

## Review of Operations – Business in Hong Kong

# Marketing

During the year, the Group executed a carefully coordinated two-pronged approach to its marketing activities in Hong Kong and China. Meticulous attention was paid to adopting creative strategies that addressed the needs of specific target buyers. As part of its efforts to ensure all activities were customer-focused, where possible the Group ensured that on-site promotional opportunities were utilized. These opportunities enabled both the media and potential buyers to fully experience the superb quality and provisions of new Group properties such as 39 Conduit Road, Cité 33, The Spectacle, Shining Heights and The Sparkle. To stimulate visitor flow to these properties, on-site entertainment shows were arranged during weekends and holidays.

As the number of buyers from mainland China increased steadily, road shows and property investment seminars for current Hong Kong projects under the Henderson Land portfolio were organized in several major Mainland cities including Shenzhen, Guangzhou, Shanghai and Changsha. The Group also made use of these connections to capitalize on the opportunity presented by the Hong Kong Capital Investment Entrant Scheme. Special attention was also paid to the continual upgrading of property project provisions to attract both Hong Kong and China buyers.

### 39 Conduit Road (Mid-levels, Hong Kong)

Henderson Land's credentials as a leading developer of original, innovative and highly desirable residences were again endorsed with the launch of 39 Conduit Road. This definitive new luxury residential project of only 66 prestigious homes is in a premier Mid-Levels location at Conduit Road minutes away from Hong

Kong's financial district, Central. It was developed by the Group in association with award-winning international professionals from the worlds of architecture, interior design, landscaping, modern art, spas and technical engineering. To highlight its distinguished status, uniqueness and rarity, Henderson Land deployed a niche marketing strategy under the theme "Exclusive for the City's Who's Who."

Instead of adopting a traditional mass media campaign, the Group used a highly selective approach targeted at clearly identified market segments in the top-end luxury bracket, thereby projecting an image of absolute exclusivity. To further reinforce this positioning, a first of its kind limited edition "Who's Who" book was produced, which described the achievements and portfolio of each professional consultant involved in the project together with their specific roles. Market awareness was generated after the consultant team introduced the project's unique characteristics at a press conference. The timetable for project progression became the focus of public attention.

### The Spectacle (8 Cho Yuen Street, Kowloon)

Marketing activities for The Spectacle highlighted its location close to Yau Tong MTR Station and its panoramic open views that span from Lei Yue Mun and Central District to the Kai Tak Southeast Kowloon Development Area. Activities also stressed the preferential advantages of its location in proximity to the "Yau Tong Bay Comprehensive Development Area". The Group also paid special attention to adopt a positioning that ensured The Spectacle attained a desirability among prospective purchasers similar to that of the Group's overwhelmingly successful Grand Promenade on Island East.



*The who's who of professionals behind 39 Conduit Road*

## Review of Operations – Business in Hong Kong Marketing



*A show flat for The Spectacle*

Measures to reach out to a broad prospective base of buyers included staging road shows in nearby districts at selected shopping malls including Metro City Plaza 2 Shopping Arcade, Lei Yue Mun Plaza and Hau Tak Shopping Centre. To highlight the added value features of the development, the Group held a number of events for the media, including a topping out ceremony at the property which fully demonstrated the unrivalled views from the location. A press conference was also held to exhibit the most prestigious units in The Spectacle, a top-floor Penthouse Spectacle duplex and two panoramic CEO Spectacle sky terrace apartments. Attending media experienced first hand the roomy living spaces that include 13-foot high ceilings, an array of European branded provisions and home automation systems.

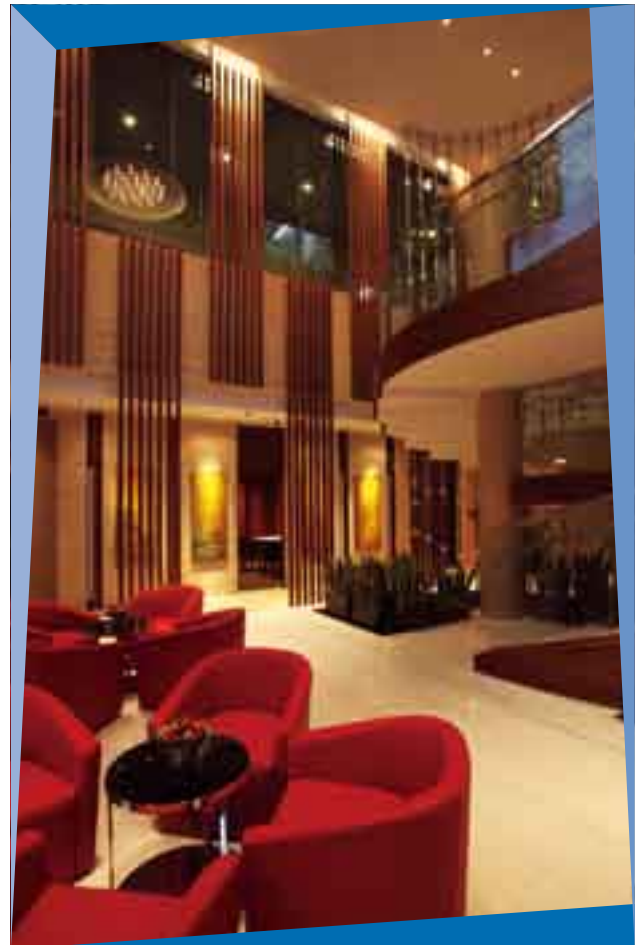
### **Shining Heights (83 Sycamore Street, Kowloon)**

The Group adopted “The Glittering Landmark Residence” as the marketing theme for Shining Heights, to highlight its status as the tallest residential property in the district. The spectacular views over Victoria Harbour and West Kowloon were demonstrated through a series of events held at the property, including a special on-site promotion for Shining Stage, a creative multi-media performing venue for residents.

The Group also dedicated efforts to promoting the value-added facilities, high ceiling layout and deluxe provisions of the property. A tour for the media was arranged before the official opening to demonstrate features that are highly unusual for residential

developments in the neighbourhood. These include a special range of Miele kitchenware fitted as standard throughout, the first of its kind in Asia, and a “V-Home” Automation System that delivers a new high-tech household experience. Other attractions include the twin clubhouse design that features well-appointed residents’ lounges, a gym, a spa gallery and more.

The Group targeted potential mainland China buyers through various promotions. Shining Heights was presented to prospective high net worth purchasers as an investment opportunity at a wealth management seminar “In the Know” organized by an immigration consulting company in Guangzhou. The Group also collaborated with Hengli Wanpan Huayuan and Hengbao Plaza in Guangzhou to organize a Valentine’s Day entertainment show for potential buyers, which doubled as a marketing opportunity for Shining Heights.



*The lavish interior of Shining Heights’ clubhouse.*

## 8 Royal Green (8 Ching Hiu Road, Sheung Shui)

The natural characteristics of 8 Royal Green include exceptional views of Hong Kong Golf Club to far reaching Huanggang and Lo Wu in Shenzhen, a lush verdant living environment and advantageous location offering convenient access to Shenzhen. The property is outstanding in the neighbourhood, offering an unparalleled quality of finishing, high ceilings and extensive clubhouse facilities. Emphasizing these key features to potential customers, the Group targeted permanent Shenzhen residents who benefit from new Customs arrangements facilitating multiple individual visits to Hong Kong, and Hong Kong residents who frequently travel between Hong Kong and the Mainland. The Group conducted a one-week road show to promote the property in Shenzhen. A road show and investment seminar also took place in collaboration with the Guangdong Federation of Industry & Commerce in Guangzhou to introduce various Group's projects, including 8 Royal Green.

To cater for the needs of those investors living outside Hong Kong, especially residents of the Mainland, a comprehensive set of after-sales services named "Royal Plus" Tenancy Management Services was devised to make the property investment process straightforward for them. The overall strategy was a success, with sales performance in the first three days of the project launch exceeding pre-set targets.



The Group introduced "Royal Plus" Tenancy Management Services for the buyers of 8 Royal Green.

## The Beverly Hills (23 Sam Mun Tsai Road, Tai Po)

As in previous years, Henderson Land staged a series of events that emphasized the grandeur and majestic positioning of The Beverly Hills and gave visitors firsthand experience of the exceptional environment of the property. A Royal Jewellery Show presented by Emperor Watch and Jewellery included performances by leading Emperor Entertainment Group artists that served to highlight the extravagant and glamorous lifestyle of The Beverly Hills.



Launch banquet for Land Rover's New 2010 Collection at The Beverly Hills

The Group also hosted the Royal Pet Fair in association with Hong Kong's largest e-commerce portal for pets, iPET channel. The event included a number of celebrities and their pets and illustrated the exclusive Pet Care Room at The Beverly Hills which provides a wide variety of services including pet grooming, pet hotel, pet food and toy supplies and a veterinarian referral service.

To support local arts, The Beverly Hills worked with the Hong Kong Contemporary Artists Association to organize the Rich Local Arts at Rich Scenic Property arts exhibition, which included more than 40 original works together with guided tours by artists and on-site demonstrations. Other events at the property during the year included the New 2010 Land Rover Collection, with the unveiling ceremony officiated by the former Hong Kong Academy Best Actress, Ms Anita Yuen Wing-Yi. A fine jewellery show presented by Chow Sang Sang was also held on-site, attracting hundreds of prominent guests.

# Review of Operations – Business in Hong Kong

## Marketing

As a means of sharing with the community, The Beverly Hills donated HK\$300,000 to World Vision to support their Child Sponsorship Programme, and HK\$100,000 to Yan Mei (Miss Asia) Association to support their future charity endeavors at the publicity event Miss Asia Pageant Charity Christmas Show at The Beverly Hills. The attendance and performances by current and past winners of the Miss Asia contest, together with a charity sale of Chouette luxury watches in aid of the World Vision Child Sponsorship Programme, attracted wide media attention.

### Industry Recognition

During the year, the Group's precisely targeted and focused approach to its marketing activities achieved outstanding results both in terms of sales and publicity. The quality of Henderson properties and proactive marketing initiatives was reflected in the widespread recognition the Group received across various sectors.

#### The Beverly Hills

The Hong Kong Institute of Surveyors

- The Best Property Marketing Award 2008
- Top Ten Property Marketing Awards 2008
- Top Ten Property Sales Brochures Awards 2008
- Top Five Clubhouse Facilities Awards 2008

#### Grand Waterfront

The Hong Kong Institute of Surveyors

- Top Ten Property Marketing Awards 2008
- Top Ten Property Sales Brochures Awards 2008

#### The Sherwood

The Hong Kong Institute of Surveyors

- The Best Environmental Operation Award 2008

#### Cité 33 - Show Flat

Hong Kong Communication Art Centre

- Outstanding Greater China Design Award 2009

### Henderson Club

Henderson Club is responsible for the Group's customer relationship management programme and continuously monitors customers' needs and expectations.

During the year, the Club jointly organized many different activities with various Group subsidiaries or fellow subsidiaries in its ongoing mission to provide excellent service delivery. These activities included a one-day tour in association with HYFCO Travel Agency Limited, a cake making class in partnership with The Hong Kong and China Gas Company Limited, a free seminar organized by Union Hospital, and exclusive previews of show flats for new Group properties.

In 2009 for the first time, a Henderson Club team participated in the Standard Chartered Hong Kong Marathon 2009. The Henderson Club Running Team was awarded a top ten prize of the Most Supportive Group Award from the organizer, Hong Kong Amateur Athletic Association (HKAAA), which recognizes team effort entries for the Marathon.

In its commitment to providing excellent customer service, the Club is dedicated to securing and providing an extensive range of privileged offers for Group customers. These range from exclusive discounts at designated retail outlets and restaurants in the Group's shopping malls to the exclusive offers from other retail outlets across Hong Kong. To enjoy these privileges, customers must present their Henderson Club Credit Card.

To ensure excellent communication with its stakeholders, from time to time the Club reviews its communication methods and channels. Earlier in the year, the Henderson Club newsletter underwent a significant makeover, with changes to its design and content. The new look newsletter delivers more diversified content, including updated market information as well as the entertainment news.