



## MISSION STATEMENT

Shui On Land is committed to the same corporate philosophy as the Shui On Group. Its five core values are:

**PROFIT:** We believe that all our shareholders regard profitability as a prime measure of corporate success and the source of future growth.

**CUSTOMERS:** We strive to provide the best service and products at competitive prices to build customer loyalty and long-term value.

**OUR PEOPLE:** We work to ensure that our people are highly competent, motivated, and well rewarded.

**MANAGEMENT PHILOSOPHY:** Our management approach is consultative, open and participative, and actively encourages and rewards merit and team effort.

**CORPORATE CULTURE:** Our corporate culture is founded on integrity, respect, enjoyment, and the quest for excellence in everything we do.



Our  
**UNIQUE &  
COMPELLING**  
business model...

... is behind all of Shui On Land's projects. They are characterised by our trademark approach to master planning and transform neighbourhoods to align with the cities' development plans. We seek to embrace local heritage properties, establish new landmarks, and partner in creating vibrant and integrated communities.





# A STRONG FOOTPRINT

in key cities...

... is a hallmark of our projects that are all situated in prime locations within the key cities of Shanghai, Chongqing, Wuhan and Hangzhou. All of these thriving metropolises enjoy high GDP growth.



We bring

# A PREMIER BRAND NAME

in the Chinese Mainland's real estate development

... to the cities with which we partner. Shui On Land has a respected brand that is synonymous with high quality, innovation and excellence, and a lasting commitment that drives premium pricing for our projects.