

## Press Release

# Fortune Malls Wins "Experiential Marketing Brilliance Awards 2017" for Excellence in Licensing Related Promotion

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## Actively Implements Licensing Programmes to Create Joyful Shopping Atmosphere

7 November 2017. **ARA Asset Management (Fortune) Limited** (the "Manager"), as the manager of **Fortune Real Estate Investment Trust** ("**Fortune REIT**"; SEHK: 778; SGX: F25U) is pleased to announce that Fortune Malls has won the "Experiential Marketing Brilliance Awards 2017" ("the Awards") under the Licensing Related category. Organised by Metro Finance, the Awards is one of the most prestigious accolades that honours distinguished shopping malls in Hong Kong.

Committed to creating fun and attractive shopping environments for shoppers and increasing mall traffic, Fortune Malls continually cooperates with a wide variety of licensed characters to mount unique promotion programmes and create limited edition tailored premiums for shoppers. In 2016, during Christmas, Fortune Malls cooperated with the famous Japanese cartoon character "YO-KAI WATCH" to present a series of promotion programmes themed "Fortune Malls x YO-KAI Watch X'mas Gift Paradise", which were much welcomed by shoppers of all ages and generated extensive media coverage.

**Ms. Justina Chiu, Chief Executive Officer of the Manager**, said, "We are delighted that Fortune REIT's dedication and creativity in promoting its malls with licensing programmes are not only well received by shoppers, but have also won market recognition. We are always seeking ways to enhance Fortune Malls, ensuring they are always able to meet the daily shopping needs of residents in their neighbourhood and also give them the best shopping experience. Moving forward, we will continue to launch exciting and unique promotion programmes in our malls so as to create a joyful shopping environment that appeals to shoppers from all over the city."

*The Experiential Marketing Brilliance Awards, organised by Metro Finance, is in its fifth year this year. Its aim is to commend outstanding practitioners in marketing, event formulation, execution and management of shopping malls, as well as promote the importance of experiential marketing. The awardees are selected by a judging panel comprising notable and respectable professionals from different sectors in Hong Kong.*

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### Photo Caption



Ms. Zoe Fung Yuk Ping, Assistant Director, Marketing and Promotions, Asset Management of ARA Asset Management (Fortune) Limited, at the award presentation ceremony after receiving the “Brilliance in Licensing Related” at the “Experiential Marketing Brilliance Awards 2017”.

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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 is primary listed on The Stock Exchange of Hong Kong Limited and secondary listed on the Singapore Exchange Securities Trading Limited. Fortune REIT is Asia's first cross-border REIT and also the first REIT to hold assets in Hong Kong.

Fortune REIT currently holds a portfolio of 17 private housing estate retail properties in Hong Kong, comprising of 3.18 million sq.ft. of retail space and 2,713 car parking spaces. The retail properties are Fortune City One, Fortune Kingswood, Ma On Shan Plaza, Metro Town, Fortune Metropolis, Laguna Plaza, Belvedere Square, Waldorf Avenue, Caribbean Square, Provident Square, Jubilee Square, Smartland, Tsing Yi 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, a premier integrated real estate fund manager driven by a vision to be the best-in-class Asian real estate fund management company focused on the management of real estate investment trusts (REITs) and private real estate funds. 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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