

Hysan's year-round marketing programme aims to enhance the attractiveness of our retail portfolio for our long-term growth as well as that of our

tenants.

In the light of the many existing food and lifestyle outlets in our portfolio, a special promotional activity called "Culinary Journey on Hysan Avenue" was launched.

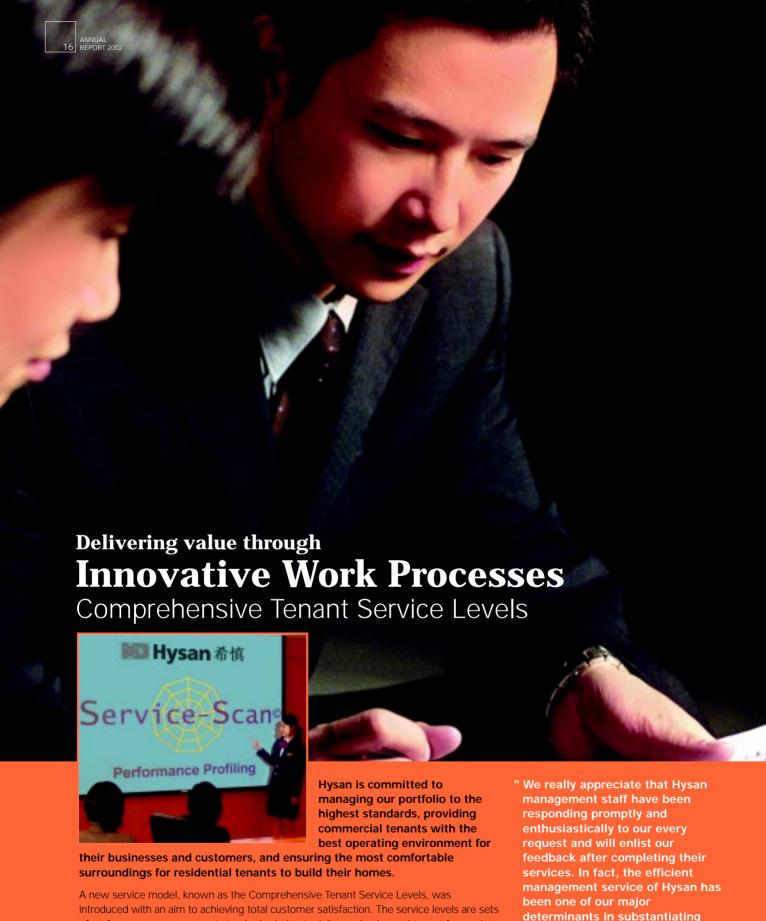
This seasonal event stretched over the summer months of July and August. Activities covered the whole range of culinary activities: including table and social etiquette, table-setting, cooking demonstrations, wine and caviar tasting, floral arrangements and ballroom dancing.

"The response to the joint-promotion of culinary classes at our restaurant last summer was encouraging and fruitful. The idea was avant-garde, interesting and practical, making use of tenant expertise to capture the attention and interest of our guests in western food, wine and table etiquette.

We look forward to exploring new promotional ideas with Hysan."

COVA Caffé-Ristorante





handling tenant requests and managing hand-over of properties to tenants. The new system provides clear and specific targets. Staff will know precisely the level of service

standards expected by Hysan in better servicing our tenants.

of performance measurement standards aiming to deliver cohesive and tenant-focused services while improving service performance and enhancing operational efficiency.

The service levels cover services such as cleaning, maintenance and security as well as

Yahoo! Holdings (Hong Kong) Ltd



A key component of our strategy is to develop strong relationships with tenants. We interact closely with our tenants to ensure that we anticipate and meet their needs.

Willis China (Hong Kong), an international insurance brokerage company, was considering a possible expansion in Hong Kong when its lease of our property expired in mid-2002. Hysan offered a solution to Willis so as to minimise any mismatch of timing by way of a special short-term lease. While the short-term lease was still subsisting, Willis finalised its plans for an expansion in Hong Kong with a 60% rise in space needs. Again, Hysan offered a solution to swap the unexpired shortterm lease with a new lease for the desired expanded space in The Lee Gardens. In this way, the tenant's expansion needs are immediately satisfied.

Flexible Solutions
Office leasing

what is a mismatch of timing for corporate decisions for us. After scouting around all office premises in the territory, we finally decide Hysan is our preferred choice for office accommodation."

Hysan delivered a flexible solution to

Willis China (Hong Kong)