

# Corporate Profile

## 公司簡介

**Hang Lung Properties** is one of Hong Kong's most respected names in property development and investment. Its diverse portfolio consists of high-grade properties that are conveniently located and easily accessible along Hong Kong's major transportation routes.

The key components of Hang Lung's business philosophy and culture are summed up by the company's four core values: integrity, loyalty, authority and simplicity. Hang Lung is a family owned, independently run company managed by a team of top executives. It has the in-depth industry knowledge and streamlined structure to ensure quick, decisive action based on years of professional property experience.

Looking forward, Hang Lung Properties will maintain its leadership position in Hong Kong's dynamic property market, while exploring the diverse business potential that exists in cities throughout Mainland China.

**恒隆地產** 是香港最受推崇的物業發展及投資公司之一。本公司擁有一個多元化優質物業組合。旗下物業分佈於香港之交通要塞，均享有地利之便。

本公司之四大核心價值為：誠信、忠貞、權操及昭明，彼等概括恒隆之業務哲學和公司文化。由一群卓越行政人員管理的恒隆，是家族擁有、營運自主的公司。多年來，恒隆在地產市場累積深厚經驗和專業知識，並建立了一個靈活運作架構，故能採取敏銳果斷的行動。

展望未來，恒隆地產將確保其在活力澎湃的香港地產市場保持領導地位，並在充滿業務機會的中國內地城市搜尋良機。