkong Land has taken a lead with the Central project, setting an example in the community. Green roofs can make a valuable contribution to our living environment. It's good to see greenery among the skyscrapers,

and urban greening is recognised as an effective strategy for beautifying the built environment. Natural greenery also provides a range of benefits to people, both physically and psychologically.

Are there any elements of Hongkong Land's green roof project that are different from others you have worked on?

Installing green roofs on the aerial footbridges was a new challenge because of the very limited structural loading. We overcame it by introducing an innovative, ultra-low-weight substrate with high water and nutrient holding properties, which has proved very successful.

If you had a free hand to green Central, what would you do? Where would you like to see more green installed?

I would like to see more three-dimensional greening in Central, which means more vertical greening (green walls) in buildings. In Central, particularly, I think the environment would be just right for planting bougainvilleas, which are beautiful, well adapted plants.



Tips for Tenants

Sustainability, as the name implies, requires consistency of action and attitude over time, and it needs our individual attention every day. Below are some simple housekeeping tips that are guaranteed to make a difference – and of course, the more people who make this part of their daily routine, the bigger and better the results:

Energy-Saving

- ☐ Switch off unnecessary lighting and office equipment that is not in use.
- ☐ Use appliances (e.g. computers, printers, etc.) with automatic switch-off control functions to avoid standby mode after office hours.
- ☐ Unplug equipment chargers and adapters from socket outlets when not in use.
- ☐ Replace, where appropriate, office equipment and electrical appliances (e.g. microwave, refrigerator, etc.) with more energy-efficient models carrying the Energy Label.

Indoor Air Quality

- ☐ Keep air supply and return grilles clear to ensure optimum air ventilation.
- ☐ Select building materials and furniture that comprise of no/ low-emissions materials. Reduce the use of VOC (Volatile Organic Compound)-containing consumer products.

Waste Reduction

- ☐ Practice double-sided printing/ photocopying.
- ☐ Promote the use of electronic communication and adopt an electronic system for filing and documentation.
- ☐ Replace all disposable containers, cups and dishes with durable items, such as ceramic cups and reusable spoons.
- ☐ Use recycled paper, refillable pens, recycled toner cartridges, rechargeable batteries and other recyclable/ reusable materials wherever possible.



Safety First

Hongkong Land has an uncompromising approach to safe working practices, which is reflected in its commitment to achieving zero-accident status in all work locations. In addition to standard safety policies, training and supervision, Hongkong Land implements key additional protocols to reinforce its safety culture in the workplace and provide a means to measure, share and improve.



Health & Safety Training

Comprehensive safety training is conducted on a regular basis, covering occupational risks, employee health management tips and other risks that may affect the health and safety of employees.

All Hongkong Land building staff receive compulsory Health & Safety Training as soon as they join the Company.

In the last five years...

- Some 100 staff attended First Aid Training and became certified First Aiders
- Over 250 staff attended Automated External Defibrillator (AED) training
- Nearly 300 staff attended Green Card Training

Health & Safety Committee Meetings

Corporate safety practises are overseen by the Company's internal Health and Safety Committee, which comprises the safety leaders from Hongkong Land's key business units, and meets regularly to review performance, objectives and strategies.

Personal Protection Equipment Program

Use of Personal Protective Equipment (PPE) helps prevent accidents and minimise the scope of injury should an accident occur. We provide PPE to our employees for performing various types of work, including:

- Safety helmets, which must be worn if the workplace carries a risk of falling objects.
- Safety shoes, which are provided to protect toes from falling objects, prevent soles from being pierced by sharp objects and guard against slipping on wet floors.
- Safety belts, which must be fastened to an independent lifeline or to a secure object if someone is working at a height greater than two metres.



20 Fire Marshal Training Sessions

were organised by Hongkong Land in 2012

600 Tenant Employees

attended Hongkong Land fire marshal training in 2012

Emergency Preparedness

Fire Safety

Hongkong Land was the first property company in Hong Kong to train both staff and tenants as Fire Marshals. The training covers fire prevention, the use of portable fire-fighting equipment, fire marshal duties, and the escape and evacuation procedure contained in the Company's Fire Orders Manual.

- Over 20 fire marshal training sessions were organised by Hongkong Land in 2012
- Approximately 600 tenant employees attended Hongkong Land fire marshal training in 2012

Drills Save Lives, Protect Property

Emergency procedures are tested regularly through drills and exercises organised either internally or jointly with tenants.

Fire Drills

Fire Drills attended by professional observers from the Hong Kong Fire Services Department are conducted with tenants annually to reinforce awareness of the Fire Emergency Plan and practice evacuation procedures. Hongkong Land ran 20 fire drills in 2012.



Power Failure Redundancy Drill

This drill simulates a major interruption to the regular electrical service. Hongkong Land's emergency generators must cut in automatically in such situations, and supply power for Fire Service Installations and emergency lighting in all exit areas.

Automated External Defibrillator (AED)

When a person suffers a sudden heart attack involving cardiovascular failure, the ability to apply resuscitation within the first 'Five Golden Minutes' is the most critical factor in determining the victim's chances of survival. In this drill, Hongkong Land's certified AED building staff must be able to reach a victim at any location in the Company's Central property network within five minutes and apply the AED in combination with Cardio Pulmonary Resuscitation (CPR).

AEDs are readily available at all Hongkong Land buildings in Central.



Flooding Drill

This training covers how to respond in the event of flooding due to building system failure. An area or building must be evacuated, and access must be restricted. Flood prevention measures are also implemented when there is risk of naturally occurring flooding, such as placing sandbags or transporting and setting up generators and submersible pumps.



Typhoon Drill

This teaches the correct procedures to follow when a strong typhoon signal is imminent. Building structures are checked to address the potential of flying or falling objects, windows are verified as closed, drains are examined to ensure there is no clogging, and pumps are put in place for draining water to prevent flooding.



100 Staff
 attended First Aid Training



250 Staff
 attended AED training and were certified as First Aiders



300 Staff
 attended Green Card Training

Tenant Health

Indoor Air Quality

Under the Hong Kong Government's Indoor Air Quality (IAQ) Certification Scheme, 10 Hongkong Land buildings in Central have achieved noteworthy ratings and certifications. The scheme requires stringent testing against 12 key parameters, including, but not limited to, the measurement of various gasses, respirable suspended particulates, total volatile organic compounds and other biological matter.

Hongkong Land is able to maintain optimal indoor air quality in its buildings through rigorous maintenance programmes, including close monitoring of the condition of air filters, comprehensive air duct cleaning using specialist tools and equipment, and strict monitoring of building works, which may increase the level of gasses or airborne particulates.



Water Quality

Hongkong Land is a member of the Quality Water Recognition Scheme for Buildings (QWRSB) organised by Hong Kong's Water Supplies Department. Every commercial building in our Central portfolio is certified under the QWRSB scheme, graded as follows:

- Gloucester Tower and Edinburgh Tower: Gold Class
- Exchange Square, York House, Chater House, Alexandra House, Prince's Building and Jardine House: Silver Class

The QWRSB certificates recognise consistently high potable water quality in buildings and encourage high-quality maintenance and management of water supply.



Influenza Pandemic Management & Prevention

In the event of an official public health alert from the Department of Health, Hongkong Land has a fully-established Influenza Committee that can implement influenza pandemic contingency plans and measures for the prevention of swine influenza, avian influenza and other related illnesses. The Company also sponsors flu vaccinations for all employees annually.



Security

Hongkong Land has a dedicated Security Office, whose duties range from surveillance of public areas, to procedures to follow in the event of public disorder or perceived terrorist threat.



Security Guards

Hongkong Land partners with G4S to provide highly trained professional security guards. These include a complement of Gurkha guards who are renowned globally for their previous military experience and tenacious yet friendly nature, who easily accommodate customer service duties along with their 'watch and ward' duties.



Security Technologies

Security hardware is regularly reassessed and updated. Recent introductions include a staff facial recognition system, integrated access control to building utilities, after-office-hours lift access, and the latest digital radio communication transceivers.

New-generation digital CCTV cameras, each with the capacity to record up to six months' activity, have been installed throughout the portfolio, adding a highly visible and effective deterrent to crime.

Relationship with Law Enforcement Agencies

Hongkong Land liaises with all relevant local law enforcement agencies, including the Police, Fire Services, Customs & Excise, the Equal Opportunity Commission, the Office of the Privacy Commissioner for Personal Data and the Independent Commission Against Corruption. Our tenants and customers are always kept informed of the latest policies and practices on issues relating to business operations.

Regular Audits

Hongkong Land hires independent auditors to perform regular security audits. This helps ensure that our procedures are in line with our needs and the latest developments, and that our security systems are in optimal working order.



Contractor Management

Our Buildings, Our Rules

All contractors employed by Hongkong Land and its tenants are required to conform to the Company's own policies and procedures for safety and behaviour on site, especially the following mandates:

- All contractors must submit an "Application for Work Permit and Worker Badges" for approval, together with a complete list of the names of each worker.
- All contractor workers must hold a valid industry certified "Green Card".
- Contractors must register with the Building Management Office daily before commencing work.
- Contractors may choose to outfit their workers with their own company-issued uniforms (subject to approval), or those provided by Hongkong Land (consisting of a safety vest and helmet).
- All uniforms must be clean, tidy and in good condition.





Hongkong Land in the Community

Hongkong Land is actively involved in a number of community and charity initiatives. This reflects the social consciousness of the Company, its shareholders and stakeholders, who recognise that we all have a duty to care and behave as good citizens.



Jardine Ambassadors

Hongkong Land is an active participant in Jardine Ambassadors, a two-year programme of training, team-building activities and broad-based experience for young executives who are selected from individual companies throughout the Jardine Matheson Group.

The Jardine Ambassadors programme is centred on supporting the activities of MINDSET, Jardine Matheson Group's philanthropic foundation and registered charity that supports mental health organisations and activities in Hong Kong and mainland China.

Hongkong Land also creates job training opportunities for recovering mental health patients. This offers them a 'soft landing' to help improve their social and workplace skills and increase their confidence as they embark upon the path to full reintegration into working life in Hong Kong.



CENTRAL Rat Race

Started in 2006, this is now a major annual event on the Hong Kong charity calendar. Held every October, the CENTRAL Rat Race is a fundraising event held in support of MINDSET, a registered charity that supports mental health organisations and projects in Hong Kong and mainland China. In the CENTRAL Rat Race, executives compete as teams of eight runners each, wearing colourful costumes and running shoes. Their goal is to be first to cross the finish line, after completing an obstacle-strewn relay course held in the heart of Hongkong Land's Central network of commercial properties and pedestrian walkways.

In the 2013 event, each team contributed a minimum donation amount of HK\$60,000, drew in over 460 participants and raised a record HK\$3 million for MINDSET.



Charity Support

Community Chest

Hongkong Land staff volunteered to promote the Community Chest Green Day event, which promotes public awareness for environmental protection, in the Central MTR station beneath the Company's Hong Kong offices at Exchange Square.

Over 70% of Hongkong Land staff donated to the Community Chest Skip Lunch Day, held in support of "Services for Street Sleepers and Cage Residents".

The Heep Hong Society

The Heep Hong Society provides professional training and education to underprivileged children to help them develop their potential and lead fulfilling lives. Hongkong Land's staff volunteers support this initiative by selling flags throughout the Company's property portfolio. The funds raised will provide comprehensive training for families with disabled children.

Employee Caring Program

Workplace stress is frequently concealed or ignored, but it is a serious problem that can cause extreme suffering for employees and potential risk for employers. Hongkong Land operates an Employee Caring Programme that offers 24/7 hotline support and face-to-face counselling from third-party specialists to any staff member struggling with stress, emotional workplace issues and/ or personal problems in their daily lives. The programme is also extended to spouses and children of all Hongkong Land employees.

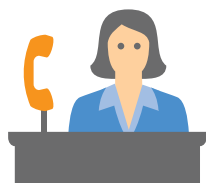


Sustainable Banqueting – No More Shark's Fin

Over 70 million sharks are cruelly killed each year to satisfy the global demand for shark's fin, which is centred in Hong Kong. Over 180 shark and related species are now listed as threatened by the International Union for Conservation of Nature.

Hongkong Land has removed all shark's fin dishes from the Company's annual dinner menu, as well as from all corporate social functions and business events, replacing them with sustainable seafood dishes.





90%

of all tenant services requests are placed via the CSC



3 Languages

customer services officers handle calls in Cantonese, Putonghua and English

Good Service Is No Mystery – Hongkong Land Employs ‘Secret Shoppers’ In the Quest for Best Service

Hongkong Land’s hard-earned, long-standing reputation for customer service reflects a commitment to providing an uplifting and pleasantly reassuring experience for everyone visiting its properties. We believe that any interaction with another person is an opportunity to spread goodwill and create a positive, enjoyable memory.

To further enhance our customer service, we have been commissioning regular, anonymous, third-party ‘mystery shopper’ surveys since 2009. These are vehicles designed to heighten our awareness of Hongkong Land’s service standards, and to encourage all staff to improve even further their own levels of performance – helping the Company meet and exceed its high expectations.

These surveys also provide us with feedback on the effectiveness of the training we provide, and highlight areas that can benefit from further development and improvement.

The surveys include both visits and calls to all our buildings in Central. They are conducted in three languages: Cantonese, Putonghua and English.

Surveys cover both Hongkong Land’s employees and service providers. These include Concierge and Doormen, Building Staff, Toilet Attendants, Security Guards, Valet

Parking Staff, Customer Service Hotline Representatives and Building Management Offices.

Attributes assessed range from presentation and communication skills to attitudes and manners, and the survey results are both quantitative and qualitative. The surveys also determine the winners of our Customer Service Award, which goes to the team that achieves the best scores in our surveys.



Customer Service Centre (CSC)

Set up in 2003 with the objective of offering a one-stop solution for all enquiries regarding Hongkong Land’s properties and amenities in Central, the CSC takes over management of any customer issue, allocating a customer service officer to follow up directly with the customer, provide feedback and updates, and allow building staff to focus on fixing any problem that requires technical intervention.

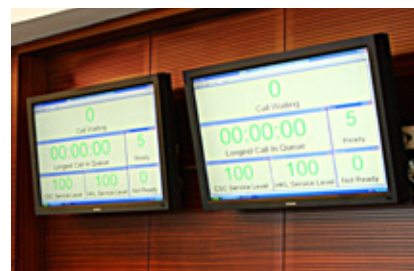


The CSC’s location next to the Centralised Monitoring Centre (CMC) gives it instant access to information feeds from the CMC. This reduces the need for CSC staff to communicate with multiple building management offices, leaving the Customer Service Officers free to serve tenants more quickly and efficiently.

Customer Service Officers handle calls in three languages: Cantonese, Putonghua and English. The CSC receives customer/ tenant requests and enquiries through all communication channels, and records and monitors all service requests and enquiries. The team also verifies the successful delivery of the many management circulars sent out each month, and keeps track of all tenant moves into and out of the premises, enabling swift follow-up in the event of problems.

The CSC also handles a number of hotlines – for tenants, shoppers, recruitment, marketing programs and ad-hoc programmes from other Hongkong Land departments.

Tenant response to the CSC has been encouraging. 15 months after the CSC was launched, some 70% of all tenant service requests were placed via the CSC. This grew to over 80% in the following year, and it now stands at over 90%.



Supporting Green Groups

Hongkong Land is a member of the following green business groups and organisations:

- Climate Change Business Forum (CCBF): Gold Member
- Hong Kong Green Building Council (HKGBC): Gold Patron Member

The Company also sponsors or supports green activities and initiatives such as:

- Earth Hour (organised by the World Wide Fund for Nature): sponsor and participant
- Carbon Smart Building (organised by the CCBF)
- Every Building a Powerhouse Research (organised by the CCBF)
- Signatory to the Carbon Reduction Charter, organised by the Environmental Protection Department (Hong Kong SAR Government)
- Signatory to the Energy Saving Charter on Indoor Temperature, organised by the Environmental Bureau/ Electrical and Mechanical Services Department
- Steering Committee member for BEAM Plus for Existing Building taskforce and BEAM Plus Community rating development (organised by the HKGBC)



Maggie's Cancer Caring Centre

Maggie Keswick Jencks spent her younger years living in China and Hong Kong as her father, Sir John Keswick, was working with Jardine Matheson. Together they set up the Keswick Foundation to support pilot projects that address new or inadequate areas in the medical and social systems of Hong Kong and mainland China. The Maggie's Cancer Care Centres represent one of the Keswick Foundation's major initiatives.

Maggie's is about empowering people to live with, through and beyond cancer by bringing together professional help and community support, creating exceptional care centres for anyone affected by cancer – free of charge.

With tremendous support from both medical and construction professionals, the purpose-built Maggie's Cancer Caring Centre Hong Kong, designed by internationally renowned architect Frank Gehry, opened in the grounds of Tuen Mun Hospital in April 2013.

Hongkong Land was the Project Manager responsible for the design and building of the centre, from 2009 until construction was completed in March 2013.

Hongkong Land's Property Management also helped the centre develop an operating structure and management plan tailored to their requirements, and it continues to support Maggie's with ongoing fire and safety training and procedures.



