

**[For Immediate Release]**



**C C Land Holdings Limited**

**Chongqing Zhongyu Property Development Company Limited  
Signed an Agreement with Taiwan Shin Kong Mitsukoshi**

(2 May 2013 – Hong Kong) C C Land Holdings Limited (“C C Land” or the “Company”, together with its subsidiaries, collectively known as the “Group”; stock code: 1224) is pleased to announce that its subsidiary – Chongqing Zhongyu Property Development Company Limited (“Zhongyu Property”) has just signed a pre-leasing agreement (“the Agreement”) with a high-end department store operator, Taiwan Shin Kong Mitsukoshi (“Shin Kong Mitsukoshi”). This marks the entrance of Shin Kong Mitsukoshi with its well known brand “Shin Kong Place”, into Chongqing. The operator has chosen to site its operation in the Group’s core land bank in Yubei district by virtue of the latter’s superior location, maturity, and other qualities which promise to be one of the most important centres in Chongqing.

Many provincial and municipal government officials, including Mr. Huang Qifan, Chongqing Mayor, attended the signing ceremony, in whose presence Mr. Wu Tung-Shing, President of Shin Kong Mitsukoshi and Mr. Zeng Weicai, President of Zhongyu Property, delivered celebratory speeches and signed the Agreement. Chongqing “Shin Kong Place” is expected to commence operation in 2016 with a gross floor area of around 250,000 sqm, thus becoming the largest, and most high-end shopping and lifestyle center in the Western region and along the Upper Yangtze River. This core land bank will also house Grade A office buildings, five-star hotels, entertainment centres, cinemas and other high-end luxury brands to create a top-tier integrated commercial complex.

Commenting on the collaboration, Dr. Peter Lam, Deputy Chairman and Managing Director of C C Land, said, “We are excited that the Group has confirmed its ties with Shin Kong Mitsukoshi. It lends support to our belief that our core land bank in the Yubei district will become the most important city centre in Chongqing, and will greatly enhance the value of the properties we develop there. We are honored that the signing ceremony attracted the attention and endorsement from top provincial and municipal government officials. Through such collaboration, the Group expects to further develop its commercial property business in Chongqing to establish a solid portfolio of trophy investment properties.”



Chongqing Zhongyu Property Development Company Limited and Taiwan Shin Kong Mitsukoshi signed the pre-leasing agreement



Mr. Huang Qifan, Chongqing Mayor, delivered a speech



Mr. Zeng Weicai, President of Zhongyu Property, delivered a speech



Mr. Wu Tung-Shing, President of Shin Kong Mitsukoshi, delivered a speech

### **About C C Land**

C C Land is principally engaged in the property development business in Western China. It has a total land bank of about 12.8 million sqm in terms of GFA and about 8.8 million sqm in terms of attributable GFA, covering key Western China cities, namely Chongqing, Chengdu and Guiyang. Capitalizing on its management expertise, quality land banks, and solid financial position, C C Land is well positioned to develop into one of the leading property developers in Western China. The Company is a constituent stock of Hang Seng Composite Index Series and MSCI Small Cap China Index Series.

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