
NEWS RELEASE

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For immediate release

**Hysan Development Wins
“Best Use of Knowledge Management of the Year 2005” Award**

Hysan Development Company Limited (Hysan) today announced that its Satisfaction Management System (SMS), designed to measure tenants’ satisfaction levels for ongoing service improvements, has been awarded the “Best Use of Knowledge Management of the Year” Award in the 2005 Customer Relationship Excellence Awards. The Awards were organised by the Asia Pacific Customer Service Consortium to promote service quality and customer relationship excellence across Asia Pacific.

In 2004, Hysan, in collaboration with the University of Hong Kong, developed the SMS which involved conducting a main survey of all tenants every three years in the form of one-on-one interviews and an annual telephone opinion poll of randomly selected tenants.

The main survey was conducted in mid-2004 and over 80% of the Group’s office, retail and residential tenants took part. Six customer services areas and two property management service areas central to gauging the customer satisfaction levels of the Group were covered in the survey.

Findings indicated that the overall satisfaction level of tenants was 99 percent, of which 28 percent was very satisfied, 58 percent satisfied, 13 percent slightly satisfied and 1% slightly unsatisfied. No tenant had given a rating of unsatisfied or very unsatisfied.

The annual telephone opinion poll of a smaller group of randomly selected tenants was subsequently conducted in May 2005 to track satisfaction level. Findings indicated that over 97% of the surveyed tenants were satisfied with the overall property management services rendered by Hysan.

Mingo Sze-ming Kwan, Asset Management Director of Hysan, said: “We are very honoured to be recognised for this system which is designed as a continuous service improvement process. The system has also proved to be a valuable means to capture important feedback on customer expectation.”

“The recognition is certainly an impetus for us to continue our efforts in striving for service excellence,” Mr Kwan added.

Specific service areas that need improvement have been identified through the respective surveys, and a plan has been drawn up that will see Hysan providing more staff training, redesigning some work processes and offering additional services in tenanted areas.

About Hysan

Hysan is a leading property investment, management and development company in Hong Kong, with a major portfolio in high quality office, retail and residential properties. It is the largest commercial landlord in the prime office and retail Causeway Bay district.

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This press release and other corporate information can also be found at: www.hysan.com.hk or www.irasia.com/listco/hk/hysan/index.htm

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