

Press Release

Fortune REIT Garners "Hong Kong Smoke Free Leading Company 2013 – Gold Award"

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The Only Gold Award-Winning Property Company

24 February 2014. **ARA Asset Management (Fortune) Limited** (the “Manager”), the manager of **Fortune Real Estate Investment Trust** (“Fortune REIT”; SEHK: 778; SGX: F25U), is pleased to announce that Fortune REIT has received the “Hong Kong Smoke Free Leading Company 2013 - Gold Award” by Hong Kong Council on Smoking and Health (“COSH”), in recognition of its efforts in evangelising for a smoke-free culture across its seventeen retail properties in Hong Kong. As the sole property company among the Gold awardees, Fortune REIT has been dedicating in creating a fresh and smoke-free shopping environment at Fortune Malls benefitting the health of the tenants, shoppers and the nearby communities.

Ms. Justina Chiu, Deputy Chief Executive Officer of the Manager, said, “With a strong commitment to being a responsible corporate citizen, we are pleased that Fortune REIT’s efforts in delivering smoke-free messages have been broadly recognised. The implementation of smoke-free initiatives and campaigns not only ensures a fresh and healthy environment at Fortune Malls, but also encourage our next generation to support a smoke-free lifestyle.”

Throughout the years, Fortune REIT has been advocating the smoke-free culture to the tenants and shoppers of Fortune Malls, thus working together to promote a healthy society. As early as 2011, Fortune REIT formed its Smoke-Free Culture Action Committee to formulate and implement tailored policies. The smoke-free committee meets regularly to evaluate the smoke-free measures. For example, the “no-smoking charter” has been signed with contractors to strive for a smoke-free and healthy working environment. The committee will also ensure that such initiatives achieve real progress.

At the same time, the Manager has been actively involved in smoking cessation publicity programmes including sharing their smoke-free workplace policy and fruitful experience in radio programmes and hosting smoke-free exhibition at Fortune Malls. The concerted efforts of all parties would contribute to a fresh, clean and smoke-free shopping environment.

Ms. Justina Chiu, concluded, “Looking ahead, Fortune REIT will continue to roll out various initiatives to ensure a pleasant and smoke-free shopping experience to shoppers and the local community. We will as well continue fostering a caring attitude towards our employees, tenants, and the communities that we serve and partner with more parties to build a healthy smoke-free culture and further underscore our commitment to good corporate citizenship.”

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Photo caption



Ms Justina Chiu (Second from left), **Deputy Chief Executive Officer of ARA Asset Management (Fortune) Limited**, receives the “Hong Kong Smoke Free Leading Company 2013 - Gold Award” presented by the Hong Kong Council on Smoking 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 seventeen retail properties in Hong Kong, comprising approximately 3.11 million sq ft of retail space and 2,606 car parking lots. The retail properties are Fortune City One, Fortune Kingswood, Ma On Shan Plaza, Metro Town, Fortune Metropolis, Belvedere Square, Waldorf Avenue, Caribbean Square, Provident Square, Jubilee Square, Smartland, Tsing Yi Square, Nob Hill Square, Hampton Loft, Centre de Laguna, 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.

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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