

The Group wins the Platinum Trusted Brand Award for the 15th straight year 集团连续15年荣获“信誉品牌白金奖”

The Group is committed to building premium developments and providing superb service offerings, while fulfilling its corporate social responsibility commitments, resulting in a trusted brand name among consumers. At the 2020 *Reader's Digest* Trusted Brand Awards, the Group and its business units continued to receive a consumer vote of confidence, taking home two platinum and three gold awards.

Sun Hung Kai Properties continued to be voted the most trusted property developer in Hong Kong by consumers, taking the top Platinum Trusted Brand Award for the 15th consecutive year. In addition, APM took a gold award in the shopping mall category for the sixth straight year, and Hong Yip and Kai Shing each earned a gold award in the property management category for the ninth consecutive year. Wilson Parking was presented with a platinum award in the car park category for the eighth year running.

集团致力发展优质物业，为客户带来卓越服务，同时积极履行企业社会责任，优质品牌深受信赖。在2020《读者文摘》信誉品牌调查中，集团连同旗下业务单位继续获得消费者投下信心一票，共获得两个白金奖及三个金奖。

新鸿基地产继续获消费者投选为香港地产发展商界别中最具信誉的优质品牌，连续15年荣获“信誉品牌白金奖”最高殊荣。另外，集团旗下APM于商场界别连续第六年获颁金奖，康业及启胜双双连续九年获颁物业管理界别金奖，而威信停车场则在停车场界别连续第八年勇夺白金奖。



The Group, along with APM, Hong Yip, Kai Shing and Wilson Parking, receive two platinum and three gold awards at the *Reader's Digest* Trusted Brand Awards

集团连同旗下APM·康业·启胜及威信停车场在《读者文摘》信誉品牌调查中囊括两个白金奖及三个金奖

The Group is named a Caring Company for the 18th consecutive year 集团连续第18年获“商界展关怀”嘉许



The Government of the HKSAR Financial Secretary Paul Chan (fourth left), Group Executive Director Eric Tung (fourth right) and other corporate representatives accept gratitude from the HKCSS at the Caring Company Scheme Award Presentation 2019/20 cum Anti-epidemic Campaign Reception

在“商界展关怀”计划2019/20嘉许暨跨界抗疫社区复元感谢仪式上，香港特区政府财政司司长陈茂波（左四）、集团执行董事董子豪（右四）及一众企业代表接受社联的谢意

The Group has been widely recognized for its contribution to society with its expertise and resources. This year, the Group was named a Caring Company by the Hong Kong Council of Social Service for the 18th straight year. Its 85 business entities also earned the same honour. Among these business entities, 51 have earned the title for 10 or even 15 consecutive years, including shopping malls, property management, construction, hotels and more.

Since the beginning of the COVID-19 outbreak, the Group has demonstrated its corporate social responsibility by caring for the community and the underprivileged. Rent subsidies were offered to subdivided unit households to alleviate their financial burden. In addition, about 320,000 surgical masks were donated to the Hospital Authority and various NGOs. To support tenants affected by the pandemic in SHKP malls, they were offered several months of rental concessions. A series of anti-coronavirus measures were implemented across SHKP malls and office buildings to help fight the virus together with the community.

集团善用专长及资源，积极履行社会责任，屡获各界表扬。今年，集团连续第18年获得香港社会服务联会颁发“商界展关怀”荣誉标志，旗下获殊荣的业务单位共达85个。其中，有51个业务单位属连续第10年甚至第15年获此标志，遍及商场、物业管理、建筑及酒店等不同范畴。

自2019冠状病毒疫情爆发以来，集团充分展现多年来持续关爱社会及扶助弱势的企业精神，除为劏房住户提供租金资助以纾缓他们的经济压力，亦向医院管理局及多家社福机构捐赠共约320,000个医用口罩。另外，为协助旗下商场受疫情影响的商户，集团为商户提供一连数月的租金减免；集团商场及办公楼物业亦推出多项防疫措施，冀望与社会各界一同抗疫。