

## Press Release

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# Fortune REIT Receives "Hong Kong Smoke Free Leading Company – Grand Award"

**(14 March 2012)** – ARA Asset Management (Fortune) Limited (the “Manager”), manager of **Fortune Real Estate Investment Trust** (“Fortune REIT”; SEHK: 778; SGX: F25U), is pleased to announce that Fortune REIT has been presented with the “Hong Kong Smoke Free Leading Company - Grand Award” by Hong Kong Council on Smoking and Health (“COSH”), in recognition of its contribution to promoting a smoke-free culture, which further underscores its commitment to corporate citizenship. As one of the 15 companies presented with the Grand Award and as the only mall operator among all the awardees, Fortune REIT has also sought to spread the smoke-free culture to the many tenants and shoppers of Fortune Malls, thus working together to promote a healthy society.

**Ms. Justina Chiu, Deputy Chief Executive Officer of the Manager**, said, “We are pleased to receive the award, which represents high praise for our efforts in promoting a smoke-free culture in the workplace, as well as our dedication to spreading the smoke-free message across the many neighborhoods that we closely serve. Consistent with our commitment to providing shoppers, communities, tenants and staff with a pleasant and healthy environment when visiting or working at Fortune Malls, a series of initiatives were implemented to ensure such malls are enjoyable and free from cigarette smoke.”

Since 2003, Fortune REIT has been supporting smoke-free policies in the workplace. Smoking is prohibited in all areas within the Fortune REIT portfolio. Signs have been posted in conspicuous locations, and a series of talks have been organized for staff, tenants and consumers, enabling them to learn about the potential health risks associated with smoking and secondhand smoke, as well as the need to quit smoking. Through effective education, reward schemes and peer influence, staff smoking rate has declined and now stands below 14% of the workforce.

To continue promoting a smoke-free culture, a Smoke-Free Culture Action Committee was formed to draft, formulate and implement specifically tailored policies for Fortune REIT. The committee will also ensure that such initiatives achieve real progress. Based on operational experience, staff members are trained to tackle instances of indoor smoking. In addition, new facilities, such as broadcasting systems relaying smoke-free messages, have been installed to make certain that policies are observed.

**Ms. Justina Chiu**, concluded, “Unlike other policies, promoting a smoke-free environment requires complete support to succeed. With recognition from COSH and strong backing from staff, tenants and shoppers, as well as close ties with neighboring communities, Fortune REIT will continue to serve as a role model for the promotion of a smoke-free environment, and smoking prevention.”

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### Photo Captions:

Ms. Justina Chiu, Deputy Chief Executive Officer of ARA Asset Management (Fortune) Limited received "Hong Kong Smoke Free Leading Company – Grand Award" presented by Dr. York Y N Chow, GBS, JP, Secretary for Food and Health.



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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 16 retail properties in Hong Kong, comprising approximately 2.45 million square feet of retail space and 1,989 car parking lots. The retail properties are Fortune City One, Ma On Shan Plaza, Metro Town, Fortune Metropolis, Belvedere Square, Waldorf Avenue, Provident Square, Caribbean Square, Smartland, Tsing Yi Square, Jubilee Square, Nob Hill Square, Centre de Laguna, Hampton Loft, Lido Avenue and Rhine Avenue. 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](http://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](http://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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