



HENDERSON LAND DEVELOPMENT COMPANY LIMITED

恒基兆業地產有限公司

Incorporated in Hong Kong with limited liability
(Stock Code : 12)

CUSTOMERS SERVICES CODE OF CONDUCT POLICY

Purpose

This Policy sets out the general principles to define stringent standards for the staff of Henderson Land Development Company Limited (the “Company”) and its subsidiaries (collectively the “Group”) and ensure service quality.

Our Customers

We aim to create and maintain a trusted relationship with our customers by treating them fairly and providing reliable and honest services to them. The Group’s many different customers include home owners, office tenants, shoppers, retailers and visitors.

Integrity

The highest ethics level is required for our staff to operate daily customer services, they shall not engage in any corruption, extortion, embezzlement or bribery. With the corporate’s business strategy and growth directions, we devote the best endeavor to deliver the best products and services to our customers.

Compliance

The whole process of customer services must be going on in compliance with applicable laws and statutory requirements such as Residential Properties (First-hand Sales) Ordinance (Cap. 621), Personal Data (Privacy) Ordinance (Cap. 486), Buildings Ordinance (Cap. 123) and Places of Public Entertainment Ordinance (Cap. 172), etc.

Quality Products and Services

We are committed to providing a high standard of products and customer service. The quality products and services are driven by customer input, market oriented design, production with strict quality control in order to meet customers’ needs and expectations. Continuous process optimization and standardization shall always be the backup of the business cycle of the Group.

We appreciate input from customers, including feedbacks, suggestions and evaluation for the continual improvement to our customer services and the quality of our products and services. A proper system has been established to collect and manage customers’ complaints.

Responsible Marketing, Advertising, and Sales

The Group is committed to responsible marketing, advertising, and sales practices that reflect our ethical values and comply with all applicable legal and regulatory requirements. We aim to promote our products and services in a transparent, fair, and accurate manner to foster trust and long-term relationships with our customers.

Communication

Employees involved in marketing, advertising, and sales activities will receive regular training to ensure they understand and adhere to the Group's responsible marketing practices. Training topics include consumer rights, legal protections, and relevant laws and regulations. These sessions may be delivered through internal meetings, on-the-job training, and seminars on emerging market trends such as competition law and intellectual property rights.

Audit and Control Procedures

The Group will implement systematic internal controls and conduct regular audits of marketing and communication materials to ensure compliance with this Policy. These materials may also be reviewed by external professionals and internal committees to uphold quality and regulatory standards. Any non-compliant practices identified will be addressed promptly in accordance with applicable laws.

Review of this Policy

The Company will review this Policy from time to time as appropriate, and in any event, once every three years.