



OPPORTUNE STRATEGY TIMELY MOVES

Chinese chess is the quintessence of Chinese culture, a classic and popular game that dates back thousands of years. In order to win, the participants have to be not only strategic and visionary in their thinking, but also to make timely decisions that are appropriate for every moment in the game, matching each step of the competition with the right defensive or attacking move.

We at Shui On Land believe that our business plan reflects the ageless traditions of Chinese chess. Our chessboard is China, where through our **prudence** we became a pioneer property developer. The **timely** nature of our moves is another strand of our strategy, enabling us to match all our plans with the movements of the market. Our success is also due to our holistic **master-planning**, since we strive to expertly transform the city and district locations that we choose and we bring the “Live - Work - Play” concept to both the city location and to our customers.

Our **readiness** lies in our visionary, experienced leadership and the team spirit of our management and employees. These core strengths allow Shui On Land to seek out new strategic partners, to carefully structure our organisation, to fulfil our responsibilities towards society and the environment, and to develop the highest standards of corporate governance.