



WF CENTRAL CELEBRATES OFFICIAL OPENING

From Diversity, A New Energy

Re-defining retail and rejuvenating Wangfujing through the considered curation of art, cultural creativity and thrilling experiential lifestyle

Beijing, 29th May 2018 – WF CENTRAL, today celebrated its official opening with a VIP red carpet and ribbon-cutting ceremony to mark the launch of this iconic new destination for international retail, world-class dining and art and cultural experiences in the heart of Beijing.

The prestigious opening ceremony was officiated by Mr Y K Pang, Deputy Managing Director of Jardine Matheson Limited; Mr Robert Wong, Chief Executive of Hongkong Land; Mr Raymond Chow, Chairman of Wangfu Central Real Estate Development Company Limited and Executive Director of Hongkong Land; Mr Mark Pu, Shareholder of Wangfu Central Real Estate Development Company Limited; Mr Simon Dixon, Director of Wangfu Central Real Estate Development Company Limited and Chief Financial Officer of Hongkong Land; Mr Stanley Ko, Director of Wangfu Central Real Estate Development Company Limited and President, Commercial Property China of Hongkong Land, together with glamour provided by special guests international pop icon Coco Lee and globally recognised entrepreneur, advocate, actress and mother of three, Jessica Alba.

The official opening and associated launch of the first international Serpentine Pavilion Beijing mark the latest significant milestone for WF CENTRAL, Hongkong Land's leading premium lifestyle retail centre in Beijing, a world-class, 150,000 sq. m. retail, dining and hospitality hub in Wangfujing.

With a dynamic mix of over 130 tenants including 20 brands debuting in Beijing or China, WF CENTRAL is setting a new benchmark for retail in Beijing through a dynamic and attractive array of acclaimed luxury, fashion, world-class gastronomy and lifestyle & wellness brands.

In conjunction to WF CENTRAL, Mandarin Oriental Wangfujing, Beijing offers 73 spacious rooms and luxurious suites, which are among the largest in Beijing with many enjoying extensive outlooks on historic landmarks including The Forbidden City and Tiananmen Square.

“We are delighted to welcome our distinguished executive guests as well as international VIP celebrity guests Jessica Alba and Coco Lee in celebrating our official opening,” said Mr Raymond Chow, Chairman of Wangfu Central Real Estate Development Company Limited and Executive Director of Hongkong Land. “Offering authentically new art, cultural and lifestyle experiences, along with dynamic new retail concepts, WF CENTRAL is now redefining retail in Beijing and is



well positioned to play an important role in the ongoing economic and social regeneration of Wangfujing.”

Its growing reputation and important role in the ongoing economic rejuvenation of the Wangfujing area is exemplified in WF CENTRAL’s new brand campaign - ‘*From Diversity, A New Energy*’ - reflecting the juxtaposition of its iconic modernity; the historic significance of the Wangfujing area; close association and former home of 19th Century Princelings and cultural advocates Pu Lun and Pu Dong; and importance in radically redefining the established retail experience in meeting the rapidly evolving needs of the next-generation of consumers in China.

A Curation of Art, Culture and Experiential Lifestyle

Engaging, connecting and building community through a considered curation of art, cultural creativity and experiential lifestyle, WF CENTRAL provides the focal point for highly prestigious artistic collaborations with renowned international organisations. These include the recent successful Barbican ‘Digital Revolution’ exhibition; the launch of the Serpentine Pavilion Beijing and Serpentine Pavilion cultural programme; along with an upcoming MAISON&OBJET design showcase, scheduled in September this year.

‘Re-imagined’ Retail Experiences

CODELAB is an innovative retail experience bringing digital innovation and lifestyle inspiration to shoppers. It is a space where offline experience meets online retail to offer all things artistic, creative and cool. With a theme that changes quarterly, CODELAB sources top-selling products from the most ingenious designers from around the world and features over 180 items including Home Accessories, Small Gifts, Fashion & Accessories, Lifestyle, Kids and Stationery from 37 brands from 16 countries.

Located at L2 of WF CENTRAL, CODELAB explores a space where imagination is free to take flight, norms are reimagined and originality is redefined. The theme of the first season, ‘Beyond The Limits’, fuses functionality with aesthetics, practicality with creativity. The curation is designed for modern urbanities, repurposed to create a fresh interpretation of style and reimagined to bring new energy and to motivate inspired by Colour Therapy.

Shoppers can see and touch the products in person at CODELAB before deciding whether to buy. Transaction has been made easy in the new boundary-less and connected world. Consumers simply scan the product’s QR code, add it to their shopping cart and complete the transaction anywhere in the next 12 hours. In addition, everyone can enjoy the convenience of home delivery as products will be delivered directly to your home or office.

At B1 of WF CENTRAL, CODELAB features enticing products curated by data. The unique algorithms will suggest the perfect items based on their popularity through harvesting data from



more than 80 top international e-magazines and e-commerce platforms, and reviewing more than 2,000 new products every month.

Other initiatives see the introduction of first-in-market mobile ‘on-the-go’ retail services including Trip Planner, a digital planner that helps customers get the most out of their visit to WF CENTRAL by creating customised itineraries. Mall-wide Booking allows customers to book events, special shop activities and even restaurants, through WF CENTRAL WeChat account.

Opening Promotion

The official opening is celebrated with a series of exciting customer promotions. Customers can enjoy an exclusive personalisation service by one of our artists-in-residence. Simply spend RMB1,000 or above on the same day to receive a unique artistic touch to purchased products by New Zealand illustrator Nadia Flower, British illustrator Ben Tallon and Chinese illustrator Xiao Hanqiu, until 24th June.

Also experience a truly tasteful ‘East-Meets-West’ experience. Enjoy multi-cultural gourmet creations offered by 11 participating cafes and restaurants with a selection of specially created dishes, artfully designed to combine the very best of East and West.

Other in-store promotions are offered by over 50 participating tenants during the opening promotion period.

WF CENTRAL REWARDS

WF CENTRAL has also launched a new loyalty programme - WF CENTRAL REWARDS - designed to provide prestigious privileges to shoppers and unlock unique and exclusive experiential crossovers. Membership registration is now open with no minimum spend until the end of August, with welcome offers from over 20 tenants.

During the promotion period, customers can enjoy shopping privileges and redeem a range of exclusive shopping rewards from an accumulative spending of RMB5,000. The ‘Grand Rewards’ include ultimate indulgences such as an exclusive, unique customisation from Dennis Chan, Chairman and Creative Director of Qeelin, and an invitation to Vivienne Tam’s New York fashion show with backstage access and an opportunity to meet the designer. To celebrate the opening of WF CENTRAL, double reward points are offered until 3rd June.

To discover more about WF CENTRAL and to receive our latest news and information on upcoming events, follow us on our Sina Weibo account and our WeChat account at ‘WF CENTRAL’.



Please download the high-resolution images at:

https://www.dropbox.com/sh/wdj04qauv1zvqhs/AACBOBVtvL_pLsUxhvF7fP-pa



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Mr Robert Wong, Chief Executive of Hongkong Land, speaking at the opening of WF CENTRAL.



Mr Raymond Chow, Chairman of Wangfu Central Real Estate Development Company Limited and Executive Director of Hongkong Land, addressed the audience of specially invited guests and media.



From left to right:

Mr Stanley Ko, Director of Wangfu Central Real Estate Development Company Limited and President, Commercial Property, China of Hongkong Land;

Mr Raymond Chow, Chairman of Wangfu Central Real Estate Development Company Limited and 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;

Mr Simon Dixon, Director of Wangfu Central Real Estate Development Company Limited and Chief Financial Officer of Hongkong Land.



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



王府中環
WF CENTRAL



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.

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.



王府中環
WF CENTRAL



The iconic Wangfu Atrium imbues the interior with natural light creating an airy, spacious feel for visitors.



The Green, located on the West side of the complex, is a large open area that provides visitors with outdoor recreational space to enjoy.



The Serpentine Pavilion Beijing - the first Pavilion co-commissioned by the Serpentine outside the UK.

The Pavilion provides the creative architectural backdrop to the WF CENTRAL and Serpentine Pavilion Beijing programme, a unique and highly diverse series of cultural and artistic activities, special events, inspiring lifestyle experiences and exciting social encounters to be experienced by visitors to WF CENTRAL from June to October 2018.



WF CENTRAL Tenants

LUXURY		
1436 Audemars Piguet* Bao Bao Wan Fine Jewelry Bottega Veneta Breitling Chaumet* Chopard Chow Sang Sang Dior* Dsquared2 Dunhill Erdos Ermengildo Zegna FENDI*	GIADA Giorgio Armani* GUCCI Hogan IWC Jimmy Choo Liquides Imaginaires* Loewe Longchamp Loro Piana* Lukfook Jewellery Moschino Moynat* Panerai	Piaget Prada Pringle of Scotland Puyi Optical Qeelin R. Sanderson Saint Laurent Salvatore Ferragamo TOD's Tory Burch Vacheron Constantin VIVIENNE TAM Yves Salomon
FASHION		
AEX AnyShopStyle APM Monaco Arc atelier BA&SH Blue Erdos Cara Blue C.P.U. Denham Diesel Ed Hardy Folli Follie Furla I Do	Initial IRO Les Benjamins Links of London Love Moschino Maje Mattitude Mdreams Misaki Monaco Miss Sixty Mujosh NEIWAI* NIKE Kicks Lounge OVV	PANDORA Patrizia Pepe PUMA Select Ray Ban Sandro Simple Living Superdry The North Face Victoria's Secret Y-3 YI ZHUCHONGYUN
FOOD & BEVERAGE		
Baker & Spice* Boom Popsicle* CAFE LANDMARK Früt Actually Hatsune Howard's Gourmet Jade Garden KANPAI CLASSIC* Cathedral Le Grenier à Pain	Meat Up Mulu* Mvuke Tokyo PANDORA Café* Putien Seesaw Coffee Starbucks Tak Yong* The Cheesecake Factory The Five	THE RUG CAFÉ The Woods Café Tiago Tomacado TRIBE Xiao Hong Pao Hotpot* Xihe Bistro Zagin Soba*



LIFESTYLE & WELLNESS		
Ann Steeger Arc'teryx BabyNes Carrefour* FILA FILORGA Hair Corner J Select	Libratone Mannings MINUS+* Moleskine Particle Fever Plurecil Pure Yoga* SALOMON	SONOS tenplus RETRO Under Armour vomFASS
ART & CULTURE		
Yan Ji You		

*Opening soon

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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