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WF CENTRAL

WF CENTRAL Elevates Luxury Shopping Experience for its 4th Anniversary *Elevating Luxury While Opening Up a New Chapter for Premium Retail*

Beijing, July 6, 2022 – As mid-summer brings the heat and the season’s passion for retail in Beijing, WF CENTRAL, Hongkong Land’s leading premium lifestyle retail destination, is throwing a party-like consumer experience festival to celebrate its 4th anniversary. As the commercial core of the capital integrating premium retail, culture and artistic experience, this year, WF CENTRAL carries on the essence of contemporary luxury. For this year’s anniversary celebrations, it will invite guests to a uniquely refreshing luxury experience, complemented with a host of attractive rewards and gifts.

Since its grand opening in 2018, WF CENTRAL has honed its customer service through a constant desire to be better and deliver a better retail experience. Bringing together an unparalleled range of Luxury, Fashion, World-class Gastronomy, Lifestyle & Wellness, and Art & Culture, the centre promotes a Beijing-styled luxury life, delivering the ultimate customer experience through diverse offerings and a more personalised experience.

“As the first project of Hongkong Land’s CENTRAL series in mainland China and the flagship of leading premium lifestyle retail centre in Beijing, WF CENTRAL is now celebrating its fourth anniversary. Adhering to our strategic policy of “best in class,” WF CENTRAL has brought in a host of international world-class luxury brands and upgraded our select food and beverage establishments in an effort to remain an unrivalled landmark in Beijing’s high-end retail industry,” said Mr. Changfeng Ling, Executive Director of China Property, Hongkong Land, “At the same time, WF CENTRAL is setting a benchmark for Hongkong Land’s other commercial properties in mainland China with regards to sustainable development.”

Shop for Long-Awaited Luxuries

Since the end of 2021, WF CENTRAL has made great efforts to enrich and diversify the landscape of luxury brands in its complex. With newly established stores from BOGNER, BVLGARI, Cartier, HUBLOT, MIKIMOTO, Tiffany & Co., and Laopu Gold, among other premium brands, WF CENTRAL is committed to serving the urban demand for a high-end luxury shopping experience.

It is worth mentioning that a Cartier boutique and a Tiffany & Co. boutique have both opened in WF CENTRAL, facing the prosperous Wangfujing Street. Each store is inspired by their own brand heritage yet also infuses traditional Chinese cultural elements into their design, creating a harmonious integration of conventional and contemporary. The differently designed VIP salons on their second floor, however, are of dramatic contrast, adding a sense of fun while providing private spaces for VIP customers. The Cartier and Tiffany & Co. boutiques give the WF CENTRAL East Tower entrance a refreshing new look and serve as uniquely interesting sites on Wangfujing Street.

Enjoy Elevated Distinctive Gastronomy

Complementing the latest luxury brands, WF CENTRAL is also home to a number of distinctive food and beverage brands, such as Gourmet 67 Noodle Bar, as well as three restaurant brands new in China



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– HAITANG (Cantonese cuisine), FUJIAN SUNSHINE (Fujianese cuisine) and tet (modern Vietnamese cuisine). Also, many existing restaurants have upgraded their menus and services. For example, VEGE WONDER, the exclusive vegetarian food restaurant in China, supports customised family dinners cooked by private chefs that can be delivered to the customer's home, catering to customer demand for a premium dining experience during the particular period. In addition, TIAGO has partnered with light meal brands OATLY and BEYOND MEAT™ to deliver delicious, nutritious plant-based dishes in WF CENTRAL's KEAAMI and TIAGO HOME KITCHEN stores, introducing a new wave of healthy dining. WF CENTRAL continues to elevate its world-class cuisine options, offering food lovers an unparalleled experience.

Party With an Abundance of Lavish Gifts

To celebrate its 4th birthday, WF CENTRAL will offer a bevy of gifts to BESPOKE members. On July 9–10 and July 16–17, BESPOKE members with a cumulative consumption above a designated amount will be awarded e-coupons worth up to RMB 10,000, while members at specific levels may even get their reward points multiplied on purchases. E-coupon redemption will become available at WF CENTRAL's BESPOKE mini-program, along with other eagerly anticipated promotions.

On the occasion of our 4th anniversary, your presence is cordially invited to WF CENTRAL's summer event. Come and indulge yourself in an elevated luxury shopping experience while ushering in a new chapter of life.

Follow WF CENTRAL's official Weibo and WeChat public accounts (WeChat: WFCENTRAL) to stay updated on the latest promotions and cultural activities.

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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 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 top 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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The semi-open private designed VIP salon on the second floor of Cartier WF CENTRAL boutique is displaying several high-end jewelries. VIP customers can feel the exquisite craftsmanship of Cartier's classic works while experiencing exclusive services.



The VIP experience space on the second floor of Tiffany & Co. WF CENTRAL boutique provides one-to-one services. The space also specially presents a wonderful painting with the theme of the "Bird on a Rock" brooch from the Tiffany Schlumberger high-end jewelry series. Through the great painting, the VIP guests could see at the peak of the Great Wall, the "Bird on the Stone" is hidden among the mountains and dazzling. While immersed in a comfortable and private environment, customers can also enjoy a distinguished experience.



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The modern Cantonese restaurant HAITANG is located on the third floor of the West Tower of WF CENTRAL, covers an area of nearly 700 square meters, with a window overlooking The Forbidden City. During the day, the long history of the imperial city is projected by light and shadow, and after nightfall, urban customers could enjoy a wonderful time in here.



FUJIAN SUNSHINE, an exquisite Fujian cuisine, draws on the processing techniques of Cantonese cuisine while maintaining the "Fujian flavor", absorbs many elements and characteristics of northwest Fujian, and integrates the taste of the north, and strives to present a better complement to the city of Beijing.

For further information, please contact:

WF CENTRAL

Zoe Xue

+86 10 6520 4970

zoe.xue@hkland.com

Hiroshi Zhang

+86 10 6520 4591

hiroshi.zhang@hkland.com

FleishmanHillard

Norman Li

+86 185 0034 1166

norman.li@fleishman.com

Cass Wang

+86 189 1176 8021

cass.wang@fleishman.com