

**Press Release**

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**Fortune Malls Unveils "eSquare" -  
Hong Kong's Only Community Experience Sharing Platform**

**Integrating New-generation Entertainment, Technology and Learning Opportunities  
While Stimulating Positive Energy in Communities and  
Driving Customer Flow in Shopping Malls**

December 16, 2021 - ARA Asset Management (Fortune) Limited (the "Manager"), the manager of Fortune Real Estate Investment Trust ("Fortune REIT"; SEHK: 778), is pleased to announce that Fortune Malls will launch an innovative community experience sharing platform "**eSquare**" early next year. The initial phase of the launch will see a series of activities involving New-generation Entertainment (e-Entertainment), Technology Applications (e-Exploration) and Learning (Education) being held at Fortune Malls, with the aims of stimulating positive energy within communities, bringing interactive experiences and customer traffics to the malls. These series of activities are expected to attract interests from related start-ups from entertainment, education and technology, where they can take advantage of their presence at Fortune Malls to enhance their branding reach to a larger community, meanwhile to ultimately form a physical and virtual experience platform shared by merchants, communities and start-ups.

**Ms. Justina Chiu, Chief Executive Officer of the Manager** said, "eSquare' is a brand-new operating concept, and only the long-standing network of our community malls can realize its cyclical synergies. Just like the "metaverse", it combines the Real World and the Virtual World to form a closely interconnected and mutually driven economic chain."

She added that the pandemic has changed the lives and shopping patterns of the public over the past two years, and hence shopping malls have to stay relevant and competitive with such structural changes. In addition to displaying and selling products, more engaging entertainment experiences can be provided to customers, which in turn will transform the malls into an interactive and multi-functional hot spot in community. With this in mind, Fortune Malls will launch "e-Square" to serve as a sustainable community platform that provides new ESG and marketing channels for merchants and partnering brands.

**"Sports Competitions X Technology Learning at eSquare" (eSquare 玩競技 X 學科技) event series**

"Sports Competitions X Technology Learning at eSquare", the first event series launched by "eSquare", will be held on January 8 and 9, 2022 (Saturday and Sunday) at the Atrium in +WOO Phase 1. There will be a wide range of interactive programs, including the exciting "HADO School Dodgeball Tournament" (HADO 電閃學界巡迴賽), HADO eSports (HADO 競投運動) that allows the public to learn and play instantly, and a sharing session led by young entrepreneurs from digital entertainment start-ups about Hong Kong's technological development and talent needs. Individuals and families are welcome to participate in the activities, cheer on the competing teams and learn about technology. Following the first event held at +WOO, the next stops on the tour will be Fortune Metropolis in Hung Hom after the Lunar New Year and Ma On Shan Plaza during the Easter holiday. These events will bring continued joys and positive energy to communities and achieve cyclical synergies.

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The first round of the project will be led by two start-ups, namely Day Day Move and Nexten, to demonstrate their creativity and professional strengths. The project has also gained strong support from the Hong Kong E-Dodgeball Association and Safe Archery Fun Limited (general agent of HADO in Hong Kong). HADO is a new and trendy electronic dodge ball competition in Japan, also a novel sports game that combines AR technology and wearable devices. This is popular among primary and secondary schools in Hong Kong where HADO school teams have been eagerly formed. HADO participants will compete at the +WOO arena, where the large TV screen at the mall will show the matches and integrate real-time AR, offering new and exciting experiences to the public.

Ms. Justina Chiu concluded, "Fortune Malls have always been committed to exploring and introducing different types of activities and enhancement initiatives, hoping to make the malls more attractive and improve customer flow, creating a win-win situation for shoppers, merchants and the community. The launch of 'eSquare' will take us one step closer to realizing this operational philosophy."

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### About "eSquare"

The logo of "eSquare" comprises the alphabet "e" and Arabic numeral "2". The former represents the three elements, namely e-Entertainment, e-Exploration and Education, whereas the latter is exactly the numerical symbol of square, implying doubling and plaza.



### Photo caption:

Ms. Justina Chiu, Chief Executive Officer of Fortune REIT, lights the brand-new "eSquare" to kick off a series of novel events, which start in January 2022 in Fortune Malls.

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<b>Details of "Sports Competitions X Technology Learning at eSquare"</b> <b>The public is welcome to watch, cheer and learn technology</b>		
<b>Venue:</b>	Atrium, +WOO Phase 1, 12 Tin Yan Road, Tin Shui Wai	<b>Transportation:</b> Interchange Light Rail routes 705, 706 or 751 at Tin Shui Wai Station <a href="http://www.fortunemalls.com.hk/tc/transportation">http://www.fortunemalls.com.hk/tc/transportation</a>
<b>Date:</b>	January 8 and 9, 2022 (Saturday and Sunday) 10 a.m. to 7 p.m.	<b>Events:</b>  <b>Saturday</b> <b>HADO School Dodgeball Tournament (+WOO Championships)</b> AM: Primary School Championships (Girls) Noon: Sharing Session by Young Entrepreneurs from Digital Entertainment Start-ups (Session 1), and Primary School Championships (Boys) PM: Primary School Championships (Boys), and Sharing Session by Young Entrepreneurs from Digital Entertainment Start-ups (Session 2) Tertiary Championships (Girls) Tertiary Championships (Boys) Trial Game for Public  <b>Sunday</b> <b>HADO School Dodgeball Tournament (+WOO Championships)</b> AM: Primary School Championships (Mixed) Noon: Sharing Session by Young Entrepreneurs from Digital Entertainment Start-ups (Session 3), and Secondary School Championships (Mixed) PM: Secondary School Championships (Mixed), and Tertiary Championships (Mixed) Sharing Session by Young Entrepreneurs from Digital Entertainment Start-ups (Session 4) Fortune Malls X eSquare Invitational Awards Presentation Ceremony Trial Game for Public
<b>Supporting organizations:</b>	<ul style="list-style-type: none"> <li>● DAY DAY MOVE</li> <li>● NEXTEN</li> <li>● Hong Kong E-Dodgeball Association</li> <li>● Safe Archery Fun Limited (General agent of HADO in Hong Kong)</li> </ul>	

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### **About Fortune REIT**

Established on 4 July 2003, Fortune REIT is a real estate investment trust constituted by a trust deed (as amended, supplemented or otherwise modified from time to time). It is the first REIT to hold assets in Hong Kong and is currently listed on the Main Board of The Stock Exchange of Hong Kong Limited.

Fortune REIT currently holds a portfolio of 16 private housing estate retail properties in Hong Kong, comprising 3 million sq. ft. of retail space and 2,713 car parking spaces. The retail properties are Fortune City One, +WOO, Ma On Shan Plaza, Metro Town, Fortune Metropolis, Belvedere Square, Laguna Plaza, Waldorf Avenue, Caribbean 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, the manager of Fortune REIT. The Manager is a wholly-owned subsidiary of ARA Asset Management Limited, a leading APAC real assets fund manager with a global reach. More information can be found at [www.ara-group.com](http://www.ara-group.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 or related financial instruments in Fortune REIT in Hong Kong or any other jurisdiction.

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