

Business Overview and the Swire Properties Philosophy

Our core business activities involve the planning, design, construction, sale, letting and management of commercial and residential properties. Our portfolio consists of:

Investment Properties. These include principally quality office and retail premises, serviced apartments and other residential accommodation. We have an extensive portfolio of such properties and we currently manage over 12 million square feet of office and retail premises.

Trading Properties. These are primarily residential premises developed for sale, but still managed by (or for) us. Over the years, we have developed and sold some 30,000 residential units.

Our business activities and the associated environmental, health & safety issues are shown in the EHS Aspects diagrams in the sections Developing Properties and Managing Properties respectively.

Our Philosophy - Building Communities

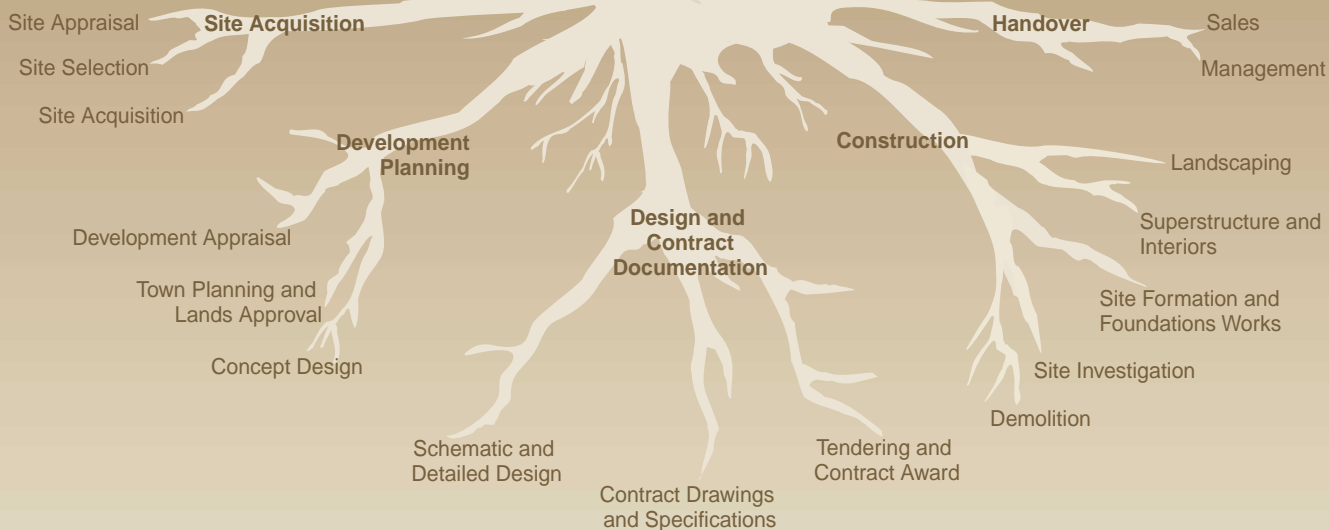
City planning and property development has a profound effect on both the quality of life of local residents and the productivity of the city. This is determined through its effects on traffic congestion, impacts on the environment, and the effects of growth and change on the community. Well planned and executed property development can be an effective tool to stimulate economic growth and to revitalise urban/suburban areas. It is fundamental to Hong Kong's sustainable development.

Swire Properties' philosophy is based on contributing positively to society and the concept of 'building communities' not just buildings. Our strategy is to carefully plan our core developments at principal mass transit railway intersections. Our shopping centres, office towers and residential estates add to existing transport hubs, helping to create genuine communities. In this way, we are able to reduce congestion and associated pollution, maximise convenience and contribute to the effective and efficient functioning of Hong Kong.



This map shows the geographic locations of our major investment properties and the major mass transit railway lines in Hong Kong.

Our Activities in Managing Properties



Our Activities in Developing Properties