

News Release

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For immediate release

Hongkong Land HOME FUND hits milestone of supporting 500,000 people across Asia

HONG KONG, 20 November 2024 – Established in November 2020 by Hongkong Land, Hongkong Land HOME FUND is proud to announce that 500,000 people have benefited from its charitable initiatives and support, designed to help the next generation and enhance social inclusion in Hong Kong, the Chinese mainland and Southeast Asia.

On its fourth anniversary, Hongkong Land HOME FUND has demonstrated tangible impact from November 2020 to the present day, focusing on advancing the upward mobility of youth and addressing social issues related to housing challenges:

- Hongkong Land HOME FUND's philanthropic programmes benefitted 500,000 people in need
- Hongkong Land HERE2HELP volunteers contributed 40,000 hours in 630 social inclusion volunteering programmes
- 17 grant-making projects were specifically crafted to assist young people between the ages of 6 and 29 years old; 10 grants were designed to solve issues relating to housing challenges.

Hongkong Land HOME FUND supports the younger generation not only through economic contributions but also by offering professional expertise and valuable partnerships with NGOs. This includes mentorship programme, career and skills training, counselling, community investment initiatives, and volunteer services that empower youth and foster community development.

Mr Michael Smith, Chief Executive of Hongkong Land, said: "At Hongkong Land, we think in generations. That's true of our buildings, and equally true in how we serve the communities around where we operate. We are proud to have reached this milestone of supporting half a million people through Hongkong Land HOME FUND – but there is always more to do as the social needs evolve.

"The challenges faced by young people are multifaceted, which is why our team actively engages in the entire support process, from issue identification to solution development, collaborating closely with partners to bring various initiatives to fruition. Moving forward, we will continue to leverage our expertise to further support the community."

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Continuing to unite communities for charitable causes over the festive season

Coinciding with the fourth anniversary of Hongkong Land HOME FUND, a new experiential festive fundraising event opens today until 1 January 2025 at LANDMARK ATRIUM to celebrate the season and raise vital funds for charity partners.

"Wrap It Up! A Christmas Atelier at LANDMARK" will convert LANDMARK ATRIUM into a charming wonderland filled with festive ribbons. This event marks the debut large-scale curation in Asia by Sarah Andelman, a well-known fashion figure. Sarah, founder of Colette, a stylish Parisian concept store, also brought together individuals from diverse fields.

The net proceeds from ticket sales for "Wrap It Up! A Christmas Atelier at LANDMARK," as well as earnings from the Charity Sales, Cake Shop, and Christmas charity booths, will benefit Hongkong Land HOME FUND's supported charities. These include Caritas, Hong Kong Christian Service, Light Be, and Make-A-Wish Hong Kong, aiding their efforts to assist young people and underprivileged children in Hong Kong.

Building on the success of last year's newly launched campaign, "Christmas Trees of Hope," Hongkong Land HOME FUND has once again invited tenants and partners to support Hong Kong's community by sponsoring Christmas trees across the Central Portfolio. This year, the donation opportunity has also extended to LANDMARK's pedestrian bridges, where donors have also donated to adorn the bridges, fostering a warm and cheerful ambiance across Hongkong Land's Central portfolio.

Photo Caption:

Hongkong Land HOME FUND's beneficiary charities for this Christmas season attended the opening ceremony of "Wrap It Up! A Christmas Atelier at LANDMARK." The representatives (from left to right) included Ms. Anita Lai, Director, Make-A-Wish Hong Kong; Mr. Charlie Chan, Service Head of Youth and Community Service, Caritas Hong Kong; Mr. Alexander Li, Director and Head of Retail, Hong Kong & Macau, Hongkong Land Limited; Ms. Yvonne Chak, Director, Hong Kong Christian Service; and Mr. Ricky Yu, Founder & CEO, Light Be.

Notes to editor
Highlights from Hongkong Land HOME FUND over the past four years

Launch Year	NGO Partners	Projects' names	Description
2024	SideBySide	Impact Fund for Future	This project offers a study fund up to HK\$50,000 per person, giving immediate assistance to apply for practical courses, and equipping them to excel in the job market. When beneficiaries repay their study fund loans in the future, the fund will continue to operate on a revolving basis to support more students in need.
2024	Hong Kong Federation of Youth Group	WL Residence Renovation Project	Improved renovation work at WL Residence, a short-term housing facility for youth, to enhance living conditions and support young residents in their career development journeys.
2023	The Chinese YMCA of Hong Kong	Empowering Youth to Fly	The two-year "Empowering Youth to Fly" programme is to provide support services for over 2,000 grassroots students and their families in the West Kowloon district, in the areas of academics, physical and mental health, personal development and caregiving.
2023	Caritas Hong Kong	Our Common Home – Extended Living Space for Tsuen Wan Sub-divided Units Residents	Revitalised the fourth floor of Tsuen Wan Market, the space has been renovated into a community hub, providing services to 3,000 sub-divided units residents from 900 families.
2023	Light Be	Youth Light Home	The "Youth Light Home" provides transitional housing for young people and assists them in developing their careers and financial resilience.
2022	JCDISI of The Hong Kong Polytechnic University	Furniture for Our Future	Through this programme, 2,000 sets of ergonomically designed furniture were produced and delivered to families in need to enhance the learning development of children living in sub-divided units.

Launch Year	NGO Partners	Projects' names	Description
2022	The Hong Kong Council of Social Service	Project Futuremark	This two-year programme supported 1,000 young people living in subdivided units by offering a series of learning workshops focused on education, social connections, family relations, healthy living, and employment experience.
2022	Hong Kong Christian Service	"BLGO" Hidden Youth Career and Life Development Service	This project helped identify high-risk social withdrawal youths in the schools and provided them with early intervention service. Social workers also reached out to hidden youths in the community, providing needed support to rebuild their connection with society, and unleash their potential.
2021	SideBySide	Career & Life Planning Project for Ethnically Diverse Youth - Key to Success	Partnering with SideBySide, the project has been designed for young people with ethnically diverse backgrounds, and offers Chinese language courses, career coaching and workshops.

Hongkong Land

Hongkong Land is a major listed property investment, management and development group. Founded in 1889, it is a market leader in the development of experience-led city centres that unlock value for generations by combining innovation, placemaking, exceptional hospitality and sustainability.

The Group focuses on developing, owning and managing ultra-premium mixed-use real estate in Asian gateway cities, featuring Grade A office, luxury retail, residential and hospitality products. Its mixed-use real estate footprint spans more than 850,000 sq. m., with flagship projects in Hong Kong, Singapore and Shanghai. Its properties hold industry leading green building certifications and attract the world's foremost companies and luxury brands.

The Group's Hong Kong Central portfolio represents some 450,000 sq. m. of prime property. LANDMARK, the luxury shopping destination of the Hong Kong Central portfolio, is undergoing a three-year, US\$1 billion expansion and upgrade, which aims to reinforce the portfolio as a world-class destination for luxury, retail, lifestyle and business.

The Group has a further 165,000 sq. m. of prestigious office space in Singapore mainly held through joint ventures and five retail centres on the Chinese mainland, including a luxury retail centre at Wangfujing in Beijing.

In Shanghai, the Group owns a 43% interest in a 1.1 million sq. m. mixed-use project in West Bund. Due to complete in 2028, it will comprise Grade A offices, luxury and retail space, high end waterfront residential apartments, hotels and convention and cultural facilities. Alongside LANDMARK, it forms part of the Group's CENTRAL Series of globally recognised destinations for luxury and lifestyle experiences.

Hongkong Land Holdings Limited is incorporated in Bermuda and has a primary listing on the London Stock Exchange, with secondary listings in Bermuda and Singapore. Hongkong Land is a member of the Jardine Matheson Group.

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