

領展執行董事兼首席財務總裁黃國祥先生台監

增進業務發展方案

疫情過後全球經濟環境轉變及解決方案

家居辦公(WFH)興起令商廈需求減低，商廈價錢變得便宜

解決方案：

購買優質地段的商廈將單位折細作共享辦公室放租以迎合市場不需大型辦公室的情況。

好處

在價錢低迷時以低廉價錢購買商廈，除了折細放租迎合市場需要增加收入，更可待經濟好轉時轉售獲利。

網購成為中國內地和香港的常態，令本港商舖需求下降

解決方案：

迎合自動售賣機熱潮

自動售賣機優點

1. 體積小佔用地方細，只需足夠電源便可放租而且二十四小時運作，入場門檻低適合初創及各類型產品銷售，對領展來說可增加租客數目，增加潛力客戶，當他們的產品有穩定銷量便會考慮租商舖。
2. 而自動售賣機租金方面可以較高呎價放租，因為佔用空間小，就算呎價高但總租金亦不會很大商戶亦會接受，增加租金收入。
3. 增加自動售賣機位置放租或將舖位改裝成自動售賣機專舖(可邀請日本自動售賣機產品公司到香港作長遠發展)。

港人北上內地消費成為習慣

內地購物及餐飲價格低廉選擇亦多，絕不能以價錢作比并，只能出奇制勝

解決方案：

在每個商場在每個沒有租出作活動的公眾日子，提供舞台作街頭表演及唱歌表演以吸引有表演欲的市民表演，令商場增加獨特性，增加人流(表演者，表演的支持者，路經的途人)令人們逗留商場的時間增長，增加消費的機會，令租戶增加生意額。更可提供現場觀眾以 **QR Code** 投票給表現者，以少額的獎金如五萬元現金及領展商場內的商戶現金券以促進商戶的生意額。

佔用舞台的表演者以八達通收象徵式表演費，情況類似泊車咪錶一樣避免表演者長期佔用，令每個表演者都有機會表演。

而舞台表演只能限於歌唱及舞台劇表演，雜技等高風險表演不能租用以免發生危險。

中國政府着力發展大灣區令工商廈及商場需求大增

積極物色大灣區物業以迎合政府的發展方向，增加收入

注意

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聯絡方法:

姓名：葉沛文先生

電郵：ex@cclight.hk

Dear Mr. Duncan Gareth OWEN, Chairman of Link Board of Directors,

Enhance business development programs

Changes in the global economic environment after the epidemic and solutions

The rise of work from home (WFH) has reduced the demand for commercial buildings and made commercial buildings cheaper

solution:

Purchase commercial buildings in prime locations and convert the units into shared offices for rent to cater to the market that does not require large offices.

benefit

By purchasing commercial buildings at low prices when prices are low, you can rent them out at a discount to meet market needs and increase your income. You can also resell them at a profit when the economy improves.

Online shopping has become the norm in mainland China and Hong Kong, causing demand for shops in Hong Kong to decline

solution:

Catering to the vending machine craze

Advantages of vending machines

1. It is small in size and takes up little space. It can be rented out with only enough power and operates 24 hours a day. It has a low threshold for entry and is suitable for start-ups and sales of various types of products. For Link, it can increase the number of tenants and potential customers. When their products have stable sales, they will consider renting a shop.

2. As for the rent of vending machines, they can be rented at a higher price per square foot. Because they occupy a small space, even if the price per square foot is high, the total rent will not be very high. Merchants will accept it and increase rental income.

3. Increase the number of vending machine locations for rent or convert the shops into specialized vending machine shops (Japanese vending machine product companies can be invited to Hong Kong for long-term development).

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It has become a habit for Hong Kong people to go north to the mainland for consumption

There are many low-priced shopping and dining options in the Mainland. You can never compare based on price, you can only win by surprise.

solution:

On every public day when there is no rental for activities, a stage is provided for street performances and singing performances to attract performers, so as to increase the uniqueness of the mall, increase the flow of people (performers, supporters of the performance, passers-by) and increase the time of stay in the mall, increase the opportunities for consumption, and increase the business turnover of tenants. In addition, the audience can vote for the performers with QR codes, and receive a small prize such as \$50,000 cash and merchant cash coupons in Link Mall to boost the business turnover of the merchants.

Performers occupying the stage receive a nominal performance fee using Octopus cards. The situation is similar to parking meters to prevent performers from occupying the stage for a long time and give every performer a chance to perform.

Stage performances can only be limited to singing and drama performances, and high-risk performances such as acrobatics cannot be rented to avoid danger.

The China government's efforts to develop the Greater Bay Area have greatly increased the demand for industrial and commercial buildings and shopping malls.

Actively identify properties in the Greater Bay Area to cater to the government's development direction and increase revenue

Notice

If you are interested in adopting the above plan, please contact me to purchase it. If you do not give a reply six months after the issuance of this plan, I will assume that you will not adopt it and I will sell the content of this plan to other companies and people. Please keep the above information confidential to avoid taking legal action.

Contact information:

Name: Mr. Yip Pui Man

Email: ex@cclight.hk

領展執行董事兼集團行政總裁王國龍先生台監

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