

News Release

To: Editors and Reporters

For immediate release

Hongkong Land Debuts its 'LANDMARK Xmasverse' to Epitomise its Digital Vision to Further Embrace Innovation and Smart Technology

- *Hongkong Land's envisioned digital strategy and roadmap demonstrates the adoption of inno-tech across commercial, operations and development projects.*
- *Applies Web3 to strengthen retailer engagement and experience, plus operational efficiency for the benefit of sustainability and reliability*
- *Introduction of the first-of-its-kind Digital Control Tower concept at Alexandra House in 2023 – adoption of digital twins, IoT and machine learning to improve energy efficiency with predictive maintenance and automation of building operations*

HONG KONG, 5th December 2022 – Hongkong Land has always been committed to adopting various smart technologies and digital solutions to enhance the management efficiency of its portfolio, creating environmental benefits and elevating the customer experience. Debuting on 7th December, Hongkong Land today announced the launch of the 'LANDMARK Xmasverse' (link: <http://landmarkxmasverse.com/>) as part of its initiative to deliver impact to customers, assets and the enterprise through innovative technology.

Enriched Digitised Customer Experience at the 'LANDMARK Xmasverse'

To enrich the customers' experience, especially of the new generation of shoppers, Hongkong Land's inaugural 'LANDMARK Xmasverse', as part of its Christmas campaign this year, reimagines the creativity of retail of the future with a virtual-reality experience. Featuring numerous digital accompaniments in addition to the magical extravaganza, including interactive digital games. By curating fresh and exciting multi-dimensional experiences, Hongkong Land endeavours to connect with its customers and tenants through innovative means of engagement and collaboration.

Applies Web3 and PropTech to Smartify Hongkong Land's Assets for Intelligence and Sustainability

In addition to the Group's first-ever 'LANDMARK Xmasverse' targeting tech-savvy shoppers, Hongkong Land also applies Web3 and property technologies (PropTech) to its retail and office portfolio, aiming to better serve the health and wellbeing of our tenants and customers. By incorporating inno-tech such as machine learning and edge computing, as well as smart management systems, it is proven that the operational productivity is significantly improved.

The Group launched a real-time Digital Twin monitoring system called i-BMS (Intelligent Building Management System) at The Ring in Chongqing, China in 2021 for operations

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management and optimisation. And the latest application of similar PropTech in its Central Portfolio with the launch of 'Digital Control Tower' at Alexandra House.

Pilot Launch of a First-of-its-Kind 'Digital Control Tower' at Alexandra House in 2023

In 2023, Hongkong Land will undergo a pilot launch of its 'Digital Control Tower' concept at Alexandra House, Central. By integrating significant data from all the building systems, such as IoT, foot traffic, etc. to model industry-first 'Digital Twins' (an industrial metaverse) for real-time monitoring and automated control, and to feed into a machine-learning predictive model to drive energy saving and tenant satisfaction.

"Digital innovation and technology have been instrumental in aligning and constantly reshaping our value propositions to our customers, while smartifying our assets to strike a balance between optimising operational efficiency and achieving sustainability goals. By adopting Web3 and PropTech across our retail and office portfolio, we envision longer term benefits for our operational efficiency, the customer experience as well as sustainability goals", said Mr Ivan Chan, Chief Digital Officer of Hongkong Land.

The integration of this data will drive efficiencies and lead to predictive maintenance and operations such as predicting and adjusting indoor lighting and temperature. This newly designed integrated facility management demonstrates Hongkong Land's digital commitment and future implementation plan for its 12 commercial buildings in Central in phases over the next four years.

Building of Shopper and Tenant (Retail and Office) Communities

Being a property owner, Hongkong Land places equal importance on enhancing the customer experience through continual investment in smart technologies that allow tenants and retail customers to experience the immediate benefits of digitalisation in the palm of their hand. Hongkong Land's exclusive suite of services on its digital platform - Centricity presents a personalised approach to engage its office tenants, while its new LANDMARK mobile app launched in March 2022, offers specially curated shopping and dining privileges accompanied by the BESPOKE loyalty programme for its retail customers. For registered real estate agents, the Group's first to market HKL Broker mobile application provides real-time data on property specifications and vacancies.

Going forward, Hongkong Land will continue to invest in data technology to anticipate current and future tenant needs while staying abreast of new developments in Web3 and the metaverse for an enriched customer experience. The Group will also continue to proactively connect with and support Asia's brightest minds and the next generation of innovators and business leaders in the technology ecosystem.

Photo Caption 1:



Mr Ivan Chan, Hongkong Land's Chief Digital Officer introduces the concept of LANDMARK Xmasverse, and shows how the Group applies Web 3 and PropTech to smartify Hongkong Land's assets for intelligence and sustainability.

Photo Caption 2:



Hongkong Land's LANDMARK Xmasverse reimagines the creativity of retail of the future with a virtual-reality experience, enriching the customer experience of the new generation of shoppers.

Photo Caption 3:



The Central Monitoring Centre (CMC), an analytics centre for big data that oversees the Central Portfolio, reduces reliance on manual labour, provides insights from the operational and user data, and enhances operational efficiency.

Photo Caption 4:



Alexandra House, the BEAM Plus Platinum certified building, offers 37-level prime office building in the heart of Hong Kong's Central business district. In 2023, Hongkong Land will introduce a pilot launch of its 'Digital Control Tower' concept at Alexandra House. By integrating significant data from all the building systems, real-time monitoring and automated control will be adopted for driving energy saving and tenant satisfaction.

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 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, four retail centres on the Chinese mainland, including 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 China and Southeast Asia, including a 43% interest in a 1.1 million sq. m. mixed-use project in West Bund, Shanghai. Its subsidiary, MCL Land, is a well-established residential developer in Singapore.

Hongkong Land Holdings Limited is incorporated in Bermuda and has a primary listing in the standard segment of 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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