

Press Release

Fortune REIT Rebrands Malls for Its Next Phase of Growth

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A mall to call your own

New “Fortune Malls” asset brand covers 14 malls Aiming at better resonance with tenants, shoppers and communities

13 July 2011 – **ARA Asset Management (Fortune) Limited** (the “Manager”), as manager of Fortune Real Estate Investment Trust (“Fortune REIT”; SEHK: 778; SGX: F25U) today announces its face-lifting rebranding scheme for all 14 shopping malls under its management, which will be placed under a new “Fortune Malls” asset brand.

A REIT pioneer seeks to become the most recognized brand for malls. Fortune REIT, Asia's first cross-border REIT and also the first REIT to hold assets in Hong Kong, is an established pioneer within the regional property and REIT market in the region. While celebrating the REIT's eighth anniversary of establishment, the Manager introduces the new “Fortune Malls” asset brand, which aims to create places where people can feel a sense of belonging and community. Beyond creating a more sharply defined brand for its malls, Fortune REIT is leveraging the rebranding scheme to convey an image that better resonates with its tenants, shoppers and communities.

Ms Justina Chiu, Deputy Chief Executive Officer of the Manager said, “Fortune REIT manages 14 malls across Hong Kong. The malls serve the daily lives of thousands of families and have been an essential and important part of the communities. Fortune REIT intends to gain more recognition as a mall operator by unifying all the malls as a family under the new “Fortune Malls” brand. We believe that a more clearly focused brand strategy and visual identity, combined with our quality service, will further bolster Fortune REIT's prominence as a mall operator among shoppers, thus creating enormous opportunities for both tenants and the company alike. We intend to work on different aspects to ensure the competitiveness of our malls, including bolstering mall management, executing asset enhancement projects, and implementing various marketing activities to strike a chord in the hearts of shoppers and boost tenant business.”

Fortune Malls – A mall to call your own. Aside from revamping the brand image and continuing with planned renovation works, Fortune Malls will seek to offer the perfect meeting place through a warm, comfortable atmosphere aligned with the new tagline “Be you. Be at Fortune”. Together with professional property management and a new branding strategy, Fortune REIT believes that a harmonious relationship with the community will attract greater traffic flow and create a sustainable business environment for tenants of all Fortune Malls.

The new brand architecture. Under a more defined brand architecture, “Fortune REIT”, the listed entity, heads the brand hierarchy and “Fortune Malls” will be the new bridging asset brand applied across all 14 malls under management. In addition, all individual malls will be given colourful new identities which share the same logo, but with different hues to reinforce the new Fortune Malls image.

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Listed Entity



Asset Brand



Flagship Malls



Portfolio Malls



Flagship malls to roll out new images. Of all the properties, “Fortune Metropolis” and “Fortune City One”, being the flagship malls of Fortune REIT, will be the first movers rolling out the rebranding scheme. A series of exciting promotional events will be launched throughout the summer to build awareness of the Fortune Malls brand.

Ms Justina Chiu, concluded, “Being confident of our service quality, we believe that the rebranding scheme will build a collective and positive image of all properties under management, which will advance our long-term business development. Looking forward to our eighth anniversary celebration in August, Fortune REIT aspires to shine as an innovator in the property market and for “Fortune Malls” to become one of the most recognised property brand in Hong Kong”.

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About Fortune REIT. Fortune Real Estate Investment Trust ("Fortune REIT") is a real estate investment trust constituted by a Trust Deed entered into on 4 July 2003 (as amended) made between ARA Asset Management (Fortune) Limited, as the Manager of Fortune REIT, and HSBC Institutional Trust Services (Singapore) Limited, as the Trustee of Fortune REIT. Fortune REIT was listed on the Singapore Exchange Securities Trading Limited and The Stock Exchange of Hong Kong Limited on 12 August 2003 and 20 April 2010 respectively.

Fortune REIT holds a portfolio of fourteen retail properties in Hong Kong, spread across Kowloon and the New Territories, comprising approximately 2.0 million square feet of retail space and 1,660 car parking lots. The retail properties are City One Shatin Property, Ma On Shan Plaza, Metro Town, The Metropolis Mall, Waldorf Garden Property, Caribbean Bazaar, Smartland, Tsing Yi Square Property, Jubilee Court Shopping Centre, The Household Center, Centre de Laguna Property, Hampton Loft, Lido Garden Property and Rhine Garden Property. They house tenants from diverse trade sectors such as supermarkets, food and beverage outlets, banks, real estate agencies, and education providers. More information can be found at www.fortunereit.com.

About ARA Asset Management (Fortune) Limited, the Manager. Fortune REIT is managed by ARA Asset Management (Fortune) Limited, a wholly-owned subsidiary of ARA Asset Management Limited, which is listed on the Main Board of the Singapore Exchange Securities Trading Limited. More information can be found at www.ara-asia.com.

Disclaimer. The information contained in this press release does not constitute an offer or invitation to sell or the solicitation of an offer or invitation to purchase or subscribe for Units in Fortune REIT in Hong Kong, Singapore or any other jurisdiction.

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