

Shui On Sets New Benchmark for High-Quality Urban Development in China
Shanghai Panlong Tiandi Revitalizes Ancient Jiangnan Water Town as a Modern Urban Retreat and the Newest Cultural Landmark in the Yangtze River Delta

April 29, 2023, Shanghai, China – Shanghai Panlong Tiandi, developed by Shui On Land, was officially unveiled to the public today. Blending the historical heritage of an ancient Panlong Town with modern commercial elements, Panlong Tiandi creates an urban retreat where the traditional hallmarks of a Jiangnan water town are intertwined with modern life, providing a dynamic new showpiece for Jiangnan and establishing a new landmark in the Hongqiao International Opening Up Hub.



One of the first suburban village renovation projects completed and unveiled in Shanghai, Panlong Tiandi will also serve as a new lifestyle and commercial model in the Yangtze River Delta Integration Demonstration Zone. By introducing an Urban Retreat concept encompassing Culture, Nature and Future, Panlong Tiandi, Xintiandi's Rural Reinterpretation, integrates its deep cultural heritage with arts, leisure and entertainment facilities, composing a new lifestyle for residents in Shanghai and the Yangtze River Delta region. Panlong Tiandi is setting a new benchmark for high-quality urban development by improving the regional environment while expanding and upgrading commercial opportunities to further enhance quality of life for the people in the area.

To ring in the May Golden Week holidays, Shanghai Panlong Tiandi kicked-off with the 2nd Shanghai Green Consumption Festival & Shanghai May 5 Shopping Festival of Yangtze River Delta Demonstration Zone, followed by an opening ceremony attended by Ms. Stephanie B. Y. LO, Executive Director, Shui On Land Limited, Ms. Jessica Y. WANG, Chief Executive Officer, Shui On Land Limited, and Mr. Allan B. ZHANG, Chief Executive Officer, Shui On Xintiandi Limited.



Ms. Stephanie B. Y. LO said: "From the massive Rui Hong Xin Cheng regeneration project to the landmark Shanghai Xintiandi and now Panlong Tiandi which we proudly unveiled today, Shui On has been committed to Shanghai's continuing urban renewal and city development. By leveraging our comprehensive experience and industry expertise in the overall planning, cultural preservation and operation of urban renewal projects, our aim is to create sustainable premium urban communities for the people of Shanghai. The latest addition to the Xintiandi family, Panlong Tiandi is our first Urban Retreat development, focusing on the preservation and restoration of a traditional Jiangnan water village integrated with a large scale public park. This green and sustainable community balances nature, culture and leisure seamlessly. Our hope is that Panlong Tiandi will become an iconic regional showpiece contributing to the integrated development of the Yangtze River Delta, where new community experiences can create new understanding of Shanghai's rich culture."

With a history dating back over 1,000 years to the Sui Dynasty, Panlong Town is one of 32 historical protected zones in Shanghai. Shui On kicked-off the Panlong Tiandi project in 2014, with principal construction commencing 2019, and the meticulous restoration of the characteristic Jiangnan architecture will provide a vital link to the past amid the rapid urbanization of the city.



Panlong Tiandi is the pilot development of the Urban Retreat concept, fusing the typical Jiangnan style town with Xintiandi's signature open block layout. With a total floor area of over 500,000 sq.m., Panlong Tiandi contains 230,000 sq.m. of public green space, which includes six-themed areas, a 3-kilometer circular trail, and nearly 10,000 sq.m. of outdoor sports venues. A planned 53,000 sq.m. of commercial space will focus on exploring new lifestyle options of unique services and experiences that share a common green vision combining culture and nature together in this Rural Reinterpretation of Xintiandi.

A Benchmark for High-Quality Urban Development and Revitalization

Since its incorporation more than 50 years ago, Shui On has been committed to becoming a leading urban solutions provider creating sustainable premium urban communities in China. Shanghai, a benchmark for urban modernization in China, has always been at the core of Shui On Land's development strategy and Panlong Tiandi will set a new benchmark for high-quality urban development in Shanghai by revitalizing regional, ecological, and cultural construction. The impact of Panlong Tiandi will resonate throughout the region by contributing to the economic growth of the area, cascading through Qingpu New City, Hongqiao Central Business District, Shanghai and finally the Yangtze River Delta.



Maintaining the history of the site was also of great importance to Shui On. Panlong Tiandi has preserved Panlong's water system and bridge culture, as well as the town's unique cross-street pattern. Panlong Tiandi also recreated historical sites to revive Jiangnan's heritage, will provide accessible art with public exhibitions through the mobile art museum program of the Yuz Museum and Art in Green, and promote a deeper understanding of the region's intangible culture in collaboration with the Qingpu Intangible Cultural Heritage Office.

Pilot Urban Retreat Project, A New Business Paradigm

With the opening of Shanghai Panlong Tiandi, Shui On has introduced a revolutionary new Urban Retreat concept which embodies its progressive philosophies on park and commercial community models. Through the combination of multiple characteristics such as history, humanity, nature and social interaction, Panlong Tiandi provides a reinvigorating space for residents and a new portfolio of opportunities for businesses.



On the commercial front, Panlong Tiandi will create new business opportunities that will

focus on culturally and environmentally driven concerns as well as a diversified retail portfolio centered on first-store economy, a shared green vision and specialized services and offerings. With this mindset, Panlong Tiandi is inviting its trusted business partners to help in co-creating a groundbreaking, long-term sustainable community together.



As of now, Panlong Tiandi has welcomed 140 brands, covering a wide range of activities and interests such as cultural experiences, outdoor sports, home design, quality life, and Chinese and Western cuisine. Nearly 20 “first” stores in Shanghai and over 60 regional “first” stores will be located here, with some being “first” stores in China and special concept shops.

A full roster of experiences will also be available to the public including a variety of outdoor activities, festivals, and cultural events highlighting the beauty and history of Jiangnan. Walking tours will explore the abundant public art on display and take in the “10 new historical Jiangnan scenic spots” in Panlong.

With Shanghai Panlong Tiandi as a new starting point, Shui On will continue to leverage its best practices and experience in urban renewal, integrating the Urban Retreat concept into future projects to create cohesive urban communities accommodating local history and traditions to further help transform Shanghai into a people-oriented and eco-friendly global city at the forefront of innovation.

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About Shui On Land

Headquartered in Shanghai, Shui On Land (Stock Code: 272) is a leading urban solutions provider dedicated to creating premium sustainable urban communities in China. It has a proven track record in developing large scale, mixed-use, sustainable communities, and is the flagship property development company of the Shui On Group.

As of 31 December 2022, the Company has 14 projects in various stages of development in prime locations of major cities, with a landbank of 9.3 million sq.m. (6.8 million sq.m. of leasable and saleable GFA, and 2.5 million sq.m. of clubhouses, car parking spaces and other facilities). It is also one of the largest private commercial property owners and managers in Shanghai, with a total portfolio of RMB82 billion of commercial assets located in prime locations in Shanghai.



The Company was established in 2004 and was listed on the Hong Kong Stock Exchange on October 4, 2006. Shui On Land was included in the Hang Seng Composite Index, HSCI Composite Industry Index – Properties & Construction, Bloomberg Gender-Equality Index as well as Bloomberg ESG Score Universe.

For further information please visit website www.shuionland.com

About Shui On Xintiandi

Shui On Xintiandi, a subsidiary of Shui On Land, is a leading investor and manager of premium and sustainable commercial properties in China. The company have one of the largest portfolios of commercial properties in prime locations in Shanghai, including the award-winning Shanghai Xintiandi, and have a strong presence in Wuhan, Nanjing, Foshan and Chongqing, being high-growth cities in the country. Shui On Xintiandi's vision is to be a pioneer in creating and managing sustainable premium urban communities. Sustainable development is embedded into the core of the company's business and fully integrated into strategic development and decision-making.

For further information please visit website www.shuionxintiandi.com