

领汇 连系社区 创造价值

THE LINK REIT
LINK TO GROWTH

连系社区 创造价值
LINK TO GROWTH

领汇 连系社区 创造价值

Link to Growth

构建美好未来，需要长远计划和投入。领汇与其持份者同心协力，以掌握客户需要为己任，与时俱进，迈向美好的将来。领汇不断扩阔商户组合，提供多元化的购物消闲体验，并进行资产优化以提供更理想的硬件设施，配合创新而具成效的推广策略，提升营运效率，带动业务发展；同时履行社会责任，发扬关爱精神。矢志为基金单位持有人、顾客、商户及社区创造价值——这就是领汇。

Building a beautiful future requires long-term commitment. Together with our stakeholders, we pave the way towards a better future by keeping in step with the changing needs and desires of our customers. We continuously expand our tenant mix to provide a comprehensive and varied leisure and shopping experience. Our Asset Enhancement Projects inject modern designs and new technologies into our properties. Our innovative and effective marketing strategies drive business development and raise operational efficiency. All the while, we strive to care for and improve the lives of those around us. We create value for our unitholders, customers, tenants and the community. We are The Link.

领汇房地产投资信托基金获选为道琼斯可持续发展指数亚太指数2013/14及富时社会责任指数成份公司

The Link REIT has been selected for inclusion in the Dow Jones Sustainability Asia Pacific Index (DJSI Asia Pacific Index) 2013/14 and FTSE4Good Index Series.



04

08

24

36

关于领汇

About The Link

多元物业组合

Diversified Property Portfolio

策略性宣传推广

Strategic Marketing Campaigns

专业资产管理

Professional Asset Management

关于领汇

首家香港上市房地产投资信托基金
Hong Kong's first listed real estate investment trust

ABOUT THE LINK



结伴社区 迈向新领域

Partnering with Communities to Unleash Greater Potential

为社区创造价值，企业方能兴旺发展—领汇房地产投资信托基金（「领汇」）植根于社区，致力为商户构建更优越的营运平台，为顾客开创更多元化的购物消闲体验，并为基金单位持有人缔造更理想的回报。

领汇自2005年11月25日于香港联合交易所有限公司上市（股份代号：823），是首家香港上市及按市值计现时亚洲最大的房地产投资信托基金；未来的领汇将再接再厉，矢志迈向世界级房地产投资及管理机构之列！

The Link Real Estate Investment Trust ("The Link") is rooted in the community. We believe our business and our partners will thrive only if we create value for the community. We are committed to building the best business platform for our tenants, creating more diverse and leisure shopping experience for our customers, and improving returns for our unitholders.

The Link was listed on the Hong Kong Stock Exchange (Stock code: 823) on November 25, 2005 as the first real estate investment trust in Hong Kong, and is currently Asia's largest REIT and one of the world's largest retail focused REITs in terms of market capitalisation. We aspire to be a world-class real estate investor and manager.

首家香港上市并按市值计为目前

亚洲最大 的房地产投资信托基金

The first real estate investment trust listed in Hong Kong and currently Asia's largest REIT in terms of market capitalisation

1,000,000+ 平方米

零售物业的总内部面积

Total retail floor area of one million square metres

180+ 旗下物业

A portfolio of over 180 properties

12,000+

旗下购物商场及市场租约

Over 12,000 tenancies in The Link's shopping centres and markets

100% 基金单位 全部由私人或机构投资者拥有

Private and institutional investors own 100% of The Link's units

80,000+ 停车位

Over 80,000 car park spaces

抱负·使命·信念 持续创建美好明天

The Link's Vision, Mission and Values

明确的抱负、使命和信念是领汇日常运作及长远规划之根本原则，更是可持续发展策略的基石：

抱负

- 成为世界级的房地产投资及管理机构

信念

凭藉以下信念，管理及运作业务：

- 互相尊重
- 追求卓越
- 恪守诚信
- 团队精神

使命

履行下列承诺，与持份者共建关系：

- 优质服务、物有所值
- 结伴社区、合作无间
- 共同创造、持续发展



The Link's Vision, Mission and Values serve as principles that guide us in our daily operations and long-term planning, and also the foundation for our sustainability framework:

Vision

- To be a world class real estate investor and manager

Values

Managing and operating our business with:

- Respect
- Excellence
- Integrity
- Teamwork

Mission

Building relationships with our stakeholders by:

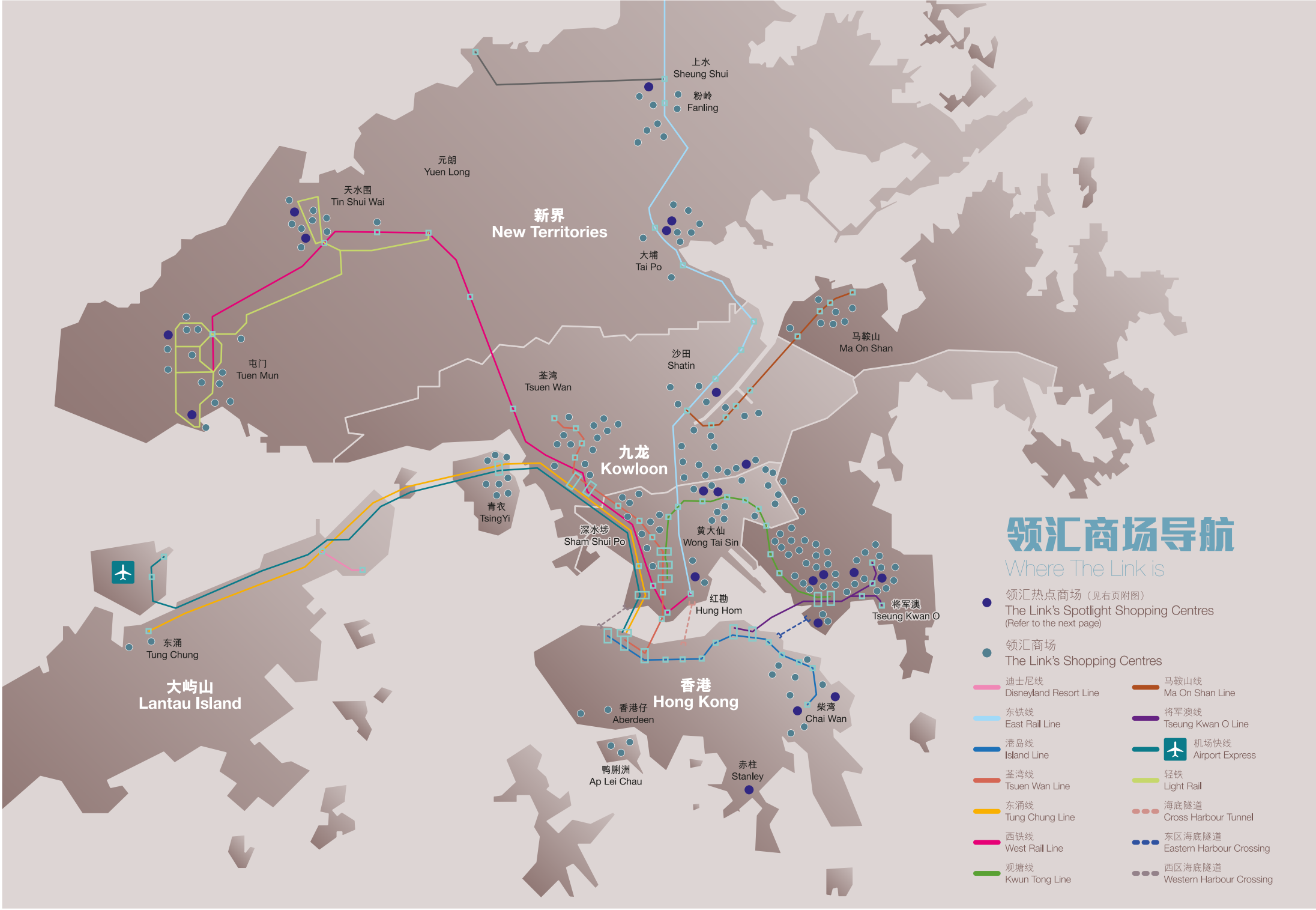
- Providing value and quality service
- Partnering with local communities
- Delivering sustainable growth

多元物业组合

领汇拥有的物业包括购物商场、市场、熟食档及停车位，遍布香港各区

The Link's portfolio of properties all over Hong Kong include shopping centres, fresh markets, traditional cooked food stalls and car park spaces

DIVERSIFIED PROPERTY PORTFOLIO



01 | 颂富广场*
Chung Fu Plaza*



02 | 厚德商场*
Hau Tak Shopping Centre*



03 | 良景广场*
Leung King Plaza*



04 | 乐富广场*
Lok Fu Plaza*



05 | 赤柱广场*
Stanley Plaza*



06 | 蝴蝶广场
Butterfly Plaza

领汇热点商场

The Link's Spotlight Shopping Centres

领汇旗下商场，遍布香港各区，覆盖范围广泛。不同类型及规模的商户提供种类丰富的商品和服务，满足日常生活所需，为社区注入活力增添姿采。

The Link's extensive network of shopping centres throughout Hong Kong attracts a diverse mix of tenants, who provide all manner of products and services to fulfill the community's every need.



07 | 彩园广场
Choi Yuen Plaza



08 | 兴华广场
Hing Wah Plaza



09 | 启田商场
Kai Tin Shopping Centre



10 | 鲤鱼门广场
Lei Yue Mun Plaza



11 | 龙翔广场
Lung Cheung Plaza



12 | 爱民广场
Oi Man Plaza



13 | 秀茂坪商场
Sau Mau Ping Shopping Centre



14 | 尚德广场
Sheung Tak Plaza



15 | 小西湾广场
Siu Sai Wan Plaza



16 | 太和广场
Tai Wo Plaza



17 | 大元商场*
Tai Yuen Commercial Centre



18 | 天耀广场
Tin Yiu Plaza



19 | 慈云山中心
Tsz Wan Shan Shopping Centre



20 | 禾輦广场
Wo Che Plaza

乐富广场

Lok Fu Plaza

乐富广场位于九龙市中心，是领汇现时最大的零售旗舰物业。该商场与港铁乐富站紧密连接，跟东铁线九龙塘站仅一站之遥，为访港旅客及周边九龙塘、何文田等豪宅区的居民提供了方便的购物地点。商场地段毗邻两所大学及多间中学，坐拥大批学生客户群。乐富广场内部面积达36,059平方米，引入大型日式百货及各类商店食肆，为选购日用品和新鲜食品、享受美食及消闲购物的必到热点，更是邻近小区的活力泉源。

Lok Fu Plaza, situated in central Kowloon, is the largest flagship of The Link. Connected to the Lok Fu MTR station, the Plaza is just one stop away from Kowloon Tong station, which makes it a convenient destination for mainland visitors and residents of nearby luxury residential neighborhoods such as Kowloon Tong and Homantin. Two universities and many secondary schools in the area supplement the Plaza with emerging student customers. The 36,059-square-metre shopping centre has a large Japanese department store as its anchor tenant and contains a myriad of shops and restaurants, making it a popular destination for everyone to shop for daily necessities and fresh foods, enjoy delicious meals and leisure time with family and friends.



01



02



03



04

- 01

作为领汇旗舰物业之一，乐富广场经常举办大型活动以吸引大量人流。
As one of The Link's flagship properties, Lok Fu Plaza is often the venue for large-scale, crowd-pleasing events.
- 02

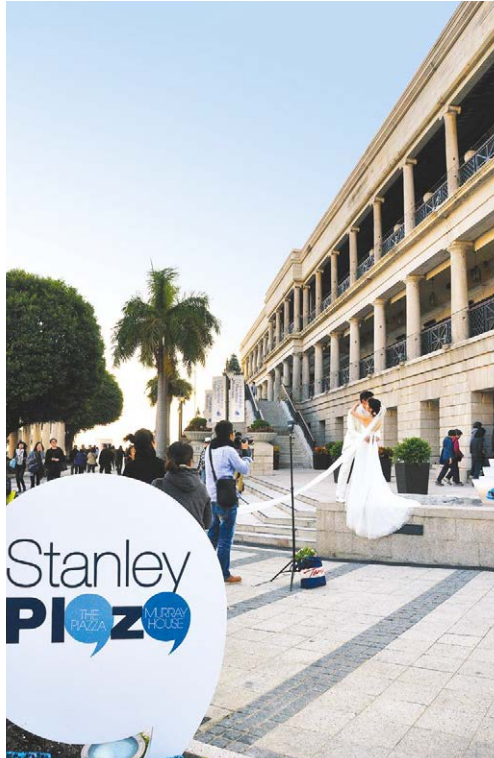
乐富广场经常举办针对年轻人及学生客群的策略推广活动，更在「我最喜爱商场选举2012-13」中获得「最佳大学生欢聚商场」奖项。
Lok Fu Plaza was voted "Popular gathering shopping centre for university students" in the "Love to Vote – Shopping Mall Awards 2012-2013," reflecting the success of our strategic marketing events in attracting youngsters, our target segment.
- 03

商场的空间分布及商铺间隔均有利人流，为顾客带来舒适的购物环境。
Lok Fu Plaza's spacious layout ensures shoppers a comfortable and relaxing experience at this high-traffic shopping centre.
- 04

台湾歌手罗志祥特别选择在乐富广场举行其专辑宣传活动，吸引数千粉丝参与。
Taiwanese pop star Show Lo selected Lok Fu Plaza to host the launch of his new album, which drew thousands of his fans.



01



02



03



04

赤柱广场

Stanley Plaza

赤柱广场位处港岛南面最专贵地段，是最受欢迎的香港旅游景点之一。商场建筑以环保及自然为主题，获得香港环保建筑协会颁发最高白金级别。商场大楼与赤柱海滨长廊及赤柱大街相连，在「香港公共空间大奖2013」中与赤柱海滨长廊共同获得优秀公共空间大奖总冠军。商场地段邻近美利楼，时尚店铺及顶级餐厅林立，露天广场音乐文化表演精彩不断，吃喝玩乐集于一隅，为顾客及旅客带来最佳的购物体验。

On the Southern side of Hong Kong Island, one of the city's most prestigious areas, Stanley Plaza is located in a popular tourist destination. Built to minimize its environmental impact and highlight its beautiful natural surroundings, Stanley Plaza was awarded Hong Kong Green Building Council's highest Platinum rating. Stanley Plaza, along with Stanley Promenade, was also awarded the Overall Winner of the Outstanding Public Space Award in the Hong Kong Public Space Award 2013. With heritage landmark Murray House next door, Stanley Plaza offers shoppers and tourists a unique, resort-style leisure and shopping experience with its many fashionable shops, gourmet restaurants, and lively program of music and cultural performances in its amphitheatre.

- 01 赤柱广场是领汇旗下首个欢迎携犬同游的物业，场内设有专供犬只使用的设施。
Stanley Plaza is The Link's first dog-friendly property and is equipped with special facilities for dogs.
- 02 历史地标美利楼一直是婚纱拍摄热点，领汇特为此推出新娘化妆间免费借用服务。
Historic landmark Murray House is a popular backdrop for wedding photos. The Link recently opened a new make-up room to couples free of charge, adding comfort and convenience.
- 03 半透明百叶帘是建筑特色之一，美化外观的同时，更引入自然光，有效节能。
The translucent blinds are one of Stanley Plaza's architectural features that not only add to the building's aesthetics but also reduce energy consumption by letting in ample natural light.
- 04 位于四楼的「空中情人」观景台可俯瞰270度海景，是爱侣的约会胜地。
"Lover's Terrace" on the fourth floor, with its 270-degree sea view, is a popular dating spot.



良景广场

Leung King Plaza

良景广场为屯门西北地区最大商场之一，其优化工程耗资2亿港元，设计以保护环境为依归，尽采自然光，更增添木制露天平台等设施，完美演绎「生态广场」的概念。广场内著名商铺吸引不少游客慕名而来，加上宽敞的商场空间及多元化商店食肆，为顾客带来悠闲购物体验。

As one of the largest shopping centres in Northwest Tuen Mun, Leung King Plaza has undergone a HK\$200 million asset enhancement project, incorporating natural lighting, landscaping and a timber-decked podium, and is a model for an "eco-plaza" concept. Within the spacious shopping centre is a diverse mix of name brand shops and restaurants, providing a relaxing shopping experience and attracting many tourists.

02

- 01 良景广场以玻璃幕墙广纳自然光线，糅合现代绿色环保设计，与周遭环境相融和。
Leung King Plaza was refurbished with the latest environmental design principles in mind. Its glass façade lets in plenty of natural light and allows it to blend in with its surroundings.
- 02 良景广场引入了不同类型的商户和形形色色的食肆，为区内居民提供更多购物新选择。
Leung King Plaza has many exciting new shops and restaurants, bringing more choices to the community.
- 03 广场化身艺术工作室及展览馆，展现了艺术融入社区的概念。
Leung King Plaza can be transformed into a venue for art workshops and exhibitions, nurturing the community's appreciation for art.



03

厚德商场

Hau Tak Shopping Centre

厚德商场位于将军澳区心脏地带，连接港铁坑口站，四通八达，并与附近多个大型购物商场相连，形成购物商圈。周边人口密集，大型住宅物业林立，人流畅旺集中。商场面积16,432平方米，网罗各式零售店铺、餐厅食肆、悠闲咖啡店等，并设有坑口区的唯一一个市场，成为东九龙区的消闲购物好去处。

Hau Tak Shopping Centre, in the heart of Tseung Kwan O District, is conveniently connected to Hang Hau MTR station. Along with other surrounding shopping centres, it is a high-traffic shopping hub in this densely populated residential area. Its 16,432-square-metre retail space contains a wide variety of shops, restaurants, coffee shops, and the only fresh market in the area, making Hau Tak Shopping Centre one of the most popular and convenient leisure and shopping destinations in East Kowloon.



01



02



03



04

01 厚德商场毗连自行车道：领汇在此举办全港独有之自行车迎春活动，宣扬低碳绿色生活。
The Link held Hong Kong's iconic Chinese New Year bike event along the bike route adjacent to Hau Tak Shopping Centre, promoting a low-carbon lifestyle.

02 商场宽敞舒适、间隔开扬，商户组合多元化，为区内居民提供惬意的购物环境。
With spacious and comfortable interiors, diverse tenant mix, Hau Tak Shopping Centre provides a leisurely shopping experience.

03 厚德商场毗邻港铁坑口站，连接区内多个大型购物商场，成功吸引区外顾客前来消费。
Conveniently located near Hang Hau MTR station, Hau Tak Shopping Centre is connected to adjacent large-scale shopping centres, creating a magnet for shoppers outside the area.

04 不定期的促销摊位，吸引大批市民到场购物，反应热烈。
Special sales and promotional events attract enthusiastic crowds of shoppers to the shopping centre.



01

- 01 颂富广场为新界西主要商场之一，毗邻颂富轻铁站，交通便捷，人流畅旺。
As one of the main shopping centres in western New Territories, Chung Fu Plaza is conveniently located near Chung Fu light rail station and easily accessible by other public transportation, making it one of the area's most frequented destinations.
- 02 室内明亮且极具空间感，楼层特高，置身其中悠然舒畅。
The bright, spacious interior and high ceilings create a relaxing atmosphere.
- 03 空调系统的出风口经特别设计，令商场在人流密度增加的情况下，保持室温不变，达至节能效果。
The air-conditioning system uses a specially designed vent, which regulates the temperature according to traffic flow, conserving energy.
- 04 颂富广场中庭位置宽敞，颂汇经常在此举办合家欢活动，吸引区内、外顾客到访。
The Link regularly organizes large-scale events that appeal to the whole family in Chung Fu Plaza spacious atrium, attracting shoppers nearby and further afield.

颂富广场

Chung Fu Plaza

颂富广场坐落于天水围区的中心地段，毗邻颂富轻铁站，连接西铁网络直达九龙及港岛各区。商场面积17,573平方米，与四周屋苑紧密连接；设计崭新时尚，汇聚多元化特色店铺及优质食府，不仅受本区顾客青睐，更吸引邻近香港湿地公园的游客慕名而至。

Situated in the center of Tin Shui Wai District and connected to surrounding housing estates, Chung Fu plaza is conveniently located next to the Chung Fu light rail station, which connects to West Rail line to the rest of Kowloon and Hong Kong Island. The 17,573-square-metre Chung Fu Plaza contains the latest fashion designs, a wide range of specialty shops and high quality restaurants, which not only attract local residents but also visitors from the nearby Hong Kong Wetland Park.



02



03



04

乐富街市及大元街市

Lok Fu Market & Tai Yuen Market

乐富及大元街市借鉴欧洲市场的设计及营运模式，扩阔通道，增加照明、配合独立抽风装置及提升排水系统，令空气保持清新，环境干爽洁净，让顾客尽享购物乐趣。市场内更增设顾客服务台及服务大使，随时为顾客提供协助；另外又引入多元化及新颖的产品种类如生蚝专门店、海产店、有机蔬果摊档等，全方位照顾居民的日常生活需要。

Lok Fu Market and Tai Yuen Market have been refurbished to bring the look and feel of a European market to Hong Kong. Wider walkways, brighter lighting, improved ventilation and drainage systems contribute to a fresh, clean and enjoyable shopping experience. Customer service officers & fresh market ambassadors are always on hand to help customers at the markets. With a wider array of fresh produce and specialty food shops selling everything from fresh oysters to dried seafood and other gourmet foods to organic vegetables, The Link's markets cater to every taste and need.



02



01



03



04



05



07



08



06

- 01 & 05 乐富及大元街市实施21世纪市场的崭新设计及营运模式，加上环境卫生舒适，商户多元化，迎合不同年龄家庭的需要。
Lok Fu Market and Tai Yuen Market are markets for the 21st century. With contemporary design and features, clean, relaxing shopping environment and wide range of tenants, these fresh markets appeal to the needs of families both young and old.
- 02 & 08 市场内的顾客服务台及服务大使为顾客提供各种协助。
A customer service counter and ambassadors offer help whenever shoppers are in need.
- 03 乐富街市提供手推车服务令顾客购物更方便自在。
Shopping carts make shopping at Lok Fu Market convenient and easy.
- 04 & 07 市场内的通道特别宽阔，照明充足，摊位格局开张，带给顾客最佳的购物体验。
The market's bright, spacious layout and walkways create an enjoyable shopping experience.
- 06 乐富及大元街市均提供八达付款服务，让顾客购物更方便快捷。
Both Lok Fu and Tai Yuen Market accept Octopus cards for payment, adding convenience and efficiency to the shopping experience.

策略性宣传推广

一方面透过策略性推广活动增加商场人流，为商户拓展商机，另一方面设立「商户学堂」提升商户竞争力
The Link carries out strategic marketing activities that increase footfall and sales year-round, and “The Link Tenant Academy” helps raise our tenants' competitiveness

STRATEGIC MARKETING CAMPAIGNS

- 01 领汇主席苏兆明、领汇行政总裁王国龙、领汇首席财务总监张利民及特斯拉代表于开幕礼上携手推动可持续发展。
The Link's Chairman Nicholas Robert Sallnow-Smith, The Link's CEO George Hongchoy, The Link's CFO Andy Cheung and Tesla Motors' representatives helped promote sustainable development at the opening ceremony.
- 02 赤柱广场化身成科技展览会，吸引上万名市民到访。
Stanley Plaza was transformed into a technology exhibition venue, attracting more than 10,000 inquisitive visitors.
- 03 特斯拉Model S电动车率先于领汇赤柱广场展出及提供试驾。
Tesla Model S electric sedan display model was exhibited at Stanley Plaza where the test drives was carried out during the exhibition period.



02



03



01

「The Link x Tesla Technology Drives」展览

The Link x Tesla Technology Drives Exhibition

领汇与美国著名电动车制造商特斯拉首度合作，透过科技展品及互动游戏诠释科技如何保护地球资源及推动可持续发展，成功吸引上万市民参观。

The Link partnered with renowned electric vehicle manufacturer Tesla Motors for the first time to present an exhibition showcasing the role technology plays in conserving our natural resources and supporting sustainable development. With interactive games and educational kiosks, the exhibition drew more than 10,000 visitors.



01

兰博基尼香港 x 领汇 x 奔牛节@赤柱广场

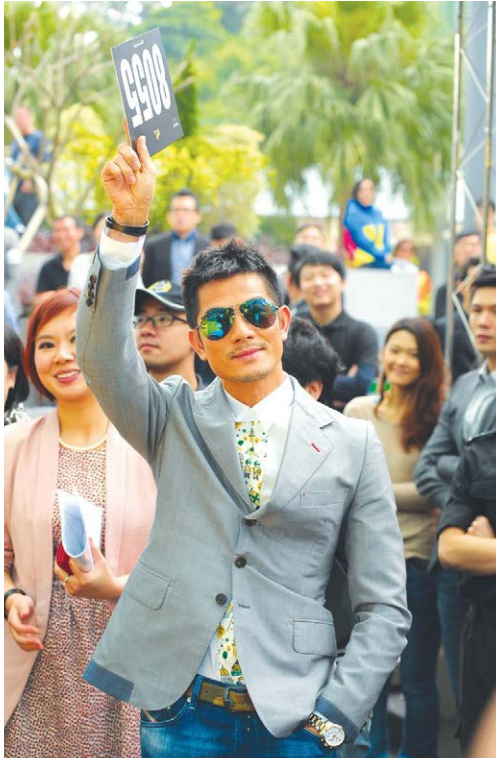
Lamborghini HK x The Link x Cow Parade @ Stanley Plaza

领汇与兰博基尼香港及世界级大型公共艺术—奔牛节全球首度合作，通过拍卖知名艺术家设计的彩绘牛为慈善出力，另举办亿元兰博基尼车队巡游及展览吸引车迷和观众的目光，更成功吸引世界各地媒体报导。

The Link, Lamborghini Hong Kong and international public art event Cow Parade came together for the first time to create an event with sizable charitable impact. Life-sized cow sculptures designed by famous artists were auctioned for charity. A parade and exhibition of Lamborghinis, worth well over HK\$100 million in total, attracted supercar fans and spectators as well as significant international media coverage.



- 01 活动开幕典礼于领汇旗下赤柱广场举行，并由领汇及兰博基尼香港管理人员、演艺巨星郭富城等主持开幕仪式。
The opening ceremony at Stanley Plaza was officiated by management from The Link and Lamborghini HK, superstar Aaron Kwok and other luminaries.
- 02 首度于香港举行「原型彩绘牛」慈善拍卖，多位捐赠者争相出价竞投，为大会筹得港币82.1万元善款。
Hong Kong's first cow sculpture charity auction raised HK\$821,000 from generous donors.
- 03 领汇邀请五位国际知名艺术家创作了五只「原型彩绘牛」，并于赤柱广场展出。
The Link invited five internationally renowned artists to create five, life-sized cow sculptures, which were exhibited in Stanley Plaza.
- 04 印有「原型彩绘牛」图案之兰博基尼超级跑车在开幕典礼上首度亮相，吸引大量游客驻足。
Lamborghinis emblazoned with the cow sculpture designs were also unveiled during the opening ceremony, attracting huge crowds.



02



03



04

国际美食音乐节

World of Food and Music

领汇响应香港旅游发展局之「香港美酒佳肴月」，以狂欢派对为主题，于赤柱广场送上美酒佳肴及国际级音乐与舞蹈表演，成功吸引大量本地及海外游客到访的同时更促进了商场的消费。

As part of Hong Kong Tourism Board's Hong Kong Wine and Dine Month, Stanley Plaza hosted the World of Food and Music (WOFAM), bringing together world-class music performances with gourmet food and wine experiences. The event spurred spending from jubilant crowds of locals as well as tourists.



03

- 01 每年国际美食音乐节都会请来世界各地的国际级名厨即场示范拿手菜式。
Each year, WOFAM brings many world-class chefs to demonstrate their cooking skills.
- 02 音乐节节目丰富，包括劲饮大赛，刺激好玩，极受市民欢迎。
WOFAM's jam-packed programme of fun and exciting activities, such as a speed-drinking contest, was very popular.
- 03 人气韩国舞台剧「韩国搞笑音乐面包秀Pang Show」的精彩演出，令在场观众惊喜连场。
Korean hit musical comedy show, Pang Show, had the audience in awe.



01



02

领汇 x 商业电台「低碳30」

The Link x Commercial Radio
30-Hour Low Carbon Campaign

领汇与商业电台合作举行全港首个连续30小时马拉松式绿色环保活动，吸引30队参赛者于领汇旗下7个商场进行低碳任务挑战，香港商业电台DJ和一众知名歌星更积极参与其中，为参赛者打气，把绿色环保概念带进社区的同时，更增加商场的人流及消费。

The Link partnered with Commercial Radio to organise Hong Kong's first 30-hour marathon green event, where a total of 30 teams traveled to 7 of The Link's shopping centres to complete a series of low carbon missions. Commercial Radio DJs and a group of singers were on hand to cheer for the teams and raise awareness for environmental protection. This large-scale environmental event not only had a positive social impact but also increased traffic and spending at our shopping centres.



02



01



03



04

- 01 压轴活动「低碳三十闭幕音乐会」于领汇旗下乐富广场举行。
The closing ceremony for The Link's 30-hour Low Carbon Campaign was held at Lok Fu Plaza.
- 02 & 03 30队「低碳队伍」在多个领汇商场进行「低碳任务挑战」，充分发挥环保创意及团队精神。
A total of 30 Low-Carbon Teams participated in a series of Low-Carbon Missions at various The Link shopping centres, testing their creativity and teamwork.
- 04 「低碳队伍」乘坐电动出租车，体验其中好处。
Low-Carbon Teams got a chance to experience the benefits of low-carbon transportation by travelling in electric vehicles.



01



02



03

不一样的圣诞欢欣

An Extraordinary Christmas Celebration

每年领汇会以特色主题迎圣诞：领汇 x 珍宝珠Color Your Mind游乐场、IQ博士圣诞天神村、玛利欧健力士世界纪录珍藏馆等。以新意和独特的布置及精美圣诞礼品换领活动，打造非一般的圣诞色彩。活动每年吸引区内区外大量人流到访，为商户带来大量客源。

Each year, The Link creates an extraordinary themed Christmas celebrations: The Link x Chupa Chups Color Your Mind Playground, The Link X'mas 2012 Dr Slump X'MAS Penguin Village, and The Guinness World Records Mario Collectable Museum. With stunning decorations and attractive Christmas gift redemptions, The Link's extraordinary Christmas celebrations attracted huge crowds of revelers from all over Hong Kong, bringing a large number of enthusiastic shoppers to our tenants.

- 01 全球最大型「领汇 x 珍宝珠Color Your Mind游乐场」成为圣诞期间香港人必到热点。
The world's largest The Link x Chupa Chups Color Your Mind Playground was one of Hong Kong's most popular destinations during the Christmas season.
- 02 领汇以Super Mario为主题举行连串圣诞庆祝活动，并请来台湾人气组合「棒棒堂」作表演嘉宾。
The Link created a Super Mario-themed program of Christmas celebrations, and invited famous Taiwanese pop band "Lollipop" to perform.
- 03 领汇IQ博士圣诞天神村特别为来宾制造独特的飘雪及烟火汇演，带来欢乐的圣诞气氛。
The Link Dr Slump X'mas Penguin Village featured snowfall effects and fireworks displays, bringing a strong atmosphere of Christmas.
- 04 全亚洲首个最大型的SUPER MARIO FANS健力士世界纪录珍藏馆展出2,000多件代表性展品。
Asia's first Guinness World Record-setting exhibition of Super Mario Fans collectibles with more than 2,000 items.



04

新城·领汇劲爆童星歌唱比赛

Metro x The Link "Kids' Voice" Singing Contest

针对家庭顾客群，童星歌唱比赛旨在让小朋友发挥音乐潜能及提升自信心，并分别于8个领汇商场举行半决赛及决赛，大力推动社区文化艺术发展之余，亦可增加商场人流。

Targeting at families, the singing contest encouraged kids to unleash their singing potential and boost their self-confidence. Competitions were held at 8 shopping centres of The Link to help promote the development of arts and culture in the community while also to increase footfall.



02



01



03



04

- 01 参赛者家长及支持者特地到乐富广场为参赛者打气。
Parents and other supporters flocked to Lok Fu Plaza to cheer for the contestants.
- 02 家长及小歌手均非常享受参赛过程。
Both parents and young contestants all had a great time throughout the competition.
- 03 参赛者获邀出席赛前训练班，学习发音咬字、声线运用、节奏感、自我表达及自信心等技巧！
Selected participants were invited to attend training class to learn a variety of singing techniques that aimed to increase their confidence and singing potential.
- 04 100位成功晋级总决赛之参赛者施展浑身解数，角逐奖项。
A hundred finalists gave it their all while competing for attractive prizes.



01

单车行大运及舞火龙

The Link Chinese New Year Bike Parade and Dragon Dance

单车行大运及舞火龙为全港首个兼全城独有的自行车迎春活动，属一年一度标志性贺岁盛事。活动旨在为自行车爱好者带来全新体验，让自行车运动融入生活、走进社区，鼓励大家开展低碳生活，贯彻领汇支持可持续发展的企业理念。

The Link's iconic Chinese New Year bike events are one-of-a-kind in Hong Kong. The activities create exciting experience for cycling enthusiasts, promote cycling as a fun part of a low carbon lifestyle, and further support The Link's sustainability efforts.



02



03

- 01 「单车舞火龙」是领汇的标志性活动，每年年初三于不同地区举行，与市民共贺新春。
The Link CNY Dragon Dance is one of The Link's iconic events. On the third day of Chinese New Year, the unique bike dragon dance brings good fortune to residents of different districts each year.
- 02 「单车行大运」鼓励参加者开展低碳绿色生活，贯彻领汇支持可持续发展的企业理念。
As part of The Link's efforts to cultivate a culture of sustainability, The Link Chinese New Year Bike Parade encourages participants to adopt a low-carbon, green lifestyle.
- 03 路线中设有不同开运站，供参加者以转风车、打锣鼓等开运贺岁。
Along the route are many good luck stations equipped with windmill toys or drums and other symbolic lucky charms.



01

领汇商户学堂

The Link Tenant Academy

领汇特别成立「领汇商户学堂」，定期举办免费课程，主题涵盖不同商贸范畴，以持续提升商户营商技巧，强化竞争力，让所有持份者都从中获益。

The Link established "The Link Tenant Academy" to provide free seminars and workshops on a range of retail operations and management topics to help tenants continuously improve their business skills and enhance their competitive edge in the retail market, and as a result, creating value for every stakeholder.



02



03

- 01 & 02 「领汇商户学堂」请来不同嘉宾分享经验，深受商户欢迎。
The Link Tenant Academy, which invites experts to share their knowledge and experience, is very popular with tenants.
- 03 「领汇商户学堂」协助商户掌握最新营商环境及营销技巧，提高商户竞争力。
The Link Tenant Academy helps tenants enhance their competitiveness by relaying the latest market trends and business skills.

- 01 晚宴前可品尝来自世界各地的美酒。
Before the banquet, guests got a chance to taste fine wines from around the world.
- 02 领汇与商户携手合作推出「纪识叹世界」美酒盛宴夜，商户均表示获得满意的宣传效果。
The Link helped promote and raise the profile of our F&B tenants by launching "Gourmet in Style" wine pairing banquets.
- 03 旅游食家纪晓华现场示范新菜式，与观众交流烹调心得。
Gourmet traveler Walter Kei gave a live cooking demonstration of newly-created dishes and shared his culinary expertise with guests.



01



02

纪识叹世界 Gourmet in Style

领汇为开发中产消费群的客源，特别针对他们追求品味生活的特点，邀请旅游食家纪晓华与领汇旗下商场之餐饮商户合作，炮制创新菜式及合办美酒盛宴夜，为商场之餐饮商户带来宣传效益，刺激生意额。

The Link developed Gourmet in Style to target middle-class customers who are willing to spend on quality wine & dine experiences. Gourmet traveler Walter Kei collaborated with chefs from The Link's F&B tenants to create a series of innovative fusion recipes and hosted wine pairing banquets. The events enhanced the reputation and competitiveness of the F&B tenants and increased their sales.



03



01



02

推广市场活动 Fresh Markets Promotion

为提升市场的形象及为市场商户带来更多元化的顾客群，领汇与多位星级厨师合作举办厨艺交流及烹调示范活动，并不时推出各款精选食谱卡及多买多赏消费换领活动，以刺激消费。

To raise the profile and image of our fresh markets and attract a broader shopper base, The Link partners with celebrity chefs to share their food expertise as well as demonstrate their latest culinary creations in our markets. We also stimulate spending with attractive recipe cards and sales promotion programmes.



04



03

- 01 领汇经常于旗下市场举办多买多赏的消费换领活动，刺激消费。
The Link boosts spending at its fresh markets with many attractive sales promotion programmes.
- 02 名厨亲临市场，即场教授附近居民选购食材的窍门。
Celebrity chefs took shoppers around the fresh market and share their shopping tips.
- 03 首创在市场内设立「大厨教室」，由名厨教授附近居民烹饪心得及贴士。
The first to establish a Master Chef Kitchen in its fresh market, The Link brings well-known chefs to share their cooking tips and culinary experiences with shoppers.
- 04 领汇与名厨合作推出多款食谱免费于领汇旗下市场派发。
The Link partnered with celebrity chefs to create a variety of recipe cards that were distributed at The Link's fresh markets for free.

专业资产管理

以专业资产管理，缔造协同效应，提升物业价值

Growing the portfolio's value through professional and strategic asset management

PROFESSIONAL ASSET MANAGEMENT





制订指标规范 服务精益求精

Setting Standards of Excellence

拥有超过180个零售物业的领汇，落实工作规范化，订定划一高水平服务指标；秉持「以人为本，将心比己」的宗旨，紧密与商户、顾客及团队沟通，由心出发，提供适切的设施与贴心的服务。

With over 180 retail properties and facilities, The Link has standardised operational procedures to ensure consistent delivery of services at high standards of excellence. People are an integral part of our business, and we aim to develop long-term relationships between our tenants, customers and our organisation through earnest communication so that we can deliver service that addresses everyone's need.



01



02



03

实践环保节能 共建美好家园

Creating a Green Culture for a Sustainable Future

领汇身体力行，制定「30/20目标」，旨在2020年或之前较2010年减少30%的年度能源消耗；通过创新技术，节能减碳及节省耗水量，建立企业节能文化。我们亦一直积极支持环保活动，与多个环保团体合作，提高社区对环保的意识及循环再利用的重视。我们把可持续发展注入各业务的表现更获多个国际认可。

The Link has developed a comprehensive corporate sustainability strategy with "30/20 vision" which aims at reducing our annual energy consumption by 30% from 2010 levels by 2020. The Link strives to cultivate a culture of sustainability by using innovative technologies and implementing energy, carbon and water reduction measures. We take an active role in protecting our environment and partner with many environmental groups to promote and engage the community in waste recycling. Our efforts to bring sustainability into all areas of our business and operations have been recognised by international organisations.



04

01 领汇于旗下10个商场提供55个电动车充电站，提倡使用最新的能源技术。
The Link encourages the use of new energy technology by providing 55 electronic vehicle charging stations in 10 of our shopping centres.

02 领汇应绿领行动的「利是封回收重用大行动」，于旗下商场设置收集点回收红包。
The Link supported Greeners Action's "Lai See Packet Recycling Campaign" by setting up collection points in our shopping centres.

03 领汇伙拍惜食堂于旗下市场策动「剩食回收及转赠计划」，获得多个市场商户大力支持。
The Link partnered with Food Angel to establish a "Surplus Food Collection and Donation Programme" at our fresh markets, which has received enthusiastic support from many fresh market tenants.

04 逾千市民齐聚乐富广场，参与「都市梯田」社区大丰收活动。
Over a thousand people from the neighbourhood and beyond reaped a bountiful harvest from Lok Fu Plaza's Eco Terrace.

05 领汇把可持续发展理念注入各业务环节，表现卓越，获得多个国际认可。
The Link's operations adhere to high standards of sustainability, garnering us recognition from international organisations that measure sustainability.



05



奖项与殊荣 AWARDS & RECOGNITIONS



2013

**国际购物中心协会基金
亚太区社区支援奖**
ICSC Foundation Asia Pacific Community Support Award

2013

富时社会责任指数
FTSE4Good Index Series

2013

道琼斯可持续发展指数
Dow Jones Sustainability Indices



企业社会责任

Corporate Social Responsibility

市场策划推广

及企业品牌
Marketing and Branding



2013

**「我最喜爱商场选举2013-14」－
「全港25大我最喜爱商场活动」奖**
Love to Vote - Shopping Mall Awards 2013-2014 - My Favourite Shopping Mall Campaign

2012

**香港服务名牌选举－
香港卓越服务品牌**
Hong Kong Top Service Brand Awards - Hong Kong Premier Service Brand

2011

**香港骄傲企业品牌选举2011－
潜质香港企业品牌奖**
Hong Kong Esteemed Brands Awards 2011 - Potential Hong Kong Corporate Brand Award

2012

**第十届中国最佳公共关系案例大赛－
「社区关系」银奖**
10th China Golden Awards for Excellence in Public Relations - Silver Award (Community Relations)

2011

ICSC亚太购物中心大奖
ICSC Asia Pacific Shopping Centre Awards



2014

**《亚洲资产管理》
Best of the Best Performance Award
最佳亚洲房托大奖**
Asia Asset Management Magazine Best of the Best Performance Award - Asian REITs

2012-13

**香港上市公司商会与香港浸会大学公司
管治与金融政策研究中心－
香港公司管治卓越奖**
Chamber of Hong Kong Listed Companies and the Centre for Corporate Governance and Financial Policy, Hong Kong Baptist University - Hong Kong Corporate Governance Excellence Awards

2013

《Euromoney》香港最佳投资经理
Euromoney Best Investment Manager in Hong Kong

2012-13

**The Asset Triple A Investment Awards -
年度房地产投资者**
The Asset Triple A Investment Awards - Property Investor of the Year

2012

**香港会计师公会最佳企业管治资料披露
大奖**
HKICPA Best Corporate Governance Disclosure Awards

2012

亚洲投资者投资表现奖
AsianInvestor Investment Performance Awards

企业管治

Corporate Governance

优质服务

Quality and Service Excellence



2013

**香港零售管理协会－
杰出服务奖（个人奖项）**
Hong Kong Retail Management Association - Service and Courtesy Awards (for Individual)

2013

**香港设施管理学会－
卓越设施管理奖**
The Hong Kong Institute of Facility Management - Excellence in Facility Management Award

2012

**香港管理专业协会－
优质管理奖**
Hong Kong Management Association - Quality Award



领汇最大的回报莫过于多年的付出及成就喜获各界认同。自2005年起，领汇与时俱进，迭创佳绩，更荣膺香港和海外共逾120个奖项殊荣，在不同的领域上获得高度评价与肯定。展望明天，领汇定必力臻至善，突破不断，开拓更广阔的业务新天地。

There is nothing sweeter than being recognised for one's accomplishments. Since 2005, The Link has continuously strived to deliver results and innovation to our stakeholders. Our efforts have won us more than 120 awards, validating our successes and achievements in different spheres. We will aspire to even greater excellence, work towards the next breakthrough, and develop an exciting world of opportunities in future.

香港九龙观塘巧明街100号Landmark East安盛金融大厦33楼
33/F. AXA Tower, Landmark East, 100 How Ming Street, Kwun Tong, Hong Kong.

电话：
Tel.: **(852) 2175 1800**

传真：
Fax: **(852) 2175 1900**

顾客服务热线：
Customer Service Hotline: **(852) 3168 0080**

网址：
Website: www.thelinkreit.com
www.thelink.com.hk

上文并不视为要约或邀请任何人士买入或认购领汇基金单位。读者不应倚靠上文作出任何投资决定。本刊物所载资料及数据仅供参考。领汇房地产基金的管理人，其董事、雇员及联系人对本文资料的准确性、可靠性及完整性不作出任何陈述或保证，亦不承担任何由不准确或遗漏所引起的责任(如有)。所有数字以印刷日期所得的最新资料为依据，如有更改，恕不另行通知。阁下应对本文章内的资料作出查阅，并遵守有关司法管辖区的所有适用法律和规例。
领汇管理有限公司2014版权所有，不得转载。

This article does not constitute an offer or invitation to purchase or subscribe for any units of The Link REIT, and shall not be relied upon in connection with any investment decision. All information and data in this publication are provided for reference only. The Link REIT's manager, its directors, employees and associates make no representation or warranty as to the accuracy, reliability or completeness of the information herein and shall not bear any liability(if any) arisen from any inaccuracies or omissions. All figures expressed herein are based on information available as of the date hereof and are subject to change without notice. You shall access the information contained in this article and observe all applicable laws and regulations of the related jurisdiction. © Copyright. The Link Management Limited 2014. All rights reserved.



www.thelinkreit.com
www.thelink.com.hk

