

WE



PEOPLE TO  
A BRIGHTER  
FUTURE

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Link Real Estate Investment Trust owns and manages a portfolio of retail and commercial properties in Hong Kong and China that generate sustainable returns and contribute to the thriving communities where we operate.  
領展房地產投資信託基金於香港及內地擁有並管理優質的零售及商業物業組合，提供持續回報及服務社群。





## About Link 關於領展

# About Link 關於領展

Link Real Estate Investment Trust (Link REIT) is the first real estate investment trust listed in Hong Kong. It is currently the largest REIT in Asia in terms of market capitalisation, the largest investor in retail properties by area in Hong Kong, and the largest owner of car parks in Hong Kong. As a leading real estate investor, Link is a constituent stock of the Hang Seng Index and the Hang Seng Corporate Sustainability Index, and is also included in leading indices such as Dow Jones Sustainability Asia Pacific Index, FTSE4Good and MSCI All Country World Index.

領展房地產投資信託基金（「領展」）是首家香港上市及以市值計現時亞洲地區最大型的房地產投資信託基金，是全港以面積計最大的零售物業投資者，以及最多的停車場車位擁有者。領展為恒生指數及恒生可持續發展企業指數的成份股，亦獲納入備受業界重視的道瓊斯可持續發展亞太指數、富時社會責任指數、MSCI 所有國家世界指數等。

Link invests, develops, manages and enhances income-producing properties. Our portfolio is comprised of commercial properties including shopping centres, offices and car park spaces in Hong Kong and beyond. We serve local communities by creating vibrant and attractive shopping hubs that meet the daily needs of the surrounding population, enhancing our tenants' businesses and delighting shoppers with modern lifestyle experience.

領展投資、發展、管理並提升可持續提供回報的物業。我們的物業組合包括香港及香港以外地區的零售及商業物業和停車場車位。我們致力服務社群，打造充滿活力和具吸引力的購物點，滿足周邊人口的日常所需，提升商戶生意，以及為顧客帶來嶄新購物體驗。

## Vision, Mission and Values 抱負、使命及信念

Our vision is to be a world class real estate investor and manager, and to serve and improve the lives of those around us. Together with our mission and values, it guides us in sustainable business practices, anchors our corporate culture and places stakeholders' interests at the heart of our operations.

我們的抱負是成為世界級的房地產投資及管理機構，服務社群及提升其生活質素。這個抱負配合我們的使命及信念，引領我們實踐可持續發展的商業營運、建立良好的企業文化，以及把持份者的利益置於首位。



### Vision 抱負：

To be a world class real estate investor and manager

成為世界級的房地產投資及管理機構

- Serving and improving the lives of those around us  
服務社群並提升其生活質素



### Mission 使命：

Building relationships with our stakeholders through

履行下列承諾，與持份者共建關係

- Providing value and quality service  
優質服務、物有所值
- Partnering with local communities  
結伴社區、合作無間
- Delivering sustainable growth  
共同創造、持續發展



### Values 信念：

Managing and operating our business with

憑藉以下信念，管理及運作業務

- Respect  
互相尊重
- Integrity  
恪守誠信
- Excellence  
追求卓越
- Teamwork  
團隊精神



# Sustainability Framework

## 可持續發展框架

Our business operates through the lens of our Sustainability Framework from which management decisions are made and initiatives are developed. This ensures that sustainability sits at the centre of our business strategy and is integrated into everyday actions.

我們的管理決策和措施均以我們的可持續發展框架為基礎，確保可持續發展的理念成為所有經營策略的考慮因素，並融入於我們的日常業務中。



Asset / Brand  
資產 / 品牌

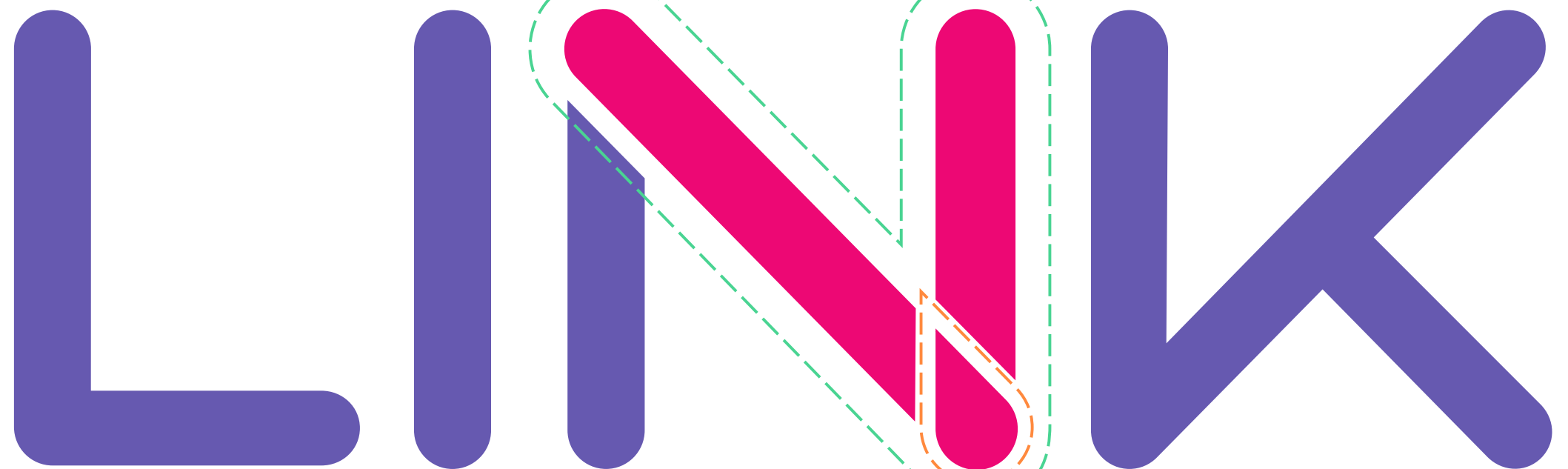


# The Brand

## 領展的品牌

- Our identity is a testament to our dedication to building thriving communities and connecting people to a brighter future.  
我們的品牌印證著我們為社區注入動力、連繫好生活的熱誠。
- Link is uniquely positioned as a connecting point among various stakeholders.  
領展的獨特定位是成為各持份者之間的凝聚力。
- Our logo reflects our position as the confluence between Link and the communities.  
我們的標誌反映著我們企業與社區之間的連繫。
- The vibrant colours reflect our brand attributes - forward-looking, ambitious, energetic and caring.  
標誌採用的亮麗色彩呼應品牌四項特質，表現前瞻、雄心、活力及關愛。

# 領展



Link Icon  
連接圖標

Connector  
連結圖案

# A Decade of Strong Growth

## 十載豐碩成長

■ We mark the 10<sup>th</sup> anniversary of our IPO in 2015. Guided by our core values, strategy and management expertise, we have built a quality portfolio of income-producing properties that have withstood the test of time.

我們秉持著核心信念，並善用我們的業務策略和管理經驗，走過領展發售新股後第一個十年，成功建立了一個經得起時間考驗、帶來利潤的優質物業組合。

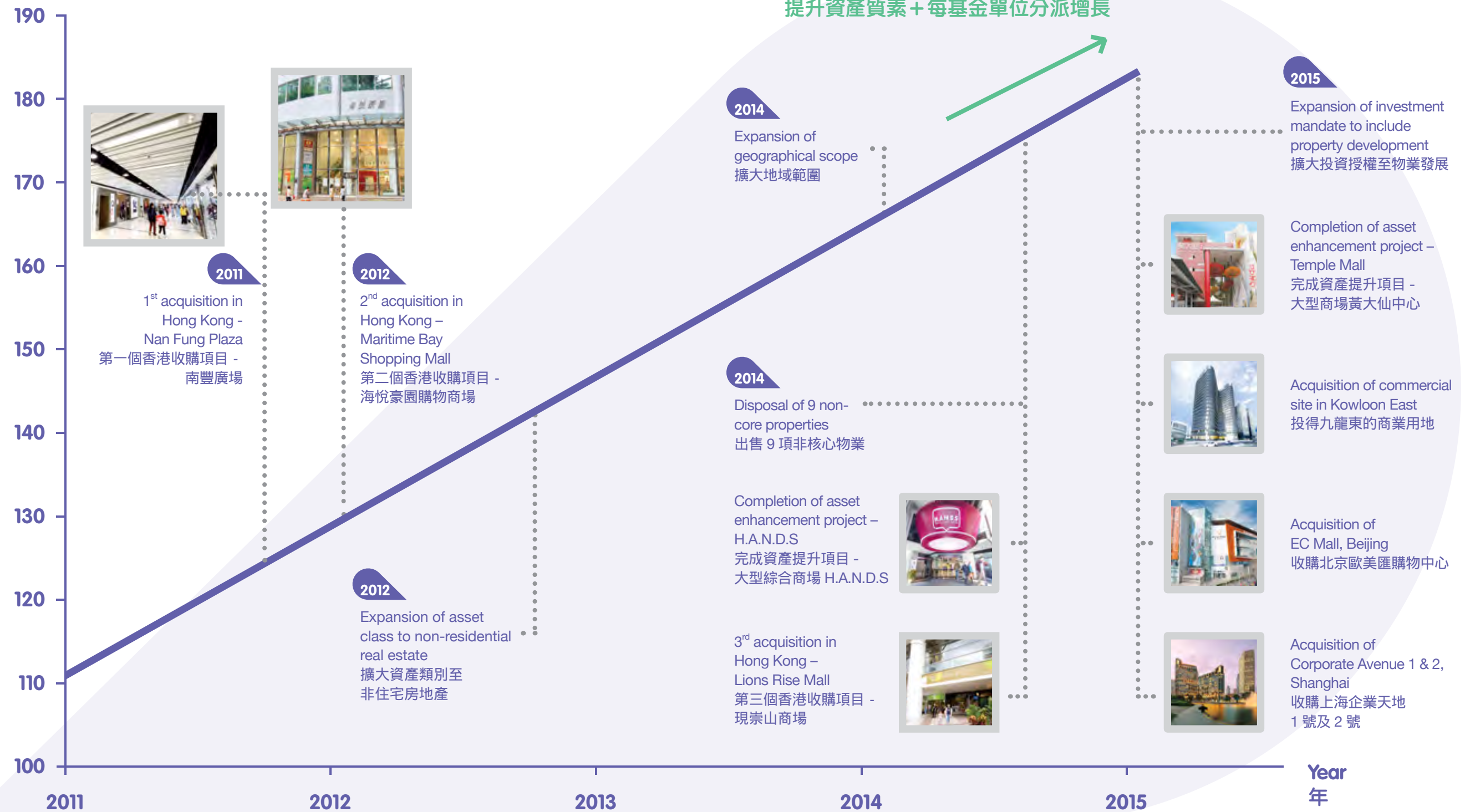
■ Over the years, we have grown the business consistently and created economic, social and environmental values for our stakeholders.

我們的業務一直持續增長，不斷為所有持份者創造經濟、社會和環境價值。

■ The next decade promises further growth and broader business reach. Changes in our investment mandate bring new opportunities in development and re-development as well as extend our operating footprint into Mainland China.

投資授權的改變帶來了物業發展及重建的機遇，讓我們把版圖延伸至中國內地。我們展望於下個十年能持續增長，擴展我們的業務範圍。

DPU (HK cents)  
每基金單位分派 (港仙)





# Business Approach

## 業務方向



- Our core business strategy is to acquire, enhance and hold quality assets that are efficient, sustainable and can add synergies and competitiveness to our existing portfolio. Through this strategy, we create value for our unitholders, tenants, shoppers and the communities in which we operate.

我們的核心業務策略是收購、提升並持有高效益、可持續發展、具競爭力，以及可與現有資產組合互補優勢的優質資產。憑藉此策略，我們為基金單位持有人、商戶、顧客和所處的社區創造價值。

- We build a strong, balanced retail portfolio targeting daily non-discretionary buying: shopping centres, fresh markets and car parks. We also invest in premium Grade A offices with potential for long-term income and capital growth.

我們建立了一個針對日常必需品的穩健零售物業組合，包括商場、街市及停車場，亦投資於潛力優厚的甲級寫字樓，以獲取長期的收入和資金增長。

# Investment Strategy

## 投資策略

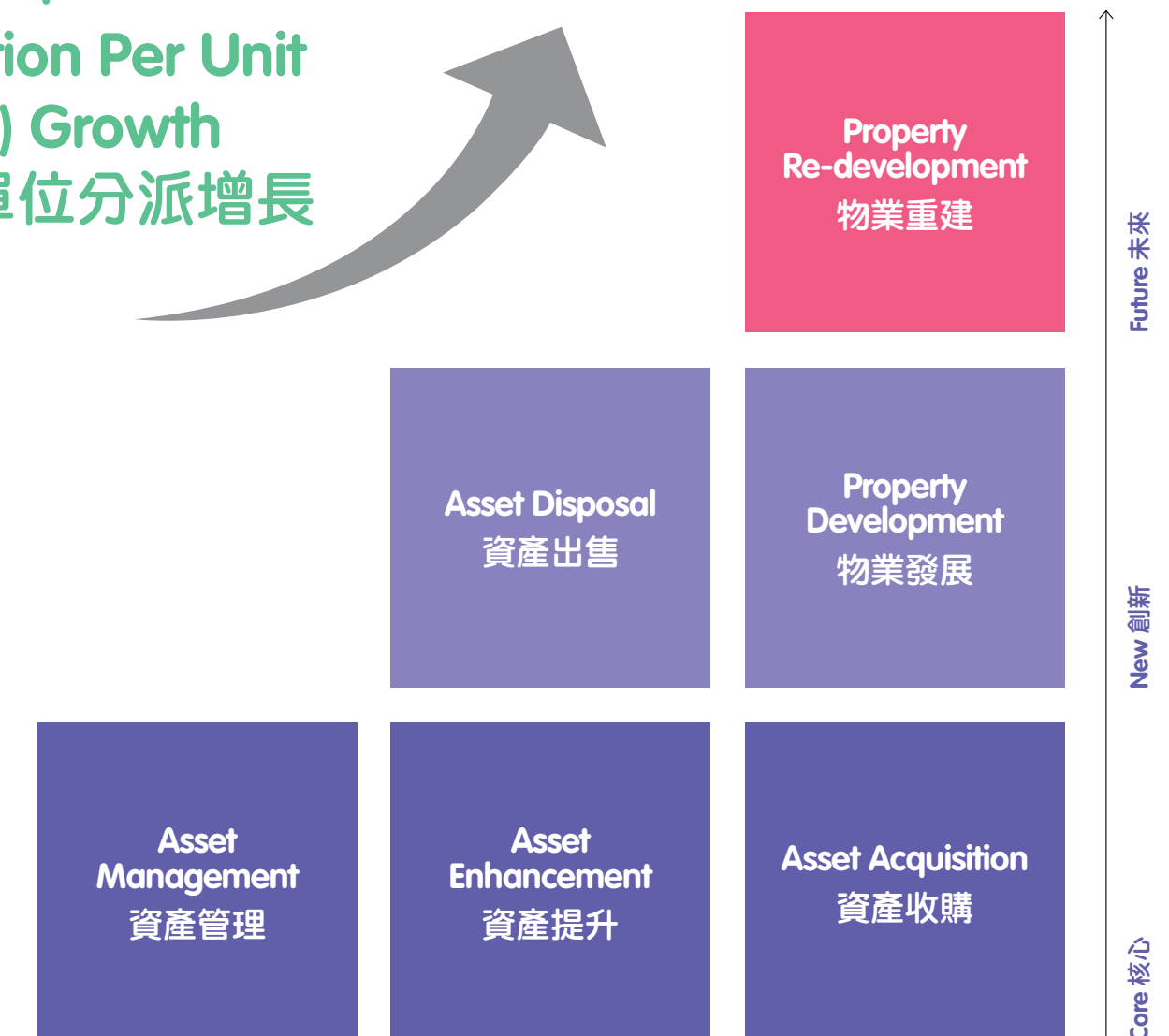
Six growth drivers underpinned by prudent capital management guide our business strategy:

配合審慎的資金管理原則，以下六個增長動力主導著我們的業務策略：

Improve asset quality  
提升資產質素

+

Distribution Per Unit  
(DPU) Growth  
每基金單位分派增長





# Asset Management

## 資產管理

Over the years, our team has established a track record of steadily increasing net property income through trade and tenant mix improvements, complemented by steadfast control of property operating costs. Our management team provides excellent customer service and forms strong partnerships with both tenants and the community.

過往多年來，領展透過優化商戶組合及妥善監控物業營運成本，讓收入保持穩定增長。我們的管理團隊提供優質顧客服務，並與商戶及社區建立良好夥伴關係。



# Asset Acquisition

## 資產收購

Adding new assets and building a portfolio of mid-market properties offering daily necessities to the community proves to be effective in ensuring stable net property income growth despite economic fluctuations.

建立一個服務社區日常所需的中檔零售物業組合，有效減低受經濟波動帶來的影響，確保租金穩定增長。

# Asset Enhancement

## 資產提升

Asset enhancement revitalises our property portfolio by repositioning, expanding the catchment area and raising the profile of our properties, capitalising on factors such as population growth, evolving customer preferences and the opportunity for integrating with other nearby properties or attractions.

資產提升旨在優化及翻新現有的物業組合，透過把握人口增長、顧客需求轉變及利用鄰近物業或景點等潛在機遇，擴展物業的受眾範圍及重新定位，提升形象。



# Asset Disposal

## 資產出售

Enhancing the overall quality of our portfolio includes exiting non-core properties. Disposing such assets provides capital to fund unit buy back, invest in assets that have better growth potential and enhance operational efficiency.

出售非核心物業是提升物業組合質素的其中一環。出售此類資產所得的資金會用作回購基金單位及投資其他更具潛力的資產，有助提升經營效率。



# Property Development

## 物業發展

The capability to develop property allows Link to design and build assets that fit our needs and plans, so we can hold and operate these properties for long-term income generation.

透過物業發展，我們設計和建造符合企業需求及業務計劃的資產，持有和經營這些物業可帶來長遠收入增長。



# Property Re-development

## 物業重建

Property re-development focuses specifically on the existing portfolio properties and offers an opportunity to add value through reconstruction. This allows us to unleash the potential of the properties.

基於現有物業組合發展重建項目，能有效發揮物業潛力，創造新價值。





# Diversified Property Portfolio

## 多元化的物業組合

We optimise a property's life cycle and potential value through revitalisation coupled with a repositioning strategy that is uniquely resilient to future development and lifestyle trends within specific areas. We accommodate diverse sectors of society through barrier free access, convenient connectivity to public transport and allocation of public space in our properties.

我們透過順應各地區的未來發展優化物業，重新定位生活形態，優化物業生命週期，以發揮潛力。我們提供無障礙通道設施、公共交通連接，以及舒適公共休閒空間，以滿足社會上的不同需要。





Our properties cater to a unique set of local demographics. H.A.N.D.S (Have a Nice Day Shopping) is one of Link's largest refurbishment investments, creating a flagship supermall in the fast-growing Northwest New Territories. The one-stop shopping mall features trendsetting fashion and accessories shops, a fresh market and international cuisine that appeal to the area's younger population and families. The progressive renovation of another flagship property Lok Fu Plaza and Market keeps it competitive within its fast growing upmarket location in Kowloon.

我們的物業照顧各地區顧客群的獨特需要，H.A.N.D.S 是領展最大型的資產提升項目之一，為發展蓬勃的新界西北區打造一個大型旗艦商場。H.A.N.D.S 匯聚了各式時尚店舖、街市，以及提供國際美饌的食肆，迎合區內年輕顧客及家庭的口味。我們另一旗艦物業樂富廣場及街市亦先後完成翻新，於九龍區迅速增長的高檔市場保持競爭優勢。



Being one of the top ten premier shopping centres within Link's portfolio, Temple Mall combines the existing Lung Cheung Plaza and Wong Tai Sin Plaza into a flagship mega retail corridor with a total frontage of over 700 metres. With its close proximity to Wong Tai Sin Temple, the new facade makes reference to oriental architectural elements with a contemporary statement.

黃大仙中心為領展物業組合內的十大優質商場之一，由昔日的龍翔廣場及黃大仙中心合併而成，打造出全長超過 700 米的大型旗艦購物長廊。黃大仙祠近在咫尺，故此商場的外觀設計參考其東方建築特色，再融合當代元素，使兩物業互相輝映。



# Chung Fu Plaza

## 頌富廣場

Repositioning Chung Fu Plaza as the premier shopping and community centre in Tin Shui Wai introduced a whole new shopping experience and revitalised community hub for the Tin Shui Wai district.

頌富廣場重新定位為天水圍主要社區商場，提供嶄新的購物體驗，為天水圍居民打造一個全新聚腳點。



# Stanley Plaza

## 赤柱廣場

With a unique sense of place and a mix of retail shops and al fresco dining experiences, Stanley Plaza is an exciting and popular destination for locals as well as tourists on the south side of Hong Kong Island.

赤柱廣場為臨海地標性物業，提供各式零售選擇及悠閒露天餐飲體驗，吸引居民和遊客。

# Hau Tak Shopping Centre

## 厚德商場

Hau Tak Shopping Centre is a vibrant modern shopping gateway that attracts commuters and nearby residents in the densely populated Tseung Kwan O District.

厚德商場為充滿活力的購物熱點，於人口眾多的將軍澳區招徠顧客。



# Lok Fu Market

## 樂富街市

Our fresh markets aim to preserve the unique culture of shopping for fresh produce whilst creating a new lifestyle experience for local residents and younger consumers that will help ensure the sustainability of these fresh markets. Lok Fu Market is one of the successful examples.

我們致力推廣富有特色的鮮活街市文化，為鄰近居民及年輕顧客提供嶄新的生活體驗，令街市行業得以持續發展，樂富街市為其中成功例子。



# Property Development 物業發展

- Property development presents the opportunity to enter the property life cycle at the early stages of planning and development. This allows us to invest in high quality assets for sustainable building performance. This complements our strategy of owning and operating properties that generate long-term income.

從物業發展，使領展於物業生命週期早段開始參與規劃及發展。投資及建造優質物業能配合我們持有及經營物業的業務策略，提供長遠收入。



- Our debut development project is located in Kowloon East, in the heart of the government initiated "Energising Kowloon East", a major revitalisation plan that creates a second central business district for Hong Kong. In partnership with Nan Fung Development Limited, we are seen as a first mover in this major developing area of Hong Kong.

我們首個物業發展項目位於香港政府「起動九龍東」活化計劃之九龍東核心地段，該地區正冒起成為香港第二個商業中心區。我們與南豐發展有限公司共同開發項目，成為率先進駐這個香港重點開發區域的機構之一。



# Expansion to China

## 進軍內地市場

Mainland China provides a promising market for acquisition of retail properties that fit our mandate to hold properties for long-term growth and acquire assets that add diversity to our highly focused portfolio in Hong Kong.

中國內地的發展為零售物業市場帶來明朗前景，領展透過投資授權，積極於當地物色物業作長遠投資，令旗下高度集中的物業組合更加多元化。



The acquisition of EC Mall in Beijing marks our first investment outside of Hong Kong. Adjacent to major public transport systems and located in a premier demographic market characterised by young professionals and the growing middle class, the mall aligns with the portfolio criteria we seek in retail investment.

收購北京歐美匯購物中心，標誌著領展在香港以外首次物業投資。該物業鄰近主要公共交通系統，其客戶群為年輕專業人士及日益增長的中產階層，優越的地理位置切合我們的零售物業投資準則。



The acquisition of Corporate Avenue 1 & 2 in Shanghai represents Link's first acquisition of a mixed-use property in Mainland China. Located strategically in Shanghai's core central business district in Taipingqiao/ Xintiandi area in Huangpu District, Corporate Avenue 1 & 2 is a recognised district landmark. It is in close proximity to Shanghai's retail destination of Huaihai Middle Road. Convenient transport connectivity and a catchment area of affluent business and residential communities, combined with the strong market for premium Grade A office spaces, make this an attractive long-term investment.

上海企業天地 1 號及 2 號的收購項目是領展首個內地綜合項目投資。物業位於上海黃浦區太平橋 / 新天地核心商業區策略性位置，為當地著名地標。該項物業鄰近淮海路的零售熱點及高級商業及住宅區，受惠於四通八達的交通網絡，加上市場對優質甲級辦公室需求殷切，令項目成為極佳的長線投資。





Tenant  
商戶



- Our on-going asset enhancement delivers revitalised and more welcoming shopping environments that help boost our tenants' business.

持續的資產提升工程為購物環境注入朝氣及活力，帶旺商戶生意。

- Over the past few years, a number of small tenants have expanded their operations to other properties owned by us.

過去數年間，不少小型商戶已成功將業務擴展至我們旗下更多的物業。



# Link Tenant Academy

## 領展商戶學堂

Link Tenant Academy is well-received amongst our tenants, in particular our independent operators. The programme offers free seminars and workshops that provide tenants with the latest insight into market trends, customer service and sales techniques, business operation and management.

領展商戶學堂成立多年以來一直廣受商戶稱許，尤其受到獨立營運商歡迎。該計劃舉辦免費講座及工作坊，為商戶傳授有關市場趨勢分析、客戶服務及銷售產品的技巧、以及業務經營及商業管理的最新知識。



**Mr. Michael Leung 梁繼璋先生**  
Professional corporate trainer & experienced journalist  
資深跨傳媒工作者及著名企業培訓師



Link Tenant Academy aims to provide a series of practical seminars and workshops to keep tenants abreast. 領展商戶學堂以不同主題的講座及工作坊，為商戶提供增值服務。



# Our People

## 我們的團隊



Link is committed to attracting and retaining talents by providing a fair, equitable and transparent work environment that values individual career development and work-life balance.

領展致力營造一個公平、合理及具透明度的工作環境，著重員工生活與工作平衡，使他們發展個人事業，以羅致及挽留優秀人才。



# Talent Management and Development

## 人才發展與培訓

- Talent development includes recruiting and growing the right people with local expertise while maintaining a broader outlook of the retail industry. Annual staff Vision, Mission & Value (VMV) survey is conducted to track satisfaction rate and obtain feedback for areas of improvement.
- 人才發展著重知人善任，積極招聘及培養人才，讓他們不但擁有本地市場專業知識，更同時發展對零售業的廣闊視野。公司每年進行對抱負、使命及信念的調查，收集員工的滿意度評分，讓他們提供改善意見。



- Link Executive Diploma Programme in Shopping Mall Management aims to develop a pool of individuals ready to move into key leadership roles.

領展商場管理行政文憑課程培訓員工擔任領導職務。

- The Employee Unit Purchase Plan (EUPP) was introduced in July 2012 to support eligible staff to become Link's unitholders with varying levels of subsidy based on tenure and performance ratings.

2012年7月引入的企業員工購股計劃，讓合資格員工可成為領展基金單位持有人，並提供不同程度的補貼。



# Environment 環境

- Link strives to be a community leader in making a positive impact on the environment.

領展致力成為對環境帶來正面影響的社區領導者。

- Our approach is to strictly manage our operating footprint in terms of energy and water use, and reduce waste generated by our operations.

我們的策略是嚴格管理日常營運中的能源使用量和耗水量，以減少產生廢物。



## Energy and Water Savings 節約能源及用水

- Since 2010 we have consistently recorded annual reduction in our total energy consumption, moving closer to our 2020 target of a 30% reduction. This has been achieved through the Link Energy Management Programme that includes installing energy efficiency chillers and lighting systems, as well as improving daily operations.

通過領展能源管理計劃，我們引入能源效益較高的製冷及照明設施，自 2010 年起持續每年減少能源消耗，邁向 2020 年減少三成能源消耗的目標。

- The number of "hot" and "very hot" days in Hong Kong is projected to increase, which represents water challenges in the future.

預計香港「炎熱」及「酷熱」天氣的日數將會增加，耗水量問題將日益嚴峻。

- Our future energy savings increasingly rely on our Building Management System (BMS) through which we closely monitor daily and process-level energy consumption. The BMS allows us to monitor and control energy related aspects of all of our air-conditioned properties from one central location.

隨著多項提升現有資產能源效益的措施逐步落實，未來節能工作將日益倚重先進而全面的樓宇管理系統，以密切監察日常及程序層面的能源消耗。樓宇管理系統讓我們於同一地點，遠程監控及管理所有物業內空調的能源使用。

- Water consumption will correspondingly increase. The BMS is equipped to optimise our ventilation and cooling controls, thus helping to minimise the anticipated increase in water consumption.

樓宇管理系統能夠優化通風及製冷過程的監控，有助減少耗水量的增長。

## Waste Reduction 減少廢物

- In 2014/2015, a study of waste management challenges at our properties was done to pave the way for establishing a comprehensive strategy that examines compliance with the forthcoming waste regulations, which includes working closely with tenants, service providers, NGOs and the government to develop optimal solutions for waste management across our portfolio.

領展於 2014/2015 年度完成了研究，檢視旗下物業所面對的廢物管理挑戰，並正擬定一個全面的策略，以配合即將推行的都市固體廢物管理政策。前期計劃已於旗下物業中推行，包括與商戶、服務供應商、非政府組織及政府，為物業制定最佳的廢物管理方案，從而盡量減少和管理我們物業所產生的廢物。



# Carbon Reduction

## 減少碳排放

- We continuously monitor and work to reduce our carbon footprint across our portfolio and are committed to reporting our Scopes 1, 2 and 3 carbon emissions.

我們持續監察並減少物業組合內的碳足跡，定期報告範疇一、二及三的碳排放量。

- In 2015, we developed further internal mitigation and adaptation policies to address our organisation-wide climate change risks. Notably, we have received numerous awards and recognitions that acknowledge our endeavours to reduce carbon and energy impact, which include the United Nations Global Compact, 'Best Year-On-Year Change for Hong Kong' Award at the 2014 CDP Hong Kong and South East Asia Climate Leadership Awards, first place amongst REITs in the East Asia region in GRESB survey and GRESB Green Star rating for the second year running, to name a few.

2015 年，我們針對氣候轉變為企業整體帶來的風險制定進一步的內部紓緩及適應政策。我們更獲頒多項獎項及殊榮，肯定了我們在這方面的努力，當中包括簽署聯合國全球契約、於 2014 年 CDP 香港及東南亞氣候領袖獎獲得「香港區年度最佳進步獎」、於全球房地產可持續性標準調查中，名列東亞地區同業首位，更連續第二年獲得綠星評級。

# Environmental Care

## 愛護環境

- We believe that green environments are better for our tenants, shoppers and the communities. We manage a greening portfolio consisting of 40 slopes, 5,840 trees, and 956,000 sq ft of landscaped area in and around our properties.

我們相信，綠化的環境對商戶、顧客及社區均帶來好處。我們管理的綠化物業組合包括物業內及周邊地區的 40 塊斜坡、5,840 棵樹及 95.6 萬平方呎園林區。

- Appointed arborists to study each site's unique environment for selection of appropriate species, creating harmony with the local environment.

我們委聘的樹藝師觀察各場地的獨特環境，挑選合適植物，為該區打造和諧的綠化環境。



# Corporate Governance

## 企業管治



# Prizes, Awards & Recognition

## 獎項及殊榮

An appropriate balance of skills, knowledge and experience, ethnicity and gender on the Board is an important aspect of our corporate governance practices, driving the Board's effectiveness as a whole for the long-term success of Link REIT. The current mix of our Board members is balanced, and well represented by business executives, professionals, and leaders in academia. With diverse backgrounds, our Board members have both the breadth and depth of skills and experience to steer and oversee the business of Link REIT.

我們企業管治常規之重點為力求董事會在專業技能、知識與經驗、種族以及性別各方面均保持適度平衡，以提升董事會整體成效，達至領展的長遠成功。我們現有董事會的成員組合均衡，涵蓋商業行政人員、專業人士及學術界領袖。我們的董事會成員各自擁有不同的背景，兼具多項專業技能和豐富經驗，足以領導及監督領展的業務。

董事會任命董事時會適當地兼顧個人才幹與董事會成員的多元化。我們的提名委員會監察在提升董事會成員多元化方面的進度，並以此作為董事繼任規劃時的重要考慮條件。我們定時對董事會成員多元化政策作出檢討，以確保該政策之效用。

Link has been honoured with over 100 awards and recognitions over the recent years. Major awards include the following:

領展於近年獲得超過 100 個獎項及殊榮。以下為主要獎項：

### Property-related 物業相關：

- 1. WUWM Market Awards 2014**  
**2014 世界批發市場聯盟年度市場大賽最高金獎**  
Recently renovated Tin Shui Market won the Gold Award at the annual 2014 World Union of Wholesale Markets (WUWM) Market Awards, an international competition organised by WUWM. The theme "Excellence in Real-time Renovation" rewards excellence in project management of market renovation projects. This is the first time a Hong Kong market has won the highest honour for this prestigious award.

剛完成提升工程的領展天瑞街市於世界批發市場聯盟 (World Union of Wholesale Markets) 舉辦的 2014 年度市場大賽中獲最高金獎殊榮，成為該國際賽事首個摘金的香港街市。有關賽事表揚全球各地營運出色的批發市場及鮮活街市，當年的大賽主題為「卓越翻新市場」，表揚傑出市場翻新項目管理。

- 2. 2014 Hong Kong Awards for Industries**  
**2014 香港工商業獎：顧客服務大獎**  
Lok Fu Market distinguished itself in customer service to become the first fresh market ever to win the 2014 Hong Kong Awards for Industries: Customer Service Grand Award. The award recognises Link's creative notion of "retailisation" of fresh market services.

樂富街市憑著優質創新的顧客服務，成為全港首個榮獲「2014 香港工商業獎：顧客服務大獎」的鮮活街市，肯定了領展將旗下街市「零售化」的革新服務概念。

- 3. China Property Awards 2014- Highly Commended - Best Commercial Development (Hong Kong)**  
**中國地產獎 2014 - 「最佳商業項目（香港）- 高度讚賞」獎項**
- 4. HKRMA Service and Courtesy Award 2013**  
**香港零售業管理協會 2013 「傑出服務獎」**
- 5. RICS Hong Kong Awards 2015 - Refurbishment/ Restoration Team of the Year (Certificate) (Lok Fu Market)**  
**RICS 香港 2015 年度大獎 - 保育 / 復修團隊優異獎 (樂富街市)**



### Sustainability 可持續發展：

- 1. Dow Jones Sustainability Asia Pacific Index 2014/15**  
**2014/15 道瓊斯可持續發展亞太指數**  
Link has surpassed its peers across numerous sustainability metrics, including corporate governance, economic, environmental and social criteria by being the only Hong Kong REIT selected as an index component of the Dow Jones Sustainability Asia Pacific Index (DJSI Asia Pacific) in 2014/15.  
領展獲納入道瓊斯可持續發展指數亞太指數 (DJSI Asia Pacific)。領展在多個可持續發展的範疇包括企業管治、經濟、環境及社會等均擁有超越同儕的傑出表現。
- 2. FTSE4Good Index Series**  
**富時社會責任指數**  
Link successfully maintains its presence in FTSE4Good Index for the third consecutive year, reaffirming Link's compliance with internationally recognised social

responsibility standards. The FTSE4Good Index Series is one of the world's most credible indices objectively measuring the performance of companies that meet globally recognised corporate social responsibility standards.  
領展連續三年獲選為富時社會責任指數系列 (FTSE4Good Index Series) 的成份公司，印證領展實踐的社會責任受到國際肯定。富時社會責任指數是全球最受公認的指數之一，提供客觀準則，用以評估達至國際公認社會責任標準企業的表現。

- 3. 2014 CDP Hong Kong and South East Asia Climate Leadership Awards**  
**2014 香港及東南亞氣候領袖獎**
- 4. GRESB Green Star Rating 2014**  
**2014 全球房地產可持續性標準綠星評級**
- 5. RobecoSAM's 2015 Sustainability Yearbook**  
**RobecoSAM 《可持續發展年鑒 2015》**

### Corporate Governance 企業管治：

- 1. Institutional Investor 2015 All-Asia Executive Team Ranking**  
**《機構投資者》「2015 亞洲區公司管理團隊調查」**  
Link topped the list of corporate leaders in an annual survey of investment professionals organised by Institutional Investor magazine. It won seven awards in the 2015 All-Asia Executive Team Ranking as listed below:  
領展房地產投資信託基金 (「領展」) 再度於《機構投資者》舉辦的著名專業投資者調查中囊括「2015 亞洲區公司管理團隊調查」物業界別中的七個大獎，表列如下：

Award 獎項	Ranking 排名	Awardees 得獎者
Overall 整體表現		
Asia's Best Analyst Day (Real Estate)* 亞洲最佳分析員日 (房地產)	First Place 第一位	Link 領展
Most Honoured Company in Hong Kong 最受尊崇的香港企業	Fourth Place 第四位	Link 領展
Buy-side 買方組別		
Asia's Best Investor Relations (Property) 亞洲最佳投資者關係 (物業)	First Place 第一位	Link 領展
Asia's Best CEO (Property) 亞洲最佳行政總裁 (物業)	First Place 第一位	George Hongchoy, Chief Executive Officer 行政總裁王國龍
Asia's Best CFO (Property) 亞洲最佳首席財務總監 (物業)	Third Place 第三位	Andy Cheung, Chief Financial Officer 首席財務總監張利民

\* This award recognises companies that host the best types of engagement with their buy-side and sell-side analysts.  
\* 此獎項嘉許籌辦出色分析員交流活動的公司。

- 2. The 5<sup>th</sup> Asian Excellence Recognition Awards 2015**  
**第五屆亞洲最佳企業管治大獎 2015**  
Link was honoured at the 5th Asian Excellence Recognition Awards 2015, organised by Corporate Governance Asia. In addition to winning awards for Best CSR, Best Environmental Responsibility and Best Investor Relations Company, George Hongchoy, CEO and Andy Cheung, CFO were named Asia's Best CEO (Investor Relations) and Asia's Best CFO (Investor Relations) respectively.  
領展在《亞洲企業管治雜誌》主辦的第五屆亞洲最佳企業管治大獎 2015 中獲取佳績。領展除了獲得「最佳企業社會責任」、「最佳環境責任」及「最佳投資者關係」殊榮之外，行政總裁王國龍及首席財務總監張利民更分別獲頒「最佳行政總裁 (投資者關係)」及「最佳首席財務總監 (投資者關係)」。

- 3. Named the 'Property Investor of the Year' in The Asset Triple A Asset Servicing, Fund Management and Investor Awards 2015**  
**於《財資》Triple A 資產服務、基金管理及投資者獎中獲頒「年度地產投資者」獎**
- 4. 1<sup>st</sup> HKIRA Investor Relations Awards 2015**  
**2015 香港投資者關係協會投資者關係大獎**





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# Link Together Initiatives

## 領展「愛・匯聚計劃」

After careful consideration, for the 2015/2016 funding cycle, The Initiatives' Selection Committee and the Board of Link chose 44 community projects out of nearly 130 eligible applications, which included seven under the Service Fund and 37 under the Neighbourhood Project Fund. Together with the 100 awardees of the Link First Generation University Student Scholarship, Link is donating a total of HK\$10 million to support the selected organisations serving communities in need, with targeted beneficiaries of around 370,000 people.

2015/16年度領展「愛・匯聚計劃」共收到接近130份合資格的概念書，經過領展遴選委員會的嚴謹甄選和領展董事局審批後，共選出44個服務計劃包括七個社區服務項目及37個地區資助項目，支持受惠機構推展其社區服務工作。聯同100個「領展第一代大學生獎學金」名額，領展「愛・匯聚計劃」合共捐出港幣1,000萬元，支援有需要社群，預計可惠及約37萬人。



Organisation 機構	Service Fund Project Name / Description 社區服務項目名稱 / 服務簡介	Target Beneficiaries 服務對象	No. of Beneficiaries (approx.) 受惠人數 (大約)
1. Animals Asia Foundation 亞洲動物基金	Dr Dog Programme 狗醫生計劃 Enhance physical and psychological well-being of the elderly through animal-assisted therapy 透過動物輔助治療提升長者的身心健康	Elderly 長者	500
2. Food For Good Limited 齊惜福有限公司	'Help the Aged, Teach the Young' – Link Fresh Market Surplus Food Donation Project 「生活添惜菜，盛食齊分享」領展街市剩食回收計劃 Re-distribute or produce cooked meals for the underprivileged elderly with surplus food collected from Link's fresh markets 於領展旗下街市回收可食用剩餘食材，轉贈或轉化為熱食幫助貧困長者	Elderly 長者	280,240
3. Cha Duk Chang Children's Cantonese Opera Association 查篤撐兒童粵劇協會有限公司	Cha Duk Chang in 3 Generations 開心三代查篤撐 Promote cross-generational harmony by involving children and the elderly in Chinese Opera workshops and performances 透過「兒童粵劇」工作坊及祖孫兩代合作演出，促進三代共融	Children and Elderly 兒童及長者	5,935
4. Music Children Foundation 音樂兒童基金會	Music Children @ Link 音樂兒童@領展 Introduce classical music to underprivileged children and let them try playing musical instruments 讓基層兒童認識古典音樂及嘗試接觸樂器	Children and Youth 兒童及青少年	3,600

Organisation 機構	Service Fund Project Name / Description 社區服務項目名稱 / 服務簡介	Target Beneficiaries 服務對象	No. of Beneficiaries (approx.) 受惠人數 (大約)
5. Playright Children's Play Association 智樂兒童遊樂協會	Mobile Playborhood Project (Phase 3) – Playful and Happy Community 鄰舍遊戲計劃 - 好玩快樂社區 Provide mobile playgrounds for children in Tuen Mun and Tseung Kwan O 為屯門及將軍澳區的兒童提供流動遊樂空間	Children and Youth 兒童及青少年	6,300
6. Youth Outreach 協青社	Street Transformers 舞動街頭 Offer street dance training and the chance to join competitions to youth night drifters 為夜間流連街上的青少年提供街舞訓練及比賽機會	Children and Youth 兒童及青少年	2,280
7. Hong Kong Guide Dogs Association Limited 香港導盲犬協會	Breeding and Caring of Guide Dog Litters and Public Education Programme 導盲犬實寶孕育及公眾教育計劃 Establish a local guide dog breeding programme and raise public awareness of guide dogs and the issues facing the visually impaired. 開展「導盲犬本地繁殖計劃」及提升社會對導盲犬及傷健人士的關注	Social Inclusion 共融	3,800

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# Strategic Marketing Campaigns

## 策略性市場推廣活動

Link maintains a sustainable business growth from a diversified portfolio of property networks. The array of strategic marketing campaigns targeting various marketing segments serves and improves the lives of those around us.

領展擁有多元化的物業組合，覆蓋全港各區。為保持公司業務持續增長，我們於年內針對目標客群進行了一系列策略性市場推廣活動，致力服務及改善周邊居民的生活所需。



### Shopping Mall Promotions 商場推廣活動

Stanley Plaza Christmas Seaside Market (December 2015)

領展赤柱廣場聖誕海濱市集 (2015年12月)

Stanley Plaza celebrated the festive season by organising the most authentic German Christmas Market in Hong Kong endorsed by German Consulate and the German Chamber of Commerce. This first-of-its-kind event showcased nearly 80 booths that offered visitors the chance to sample special delicacies and truly experience a traditional German Christmas.

赤柱廣場獲德國駐香港總領事館及德國商會全力支持，匯聚約80個特色攤檔打造「港版德國聖誕市集」，展出各式德國特色禮品，讓市民與摯愛瞬間置身德國，體驗最傳統、最濃厚德國氣氛之聖誕佳節。

● No. of Participants (in 4 days) 參與活動人數 (共4天) : >340,000

### Launch Event 開幕活動

Temple Mall Grand Opening (November 2015 - February 2016)

黃大仙中心開幕活動 (2015年11月至2016年2月)

Temple Mall, a new centre formed by merging the former Wong Tai Sin Plaza and Lung Cheung Plaza was revitalized to provide shoppers with more choices and variety. To celebrate the grand opening of Temple Mall, Link organized two festive events including "Christmas Chill Out" and "Meet the Chic Monkey".

During Christmas season, Link launched the "Christmas Chill Out" featuring a series of games using four key stress management techniques to help customers relieve stress. Link also invited the playful cartoon character, Tuzki, to bring laughter and share the Christmas spirit with the local community.

Temple Mall also celebrated Chinese New Year under the theme of "Meet the Chic Monkey". In addition to the thrilling, colourful performances welcoming the Year of the Monkey, 888 complimentary "Blessed Buns" were given away at the Lunar New Year's Eve party, as wishes of good fortune to the community.

結合昔日的黃大仙中心及龍翔廣場，黃大仙中心變身區內最大型旗艦商場，為購物人士提供更廣泛的選擇。為慶祝黃大仙中心全面開業，領展特別舉辦「聖誕好輕ZONE」及「潮拜『型』猴 Temple Mall」。

於聖誕期間，領展打造全港首個以歡笑減壓為主題的「聖誕好輕ZONE」活動，設計一系列以「釋放能量」、「分享關愛」、「抒發情感」、「傾訴心聲」四大減壓元素為基礎的聖誕裝置及遊戲，活動更邀請造型鬼馬的Tuzki為主角，加強減壓元素，為社區送上充滿正能量的聖誕。此外，為與香港市民一同歡度新春，黃大仙中心更以「潮拜型猴 Temple Mall」為主題，舉辦「除夕『型』猴賀新歲」活動，以多項精彩的歌舞表演喜迎猴年。大年初一凌晨起向市民免費派發888份「型猴行運福包」，讓顧客接福包添福氣。



### Fresh Market Promotions 街市推廣活動

Lok Fu Market 2<sup>nd</sup> Anniversary (November 2015)

樂富街市營食2周年 (2015年11月)

Link hosted the "Lok Fu Market 2<sup>nd</sup> Anniversary Food Fest" to thank their customers for the support in the past two years after the Asset Enhancement project. Irresistible HK\$2 price tags were placed on over 10,000 premium food products and seafood, including abalones, hairy crabs, oysters and red wine. Special food kiosks were set-up to offer limited-edition yummy bites during weekends.

為慶祝以全新形象登場兩周年，樂富街市特別呈獻「樂富街市營食兩周年」。為答謝市民一直的支持，場內多間商戶破天荒以港幣2元發售多款食材及海鮮合共逾10,000件，當中包括鮑魚、大閘蟹、生蠔、紅酒和冬菇等名貴食材。街市於周六更特設多個期間限定「潮食攤位」，推出多款特別為活動而設計的人氣小食。

● No. of Participants (in 7 days) 參與活動人數 (共7天) : >6,000







## Brand Advertising 品牌廣告

1<sup>st</sup> on air date : 20 August 2015  
2015年8月20日首播

The new Link corporate identity has been launched with two TV commercials being produced to communicate the brand message "We Link People to a Brighter Future". The two versions - "shopping centre" and "fresh market" - were created based on the major portfolio of Link and were aired on key media channels in Hong Kong.

Link has been revitalising its shopping malls to make them more inviting for everyone to shop, to unwind and have fun. Link has also been modernising its fresh markets to a cleaner and more comfortable shopping environment, which brings life's good taste closer to home.

為展示全新品牌形象，領展特別推出兩輯電視廣告，帶出「連繫好生活」的品牌訊息，展現連繫各界的理念。兩輯廣告概念均圍繞領展旗下的主要物業 - 商場及街市而創作。

領展致力翻新社區商場，營造舒適光亮的環境，不但方便購物，更為大人小朋友提供休憩的空間。領展亦致力優化各個街市，以一個更乾淨、更舒適的環境，讓我們的生活走得更近，擁有更多親密滋味。



## Signature Event 主題活動

Link • Cheers Express (September 2015)  
領展歡笑派遞 (2015年9月)

Cheers Express - the first ever container and food truck event in Hong Kong - was a series of fun and vibrant mobile food parties at selected Link properties in Hong Kong. It featured four giant containers that doubled as mobile kitchens along with food trucks and tricycles. Cheers Express celebrated the four relationships with the communities - neighbours, friends, couples and grandparents-grandchildren, encouraging stronger personal bonds in the community.

領展提供連繫社區的平台，透過「歡笑派遞」鼓勵人與人之間的溝通，天天都是值得歡聚的日子。「歡笑派遞」為全港首個以貨櫃及餐車為主題的大型活動，透過四個以關係為題的節日：鄰居、朋友、夫妻及祖孫，提醒大家一些可能被忽略的關係。活動透過街頭慶祝派對及美食，與人歡聚，連繫社區。

- ◆ No. of Participants 參與活動人數 : >40,000
- ◆ Redemption Quantity 換領禮品人數 : >52,000



## Tenants Engagement 商戶聯繫

Link Tenant Academy  
領展商戶學堂

Link Tenant Academy aims to provide a series of practical seminars and workshops to keep tenants abreast of the latest market trends. Topics range from management concepts, industry outlook, retail techniques, quality catering to energy savings.

領展商戶學堂以不同主題的講座及工作坊，為商戶提供增值服務，如最新市場訊息、經營理念、行業形勢、營銷技巧、飲食品質和環保節源等。

- ◆ Number of Seminars 講座舉辦次數 : 14
- ◆ Number of Workshop 工作坊舉辦次數 : 1
- ◆ Number of Participants of Seminars & Workshops 商戶參與人數 : >2,000

Over 88% of the participants are satisfied with Link Tenant Academy. 逾88% 參與者對領展商戶學堂感到滿意。

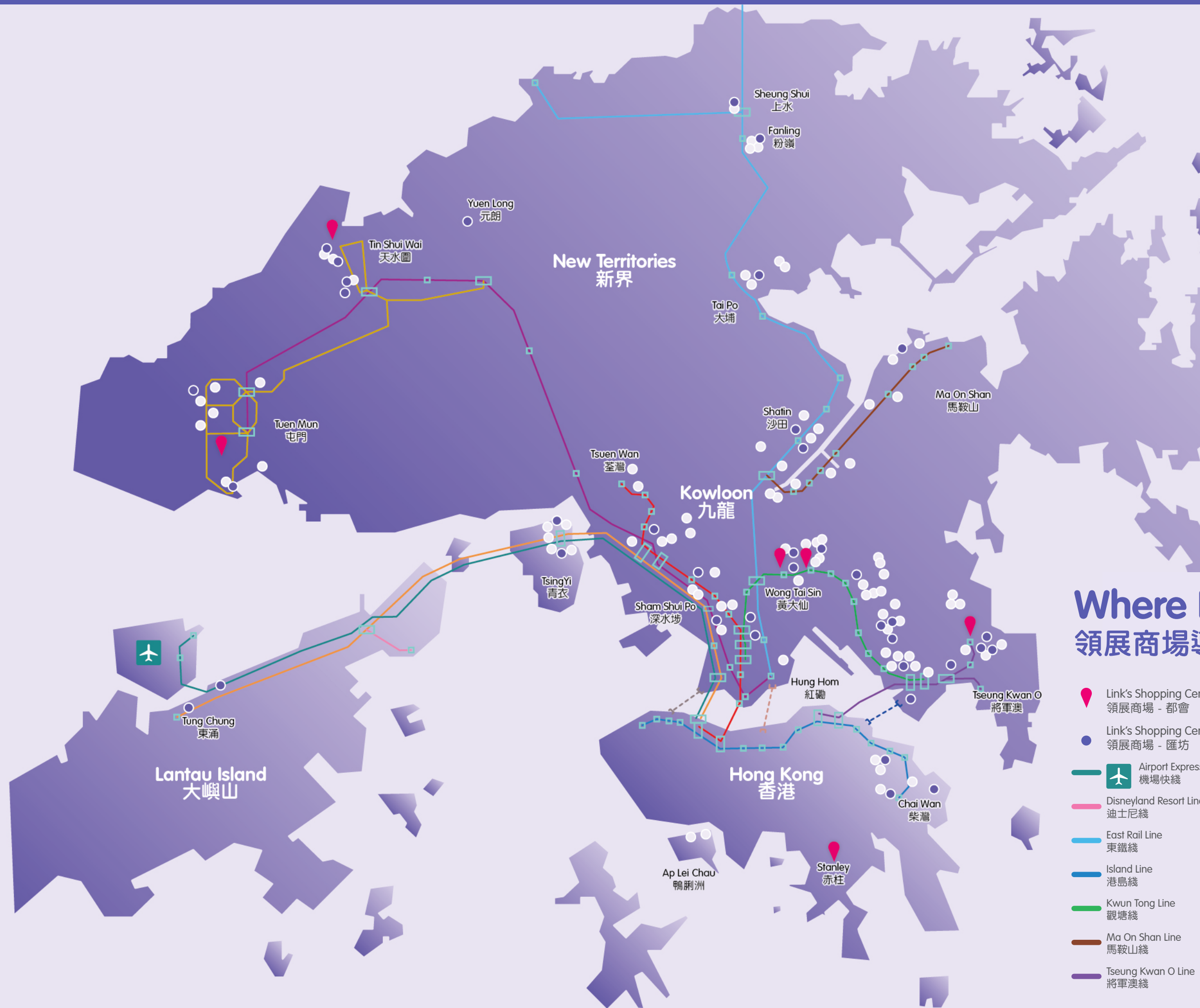
\*The above data was being collected during the period from June 2015 to May 2016.  
\*以上資料為2015年6月至2016年5月的數據。

All information and data in this leaflet are provided for reference only. All figures expressed herein are based on information available as of the date hereof and are subject to change without notice.  
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# Where Link is 領展商場導航



## Where Link is (Refer to the next page) 領展商場導航 (見後頁附圖)

- Link's Shopping Centres - Destination  
領展商場 - 都會
- Link's Shopping Centres - Community  
領展商場 - 匯坊
- Link's Shopping Centres - Neighbourhood  
領展商場 - 鄰里
- Airport Express  
機場快綫
- Disneyland Resort Line  
迪士尼綫
- East Rail Line  
東鐵綫
- Island Line  
港島綫
- Kwun Tong Line  
觀塘綫
- Ma On Shan Line  
馬鞍山綫
- Tseung Kwan O Line  
將軍澳綫
- Tsuen Wan Line  
荃灣綫
- Tung Chung Line  
東涌綫
- West Rail Line  
西鐵綫
- Light Rail  
輕鐵
- Cross-Harbour Tunnel  
海底隧道
- Eastern Harbour Crossing  
東區海底隧道
- Western Harbour Crossing  
西區海底隧道



# Where Link is

## 領展商場導航

Destination 都會 (6 nos.)	
Property	
1	Chung Fu Plaza 頌富廣場
2	H.A.N.D.S
3	Hau Tak Shopping Centre 厚德商場
4	Lok Fu Plaza 樂富廣場
5	Stanley Plaza 赤柱廣場
6	Temple Mall 黃大仙中心
Community 匯坊 (38 nos.)	
1	Butterfly Plaza 蝴蝶廣場
2	Cheung Fat Plaza 長發廣場
3	Choi Ming Shopping Centre 彩明商場
4	Choi Wan Commercial Complex 彩雲商場
5	Choi Yuen Plaza 彩園廣場
6	Chuk Yuen Plaza 竹園廣場
7	Chung On Shopping Centre 頌安商場
8	Fu Tung Plaza 富東廣場
9	Hing Wah Plaza 興華廣場
10	Ho Man Tin Plaza 何文田廣場
11	Hoi Fu Shopping Centre 海富商場
12	Kai Tin Shopping Centre 啟田商場
13	Kwai Fong Plaza 葵芳廣場
14	Lei Yue Mun Plaza 鯉魚門廣場
15	Leung King Plaza 良景廣場
16	Lions Rise Mall 現崇山商場
17	Long Ping Commercial Centre 朗屏商場
18	Maritime Bay Shopping Mall 海悅豪園
19	Nan Fung Plaza 南豐廣場
20	Oi Man Plaza 愛民廣場
21	Oi Tung Shopping Centre 愛東商場
22	Po Tat Shopping Centre 寶達商場
23	Sau Mau Ping Shopping Centre 秀茂坪商場
24	Sha Kok Commercial Centre 沙角商場
25	Sheung Tak Plaza 尚德廣場
26	Siu Sai Wan Plaza 小西灣廣場
27	Tai Wo Plaza 太和廣場
28	Tak Tin Plaza 德田廣場
29	Tin Chak Shopping Centre 天澤商場
30	Tin Shing Shopping Centre 天盛商場
31	Tin Shui Shopping Centre 天瑞商場
32	Tin Yiu Plaza 天耀廣場
33	Tsing Yi Shopping Centre 青衣商場
34	Tsz Wan Shan Shopping Centre 慈雲山中心
35	Un Chau Shopping Centre 元州商場
36	Wah Sum Shopping Centre 華心商場
37	Wo Che Plaza 禾輦廣場
38	Yat Tung Shopping Centre 逸東商場

Neighbourhood 鄰里 (86 nos.)		
Property		Property
1	Ap Lei Chau Estate Retail and Car Park 鴨脷洲邨-商舖及停車場	44 On Yam Shopping Centre 安蔭商場
2	Cheung Hang Shopping Centre 長亨商場	45 Ping Tin Shopping Centre 平田商場
3	Cheung Hong Commercial Centre 長康商場	46 Po Hei Court Commercial Centre 寶熙苑商場
4	Cheung On Estate Retail and Car Park 長安邨-商舖及停車場	47 Po Lam Shopping Centre 寶林商場
5	Cheung Wah Shopping Centre 祥華商場	48 Sam Shing Commercial Centre 三聖商場
6	Cheung Wang Estate Retail and Car Park 長宏邨-商舖及停車場	49 Sau Mau Ping (III) Estate Retail and Car Park 秀茂坪邨三期-商舖與停車場
7	Ching Wah Court Retail and Car Park 青華苑-商舖及停車場	50 Shan King Commercial Centre 山景商場
8	Chun Shek Shopping Centre 秦石商場	51 Shek Lei Shopping Centre Phase I 石籬商場一期
9	Fortune Shopping Centre 幸福商場	52 Shek Lei Shopping Centre Phase II 石籬商場二期
10	Fu Cheong Shopping Centre 富昌商場	53 Shek Wai Kok Commercial Centre 石圍角商場
11	Fu Heng Shopping Centre 富亨商場	54 Shun Lee Commercial Centre 順利商場
12	Fu Shin Shopping Centre 富善商場	55 Shun On Commercial Centre 順安商場
13	Fu Tai Shopping Centre 富泰商場	56 Shun Tin Estate Retail and Car Park 順天邨-商舖與停車場
14	Fung Tak Shopping Centre 鳳德商場	57 Siu Hei Commercial Centre 兆禧苑商場
15	Heng On Commercial Centre 恆安商場	58 Sui Wo Court Commercial Centre 穗禾苑商場
16	Hin Keng Shopping Centre 顯徑商場	59 Sun Chui Shopping Centre 新翠商場
17	Hing Tung Shopping Centre 興東商場	60 Sun Tin Wai Commercial Centre 新田圍商場
18	Hiu Lai Shopping Centre 曉麗商場	61 Tai Hing Commercial Centre 大興商場
19	Hong Pak Court Retail and Car Park 康栢苑-商舖與停車場	62 Tai Ping Estate Retail and Car Park 太平邨-商舖與停車場
20	Hong Shui Court Retail and Car Park 康瑞苑-商舖與停車場	63 Tai Wo Hau Commercial Centre 大窩口商場
21	Hong Yat Court Retail and Car Park 康逸苑-商舖與停車場	64 Tai Yuen Commercial Centre 大元商場
22	Hung Hom Estate Retail and Car Park 紅磡邨-商舖與停車場	65 Tin Tsz Shopping Centre 天慈商場
23	Kai Yip Commercial Centre 啟業商場	66 Tin Wah Estate Retail and Car Park 天華邨-商舖與停車場
24	Kam Tai Shopping Centre 錦泰商場	67 Tin Wang Court Retail and Car Park 天宏苑-商舖與停車場
25	Kin Sang Shopping Centre 建生商場	68 Tin Yat Estate Retail and Car Park 天逸邨-商舖與停車場
26	King Lam Shopping Centre 景林商場	69 Tong Ming Court Retail and Car Park 唐明苑-商舖與停車場
27	Ko Chun Court Retail and Car Park 高俊苑-商舖與停車場	70 Tsui Ping North Shopping Circuit 翠屏 (北) 商場
28	Ko Yee Estate Retail and Car Park 高怡邨-商舖與停車場	71 Tsui Ping South Car Park 翠屏 (南) 邨停車場
29	Kwai Shing East Shopping Centre 葵盛東商場	72 Tsui Wan Estate Retail and Car Park 翠灣邨-商舖與停車場
30	Kwong Fuk Commercial Centre 廣福商場	73 Tsz Ching Shopping Centre I & II 慈正邨商場 (一期) 及 (二期)
31	Kwong Yuen Shopping Centre 廣源商場	74 Tsz Oi Court Retail and Car Park 慈愛苑-商舖與停車場
32	Lai Kok Shopping Centre 麗閣商場	75 Tung Tau Estate Retail and Car Park 東頭邨-商舖與停車場
33	Lee On Shopping Centre 利安商場	76 Wah Ming Shopping Centre 華明商場
34	Lei Cheng Uk Shopping Centre 李鄭屋商場	77 Wan Tsui Commercial Complex 環翠商場
35	Lei Tung Commercial Centre 利東商場	78 Wang Tau Hom (Wang Fai Centre) 橫頭磡 (宏輝中心)
36	Lek Yuen Plaza 瀝源廣場	79 Wo Ming Court Retail and Car Park 和明苑-商舖與停車場
37	Lok Nga Court Retail and Car Park 樂雅苑-商舖與停車場	80 Yan Ming Court Retail and Car Park 欣明苑-商舖與停車場
38	Lok Wah (South) Estate Retail and Car Park 樂華南邨-商舖與停車場	81 Yin Lai Court Shopping Centre 賢麗苑購物中心
39	Lok Wah Commercial Centre 樂華商場	82 Ying Fuk Court Retail and Car Park 盈福苑-商舖與停車場
40	Lung Hang Commercial Centre 隆亨商場	83 Yiu On Shopping Centre 耀安商場
41	Mei Lam Commercial Centre 美林商場	84 Yiu Tung Shopping Centre 耀東商場
42	Ming Tak Shopping Centre 明德商場	85 Yu Chui Court Shopping Centre 愉翠商場
43	Nam Cheong Estate Retail and Car Park 南昌邨-商舖與停車場	86 Yung Shing Shopping Centre 雍盛商場





Link Real Estate Investment Trust  
領展房地產投資信託基金

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