



## Press Release

### Shui On Land Wins Best Brand Enterprise Grand Award

[Hong Kong, 19 September 2008] Shui On Land Limited (“Shui On Land”) has recently won the top prize – the third ‘Best Brand Enterprise Grand Award’ – presented by the Hong Kong Productivity Council and China Trademark Association. The prize is evidence of Shui On Land’s leading reputation for premium brand and market leadership in the eyes of the professional judges. The Company is also the first property developer winning the top award in this competition.

Mr. Aloysius Lee, Managing Director – Commercial of Shui On Land, said: “We are very honoured to have won the highest accolade in this Award Scheme. It is a recognition of our clear brand positioning and strategy, upholding integrity and brand promise of ‘Innovation · Quality · Excellence’, as well as lifting our products and services to new heights. We have not only built a distinctive image of the Company, but also each of our development projects as well as products. We will improve our brand management system continuously and create more brand value. We are dedicated to be the premier, innovative property developer in China.”

Through its unique business model and master planning approach, Shui On Land strive to build new landmarks and inject new life into the cities it has presence, and thus building a brand of excellence. The Company always strives to optimise its brand management system. In addition to a dedicated department for brand building and promotion, the Company has set up an Internal Branding Committee to deepen staff members’ awareness of its corporate brand values. It also holds regular intra-departmental and inter-regional business meetings to analyse changes in the market, customers’ needs and sales so as to enhance the quality and value of its projects and improve its brand management and monitoring system.

The ‘Best Brand Enterprise (Greater China) Award 2008’ aims to enhance the competitiveness and reputation of the participating companies in Greater China and the international market. Judging criteria include corporate development, strategy, innovation and brand management. Shui On Land outperformed over 100 participating companies from the industrial and commercial sectors in Hong Kong, Macau and the Chinese Mainland.

Other than this renowned brand award, Shui On Land has received numerous renowned accolades, including the 4th Corporate Governance Asia Recognition Awards 2008 from the *Corporate Governance Asia* magazine; the Outstanding China Property Award from *Hong Kong Economic Digest*, a leading business and financial magazine in Hong Kong; and the Citi Award for Corporate Governance Excellence at Hong Kong Corporate Governance Excellence Award 2007 organised by the Chamber of Hong Kong Listed Companies and Hong Kong Baptist University.

###

### **About the third Best Brand Enterprise (Greater China) Award 2008**

The third Best Brand Enterprise (Greater China) Award 2008 is organised by the Hong Kong Productivity Council and jointly organised by the China Trademark Association. This year, the Award Scheme received over 100 participating companies from the industrial and business sectors in Hong Kong, Macau and the Chinese Mainland. The judging panel included local government officials, key business associations, well-known business leaders, academia and branding experts.

Shui On Land was highly commended by branding experts as the leading enterprise with international reputation, high competitiveness and brand management setting a benchmark for brand building and management in the Greater China region.

### **About Shui On Land**

Headquartered in Shanghai, Shui On Land (HKSE: 272) is the flagship property development company of the Shui On Land in the Chinese Mainland with a proven track record in developing large-scale, mixed-use city-core development projects and integrated residential development projects. The Group has eight projects in various stages of development in prime locations of major cities, with a gross floor area of approximately 13.2 million sq.m. (including interests of other investors). 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 MSCI Standard Index Series, MSCI World Index, 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:  
<http://www.shuionland.com>.

For media enquires, please contact:  
Brenda Yau  
Shui On Land Limited  
Tel: (021) 6386 1818\*531  
Email: [brenda.yau@shuion.com.cn](mailto:brenda.yau@shuion.com.cn)