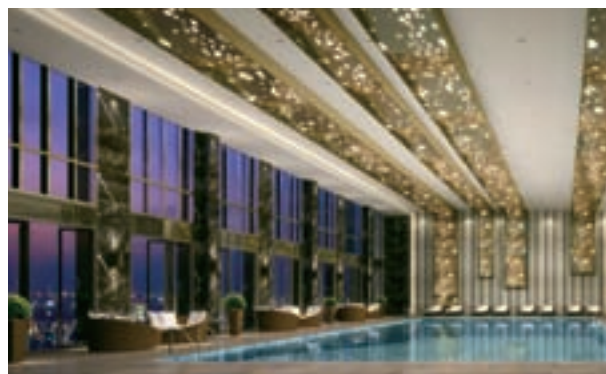


INNOVATIVE PROPERTY DEVELOPER IN CHINA



A PIONEER IN CUSTOMISATION TO FULFILL CUSTOMERS' NEEDS

Shui On Land is one of China's most visionary and innovative property developers. To meet the rapid growth of housing demand and of our customer's changing needs, we are accelerating the completion of our projects while focusing on our core value of innovation by introducing both customisation and standardisation.

The structure of social and family life has undergone significant changes in recent years and the needs and lifestyles of our customers have also changed. To cater to these individual preferences, we have pioneered the customisation of floor plans and materials, allowing customers to choose their own designs. We have also introduced the standardisation of unit sizes and construction materials to meet our accelerated completion targets. These combined strategies have not only helped to enhance the flexibility and functionality of our products, but also to conserve the use of the earth's resources.

In this, as in all our aspects of our business, we remain market leaders.



VISION

To be the premier and most innovative property developer in China

BRAND PROMISE

Innovation • Quality • Excellence

SHUI ON SPIRIT

Integrity • Dedication • Innovation • Excellence

We sustain our vision by integrating quality into all of our operations and aspiring to world-class standards of excellence in management, planning, execution and corporate governance.

OUR COMMITMENT TO

Investors

We are committed to providing attractive and sustainable returns for our investors based on a well-planned, long-term growth trajectory and strategic direction.

Customers

The expectations of our customers are always at the forefront of our thinking and planning, enabling us to provide high quality and add value to all our projects.

Community

We continually look for innovative ways to build and contribute to the community.

Environment

As an experienced and socially responsible property developer, Shui On Land considers respect for the environment to be a key ingredient for the long-term development of the communities in which we are involved.

Employees

Shui On Land believes that care for our employees and for the development of their talents is crucial to the long-term success of the Group.