

Delivering value through Partnership Approach

"Culinary Journey on Hysan Avenue"

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

Delivering value through **Innovative Work Processes** Comprehensive Tenant Service Levels



their businesses and customers, and ensuring the most comfortable surroundings for residential tenants to build their homes.

A new service model, known as the Comprehensive Tenant Service Levels, was introduced with an aim to achieving total customer satisfaction. The service levels are sets 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 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.

Hysan is committed to managing our portfolio to the highest standards, providing commercial tenants with the best operating environment for

" We really appreciate that Hysan management staff have been responding promptly and enthusiastically to our every request and will enlist our feedback after completing their services. In fact, the efficient management service of Hysan has been one of our major determinants in substantiating our recent decision of tenancy renewal."

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 short-term 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.

Delivering value through
Flexible Solutions
Office leasing



" Hysan delivered a flexible solution to 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."

Willis China (Hong Kong)