

## a new way of living and working

The New World Group has been active in the Mainland China property market since the early 1980s. New World China Land is helping to transform the nation and its people by offering a wide variety of property projects, encompassing residential communities, hotels, offices, shopping malls and resorts.

We have always dedicated ourselves to delivering the highest quality developments. The Company is bringing new definitions of style and comfort, unprecedented levels of service and convenience. Together, these are creating distinctive environments for families or business. We stand for a whole new way of living and working.

### **A truly national developer**

Our property portfolio spans the nation. By maintaining this broad geographic presence in Mainland China, we seek to play a key role in fulfilling the nation's property needs.

### **Global expertise**

Our professional management team from Mainland China and from overseas brings together diverse skills and expertise. We blend best international practice with home-grown vision and talent to deliver unrivalled results.

### **Serving the community**

As we invest in a region, we recognise we have a responsibility as a good corporate citizen. We are dedicated to improving the lives of the local communities in which we operate.

### **30-year blue-chip heritage**

Through our parent New World Development, a reputable and international conglomerate, we draw upon three decades of property investment experience, along with well-developed business networks and deep resources.

### **Best in class**

Quality is at the heart of everything we do. Across the entire spectrum of our diverse property portfolio, we have demonstrated our dedication to product and service excellence for our customers.

### **Turning dreams into reality**

We do more than build properties. We are helping a new generation aspire to a new way of living. Above all, we are leading Chinese to a new way of achieving their dreams.