

Service to the Community



1. The Link's team spirit and care to the community are demonstrated by our staff's enthusiastic participation in community events organised by our volunteer team.
2. Mr Victor So (first from right, upper row), Chief Executive Officer, attends the Harbour Business Forum's "My Harbour" Design Competition award ceremony. The company provided publicity support for the competition.
3. The Link provides rent-free access to non-profit organisations to host charitable activities. At the "Care for the Elderly" charity ticket promotion event, senior citizens put on an African drum performance to encourage community support.
4. The Link supports community and civic organisations in their education activities for our neighbourhoods, such as the "Healthy Exercise for All Campaign 2005".
5. Mr Victor So (right) presents a symbolic HK\$1 million cheque to The Community Chest.

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Service to the community

Our shopping centres are community hubs, places where families gather and neighbours greet each other. In many ways, our centres are an extension of people's homes. As a vital part of the neighbourhoods we serve, The Link is committed to being a good corporate citizen.

The Link's staff volunteer team has made holiday visits to senior citizens, bringing them festive joy with songs, games and seasonal gifts. Leveraging on the positioning of our shopping malls as the centre of our neighbourhood communities, The Link has co-organised community events with our social service partners to raise funds for charity.

We take advantage of the large size of our portfolio to give organisations the power to reach a large portion of the public. We have extended rent-free access for many community-

building and civic education activities, including health education fairs, charity sales, art and cultural activities, public school performances and environmental awareness campaigns.

In enhancing and making optimum use of our assets, we aim not only to create a better business environment, but to create more usable and attractive public spaces for the enjoyment of our neighbours. We have upgraded and provided facilities including a garden on a carpark rooftop, children's playgrounds and sports venues.

The Link prides itself on being a focal point of many of Hong Kong's communities and on being a good neighbour through participation in and support of neighbourhood activities. This investment in time and resources benefits our community, our employees and ultimately our unitholders.