

Vision and Commitment

OUR APPROACH – BUILDING COMMUNITIES

As a company growing with Hong Kong, we emphasise on building communities. Through the years, we have consistently applied principles that not only provide quality living environments to benefit the local community, but also bring out and respect community characteristics. Taikoo Shing, Cityplaza and TaiKoo Place, together as the Island East complex, now form a living centre with its own heartbeat and character.

From a sustainability point of view, we have also focused on developing on core mass transport nodes to enhance the

economic and community vibrancy of the area, and to provide urban living concepts reachable by public transport; Festival Walk and Pacific Place are well-received examples.

Social and environmental responsibility has long been a fundamental part of our business culture. This is reflected in our development proposals for the Harbour and Kai Tak area, as well as our new construction projects and current properties.

BUSINESS PROFILE, EHS GOVERNANCE AND DISCLOSURE

i For more information on our profile, locations and EHS Policies, visit www.swireproperties.com.



Our key business activities are shown on page 5 of EHS Report 2003.

In 2004,

Property Management - Managing a total gross floor area of approximately 12.6M sq.ft. under our commercial portfolio (e.g. office towers and shopping malls), and an additional residential portfolio of over 15 properties.

Property Development - Developing a total site area of approximately 150k sq.ft. of three major sites in Hong Kong and approximately 530k sq.ft. of one site in Guangzhou, Mainland China.