

PROVIDING QUALITY PRODUCTS AND SERVICES



OUR GUIDING PRINCIPLES

Our aim is to make Hysan the preferred landlord by providing the best environment for all our tenants to do their business.

To ensure the provision of quality space and facilities, the Group has in place an asset enhancement programme that continually improves the standard of its offerings through selective physical improvements, renovation, repositioning and redevelopment. We endeavour to continually improve our service performance by carefully determining what customers want and being consistent and creative in meeting their needs.

FOCUS IN 2005

In January 2006, as part of our ongoing asset enhancement programme, the Group announced that it will spend some HK\$1.2 billion to redevelop Hennessy Centre. The redevelopment project, with more than 700,000 square feet of retail and office space, is destined to become the landmark in Causeway Bay. The project, to commence in late 2006 until the end of 2009, aims at further rejuvenating the surrounding areas and the entire Causeway Bay district to reinforce its position as a shoppers' paradise and prime commercial district in Hong Kong.

On the services side, there is an ongoing quest for service excellence, and measuring tenants' satisfaction levels is a major first step for ongoing service improvements. The Satisfaction Management System (SMS) was developed in collaboration with The University of Hong Kong in 2004 with this service improvement objective in mind. The system, which was the proud winner of the 2005 Best Practice Award in Customer Relationship Management, included a main survey of all tenants every three years. This was conducted in May 2004 in the form of one-on-one interviews.

A telephone opinion poll of a smaller group of tenants was also conducted in May 2005 to track satisfaction level. Findings indicated that over 97% of the surveyed tenants were satisfied with the overall property management services rendered by Hysan, however certain areas in customer service and facilities provision have been identified as needing improvement.

Providing the best environment for our tenants also meant that we stay alert of current affairs and risks and prepared ourselves to cope with situations which might affect our business and that of our tenants'.

In preparing for the possible onslaught of Avian Flu, Hysan devised a comprehensive contingency plan which detailed the procedures the Group would take in different scenarios. Recognising the need to work closely with our tenants, suppliers and other stakeholders, a communications programme is in place as an important component of our contingency planning.

WHAT TO DO MORE

In 2006, we shall continue to strive for operational excellence by proactively managing and leasing our properties. We shall review individual buildings performance and enhance asset value by physical improvements and other initiatives as opportune. On the services side, ongoing upgrades of service standards will be achieved through regular staff training, and tenant survey and associated improvement efforts.

Strategically, we recognise that competition with other landlords has to be met not only in terms of enhancing our products, but also in the context of competing districts and localities. We are working to develop initiatives to further strengthen the identity of our hub.

