



Press Release

### **Connect to “The Hub”**

#### **International Commercial Center in the Yangtze River Delta and East Asia**

[Shanghai, June 29, 2011] Shui On Land Limited ("SOL" or the "Company", stock code 272) has launched its Hongqiao Tiandi project, *"The Hub"*, on the eve of the commissioning of the Beijing-Shanghai high-speed railway.

The Beijing-Shanghai high-speed railway highlights Hongqiao's function and status as an integrated Transportation Hub and adds further impetus to its transformation into a modern international commercial center of the Yangtze River Delta and East Asia. At the heart of the Hongqiao central business district lies *The Hub*, where SOL – pioneer of the Hongqiao area – will create another *"Xintiandi"* as the new landmark in Shanghai.

*The Hub* is advantageously located adjacent to, and directly connected with, the Hongqiao Transportation Hub. It is merely 185 meters away from the high-speed rail station, 925 meters from the Hongqiao Airport Terminal Two, and right opposite to the west transportation center.

The Hongqiao Transportation Hub is located at the heart of the transportation network in the Yangtze River Delta and East Asia with coverage by eight major transportation services such as aviation, high-speed railway and metro. It is less than one hour away from Suzhou, Wuxi and Hangzhou by high-speed railway; and two hours from Japan, South Korea, Hong Kong and Taiwan by flight.

Mr. Vincent LO, Chairman of SOL, Mr. Freddy LEE, Managing Director & Chief Executive Officer, and Mr. Bryan CHAN, Project Director of *The Hub*, host the launch event today and showcase the project concept and contents.

Mr Vincent LO, Chairman of SOL believes that, after Pudong, Hongqiao will be the next Central Business District (CBD) for Shanghai and the Yangtze River Delta region whose major cities are within 300 kilometers from Hongqiao.

“Hongqiao is strategically on the Western side of the city and connected with Shanghai's main neighboring cities, which are all to the west of Shanghai. The Greater Hongqiao is developing into a major international trade center, which will house domestic and international corporate headquarters as well as trade institutions. It is set to become the world's largest Transportation Hub, facilitating a massive flow of travelers and goods. The Greater Hongqiao indeed enjoys unrivalled advantages by virtue of its ideal location and development at the perfect timing, and the best possible support.”

Flanked by Jiangsu and Zhejiang, Shanghai is steering the growth of the Yangtze River Delta region. With its world-class clusters of metropolitan cities and the most influential global base for advanced manufacturing and modern service industries, the Yangtze River Delta region is a dynamo for the nation's economic development. The region is not only one of the three most populated regions in China, but it also



possesses the greatest innovation and integration capabilities. The Yangtze River Delta region ranked top in its external trade while its Gross Domestic Product (GDP) exceeded 7 trillion RMB, accounting for 21.3% of the national GDP in 2010.

"*The Hub* is the only project in the heart of Phase 1 of Hongqiao central business district that is directly connected to the Transportation Hub. The Transportation Hub is set to cater for an average daily flow of 1.1-1.4 million of passengers and an annual average of 400 million by 2015," said Mr. Freddy LEE, Managing Director & Chief Executive Officer of SOL.

"*The Hub* is the first project launched at the heart of Phase 1 of the central business district. By 2013, at its earliest, *The Hub* expects to serve 75 million population within the area, known as the 'High Speed Railway One-Hour Economic Circle'. Direct flights to Tokyo (Haneda), Korea (Seoul), Hong Kong International Airport, and Taipei (Songshan) have commenced operation at the Transportation Hub, enabling residents in these East Asian cities to travel as 'day trippers' to Shanghai. "

Integrating Grade-A offices, shopping, dining, entertainment and exhibitions and other functions, *The Hub* will provide comprehensive world-class business services for the Yangtze River Delta Region and the rest of China. According to the planning of the Hongqiao Central Business District Administration Committee, one million people will be working or residing in the Hongqiao area by 2015. There are currently 1.5 million residents within 7-10 kilometers, or 10 minutes of driving, from *The Hub*.

Shanghai is a leading city for conferences and exhibitions in China and Asia. The world's largest convention and exhibition center under planning is situated 1.4 km to the west of *The Hub*. Its 500,000 square meters of space surpasses Germany's Hanover exhibition center and is three times larger than the Pudong New International Expo Center. Mr. Bryan CHAN, Project Director of *The Hub* said, "The unique business and recreational facilities in *The Hub* will complement the nearby large-scale exhibitions, enabling different modes of corporate branding activities such as product launches, art & performance, exhibitions and conferences. *The Hub* will develop into an everlasting Brand Expo. "

*The Hub* covers approximately 62,000 square meters with construction floor area of about 380,000 square meters. The Corporate Hub is approximately 96,000 square meters, embracing a unique and innovative Showroom concept for the new generation of offices. The Lifestyle Hub includes a Xintiandi, shopping mall and hotel and covers over 170,000 square meters of built areas. It retains the stylistic ambience of Shanghai Xintiandi and will develop into a central retail park, serving the metropolitan areas of West Shanghai as well as the Yangtze River Delta region. With some 11,000 square meters of floor areas, the art and Performance Hub - in *the Starship* - is not only the icon of *The Hub*, but also the cultural landmark of West Shanghai

Within walking distance to the High-speed railway and the airport, *The Hub* will become the new generation smart business district. The Service Hub offers the full range of thoughtful services including concierge services, gift purchasing and delivery, luggage storage, and transport connection, for corporations and visitors from all over the world.



### **About Shui On Land**

Headquartered in Shanghai, Shui On Land (Stock Code: 272) is the flagship property development company of the Shui On Group in the Chinese Mainland with a proven track record in developing large-scale, mixed-use city-core redevelopment projects. The Company has nine projects in various stages of development in prime locations of major cities, with a landbank of 11.6 million sq.m. (excluding carparking spaces). The Company was listed on the Hong Kong Stock Exchange on 4 October 2006, the largest Chinese real estate enterprise listed that year. Shui On Land was included in the 200-Stock Hang Seng Composite Index Series and Hang Seng Freefloat Index Series in March 2007.

For further information about Shui On Land, please visit our website

[www.shuionland.com](http://www.shuionland.com)

For media enquiries, please contact:

Ms Fifi NG

Tel: (852) 9423 3152  
(86) 137 6486 6740

Email: [Fifi.ng@a-world.com.hk](mailto:Fifi.ng@a-world.com.hk)

Ms Mickey Tao

Tel: (8621) 6296 1818 x 832

Email: [mickey.tao@shuion.com.cn](mailto:mickey.tao@shuion.com.cn)

Ms Caroline JIANG

Tel: (8621) 6433 3934 x 17  
(86) 135 6487 4463

Email: [caroline.jiang@mindsac.com](mailto:caroline.jiang@mindsac.com)