



## Appendix 1

### **Lamborghini HK x The Link x CowParade at Stanley Plaza 2013 Programme Details**

#### **1) Lamborghini HK x The Link x CowParade at Stanley Plaza 2013 Exhibition**

Date: 28 April to 19 May, 2013

Detail:

- 5 life-sized cow sculptures designed by superstar Aaron Kwok; Mankey, Japanese designer from the fashion label A Bathing Ape; Italian floral artist Emilio Robba; Billy the Artist, a contemporary artist from New York; and Lamborghini HK Team, based on the value of Automobili Lamborghini - Extreme, Italian, Uncompromising will be displayed. Each creation will be matched to a Lamborghini with the same design pattern (display of wrapped Lamborghinis only at weekends).
- A collection of 6" cow figurines designed by 50 socialites, renowned local and emerging designers, fashion icons and design students from the local community will also be displayed.

#### **2) Online Charity Auction**

Date: 28 April to 19 May, 2013

Website: [www.stanleyplaza.com](http://www.stanleyplaza.com)

Detail:

- All are welcome to bid for the 150 pieces of limited edition 6" cow figurines on the official website. All cow figurines will go to their highest bidders.
- 50 pieces of specially designed 6" cow figurines while the other 100 pieces of "6" Lamborghini Limited Edition Cows" collectables are replicas of the life-sized cows designed by Lamborghini HK Team.

#### **3) Kick-off Ceremony**

Date: 27 April 2013

- i) Lamborghini Super Sports Car Parade on Hong Kong Island

Time: 9:30 – 11:30 a.m.

Detail: Taking their start from Central, the financial centre of Hong Kong, a line-up of over 30 Lamborghini super sports cars together with the life-sized cow sculpture designed by Marco Gorini and Gianna Farina will parade through major roads on Hong Kong Island and head to Stanley Plaza for display in the Kick-off Ceremony.

ii) Kick-off Ceremony and Charity Auction

Time: 1:15 p.m.

Venue: Stanley Plaza Amphitheatre

Detail: 5 life-sized cow sculptures will be put up for a charity auction on site. The auction will be hosted by professionals from Poly Auction Hong Kong.

iii) Charity Photo-taking Session

Time: 1:00 – 4:00 p.m.

Venue: Stanley Plaza Amphitheatre

Detail: Visitors get a chance to take a photo of them sitting in a Lamborghini super sports car upon a designated amount of donation or more.

## Appendix 2

### **Co-organizers details**

#### **About The Link REIT and The Link Management Limited**

The Link Real Estate Investment Trust (Hong Kong stock code: 823), managed by The Link Management Limited, is the first real estate investment trust listed in Hong Kong, and currently Asia's largest REIT and one of the world's largest retail REITs in terms of market capitalisation. It is wholly owned by private and institutional investors. The Link REIT's portfolio consists of properties with an internal floor area of approximately 11 million square feet of retail space and approximately 80,000 car park spaces. The portfolio's retail facilities, located on the doorstep of over 40% of Hong Kong's households, primarily serve the daily needs of people in Hong Kong.

#### **About Stanley Plaza**

Stanley Plaza, a flagship property of The Link REIT, is an iconic, family-oriented lifestyle retail property in the scenic Stanley area of Southern District. Twenty-min drive from Central, it is easily accessible by car and public transport. The property has an internal floor area of over 100,000 sq ft, and boasts over 45 retail and F&B outlets, an open-air Piazza and the historic Murray House, as well as over 400 parking spaces. Stanley Plaza was voted "The Best Sightseeing Shopping Centre" in 2012, affirming the property's position as a popular destination for tourists and locals alike.

#### **About Automobili Lamborghini S.p.A.**

Founded in 1963, Automobili Lamborghini is headquartered in Sant'Agata Bolognese, in Northeastern Italy, where it manufactures some of the world's most coveted super sports cars. With the introduction of the Aventador LP 700-4 in 2011 and the debut of the Urus concept SUV at the Beijing International Automobile Exhibition in 2012, Lamborghini has established yet another landmark in the history of luxury super sports cars. And with more than 120 dealerships worldwide, Automobili Lamborghini has successfully created an uninterrupted series of extreme, exclusive super sports cars that include the 350 GT, Miura, Espada, Countach, Diablo, Murciélago, Reventón Coupé, Reventón Roadster, Gallardo LP 560-4 Coupé and Spyder, and the Gallardo LP 570-4 Superleggera and the open-top LP 570-4 Spyder Performante.

#### **About CowParade**

The first CowParade took place in 1998 in Switzerland, when a local sculptor created 3 life-sized fiberglass sculptures of cows of different shapes and invited artists to unleash their creativity on the cows. Each cow is unique and displayed at major attractions for public appreciation. The exhibit was followed by an auction of which all proceeds were donated to local charity organisations. Over the last decade, CowParade have been staged in major cities in Europe and the U.S., and set foot in Tokyo and Taiwan in Asia. Ten thousands of cows have been created, contributing to donations that worth millions of US dollar. For more detail, please visit the official website of CowParade: [www.cowparade.com](http://www.cowparade.com)

## Appendix 3

### **Beneficiary Parties**

#### **Heifer Hong Kong**

Heifer International is a nonprofit organization established in 1944 in the U.S., dedicated to ending world hunger by providing animals and training to help impoverished families around the globe become self-reliant. Heifer International Hong Kong was founded in 2000 with the aim of supporting Heifer's program in Mainland China. Recipient families promise to “pass on the gift” by sharing one or more of their livestock's offspring, skills and knowledge to other families in need, and the whole community will benefit in the end.

#### **Giving Love**

Giving Love was founded in 2011 in Hong Kong ([www.givinglove.hk](http://www.givinglove.hk)). It aims to contribute their love and care to the elderly and needy in Hong Kong via family visits, food distribution and caring projects. For the past three years, Giving Love has reached over 50,000 people through their weekly activities. It has also expanded its scope of services with the sponsorship from entrepreneurs and support from over 100 volunteers.