

Turning challenges to opportunities

Decades of experience and best practices drive long-term growth for Sun Hung Kai Properties

Sun Hung Kai Properties (SHKP) is one of the largest developers in Asia, and it has created some of Hong Kong's defining landmarks. It owns one of the biggest shopping mall networks in Hong Kong and has a trusted reputation for premium quality and comprehensive customer service across the residential, office and retail markets.

The company is well equipped to ride out the current economic uncertainty with its clear business strategy, seasoned management, dedicated staff and prudent approach to investing in new developments. A corporate culture of quality and efficiency have helped SHKP overcome challenges in the past, and a tradition of providing customers the finest properties and service will maintain its leading position in the industry.

SHKP is strong financially and has sufficient liquidity for its future expansion plans. It has always been prudent in its fiscal policies, maintaining high liquidity and low gearing. Moody's and Standard & Poor's have given the company ratings of A1 and A. As at June 30, 2008 its net debt to shareholders' funds stood at 15.3%.

The company has a strategy of balancing revenue from residential and commercial developments. Some of SHKP's residential estates have broken new ground in terms of design, facilities and service. Signature developments such as Severn 8 on The Peak, The Arch, The Leighton Hill and Dynasty Court are among Hong Kong's most acclaimed projects, setting new standards. This impressive track record can be traced to SHKP's dedication to quality, teamwork and innovation, which has earned it a reputation for consistently creating premium properties.

The two commercial towers in the International Finance Centre complex on the Central waterfront are among the world's most advanced buildings. The newest crown jewel in SHKP is the development at Kowloon Station, its pinnacle being the ultra-modern International Commerce Centre (ICC) tower. At 490 metres, this will soon



ICC will soon be the tallest building in Hong Kong, forming a stunning Victoria Harbour gateway with Two IFC on the opposite shore.

reign as the tallest structure in Hong Kong and one of the tallest in the world. It and the 420-metre Two IFC across the water will form a stunning Victoria Harbour gateway.

"Such an ambitious project requires an incredibly high degree of organisation, coordination and planning, not to mention effective oversight of project development and management," said SHKP vice chairman and managing director Thomas Kwok referring to the ICC.

SHKP is respected for its sound business strategy and high standards of corporate governance. The company has long had a comprehensive set of corporate governance protocols and a high level of transparency to ensure effective checks and balances. This structure has proven very effective over the years and has gained widespread respect and numerous international accolades.

"Good corporate governance has always been a cornerstone of SHKP's business philosophy," said SHKP vice chairman and managing director Raymond Kwok. "We bring together the best minds in business to formulate strategies and drive our company forward, safeguarding the interests of SHKP, its shareholders and employees."

SHKP aims to replicate its Hong Kong achievements in prime mainland China cities

such as Beijing, Shanghai, Guangzhou, Shenzhen and other major centres. The new focal point will be Shanghai IFC, a stunning new building with cutting-edge architecture and high-quality construction. SHKP will take advantage of the current market conditions to replenish its sizeable land banks in Hong Kong and on the mainland in the medium-term. At the end of June 2008, SHKP had a land bank of 43 million square feet in Hong Kong, and in September 2008, 56 million square feet on the mainland.

The company believes that the property market will continue to grow in the long run, and that despite short-term volatility in the financial markets, Hong Kong will remain an important centre of business and finance in the region.

"Vision is what it takes to build a successful enterprise. Commitment is what it takes for it to thrive. Our vision is to create quality developments that reflect an unwavering dedication to excellence," Raymond Kwok concluded. ■

CONTACT

Sun Hung Kai Properties
 Website: www.shkp.com
 Email: ir@shkp.com