



遍历世界,追求不断超越,  
倾注所有的灵感与热情,将梦想幻化为迷人的臻品,  
引领时代潮流,以先行者之姿,  
定制专属城市精英的品质生活。

从构思到设计,从施工到成品,  
无处不精雕细琢、匠韵人心。  
22 载,凭借始终如一的卓越品质,不断创造升华,  
打造引领层峰生活的 CBD 商务行宫、  
国际级都会中央豪宅、首脑级总部基地、山水别墅……  
执着于以智慧构筑卓越生活,满足人们心目中的居住梦想,  
以遍布全国各地的地标式明星建筑,  
为城市的天际线,挥就恒久动人的风景。  
22 载,始终不遗余力投身慈善与公益事业,  
丝丝奉献,化作涓涓细流,滋润着每一张笑脸。

在合景泰富地产看来,  
每一座城市、每一种人生、每一个明天,都是一张宏伟蓝图,  
未来的每一天,  
都将以稳健的脚步、进取的态度,  
勾勒出无尽可能的美好。

Traverse the world, pursue constant transcendence, pour  
in all the inspiration and enthusiasm to materialize  
dreams into a charming gift, leading the times as true  
pioneers, and customizing high-quality lifestyles for  
exclusive city elites.

From conception to design, from construction to finished  
products, excelsior craftsmanship is everywhere to be  
seen.

For the past 22 years, we have continually raised the  
bar, and built leading CBD business palaces, world-class  
urban mansions, top-tier headquarters, and landscaped  
villas with consistently excellent quality...

We have been dedicated to building excellent lifestyles  
with wisdom to meet the dreams in people' s minds,  
and creating ever-lasting cityscapes with landmark  
architecture across skylines all over the country.

For the past 22 years, we have spared no effort in par-  
ticipating in charity and public welfare organizations  
and events.

Even the smallest contributions bring a smile to every  
face.

For KWG Property, every city, every life, and every  
tomorrow is a grand blueprint.

Every day that lies ahead, we will sketch out the end-  
less possibilities with a steady pace and an aggressive  
attitude.

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We understand the city  
and perceive the future

领 悟 城 市  
感 知 未 来

# 关于我们 About Us

在合景泰富地产心中，  
有无数座城市的样子——  
或大气如北京，或摩登如上海，或缤纷如广州，或从容如成都，或淳  
真如南宁，或融和如天津，或温润如合肥，或古雅如徐州，或宁静如  
苏州，或婀娜如杭州，或热闹如香港，或浩瀚如海南，或坚韧如武汉，  
或蓬勃如佛山，或稳重如南京，或旖旎如嘉兴，或平和如台州，或隽  
逸如济南，或火辣如重庆……  
以心筑家，创建未来，  
合景泰富地产始终相信，  
只有读懂一座城，才能守护一群人，  
才能筑就一个家，才能传承一脉文化。  
1995年，合景泰富地产发迹于广州，  
历经二十余载韬光养晦，  
从助力城市发展到城市综合运营，  
合景泰富地产实现了一次又一次伟大的跨越。  
未来始于当下，  
在不断前进中，合景泰富地产将继续探寻城市脉搏，开启美好未来。

At the heart of KWG Property,  
there are countless cityscapes –  
elegant Beijing, modern Shanghai, colorful Guangzhou, leisurely Chengdu,  
pure Nanning, harmonious Tianjin, balmy Hefei, quaint Xuzhou, peaceful  
Suzhou, graceful Hangzhou, lively Hong Kong, vast Hainan, tough Wuhan,  
vibrant Foshan, dignified Nanjing, charming Jiaxing, placid Taizhou, pretty  
Jinan or hot Chongqing..  
To build a home with heart and create future with aspiration, KWG Property  
always believes that, only by understanding a city, can we protect its  
people, build a home, and inherit its culture.  
In 1995, KWG Property gained renown and success in Guangzhou, and by  
quietly toiling away for more than two decades, KWG Property has made  
great achievements over and over again in assisting urban development  
and managing comprehensive urban operations.  
The future begins here and now.  
As part of an on-going process, KWG Property will continue to explore the  
pulse of the city in order to build an even brighter future.

“就像每一个人都有自己的青春时代一样，每一个国家，每一座城市都有自己的‘建筑时代’。”

——日本著名建筑师 隈研吾

Just like every person has their own age of youth, every country, every city has its own "Age of Architecture."

-Famous Japanese Architect Kengo Kuma

# KWG PROPERTY

## 22 年光辉历程

1995-2017 年

22 Years of Brilliant History

1995 - 2017

## 3 大核心领域

住宅地产 / 商业地产 / 物业管理

3 Major Business Areas

Residential real estate /  
commercial real estate /  
property management /

## 7 大核心业态

住宅、公寓、写字楼、酒店、购物中心、智慧产业园、旅游小镇

7 Core Commercial Activities

Residences, apartment buildings, office buildings,  
hotels, shopping malls, industrial parks, tourism towns

## 25 城战略布局

广州、上海、北京、成都、天津、苏州、杭州、南京、海南、  
合肥、徐州、武汉、南宁、佛山、香港、嘉兴、台州、济南、  
深圳、常熟、丽水、中山、西安、重庆、太仓

Strategically Positioned in 25 Urban Centers

Guangzhou, Shanghai, Beijing, Chengdu, Tianjin,  
Suzhou, Hangzhou, Nanjing, Hainan, Hefei,  
Xuzhou, Wuhan, Nanning, Foshan, HongKong,  
Jiaxing, Taizhou, Jinan, Shenzhen, Changshu,  
Lishui, Zhongshan, Xi'an, Chongqing and Taicang

## 90 余个领航臻品

国际金融广场、誉峰、W 酒店、领峰……

## 中国房地产开发企业 50 强

## 中国房地产开发企业综合发展能力 10 强

## 中国房地产上市公司综合实力 50 强

## 中国房地产开发企业品牌价值 50 强 (品牌价值 83.93 亿元)

## 中国房地产公司品牌价值 TOP 20

Over 90 Pilot Products

International Finance Place, Cosmos, W Hotel, Apex...

Ranked in the Best 50 of China Real Estate Developers

Ranked in the Best 10 of Development of China

Real Estate Developers

Ranked in the Best 50 China Real Estate Listed Compa-  
nies with Strongest Comprehensive Strengths

Ranked in the Best 50 of China Real Estate Developers

Brand Value (Brand Value ¥ 8,393,000,000)

Ranked in the Top 20 Brands of China Real Estate

Companies



“我们执着于对细节的锤炼，是为了给消费者创造更多期望的空间，最大程度地发挥土地的价值，让消费者体验到与众不同的生活方式。”

——孔健岷 合景泰富地产董事局主席

"We are dedicated to perfecting the details, in order to create more desirable spaces for our customers, and maximizing the value of land, so that customers can experience a different way of life."

— Kong Jianmin, Chairman of the Board of KWG Property



合景泰富地产成立于 1995 年，经过多年稳健发展，于 2007 年在香港联合证券交易所主板上市（上市编号：1813）。22 年来，合景泰富地产始终坚持“以心筑家，创建未来”的理念，在全国先后开发了 90 余个优质项目，已发展成为一家以房地产开发为主，集资产经营和物业管理为一体的多元化大型企业，开发项目涵盖住宅、公寓、写字楼、酒店、购物中心、智慧产业园、旅游小镇等业态。

KWG Property was established in 1995, and after many years of steady development, we were listed on the Main Board of the Hong Kong Stock Exchange in 2007 (Stock code: 1813). Over the past 22 years, we have always adhered to the idea of "build home with heart, create future with aspiration", and have developed over 90 high-quality projects across the country. In that time we have grown into a large diversified enterprise focusing on real estate development, integrating asset management and property management. Our development projects include residences, apartment buildings, office buildings, hotels, shopping malls, industrial parks, and other property formats.

以心筑家  
创建未来

Build Home with Heart,  
Create Future with Aspiration

Integrity · Teamwork  
Innovation · Stability · Progress

从心出发 · 坚定未来  
STARTING FROM THE HEART, BUILDING A SOLID FUTURE

### Our Core Values

#### 我们的核心价值观

- 诚信**——真诚对待客户、员工、股东、合作伙伴；
- 齐心**——公司利益为先，上下一心，互助友爱；
- 创新**——立足实际，因地制宜，以创新为引擎；
- 稳健**——谦逊勤恳，稳健务实，平衡速度与品质；
- 进取**——敢为人先，吸百家之长，锐意进取。

Integrity —— Treat our customers, employees, shareholders, and partners with sincerity;  
 Teamwork —— Put the interests of the corporation first, with all staff working with one mind, helping and caring about each other;  
 Innovation —— From a practicable foundation, adjust measures to local conditions, and use innovation as the driver;  
 Stability —— Modest and diligent, steady and pragmatic, balancing speed and quality;  
 Progress —— Dare to be the first, leverage people's talents, and forge ahead with determination.

诚信 · 齐心 · 创新  
稳健 · 进取

## Our Vision 我们的愿景

### 心之所愿 共筑好景

- 客户**—— 构筑臻品，点亮生活；
- 员工**—— 携手同路，共创未来；
- 投资者**—— 稳定回报，互利共赢；
- 社会**—— 创造价值，真情回馈。

Customers —— Build pilot products, and brighten up people's lives;  
 Staff —— Work hand in hand to create a future together;  
 Investors —— Provide stable returns, mutual benefits and win-win results;  
 Society —— Create value, and give back from the heart.

With Willing Hearts to Build  
Great Urban Landscapes Together

# Talent Cultivation

## 人才培养



从心出发 · 坚定未来  
STARTING FROM THE HEART, BUILDING A SOLID FUTURE

所谓企业，有“人”则“企”，无“人”则“止”。合景泰富地产将人才视为企业最宝贵的资源，从管理培训生到核心骨干再到集团高管，合景泰富地产建立了完善的、可持续的人才培养系统，构建让企业永葆发展活力的铁三角。岗位培训使各领域人才快速适应岗位要求，专业培训推动工程、设计、营销等领域的核心精英人才不断增值。同时我们为每一个合景人提供广阔的发展空间和晋升机遇，助力高素质人才实现个人价值，达到个体与集体的双赢态势。



An enterprise rises and falls on people. KWG Property regards talents as the most valuable resources of the enterprise and has a comprehensive and sustainable talent cultivation system in place for its management trainees, key members and senior management, forming an iron triangle which lastingly rejuvenates the enterprise. Job training allows talents in different fields to swiftly adapt to the requirements of the posts whereas professional training drives key elites in engineering, design, marketing and other fields to upskill themselves relentlessly. Meanwhile, we offer spacious room for development and plenty of promotion opportunities to KWGers to help high-caliber talents realize their individual value, creating a win-win situation both on the individual and collective scales.

### Philosophy of Talents

#### 人才理念



合景泰富地产一直秉承以人为本的管理信念，让每一位员工在伴随企业发展的同时充分实现个人价值。

合景泰富地产重视人才的培养，以全面系统的培训机制不断提升员工的专业素质和管理能力，给员工提供广阔的发展空间，让每一位员工融入到企业的文化，与企业共同成长。

KWG Property has been adhering to the philosophy of people-oriented management so that every employee can fully deliver personal values along with the development of KWG.

KWG Property stresses the importance of talent training. Our comprehensive training system will constantly improve employees' professional qualification and management capacity, while providing them with development potential. As a result, each employee becomes easily integrated with KWG's culture and grows together with KWG.

## Dynamic Talent Echelon 生机勃勃的人才梯队



组织建设  
ENTERPRISE  
CONSTRUCTION

人才委员会运作机制  
组织优化  
新城市公司关键岗位配置策略

Operational mechanism of human resources committee  
Organizational optimization  
Our allocation policies on key positions at companies in new cities



人才标准  
CRITERIA

关键专业人才标准指引  
合景泰富地产倡导及反对行为

Standard guidance on key professionals  
KWG Property's Recommended and Opposed Actions



人才库  
TALENT POOL

推荐关键岗位候选  
管培生计划  
LV 计划

Recommended candidates for key positions  
Management Trainee Program  
LV Scheme



培育方法  
APPROACH

“中央厨房”  
八项修炼(个人角度)  
不同层级人员培育策略(组织维度)

“Central kitchen”  
Eight courses (individual perspective)  
Training policies for different levels (by organization)



评估及任用  
ASSESSMENT AND  
APPOINTMENT

人才输出奖励机制  
人才外派福利政策优化  
内部盘点推荐及机制

Incentive mechanism for talent recruitment  
Optimized expatriates welfare policies  
Internal assessment and its mechanism



## Talent Development Plan 合景泰富地产人才发展计划

合景泰富地产为员工提供众多的培训机会。针对不同岗位、不同层级的员工，合景泰富地产积极组织各类有针对性的培训，提升员工专业技能与综合素质，让员工得到全方位发展。

KWG Property provides numerous training opportunities to employees. KWG Property actively organizes all kinds of specified trainings tailored for employees at different positions and levels to improve their professional skills and comprehensive capability for the purpose of all-round development.





# Our Growth 我们的成长

养精蓄锐  
见证不凡

根植广州 · 辐射全国  
FOUNDED IN GUANGZHOU, RADIATING OUT ACROSS THE COUNTRY

## 1995年 扬帆启航 躬耕广州

1995年，合景泰富地产正式成立，从广州启航，推出多个精品住宅项目，引领了广州时尚住宅的设计潮流。

### 1995 - Setting Sail and Planting Roots in Guangzhou

In 1995, KWG Property was formally established in Guangzhou, where it launched a number of boutique residential projects and became the pioneer in design trends for the city's trendy residences.

## 2003年 多元拓展 业态升级

2003年，合景泰富地产进入多元化拓展期，首次提出商住综合体的概念，在住宅项目中引入酒店、酒店式公寓、零售商铺等商业项目，打造了多个上乘样板。

### 2003 - Multi-tiered Development and Industrial Upgrading

In 2003, KWG Property entered period of diversified expansion, firstly proposing the concept of mixed commercial and residential properties, added hotels, serviced apartments, retail shops and other commercial projects to residential projects, and created numerous superior property models.

## 2007年 香港上市 布局全国

2007年7月3日，合景泰富地产在香港联合证券交易所主板成功上市（上市编号：1813）。自此，合景泰富地产全面推进“根植广州，辐射全国”的战略布局，先后开拓了华南、华东、西南、华北、华中五大区域。

### 2007 - Listed in Hong Kong, Expanded Nationwide

On 3 July 2007, KWG Property was successfully listed on the Main Board of the Hong Kong Stock Exchange (Stock code: 1813). Since then, KWG Property has comprehensively promoted the strategic positioning of "Founded in Guangzhou, Radiating Out Across the Country", and expanded into the five major regions: Southern China, Eastern China, Southwest China, Northern China, and Central China.

## 2009年 战略联盟 共赢未来

2009年，合景泰富地产携手世界知名酒店管理集团打造多家品牌酒店，与国内外的资深设计师保持良好的交流合作，并与国内多个地产开发商合作，进一步拓展全国市场。

### 2009 - Strategic Alliance, Win-win Cooperation

In 2009, KWG Property launched cooperation with world-renowned hotel management groups to build a number of brand hotels, maintained good relations and cooperation with senior designers at home and abroad, and worked with many domestic real estate developers to further expand into the domestic market.

## 2013年 稳步扩张 始终如一

2013年，合景泰富地产坚持深耕已有城市的发展战略，同时向极具增长潜力的城市稳步扩张，先后在广州、苏州、北京、南宁、杭州、天津等地购入优质地块。

### 2013 - Steady and Consistent Expansion

In 2013, KWG Property further committed to deepening our development strategy in cities where we already have a presence, and at the same time steadily expanded into other urban centers with great potential for growth. The company has since acquired high-quality plots in Guangzhou, Suzhou, Beijing, Nanjing, Hangzhou and Tianjin.

## 2016年 探索革新 综合运营

2016年，合景泰富地产迈向新的发展历程，致力于成为城市综合运营商，以匠心筑家的态度、缜密的经营战略与后服务端体系有机整合，促进城市生态人文环境的健康持续发展。

### 2016 - Exploration and Innovation, with Integrated Operations

In 2016, KWG Property steered towards a new course of development and committed to becoming an integrated city operator. In doing so it promoted the healthy and sustainable development of the urban ecological environment with an original and ingenious attitude, meticulous business strategy, and after-sales service systems.

Building Up Strength so as  
to Witness the Extraordinary

优土储

**Rigorous & Pragmatic – Land Reserve Strategy**  
严谨务实——土地储备策略

土地策略方面，合景泰富地产坚守严谨务实的储备方针，坚持谨慎的土地购买策略，密切关注土地市场变化，适时增加优质土地，保证合理的土地成本。

In terms of land strategy, KWG Property adheres to a rigorous and pragmatic reserve policy, abides by a prudent land purchase strategy, pays close attention to the changes in the land market, increases high-quality land holdings at the appropriate time, and ensures reasonable land costs.

**Our Strategy**  
我们的战略



熟区域

**National Expansion – Regional Development Strategy**  
全国布局——区域发展策略

2007年上市后，合景泰富地产进入全新的发展纪元，迈开全国战略性步伐。按照公司第二个十年规划，合景泰富地产将立足广东，布局全国东、南、西、北、中五大版块，向其中具有高增长潜力的城市地区拓展。

After listing in 2007, KWG Property entered a brandnew era of development, and started to roll out its national strategy. According to the company's second 10-year plan, KWG Property will be based in Guangdong while establishing a presence in five major areas (Eastern China, Southern China, Western China, Northern China, Central China), and expanding into urban areas with high growth potential.

**Integrated & Diversified – Industry Positioning Strategy**  
综合多元——产业布局策略

合景泰富地产以推动城市增值为己任，项目全面覆盖住宅、公寓、写字楼、酒店、购物中心、智慧产业园、旅游小镇等不同领域的丰富业态，致力于成为行业领先的城市综合运营商。

KWG Property takes urban value increment as its goal, with its projects comprehensively covering residences, apartment buildings, office buildings, hotels, shopping malls, industrial parks, tourism towns and other areas engaged in commercial activities. It is committed to becoming the industry's leading integrated city operator.

多业态

**Stable Property Assets**  
**Optimal Land Reserves**  
**Enrich Areas**  
**Multiple Formats**

稳资产

**Balanced & Steady – Property Asset Operating Strategy**  
平衡稳健——资产经营策略

合景泰富地产通过多元化的产品结构和经营理念提升自身抗风险能力，保证企业资金链的健全。本着审慎、适时的发展战略，合景泰富地产以平衡盈利组合、分散投资风险，从而有效控制资产负债比例，适时有效地提高资金利用率，坚持在高速增长的同时兼顾财务稳健的发展战略。

KWG Property enhances its risk tolerance through a wide range of product structures and business ideas, in order to ensure the integrity of our capital chain. Based on prudent and timely development strategies, KWG Property balances the profit portfolio and diversifies the investment risks, so as to effectively control the proportion of assets and liabilities, effectively increase the fund utilization rate in a timely manner, and give consideration to the sound financial development strategy during periods of rapid growth.

# Brand Logo

## 品牌标识

方型的标志稳重大方，象征企业根基稳固，稳健发展的涵义。直线几何形态与硬朗的英文字体相结合寓意坚韧不拔和刚毅有力的企业精神。

**K** 在腓尼基语字母表里是象形符号，有手(掌)之意，同时是“合景泰富地产”中“景”的译音，寓意统筹帷幄、掌握局势。合景泰富地产以其敏锐的市场洞察力，充分发挥核心竞争优势，成为粤派地产先锋。

**W** 代表 worth，取自“合景泰富地产”中“富”的译音，代表财富、价值。一直以来，合景泰富地产以健康的财务状况、踏实稳健的发展态势，深得境内外投资者青睐。

**G** 代表 group，代表齐心、团队。作为企业核心价值观，合景泰富地产始终要求全体员工上下一心，积极进取。“心不齐，只是集聚；只有心在一起，才是团队。”

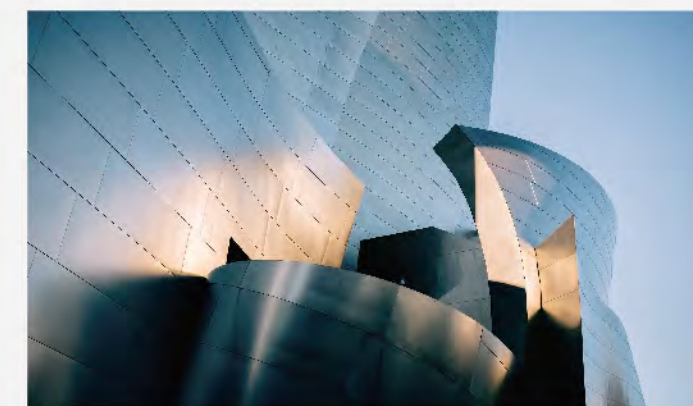


"K" is a replicative symbol in the Phoenician alphabet, meaning "palm." It is also the transliteration of "King" (in Cantonese) in "Hap King Tai Fu (KWG Property)", meaning devising strategies and mastering the situation. KWG Property gives full play to the core competitive advantages and has become a pioneer in Guangdong's real estate market with its keen market insights.

"W" represents worth and is the transliteration of "Fu" in "Hap King Tai Fu (KWG Property)", meaning wealth and value. Right from the beginning, KWG Property has consistently won favor among domestic and foreign investors with its healthy financial profile, as well as its practical and steady development trend.

"G" represents group, meaning concerted effort through teamwork. As a core value of the company, KWG Property has always asked all employees to be of one mind and work aggressively. "If there are no concerted efforts, it is simply a gathering of people; only by putting their minds together, will they become a team."

橙色代表的是激情，是最温暖的顏色，使人联想到金色秋天的果实，代表的是富足与快乐；蓝色具有沉思、独立和平静之意，代表的是庄重沉稳，冷静睿智；橙色和蓝色的组合是活跃与庄严并重，象征企业蓬勃生机和实业基础的融合，表达出合景泰富地产在稳步发展的同时，领先一步的创新精神。



The square outlines appear steady and robust, denoting the solid foundations of the enterprise and steady development. The combination of linear geometry and bold English font implies the persistent and resolute spirit of the company.

The orange color represents passion. As one of the warmest colors, orange is reminiscent of the fruits in golden autumn, representing abundance and happiness; blue represents meditation, independence and calmness, denoting solemnity and sagacity; the combination of orange and blue focuses on both dynamism and solemnity, representing the integration of the company's prosperity and industrial foundation, and gives expression to the leading spirit of innovation during KWG's steady development.



### 品牌理念——艺术合景

Brand Concept - Art @KWG

时尚的个性、大胆的设计、前卫的创意是合景泰富地产的品牌基因。在合景泰富地产看来，每一座城、每一种人生、每一个明天都是一件艺术品，都倾注了创作者的灵感与热情。以 Art@KWG 为主题，以“艺”为媒，合景泰富地产立足于品牌文化，连通社区，传递业主关怀，以公益为伴，从心出发，细“述”合景的理念，合景的生活，合景的未来。

Fashionable personality, bold design, and avant-garde creativity are the genes of KWG Property's brand. KWG Property regards every city, every kind of lifestyle, and every tomorrow as a work of art, which have all been infused with the inspiration and enthusiasm of their creator. By taking Art@KWG as the theme and "art" as the medium, the "narration" of KWG Property's concept for life and its future is founded on brand culture, community connectivity, transmission of owner care, public benefit, and starting from the heart.

#### KWG Art Lab

The KWG art lab program was successfully launched in 2013 and is committed to building one hundred art libraries at rural primary schools around the country so as to cultivate children's interest in creativity and broaden their horizons.

#### 合景艺术馆

合景艺术馆于 2013 年成功启动，计划在全国搭建一百所乡村小学艺术图书馆，旨在培养孩子的创作兴趣，开拓见识视野。

#### KWG Art Festival

The KWG art festival is a branding activity displaying the artistic styles of places around the world in a fashionable and novel format and is aimed at creating an art atmosphere within the community and to build a platform for people to communicate.

#### 合景艺术节

合景艺术节，是合景泰富地产以时尚、新颖的形式，向业主展示世界各地的艺术风情的品牌活动，旨在为社区营造艺术氛围，搭建交流平台。

#### 合景艺术人

合景艺术人设计大赛旨在为视觉艺术设计爱好者提供展示平台，互相交流学习。

#### KWG Artist

The KWG Artist Design Competition aims to provide a platform for lovers of visual arts and design to learn from each other.

#### 合景艺术奖

合景泰富地产成立了专项合景“艺术基金”，致力于发掘、培养小艺术家，并邀请优秀的合景小艺术家们到国内外交流学习。

#### KWG Arts Award

KWG Property has set up a special KWG Art fund, with a commitment to seeking out and cultivating young artists. The young KWG artists are also invited to study at home and abroad.

# Social Responsibility

## 社会责任

### 2007年

向香港公益金执行委员会捐赠 100 万元；  
向广州市见义勇为基金会和禁毒基金会捐赠 600 万元；  
向广东省公安民警医疗救助基金会捐赠 200 万元；  
向贵州省捐款 300 万元兴建希望小学。

2007

Donated RMB1 million to the Executive Committee of the Community Chest of Hong Kong.

Donated RMB6 million to Guangzhou Foundation for Justice and Courage and China Narcotics Control Foundation.

Donated RMB2 million to Guangdong Police's Medical Aid Foundation.

Donated RMB3 million to Guizhou Province for building Hope Primary Schools.

### 2009年

在“你我他，齐行善”慈善日向广州慈善会捐款 300 万元；  
向从化慈善会捐款 100 万元；  
向海南临高县松梅小学捐款 100 万元，用于新校址建设。

2009

Donated RMB3 million to the Guangzhou Charity Association on Guangzhou Charity Day.

Donated RMB1 million to the Conghua Charity Association.

Donated RMB1 million to Songmei Primary School in Lin' gao County of Hainan Province for building a new campus.



### 2011年

向从化吕田镇捐款投入 1 亿元，对口帮扶从化吕田镇建设项目，为其提供市政基础设施建设及产业发展的资金、技术和市场方面的帮助；  
向花都区教育局捐赠 300 万元，通过“关心教育，情系花都”活动推动花都区教育事业的发展。

2011

Donated RMB100 million to partner with Conghua's Lvtian town to support its construction and provide financial, technical and market support for municipal infrastructure projects and industrial development. Donated RMB3 million to the Education Bureau of Huadu District to boost the area's education development through the "Caring for Education, Love Huadu" campaign.

### 2013年

合景泰富地产成都公司向成都市慈善总会捐赠 200 万元善款，支持“4·20”雅安芦山 7.0 级大地震灾区重建工作。

2013

KWG Property's Chengdu Branch donated RMB2 million to the Chengdu Charity Association to support the reconstruction work after a 7.0-magnitude earthquake hit Lushan County, Ya'an City on 20th April.

### 2016年

捐赠香港新家园协会 100 万港元，支持协会帮助新来港和少数族裔人士积极融入香港；  
广州增城桥溪助学扶贫协会慈善晚会暨成立 30 周年联欢晚会上，捐赠 20 万元人民币，鼓励当地学子在学业上继续探索。

2016

Donated HKD1 million to Hong Kong's New Home Association to help newly arrived people and ethnic minorities to actively integrate into Hong Kong society.

Donated RMB200,000 at the Charity Evening Party and the 30th Anniversary Party of Qiaoxi Education Fund and Poverty Alleviation Association of Zengcheng District, Guangzhou City, to encourage local students to further their education.

### 2008年

在“5·12”汶川大地震后联手《羊城晚报》、方圆地产与广东省慈善总会共同发起“汶川赈灾救孤工程”，通过《羊城晚报》捐赠 110 万元作为启动款项；  
合景泰富地产成都公司在“5·12”汶川大地震后第一时间向成都红十字会捐款 100 万元。

2008

After the Wenchuan earthquake on 12th May, KWG launched a fund-raising program jointly with the Yangcheng Evening News, Fineland Property and Guangdong Charity Federation, and donated RMB1.1 million to launch the program through the Yangcheng Evening News.

KWG Property's Chengdu Branch donated RMB1 million to the Red Cross Society of Chengdu immediately after the 5.12 Wenchuan earthquake.

### 2010年

向海南陵水县教育基金会捐款 1000 万元；  
向中国华文教育基金会捐款 1000 万元，启动“合景泰富·暨南大学教育发展基金”；  
向广州市教育基金会捐款 100 万元，启动“合景育才计划”；  
向海南省捐款 500 万元，用于支持 49 年一遇的连续大面积强降雨水造成的重大灾情救助；  
向亚残运会捐款 200 万元，支持残运会事业发展。

2010

Donated RMB10 million to the education foundation in Lingshui County of Hainan Province.

Donated RMB10 million to the Chinese Language and Culture Education Foundation of China to launch the KWG Jinan University Education Development Foundation.

Donated RMB1 million to the Guangzhou Education Foundation to launch the KWG Outstanding Talent Program.

Donated RMB5 million to Hainan Province for disaster relief after the region was inundated by heaviest rains in 49 years. Donated RMB2 million to the Asian Paralympic Games to support the development of the sporting event.

### 2012年

在“广东扶贫济困日暨广州慈善日”捐出 100 万元。

2012

Donated RMB1 million on Guangdong Poverty Alleviation Day and Guangzhou Charity Day.

### 2015年

捐赠人民币 313 万元支持中山大学人才引进基金的设立。

2015

Donated RMB3.13 million to support the establishment of Sun Yat-sen University's Talent Introduction Foundation.



企业的发展离不开社会的支持。饮水思源，作为一名企业公民，合景泰富地产自始至终将公益事业视为义不容辞的责任，以爱回馈社会。

A company cannot develop without support from society. We shall be grateful for the benefits we have received. As a corporate citizen, KWG Property has always regarded programs for public good as our responsibility, so we can lovingly give back to society.

# Corporate Recognition

## 荣誉丰碑

### 2001-2005

- 2001 Ranked in the Top 10 Most Popular Properties among Guangzhou citizens
- 2002 Ranked in the Top 10 Residential Communities among white-collar workers
- 2003 Property with the Best Floor Plan in Guangzhou
- 2004 Green and Healthy Community in Guangdong Province
- 2005 Ranked in China's Top 100 Real Estate Enterprises and Outstanding Real Estate Developers in the Past 20 Years

### 2006-2010

- 2006 Ranked in the Top 10 Most Popular Real Estate Enterprises among Guangzhou citizens
- 2006 Ranked in China's Top 500 Real Estate Enterprises from 2005 to 2006
- 2007 Ranked as one of China's Top 30 Real Estate Brands
- 2007 Ranked in the Top 10 among China's 100 most valuable Chinese real estate brands at the Boao Real Estate Annual Meeting for Asia
- 2008 Ranked in the Top 30 Comprehensively Strong among real estate enterprises in Guangzhou from 2007 to 2008
- 2008 The Most Competitive Real Estate Enterprise Award, and the Most Influential Brand in Guangzhou
- 2009 Ranked in China's Top 100 Real Estate Enterprises from 2008 to 2009
- 2009 Ranked in the Top 10 Listed Companies on the Annual General List of Real Estate Companies
- 2009 Ranked in the Top 10 Quality Real Estate Developers on the Ranking List of Cantonese Real Estate Companies for the 60th Anniversary of the founding of the PRC
- 2009 Named as China's Most Valuable Real Estate Enterprise
- 2010 Named as a Fortune 500 Chinese Enterprise
- 2010 Ranked in the Top 10 for Strong Profitability among China's Top 100 Real Estate Enterprises

### 2011-2015

- 2011 The Best High-rise Development (Asia-Pacific Region) of the International Real Estate Award (Bloomberg)
- 2011 Ranked in the Top 10 Hong Kong Listed Chinese Mainland Real Estate Developers in Terms of Investment Value
- 2011 Outstanding Contribution Award for Advanced Charity Groups in Yangcheng
- 2011 Named as China's Best Real Estate Developer of the Year
- 2012 Named as the Most Credible Real Estate Brand
- 2012 Named as China's Most Outstanding Real Estate Developer
- 2012 The Leading Brand among the Top 10 Real Estate Groups in Guangdong
- 2012 Ranked among China's Top 50 Commercial Real Estate Developers
- 2013 Ranked among China's Top 100 Real Estate Developers
- 2013 Received Best Investment Value Award for Listed Companies
- 2013 Won the Charitable Enterprise for Outstanding Contributions Award
- 2013 Won the Top 500 Real Estate Enterprises Award for 8 consecutive years
- 2014 Won the Best Design Project in Asia
- 2014 Named as the Best Brand for Public Good of the Year
- 2014 Named as China's Famous Real Estate Enterprise of the Year
- 2014 Ranked among China's Top 30 Listed Real Estate Enterprises
- 2014 Ranked among China's 100 Best Real Estate Enterprises
- 2015 Named as one of "New Five Tigers in Southern China"
- 2015 Named as the Brand with the Most Commercial Value of the Year
- 2015 Named as the Outstanding Enterprise for Fulfilling Social Responsibilities
- 2015 Won China's Real Estate Furnishing Championship - the Brand with the Best Reputation

### 2016

- 2016 Named among the 2016 China Charity Rankings - Charity model
- 2016 Ranked among China's Top 100 Property Service Enterprises of 2016
- 2016 Ranked in the Top 10 for Growth among China's Top 100 Property Service Enterprises of 2016
- 2016 Ranked in the Top 10 for Profitability of Listed Real Estate Enterprises
- 2016 Ranked in the 2016 Top 10 Leading Brands of China's Comprehensive Real Estate Companies
- 2016 Ranked in the 2016 Top10 Brands of South China Real Estate Companies

### 2017

- 2017 Ranked in the 2017 Best 50 of China Real Estate Developers
- 2017 Ranked in the 2017 Best 10 of Development of China Real Estate Developers
- 2017 Named among the 2017 Ranking of China's Top 100 Best Real Estate Enterprises
- 2017 Ranked in the 2017 China's Top 30 Listed Real Estate Enterprises (Real Estate G30)
- 2017 Ranked in the 2017 Best 50 China Real Estate Listed Companies with Strongest Comprehensive Strengths
- 2017 Award for Most Valuable High-End Property
- 2017 Ranked in the 2017 Best 50 of China Real Estate Developers Brand Value
- 2017 Ranked in the 2017 Top 20 Brands of China Real Estate Companies
- 2017 Ranked in the 2017 Top 10 Leading Brands of China Comprehensive Real Estate Companies

### 2001年-2005年

- 2001年 广州市市民十大最喜爱楼盘
- 2002年 广州市十佳白领小区
- 2003年 广州金牌户型楼盘
- 2004年 广东省绿色环保健康社区
- 2005年 中国房地产领先企业100强、中国地产20年杰出发展

### 2006年-2010年

- 2006年 广州市市民十大最喜爱房地产品牌企业
- 2006年 2005-2006年度中国房地产企业500强
- 2007年 中国品牌地产30强
- 2007年 “亚洲博鳌房地产年会”中国地产100最具品牌价值十强企业
- 2008年 2007-2008年广州房地产企业综合实力30强
- 2008年 最具竞争力房地产企业大奖、广州最具影响力品牌
- 2009年 2008-2009年度中国房地产业百强企业
- 2009年 房地产年度总评榜十佳上市公司
- 2009年 建国60周年粤派地产风云榜十大质量地产
- 2009年 中国最具品牌价值房地产企业
- 2010年 财富“中国500强”企业
- 2010年 中国房地产百强企业赢利性TOP10

### 2016年

- 2016年 2016中国慈善榜——慈善榜样
- 2016年 2016中国物业服务百强企业
- 2016年 2016中国物业服务百强企业成长性TOP10
- 2016年 上市房企盈利能力TOP10
- 2016年 2016中国房地产综合开发专业领先品牌价值TOP10
- 2016年 2016中国华南房地产公司品牌价值TOP10

### 2011年-2015年

- 2011年 Bloomberg 彭博国际地产奖亚太区最佳高层住宅
- 2011年 中国大陆在港上市房地产公司投资价值TOP10
- 2011年 羊城慈善先进集体突出贡献奖
- 2011年 中国地产年度金牌企业
- 2012年 最具置业信心地产品牌
- 2012年 中国杰出房地产商
- 2012年 广东住宅十大集团领袖品牌
- 2012年 中国商业地产排名五十强
- 2012年 中国房地产开发企业100强
- 2013年 年度最具投资价值上市公司
- 2013年 突出贡献慈善企业
- 2013年 连续8年房地产业500强企业
- 2014年 亚洲地区最佳设计项目
- 2014年 年度最佳公益品牌
- 2014年 年度中国房地产名牌企业
- 2014年 中国房地产上市企业30强
- 2014年 中国房地产卓越100榜
- 2015年 “新华南五虎”之一
- 2015年 年度最具商业价值品牌
- 2015年 企业社会责任杰出企业奖
- 2015年 中国地产家居冠军榜——最佳美誉品牌

### 2017年

- 2017年 2017中国房地产开发企业50强
- 2017年 2017中国房地产开发企业综合发展能力10强
- 2017年 2017中国房地产卓越100榜
- 2017年 2017中国房地产上市企业30强(地产G30)
- 2017年 2017中国房地产上市公司综合实力50强
- 2017年 2017年度最具价值高端物业大奖
- 2017年 2017中国房地产开发企业品牌价值50强
- 2017年 2017中国房地产公司品牌价值TOP20
- 2017年 2017中国房地产综合开发专业领先品牌价值TOP10

# Investor Relations

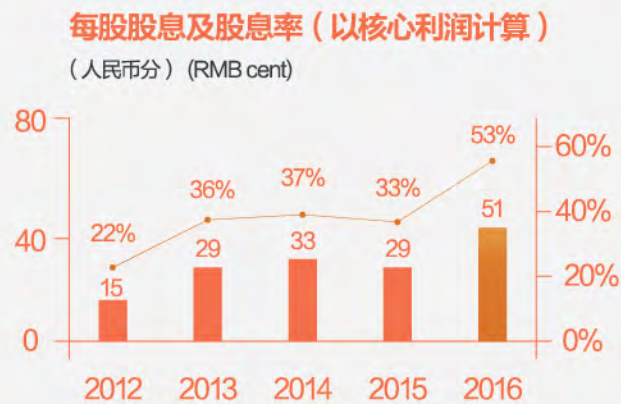
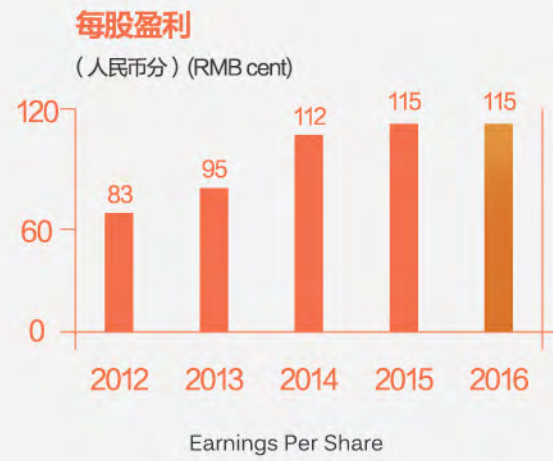
## 投资者关系

### Outstanding Profitability with Stable Return

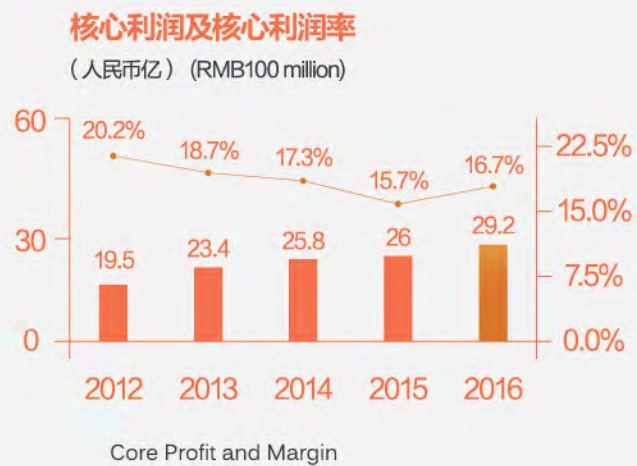
#### 盈利能力优异，回报持续稳定

合景泰富地产自 2007 年 7 月 3 日在香港联合证券交易所主板上市（上市编号：1813）以来，凭借备受认可的产品锻造实力、紧贴市场需求的产品结构、合理完善的产品布局、稳步上升的业绩及领跑行业的盈利能力，得到资本市场的广泛认可。

Since its listing on the Main Board of the Hong Kong Stock Exchange on 3 July 2007, KWG Property (stock code: 1813) has been widely recognized in the capital market for its well-received product development capability, product mix for the current market trend, reasonable and holistic product offerings, steadily improving results and top profitability in the industry.

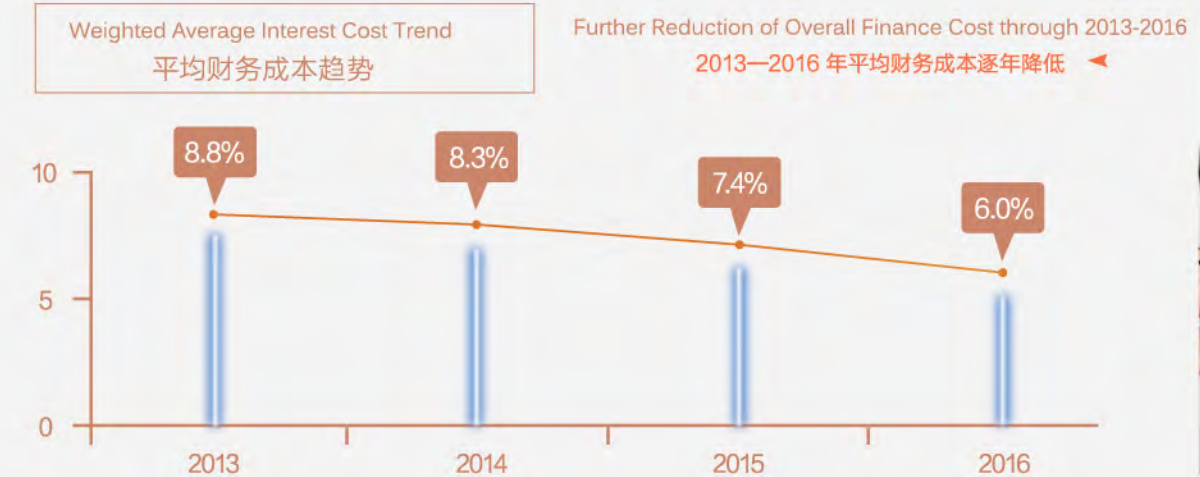


Dividend Per Share and Payout Ratio (on core profit)  
附注：人民币 51 分包括特别股息 11 分  
Note: RMB51 cents includes a special dividend of RMB11

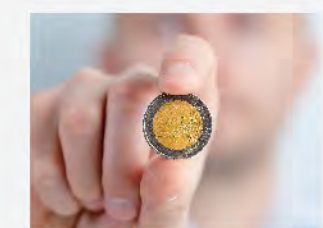


### Further Reduction of Overall Finance Cost with Optimizing Domestic and Foreign Debt Portfolio

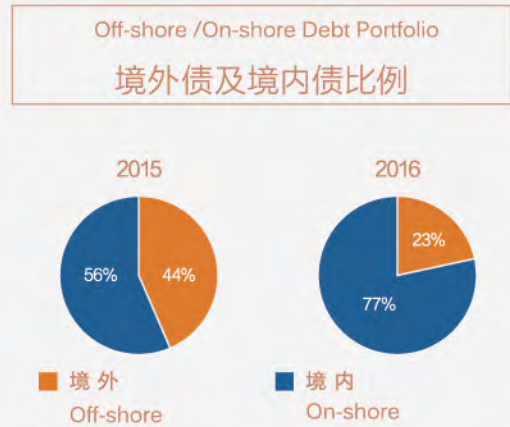
#### 财务成本逐步降低，境内外债务比逐渐优化



为降低潜在汇兑风险，逐步减少境外债务所占比例



Reducing foreign debt ratio to mitigate potential exchange risk



# Artistic Craftsmanship Treats You with More Courtesy

艺 述 匠 心  
礼 遇 人 居

## 地产篇 Property

世界发展依赖匠心的传承，  
合景泰富地产这位简单而专注的匠人，  
为代代相传的技法注入源源不断的生命力，  
怀揣着匠心营造的初心，  
以艺为媒，述说合景，  
将艺述作为每一座建筑的灵魂，  
书写一段又一段的传奇……  
布局 25 座重要城市，  
累计开发 90 余个城市经典作品，  
时间易逝，风格永存。  
从拿地选址到设计开发，从文化传承到时代创新，  
从洞察客户需求到革新人居标准，  
合景泰富地产从五大维度细述匠心——  
定制、细节、精致、景致、传承。  
一宅一生的信仰、一砖一瓦的调和、一草一木的融洽，  
任何一部合景泰富地产的作品，都并非复制，  
任何一处合景泰富地产的细节，都耐人寻味。  
二十余载，合景泰富地产，艺述匠心，礼遇人居。

The world's development relies on the inheritance of the spirit of craftsmanship. As a simple and dedicated craftsman, KWG Property infuses a steady stream of vitality into its craftsmanship, which has been passed down from generation to generation. Holding true to its original inspirations as a craftsman, KWG Property interprets art and creates legends by imbuing the soul of every building with art. Our business presence extends to 25 major cities with over 90 classical urban development projects that will withstand the test of time. From land access, site selection to design and development, from cultural inheritance to innovation, from insights into customer needs to the reform of housing standards, KWG Property forms the elaborate details of its craftsman spirit from five dimensions: customization, detail, exquisiteness, landscaping and inheritance. With a belief in a home for life, the matching of the bricks and tiles and the harmonization of every blade of grass and every tree, are original works of KWG Property and are not replicas. All the finer details of KWG Property are intriguing. For more than 20 years, KWG Property has been demonstrating its artistic craftsmanship and homes that treat you with more courtesy.





“建筑，这是最高的艺术，它达到了柏拉图式的崇高、数学的规律、哲学的思想、由动情的协调产生的和谐之感。这才是建筑的目的。”

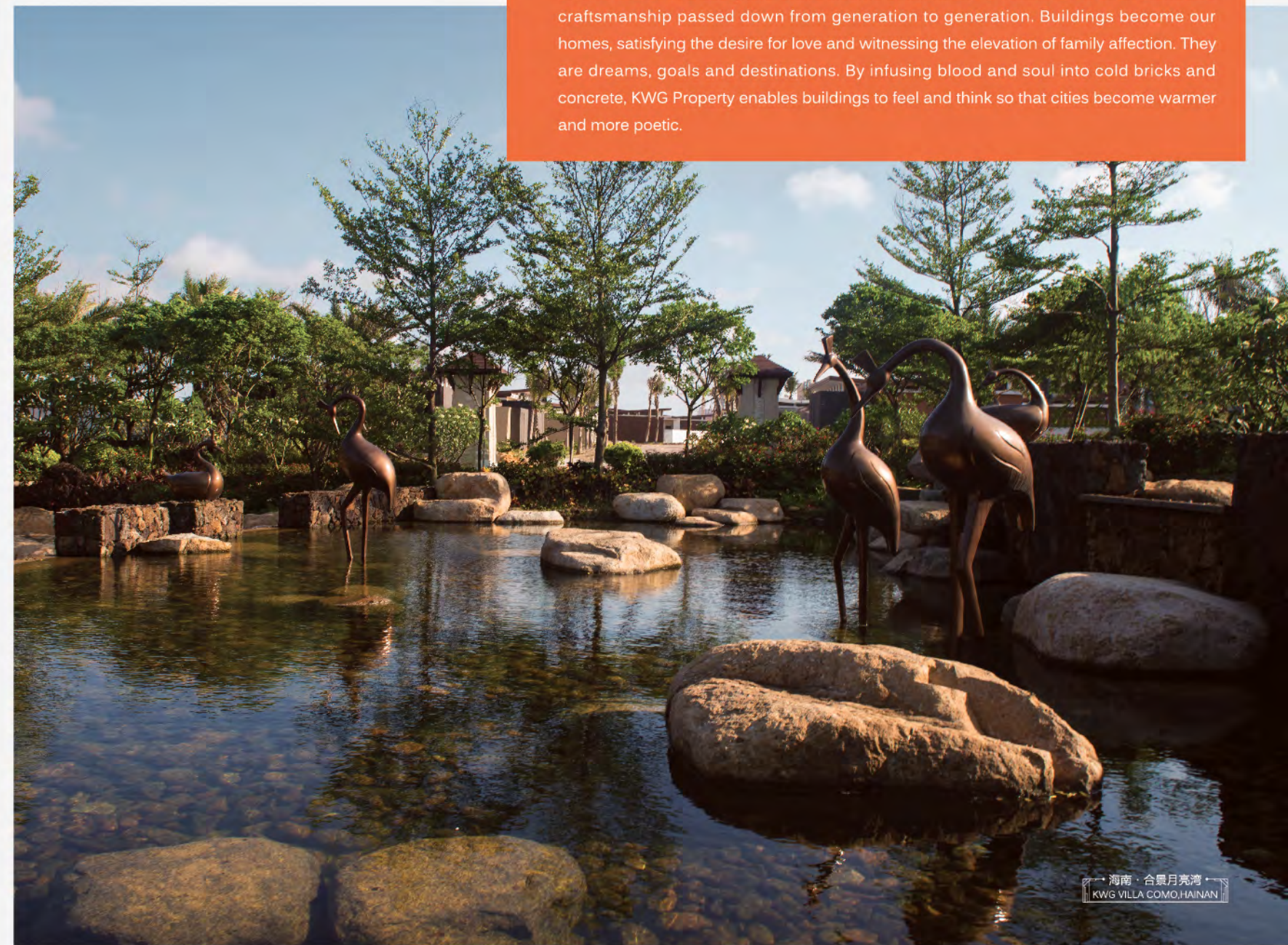
— 路德维希·密斯·凡德罗

“Architecture is the supreme art which boasts platonic nobility, follows mathematical laws and philosophical thinking and brings harmony from appealing coordination. This is the purpose of architecture.”

— Ludwig Mies van der Rohe

## A Work of Art

在合景泰富地产看来，  
每一座建筑都不是钢筋水泥的堆砌，  
它们是艺术作品，  
承载了设计师们毕其一生的才华，  
凝结了建筑匠们代代相传的匠艺。  
它们是家，  
实现了爱情的愿望，  
见证了亲情的升华。  
它们是梦想、是追求、是归宿……  
合景泰富地产为原本冰冷的砖石、混凝土注入血液和灵魂，  
让建筑多了些许触感和念想，  
让城市多了些许温度和诗意。



# Forging a New Path to Cultivate Individuality

## 别开生面 个性修为

“定制”并非框定一个界限，  
而是在这个界限之外，  
拥有无限延伸的空间。

Instead of prescribing a limit,  
“customization”  
offers infinite space.



北京·合景中心  
KWG CENTER, BEIJING

## Tailoring 量体裁衣

你是谁,你就会遇见谁。  
为此,我们充分考量客户社交所需,  
将人群对位融入社区规划之中,  
打造理想栖息之所。

You shall meet someone who shares  
similarities with you.  
For this, we take full account of a  
customer's need for social interaction,  
ensuring the right grouping of people  
in the community planning so as to  
create an ideal place to live.



苏州·合景领峰  
APEX, SUZHOU

# Customization 定制



## Age-inclusive Sharing

年轻夫妇的社交模式、小家庭生活功能的完整模式、夕阳红无障碍的设计模式、独树一帜的双钥匙模式，四大创新领域融入“未来+”所承载的一切可能。

## 全龄共享

满足不同群体“个性需求”的“未来+”定制，融入对住宅产品全生命周期的居住考量，以全龄化的关怀，包容不同家庭结构的用户；

The customization, “Future+”, satisfies the individual needs of different groups, takes into consideration the full life cycle of housing products and cares for all ages to suit clients of different family structures: A socially interactive model for young couples; a completely functional living model for small families; a barrier-free design for the elderly; and a unique double-key model. These four innovative models are integrated into all the possibilities brought about by “Future+”.



年轻夫妇的  
社交模式  
A social interaction  
mode for young  
couples



孩子出生后功能  
完整模式  
A complete  
function mode  
after a child is born



老年的无障碍  
设计模式  
A barrier-free  
design for the  
elderly



“双钥匙”  
模式  
A double-key  
mode

海南·合景月亮湾  
KWG VILLA COMO, HAINAN

# Permeate Every Inch to Provide Quiet Nourishment



北京·合景香悦四季  
THE FRAGRANT SEASONS, BEIJING

## 参透方寸 润物无声

对细节的掌控、  
对爱的体悟、是一种习惯，  
更是对居者无尽的呵护和尊重。

An eye for detail and the understanding of love are not only habits, but also the endless care and respect for the occupants.

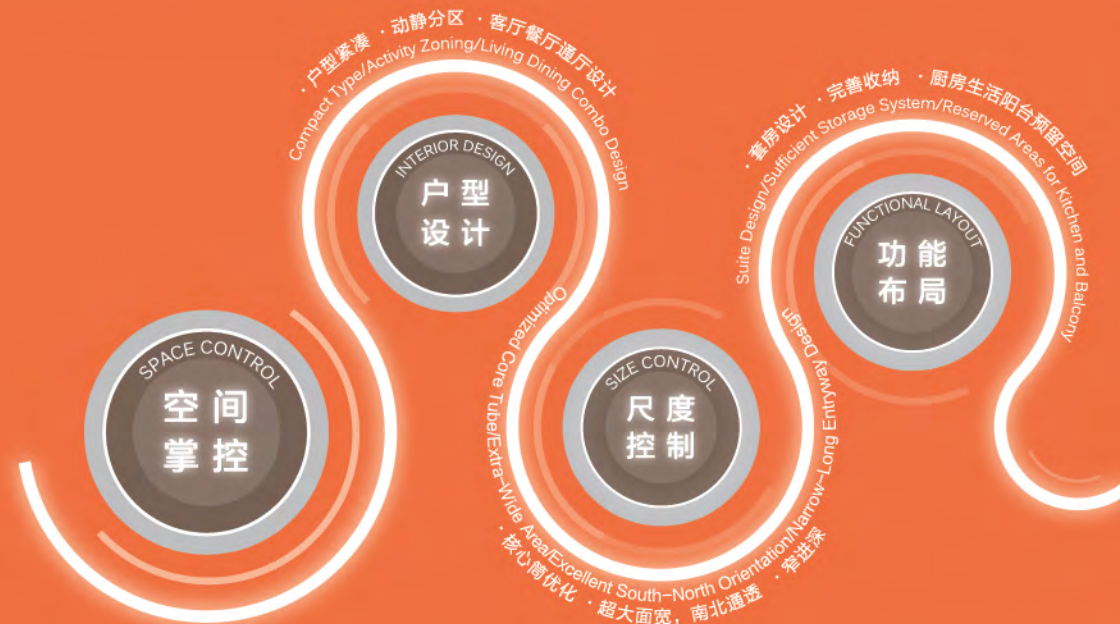
从每一条细微的生活动线入手，  
每一处细微的改变让生活更有温度，  
对尺寸方寸的雕琢，才是设计本身的意义。  
融入情怀与执着细节，  
才是对时间和空间的尊重。

Starting with every subtle action of daily life, every subtle change is specifically for bringing more warmth to life. Polishing every inch is the meaning of design itself. Infusion of feelings and dedication to the details is the way to respect time and space.

### Manual Fitting 手工铺装

在合景泰富地产的产品细节中，任何允许精心装置的细节，绝不被机械替代。无处不在的考究，凸显的不只是匠人的精神，更是一种对建筑事业的情怀。

For KWG Property products, any detail requiring meticulous fitting will not be handled by machine. An eye for all the details not only highlights the craftsman spirit, but also expresses the thoughts and feelings behind the business of architecture.



## Details 细节

One-stop Material Selection  
一气呵成

钻石、屋瓦、铁艺、围栏，为了更好地保证细节的一致性，材料甄选的过程中，我们只选择同一时间段内锻造出的建材，力求从宏观到微观的统一协调。

To ensure better consistency in the details for diamonds, roof tiles, ironwork and fences, we only select building materials made in the same period of time so as to achieve harmony across the spectrum, from the big picture to each miniscule part.



*The standard of living should not be confined to space.*

**空间的大小  
不应该影响对于生活的享受**

*The hardest part of residential design is "diligence".*

## 住宅设计最难是在“用心”

住宅是“家”的载体，也是“生活场所”的载体，大多数家庭为此倾尽了半生的财力，生活在里面一辈子，任何一个不合理的细节设计都会在生活中暴露并且放大，给家庭生活带来不便，甚至无法修正。因此住宅设计是一份沉甸甸的责任。

——摘自合景泰富地产集团设计部产品研发总经理语录

Residence is the carrier of "home" and "living premises". Most families spare no effort to buy a home and live in there for life. Any unreasonable details will be revealed and magnified in daily life, causing inconvenience or even irreparable situations. As such, residential design carries a full weight of responsibility.

— Quote from the General Manager of Group Design Department of KWG Property

卧室+卫生间+衣帽间的套房模式并不是大户型的专属，我们在80-90平方米的刚需户型中也采用了主卧套房模式设计的新突破。小户型以其精细化的设计、完整的收纳系统、细致到方方面面的人体工效学，最大化利用功能空间，无限尊重和关怀居者的生活体验。

——摘自合景泰富地产集团设计部产品研发总经理语录

The suite model of bedroom + bathroom + cloakroom is not exclusive to large units. We pioneer the adoption of the master suite model in 80-90 sq.m. units designed for end-users. Even for small units, dwellers' living experience is well respected and considered through refined design, comprehensive storage system, all-round ergonomics and space maximization.

— Quote from the General Manager of Group Design Department of KWG Property

### Unit Layout 空间丈量



**A1** 三室两厅一卫 建筑面积约 97m<sup>2</sup>

# Exquisiteness

## 精致

从品质开始，扬帆远航。合景泰富地产的精工不止于外观，更在于对细微之处的孜孜追求，兼顾居室变化的考量，让房子成为有生命力的存在。

Starting from quality, we set sail on a long voyage. The exquisite craftsmanship of KWG Property is not only shown in the outward appearance, but also embodied in the diligent pursuit of detail and the consideration of the changes in rooms which bring life to a home.

## 至臻至善 丝丝入扣

### Fashionable Small Extravagances

#### 时尚轻奢

内部装修风格上偏重精致、优雅、轻奢、时尚元素的运用与结合。在建筑细部表现上，精致雕花、大理石拼花、浮雕、高级石材运用随处可见。

Interior decoration favors the application and integration of exquisite, elegant, small extravagances and fashionable elements. In terms of architectural details, exquisitely carved patterns, marble medallions, embossments and supreme stone materials are everywhere.



**Workmanship Standard**

**精工标准**

合景泰富地产对产品品质有着苛刻的要求，坚持毫米级精工标准，对施工过程中的多项实测实量指标，比如墙体表面平整度、墙面垂直度、室内净高偏差、方正度等均严加把关，精研出一套品质管控方案，做到观感性强的同时为居者把控好每一道质量关口。

KWG Property puts strict requirements on product quality, adhering to the workmanship standards at the most minute level and maintaining strict standards on a number of measurements during the construction process, such as wall flatness, wall verticality, ceiling height deviation and squareness, so as to strive for excellent perception as well as stringent quality control for the residents.



**Perseverance in  
Perfection**





成都·环球汇·天誉  
SKY VILLA, CHENGDU

# Landscaping 景致

## Coexisting with Nature 自然共生

将自然园林融于建筑肌理之间，创造出更为出彩的景致。这种和谐之美，于植被、建筑、雕饰之上淋漓展现，让居者享“莫听穿林打叶声，何妨吟啸且徐行”之悠然，又有“梨花一枝春带雨”的自然清幽。

The natural garden is integrated into the architectural texture to create more colorful scenery. Such harmonious beauty is reflected vividly in the vegetation, architecture and carvings, which brings the leisure described by Su Shi, a famous poet from the Song Dynasty, as "do not be bothered by the wind and rain in the woods, why not sing a song and walk at leisure?", to the residents. This is then combined together with the quiet and beautiful nature like "the pear flower in the rain in spring," as depicted by Bai Juyi, another famous poet from the Tang Dynasty.



成都·环球汇·天誉  
SKY VILLA, CHENGDU

## Placement of Plants 成树定位

每一株植被，都不是简单地安插与摆放，而是充分考虑角度、姿态等多个因素，使其以最自然方式生长。

Instead of being placed at random, full consideration is given to every plant regarding its angle, attitude and other factors so as to let them grow in the most beautiful and most natural way.

## 温润时光 歆享自然

一水一石皆布局有方，  
一亭一阁均各具风韵，  
一花一木皆情境相生。

悉心营造山水与人相得益彰、和谐统一的野奢价值，  
提倡“人与自然共生”的城市绿色生活方式。

Ponds and rockworks are well arranged, pavilions and towers have all their charm, while flowers and plants are in harmony with the environment.

We are devoted to bringing a rustic luxurious value that ensures nature and human beings are in harmony with each other, while advocating a green urban lifestyle.



# Sweet Time for Enjoying the Nature

## Different Scenery through the Four Seasons 四季异景

社区的颜色也是心情的颜色。由此，合景泰富地产的景观营造，选取季节性变化丰富的植被，不同树种花卉分时绽放，春夏秋冬将呈现截然不同的异色景观，同时让每一位居者随时可享新鲜的空气。

The colors in our property complexes also echo the colors of different moods. Therefore, KWG Property selects the vegetation which changes along with the seasons when landscaping. With different trees and flowers blossoming at different times, the color of the landscapes will be completely different with the change in the seasons from spring, summer, autumn to winter, while always ensuring a fresh natural scent to the air for every resident.



天津·合景御华园  
BOULEVARD TERRACE TIANJIN

## From Quiet to Dynamic 化静为动

除了讲究植物布局美观外，合景泰富地产的社区景观设计还强调全龄互动的满足，突破园区景观仅限于观赏而缺乏活动互动功能的弊端，强调让老人、成人、小孩甚至宠物都各得其乐，告别冰冷社区，营造更有温度的人文社区。

Besides the beautiful plant layout, our property complex landscape design is also focused on facilitating interaction among all age groups, overcoming the drawback of landscaping that is only for residents to appreciate, but lacks opportunities for interaction. It emphasizes allowing the elderly, adults, children and even pets to enjoy the outdoor areas together in their own way, and casts off the shackles of cold, uncaring property complexes and builds a people-centric community.



苏州·合景蓝堡上城  
THE UP BLUE TOWN, SUZHOU

# Inheritance 传承

## 以史载道 古今相宜

理念与文脉相融，建筑与地脉相符。  
在充分尊重当地文化的基础上，  
孵化新的工作方式、新的生活方式系统。

Ideas are integrated with culture and architecture  
fits with the geographic location.  
New ways of working and new lifestyles are  
cultivated on the basis of a full understanding of  
the local culture.



# Expressing Culture through History Balancing Modern Elements with those from Antiquity



### 文化溯源 Tracing Cultural Origins

尊重区域及城市原有的历史文化，从社区规划、园林打造、建筑形态等各方面，给予最原始的保留。

Respect the history and culture of regions and cities, and preserve the local surroundings in the most original state possible when formulating community planning, garden landscaping and architecture style.

### 地脉寻根 Seeking Geographic Roots

保留地脉特征，在不破坏原始地形走势的前提下，最大限度地发挥设计理念，进而呈现出极具现代感与历史感的人居。

Retain the characteristics of the geographic location, maximize the design philosophy without disturbing the original surroundings and then present a home featuring modern elements with a historical touch.



# Colorful and Varied Arts Tell a Story of Emotion

艺 彩 纷 呈  
述 说 情 怀

# 商业篇 Commerce

透过建筑触摸一座城市的脉搏，  
聆听温婉如流水的律动，  
感受炫幻如光影的节奏。  
合景泰富地产这位城市风韵的描摹者，  
正以拳拳诚意为城市倾注乐活情怀，  
在流光霓虹中绽放纷呈艺彩；  
2003年，合景泰富地产以城市综合运营商的使命开拓商业版图，  
打造封面式写字楼、旗舰式商业空间、地标式品牌酒店三大业态格局，  
从形象设计到功能锻造，  
从招商引资到战略联盟，  
合景泰富地产始终坚持以人为尺度释放土地的最大价值，  
彰显城市的格调与考究，  
勾勒出城市的商业视界。  
任何一个合景泰富地产所缔造的商业空间，  
都并非循规蹈矩的安放，  
任何一处合景泰富地产所编导的生活剧场，  
都洋溢着动感与激情，  
至今十余载，  
合景泰富地产以艺为媒，述说活色生香的商业情怀。

Architecture is the medium, through which we can feel a city's pulse, listen to the soft, peaceful rhythms and feel the dazzling, dynamic tempo.

KWG Property, as a painter of cityscapes, is devoted to enlivening the city through the LOHAS concept, and decorating the neon-lit space with a palette of vivid colors; in 2003, KWG Property took up the mission to serve as an integrated city operator to expand its area of business and construct three business formats including the cover-like office buildings, flagship commercial spaces and landmark brand hotels.

From image design to forging functionality, from business attraction to strategic alliances, KWG Property always insists on people-oriented principles to unlock the maximum land value, highlight the city's vibes and uniqueness and show the city's commercial vision.

Any commercial spaces created by KWG Property refuse to yield to conventions.

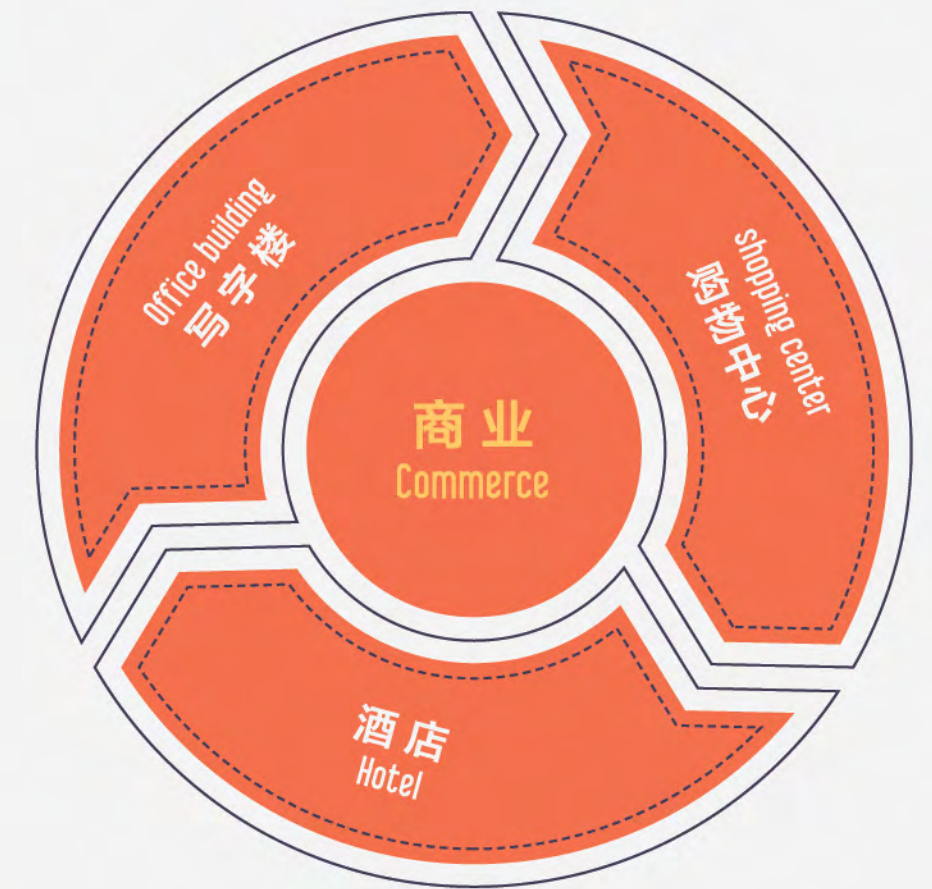
Any life scenes designed by KWG Property brim with dynamism and passion.

For over a decade, KWG Property has utilized the medium of art to inject lively and vivid elements to commerce.



生活的美妙就在于它的丰富多彩，使生活变得有趣，就不断地充实它。  
——前苏联作家 高尔基

The beauty of life lies in its diverse nature. To make it interesting,  
you should never stop enriching it.  
— Gorky, writer of the former Soviet Union



在合景泰富地产的心中，  
商业，并不局限于某一种简单的建筑形态，  
它是以更为多元的方式，  
呈现时代的艺术杰作，  
装满城市追梦者的期待，  
在书写传奇、在与心交融、在盈润生活，  
合景泰富地产让每一部商业艺术品于城市之中，  
生生不息，代代相传。

KWVG Property believes,  
commerce exists beyond a single architectural form.  
It uses a more diversified strategy,  
to deliver the artistic creations of the era.  
Packed with the expectations of the city's dreamers,  
it creates a legend, whispered to your heart and  
enriching your lifestyle.  
KWVG Property takes every commercial artwork to the  
heart of the city from generation to generation.

## Urban Totem Value Beliefs

合景泰富地产对于城市的思考、对于商务时代与标准的熟稔，将每一部写字楼作品印记为城市的图腾，将所信仰的价值无限释放，将倾注于此的商业理想——呈献于世人面前。

Through its reflection about the city and its abundant knowledge about the standards of the commercial era, KWG Property has labeled each of its office buildings as an urban totem, fully unleashing the values it believes in and presenting all its business dreams to the world.

## Office Building 写字楼

城市图腾  
价值信仰



### Prosperity beyond the city axis 轴线之上 创享繁盛

合景泰富地产的每一部写字楼作品，都享有优越的位置坐标，位于广州 CBD 珠江新城城市中轴线的合景·国际金融广场 (IFP)，坐落于上海浦东新区后滩国际商务区的环球都会广场，以及雄踞南宁五象新区总部基地的合景·广西国际金融广场，均坐拥千亿级城市资源，是城市经济轴线的无限延伸。

Every office building designed by KWG Property has its own geographic advantages. From the International Finance Place, Guangzhou at the central urban axis of Zhujiang New Town, Guangzhou CBD to International Metropolis Plaza in Houtan International Business District of Pudong New Area, Shanghai, and to the International Finance Place · Guangxi at the HQ base of Wuxiang New Area, Nanning, all projects are located in the heart of cities and represent the infinite extension of a city's economic axis.



### Intelligent equipment good business assistant 智能配套 运筹帷幄

商务办公环境直接影响了企业发展的效率与效益，考虑及此，合景泰富地产在每一次写字楼作品的建造中，都配备智能模块，如：5A智能化管理系统、VRV 空调系统、TQM (全面质量管理) 系统等，使得商务往来更加高效、便捷。

Considering that the business office environment directly impacts corporate efficiency and profits, KWG Property has equipped each of its office buildings with intelligent modules, like 5A Intelligent Management, VRV (Variable Refrigerant Volume) and TQM (Total Quality Management), to make business transactions more effective and convenient.

5A

- OA (办公智能化)
- BA (楼宇自动化)
- CA (通讯传输智能化)
- FA (消防智能化)
- SA (安保智能化)
- Office Automation
- Building Automation
- Communication Automation
- Firefighting Automation
- Security Automation



苏州·峰汇商务广场  
THE SAPPHIRE SUZHOU



广州·天盈广场  
THE TOP PLAZA GUANGZHOU



建筑设计：许李严建筑师有限公司、中信华南（集团）建筑设计院 ●  
结构设计：容柏生（建筑大师、建筑结构专家） ●  
机电设计：礼信工程顾问有限公司 ●  
幕墙顾问：奥雅纳工程顾问公司 ●

**Partners that get right to the point**  
**联袂考量 恰到好处**

对于写字楼建筑及其商务配套，合景泰富地产有着一套近乎苛刻的标准，更集结了一群志同道合的专业伙伴联袂共筑，以实现预期中的完美。

KWG Property has formulated a set of meticulous standards for office buildings and its business facilities, and gathered a group of like-minded partners to achieve perfection.



广州·天盈广场  
THE TOP PLAZA GUANGZHOU



合景·广西国际金融广场  
INTERNATIONAL FINANCE PLAZA GUANGXI



上海·环球都会广场  
INTERNATIONAL METROPOLIS PLAZA, SHANGHAI



北京·合景中心  
KWG CENTER, BEIJING

- Architectural design: Rocco Design Architects Co., Ltd., Zhongxin Huanan (Group) Architect Design Institute
- Structural design: Rong Baisheng (master architect and architectural structure expert)
- Electro-mechanical design: Lixin Engineering Consulting Co., Ltd.
- Curtain wall consultant: ARUP



Hotel  
酒店

城市品调  
盛放艺术

Urban Taste  
a Feast of Art



Self-owned boutique –  
The Mulian Urban Resort Hotels Guangzhou  
自营精品 —— 广州木莲庄酒店

心境 / 文化 / 温暖 / 关怀  
Mindful, cultured, warm, caring

心境自然 *Mind in peace*  
揣度方寸 *thoughts in space*

木莲庄酒店是合景泰富地产的自营精品酒店品牌，虽坐落城市之中，却能安一室之清雅，藏身于园林之内，将自然、艺术和雅致的精髓完美融合至酒店空间，袅袅幽香飘散于来自全球各地的艺术藏品中，置身其中，心旷神怡。

The Mulian Urban Resort Hotels is KWG Property's self-owned boutique hotel brand. Despite its downtown location, it offers a shelter of tranquility deep in a garden forest. Nature, art and the quintessence of elegance are perfectly combined within the hotel space, and there is a global fragrance wafting through the art collection, making the space at once soothing and invigorating.

匠心独运 *Highly creative*  
娓娓道来 *with unique glamor*

广州木莲庄酒店由台湾知名的境新设计工作室设计，并由新加坡 MAPS DESIGN STUDIO 担任酒店艺术及室内设计顾问，以“心境遇自然”为整体建筑设计理念，风格现代简约，雅致时尚。



Designed by the famous Jingxin Design Studio in Taiwan, The Mulian Urban Resort Hotels Guangzhou has recruited MAPS DESIGN STUDIO from Singapore as the artistic and interior design consultant, taking "Mind and Nature" as the overall architectural philosophy to create modern minimalism and elegant fashion.

对一座城市的眷恋，有时候无关风月，或许是漫步在城市某个角落中偶然遇见的一刻温馨，或许是落地窗前品尝一盏清茶的半日闲暇，或许是炫彩霓虹中肆意跃动的一夜觥筹……零落于街巷中的幢幢酒店儒雅地见证着这一切。

You don't need a big reason to become attached to a city, maybe it's catching a glimpse of a heart-warming scene as you turn a corner, or the leisurely moments spent sipping a cup of tea in front of a French window, or enjoying a good night out drinking in the neon-lit streets... the hotels scattered among streets and alleys witness all that happens.



**Winning cooperation**  
合作共赢

**Uniting with the world – design team for W Guangzhou**

**联袂世界 不负享誉——广州W酒店设计团队一览**



**Tables and cups, brilliant and dazzling – interpretation of the design concept for KWG Property W Guangzhou**

**觥筹交错 瑰丽夺目——合景泰富地产广州W酒店设计概念诠释**

广州 W 酒店及服务式公寓，独具一格的建筑风格配合音律闪动的灯幕秀，与永恒瑰丽的珠江遥相呼应，呈现出广州千年商都与现代繁华融汇交织的独特魅力。

W Guangzhou, service apartment and the unique architectural style go in line with the rhythmic light show, echoing with the Pearl River, displaying the unique charm of Guangzhou as a thousand-year-old capital and its modern prosperity.

- **建筑设计**  
许李严建筑师事务有限公司
- **园林设计**  
Bensley Design Studio
- **结构顾问**  
广州容柏生建筑工程设计事务所
- **室内设计**  
Yabu Pushelberg, Glyph Design Studio, Design Wilkes, AFSO, A.N.D.
- **机电顾问**  
灏信技术管理咨询(深圳)有限公司
- **灯光顾问**  
Isometrix Lighting Design
- **其他设计师**  
WET DESIGN

- Architectural design: Rocco Design Architects Co., Ltd.
- Structural consultant: RBS Architectural Engineering Design Associate
- Interior design: Yabu Pushelberg, Glyph Design Studio, Design Wilkes, AFSO, A.N.D.
- Landscape design: Bensley Design Studio
- Electro-mechanical consultant: J. Roger Preston (Shenzhen) Ltd.
- Lighting consultant: Isometrix Lighting Design
- Other design: WET DESIGN



# Cooperating for the Future

## 协力绘就 共筑蓝图

合景泰富地产  
全国合作酒店

Affiliated hotels of  
KWG Property in China

上海嘉定艾美酒店

LE MERIDIEN HOTEL  
SHANGHAI JIADING



文昌月亮湾凯悦酒店

HYATT REGENCY MOON BAY



广州康莱德酒店

CONRAD GUANGZHOU



海南清水湾瑞吉酒店  
THE ST REGIS QINGSHUIWAN



成都W酒店

W CHENGDU



上海新江湾凯悦嘉轩酒店

HYATT PLACE SHANGHAI XINJIANGWAN



苏州相城威斯丁酒店

THE WESTIN SUZHOU XIANGCHENG



苏州木渎万怡酒店

COURTYARD SUZHOU MUDU



# Shopping Center 购物中心

缤纷多元  
不期而遇

如果说写字楼属于商人，酒店属于行者，那么也许只有商场才属于你我。在光影琳琅的城市轴线上，只有此处能让你我尽情释放，或一家老少，或对影双双，或三五知己……明亮温暖的灯影下，没有噪影，没有昏暗，只有沁人心脾的笑语玲珑。

If office buildings are designed for business people and hotels for travelers, perhaps only shopping malls belong to you and me. On the luminous urban axis, we offer a place full of excitement, visited by all types of people, including families, couples, or groups of friends... With the bright, warm lights, no noise or darkness exists, all that can be heard is our whisper and happy laughter.

## Diversified Functions Unexpected Encounters

*Suitable for the whole family and all ages, a new era of consumption*

**全家庭 / 全年龄 / 场景消费新时代**

自 2014 年起，为推动投资物业多样化发展，合景泰富地产加快购物中心的建设速度。旗下购物中心主要聚焦一二线城市区域，如北京崇文门的摩方，广州珠江新城的天汇广场，上海、成都、苏州及广州的悠方。合景泰富地产进入商业地产领域之初，就明确了个性化的发展道路，因地制宜、量身打造商业产品，做富含个性特色，同时符合地域文化、消费习惯的产品。

合景泰富地产在开拓商业地产领域之际，深入探索顾客的消费体验，全方位构建消费场景，引入丰富品牌，为商场营造极具识别度的城市印迹。



To facilitate a diversified portfolio of investment properties, KWG Property has been expediting its construction of its shopping centers since 2014. Its shopping center projects mainly focus on the downtown area in tier-one and tier-two cities, such as M·CUBE in Chongwenmen (Beijing), International Grand City in Zhujiang New Town (Guangzhou), Ufun in Shanghai, Chengdu, Suzhou and Guangzhou. When investing the commercial properties at the beginning, KWG Property has clearly identified its development strategy of customization, under which, we create and customize products with distinctive features in conformity with regional cultures and consumption habits according to local conditions.

When expanding into commercial real estate, KWG Property explored the consumers' buying experience and introduced a diverse range of brands based on all-round consumption scenarios, with the aim of affixing a highly identifiable urban signature on shopping centers.





# Creating City Impression According to Urban Characteristic

合景泰富地产  
全国购物中心

Shopping centers of  
KWG Property in China

城市印象  
个性缔造

北京·摩方  
M-CUBE BEIJING



广州·天汇广场  
INTERNATIONAL GRAND  
CITY GUANGZHOU



上海·悠方  
UFUN SHANGHAI



苏州·悠方  
UFUN SUZHOU



成都·悠方  
UFUN CHENGDU



广州誉山·悠方  
UFUN YUSHAN  
GUANGZHOU



Diversified services  
丰富多元

Scenario creation  
情境营造



Co-development  
共同成长



# Scenario Creation 情境营造

*Diversified scenarios, pleasure for all – outdoor scenario creation for Ufun Chengdu*  
成都·悠方室外情境营造

## 折纸艺术 Paper folding

建筑设计以折纸工艺手法，利用不同材质在立面和雨棚上制造多个菱角折面，创造出极富时尚魅力的都会消费目的地。

By applying the art of paper folding, the architectural design uses different materials to create various angular folded surfaces in regard to elevation and canopy and build shopping destinations with great fashionable appeal.

缤纷意境  
情致共赏

## 音乐喷泉 Music fountain

以花开绽放及水涟漪为造型的音乐水景喷泉，水雾不时喷出如细雨一般散落周边。

The music fountain is modeled on blooming flowers and ripples, and is designed to cast a mist of thin rain around it.

## 屋顶花园 Roof garden

四周栽种大型灌木，将人包裹其中，使人视线远离林立的建筑，享受城市中的一丝惬意。

People are enclosed by the large shrubs planted all around, which allow them to switch from observing the buildings and enjoy the delights of the city.



### 银杏大道 Ginkgo boulevard

银杏大道与取自建筑外观的三角形标志雕塑互相辉映，于前庭广场之间，以绿色的屏障在视线上有分割零散的小型售卖亭，增添整体项目的趣味。

Ginkgo boulevard is a nice match with the architectural appearance of the triangle sculpture. In the forecourt, small vending booths are scattered among the green barrier to create a visual effect that adds delight to the project.



## 内外兼修 始见不同

**Internal and external charms make a difference--  
architectural details of M-CUBE Beijing**

### 北京·摩方建筑细节鉴赏

#### 切角退台 *Chamfered set-back*

北京摩方由世界知名荷兰设计公司 MVRDV 操刀，采用“切角退台”设计理念，外观如一颗变幻莫测的“水晶魔方”，营造极具流动性和交错感的空间视觉。

The design of M-CUBE, Beijing is provided by the world-famous Dutch design company MVRDV, who applies the “chamfered set-back” concept to create an exterior of changeable “crystal cubes” and spatial vision of mobility and sense of overlapping.



#### 玻璃幕墙 *Glass curtain wall*

室内空间的开阔通透，一切都归功于玻璃幕墙的大面积铺设，使整个建筑成为崇文门商圈独特的风景线。

The sense of openness and transparency indoors is attributed to the erection of large glass curtain wall, making the whole building appear as a unique landscape in the Chongwenmen business district.

#### 空气净化 *Air purification*

相对钟情于外部建筑结构的匠心而言，在建筑内部，对人的呵护考虑更多，引进空气净化系统，大大提升舒适度。

Compared with the extraordinary craftsmanship applied to the outer structure, the interior was designed with more human-oriented elements, with the air purification system creating far greater comfort.



## L7 悠格

楼层定位：健康乐活、综合运动  
L7:  
U Style:  
Health LOHAS,  
integrated sports

## L6 悠享

楼层定位：格调餐饮、艺术中心  
L6:  
U Enjoyment:  
Dining, art center

## L4 悠然

楼层定位：生活美学、儿童零售  
L4:  
U Leisure:  
Life aesthetics, retail  
goods for children

## L5 悠品

楼层定位：精品影院、美食天地  
L5:  
U Taste:  
Cinema, food hall

## L3 悠趣

楼层定位：时尚潮流服饰、童真欢乐  
L3:  
U Recreation:  
Fashionable clothes,  
play area for children

## L2 悠雅

楼层定位：男女服饰、名品  
L2:  
U Elegance:  
Men and women's  
clothing,  
famous brands

## L1 悠尚

楼层定位：国际精品服饰、珠宝、化妆品  
L1:  
U Fashion:  
International premium  
clothing, jewelry,  
cosmetics

琳琅之中  
悠扬自得

Hassle-free shopping among  
a diverse range of products



Business planning for  
UFun Chengdu  
成都·悠方业态规划设计

## B1 悠活

楼层定位：精品超市、个性休闲、  
尚品生活、休闲餐饮  
B1: U Lifestyle:  
Supermarkets,  
personalized leisure,  
lifestyle products,  
casual dining



动亦恣意  
静亦安然

Dynamic yet serene –  
Highlighted business functions of M-Cube and UFun  
摩方、悠方商业功能亮点

### 都市悠然生活派

- 潮流集市
- 青春个性
- 国际时尚
- 性感酷玩
- 型格休闲
- 原创驿站
- 创意体验
- 美食美味
- 食不夜天

### 家庭时尚消费馆

- 生活美学馆
- 儿童游乐馆
- 闺蜜聚会馆
- 运动达人馆

### 格调生活艺术家

- 品质餐饮
- 精致零售
- 生活超市
- 人文艺术

1. Urban leisure: fashion bazaar, youth and individuality, international fashion, sexy and cool programs, leisure, original station, creative experience, delicious food through the night;
2. Family fashion: life aesthetics hall, amusement park for children, girls' get-together place, stadium;
3. Stylish artist: high-quality F&B, retail services, life supermarket and humanities and art.

Diversified  
Services  
丰富多元

Considerate service  
making you feel at home

用心服务  
善待如亲

# 后服务端 After-Sales Service

不止于建筑,不息于霓虹。  
流转于岁月的长河里,  
心怀一宅一生的信念。  
以专业周到,予您最真挚的关怀,  
以温暖体贴,予您最诚恳的倾听。

2004年,合景泰富地产以服务倡导者与实践者的姿态,  
初涉后服务端领域,为建筑注入感情,  
此间走过的每一步,都是坚实而茁壮的进步,  
越是前行,越懂用心以情;越是贴近,越懂关怀陪伴。  
如今,合景泰富地产围绕物业管理、客户服务、合景会三大核心服务模块,  
面向社区、业主、客户,  
优化整合后服务端体系,  
数载春秋,生生不息。  
未来,合景泰富地产将一如既往,  
用心服务,善待如亲。

More than just a building and neon decorations.  
Across the long river of time,  
we believe in a residence for life.  
Professional and considerate, our caring is sincere;  
warm and thoughtful, we listen carefully to your needs.

In 2004, KWG Property, as a leading advocate and provider of services, first stepped into the after-sales service field and injected our buildings with emotion. Since then, every step forward represents solid, robust progress. As we move forward, our attachment to our customers becomes deeper. As we move closer, our care for our customers grows even deeper. Now, KWG Property is focusing on three core service modules: property management, customer service and KWG Club. Oriented towards communities, owners and customers, we are optimizing and integrating the after-sales service system. Year after year, generation after generation. In future, as always, KWG Property will dedicate itself to providing considerate services that make customers feel at home.

“社区”是指那些具有共同价值取向的同质人口组成的、关系密切、出入相友、守望相助、疾病相抚、富有人情味的社会关系和社会团体。

——斐迪南·滕尼斯

“Community” is a humanistic group made up of homogeneous populations with close social relationships and a readiness to provide help when any member of the group falls sick.

— Ferdinand Tönnies



Founded in 2004, a wholly-owned subsidiary of KWG Property, Guangzhou Liege Property Management Co.,Ltd. has obtained national class-I qualifications and passed ISO9001:2008 certification. With “Founded in Guangzhou,Radiating Out Across the Country” as the strategic goal, the company has extended its services to East China, North China, South China and southwest regions, covering an area under management of up to 27 million m², 70 managed projects and service teams with over 7,000 people, serving nearly 1400,000 owners.

Since its inception, Liege Property has gained abundant experience and developed strong operational capabilities in property management services for commercial and residential projects such as super class-A office buildings, corporate headquarters, hi-tech industrial parks, mixed business urban complexes, mid-to-high end foreign-style houses and villas, SOHO/LOFTs and serviced apartments.

## A Dedicated Butler from KWG Property

### 源自合景 用心管家

广州市宁骏物业管理有限公司成立于2004年,为合景泰富地产全资子公司,国家一级物业资质企业,获得ISO9001:2008质量体系认证,以“根植广州,辐射全国”为战略发展目标,宁骏物业的业务覆盖华东、华北、华南及西南各区域,管理面积达2700万平方米,管理项目70余个,服务团队逾7000人,服务业主与客户近14万户。

成立至今,宁骏物业已在超甲级写字楼、企业总部基地、高科技产业园、城市商业综合体、中高端洋房、别墅、SOHO/LOFT及酒店服务式公寓等商业和居住类项目的物业服务及管理业务范畴中积累了丰富的管理经验,具备较强的实操能力。



# From Five Mentalities To Ingenuity

## 以五心致匠心

宁骏物业秉承“用心·管家”的服务理念，以“热心、尽心、关心、爱心、赢心”的五心服务之道，回归物业服务的本质，为业主提供24小时不间断的服务，让业主在宁骏社区生活的每个瞬间都感受到快乐与温暖，居住宁骏社区，臻享幸福人生。

安全第一：24小时护卫、技防+人防；  
美的环境：洁净+ 生机 + 艺术；  
智慧管理：及时+ 专业 + 科技；  
用心服务：像对待家人一样用心。

Safety first : 24h protection , technical prevention + human factors  
Beautiful environment : prompt cleaning services + full of vitality + work of art  
Intelligent management : without delay + specialized personnel + scientific management  
Considerate service : making you feel at home

Adhering to the philosophy of "Do Our Best For You" and the five-mentality service pledge of "Passionate, Diligent, Attentive, Caring, Heartfelt", Liege Property gets back to basics to serve property owners twenty-four service and fills every Liege moment with happiness and warmth so that owners can live life to the full in the Liege community.





# Exquisite Craftsmanship, Supreme Service

## 匠心承载 臻致服务

N+1次的审查房屋设计图，吹毛求疵，只为万无一失。  
 工程设备启用、维修、更换，一年、两年.....十年如一日，数不清的巡查。  
 24小时全天候待命，风雨不改，无畏艰险，维修任务，使命必达。  
 精心服务团队之搭载，细微知著，更懂你的需要。  
 他们技艺精湛，却不善言辞；他们刻苦耐劳，却从不居功。  
 他们为你服务的一分钟，背后是苦练的十年功。

N+1 reviews of housing design drawings are carried out to discover and correct even the slightest of errors.  
 Engineering equipment is deployed, repaired and replaced to keep it in mint condition after one, two or even ten years with countless inspection.  
 24h standby regardless of the weather or risk, just to make sure the maintenance task is completed.  
 Equipped with an elite service team, demonstrating how even the smallest details are addressed to make you feel how much we care.  
 They show great skill, but do not boast; they work hard, but never take the credit. During the one minute they serve you, it will be with the expertise that may have taken 10 years to perfect.



从接到收房通知电话开始，  
 她甜美的声音就开始伴随您在宁骏社区的生活。  
 她会耐心细心地记录下您的需求，随时为您解答任何问题。  
 她会用热情温暖的微笑，带给您最愉快的服务感受。  
 她会用心尽心如家人般照顾您及家人的社区生活。  
 她，拥有专业的职业素养，能为您提供全栖生活链高品质服务，  
 营造温馨家园，开启舒心生活。

From the moment when you receive the call informing you of house acceptance, her sweet voice will become part of your life in the Liege community.  
 She will patiently write down your needs and readily answer any of your questions.  
 She will provide you with the most pleasant service with a warm, beaming smile.  
 She will try her best to look after you and your family in the community.  
 With her professional qualities, she is capable of providing quality service for a holistic lifestyle and creating a warm home environment and happy life.





他们身手矫健,他们英姿飒爽,他们警惕肃穆,他们是社区安全的卫士。  
 他们大多数是退役军人,他们每天重复操练,寒冬酷暑从不敢懈怠,  
 只为一旦危险出现时,他们能第一时间保护您及家人的生命安全。  
 骨子里深植军人的坚韧,生活中却也有铁汉的柔情,  
 从军人到保卫队,他们会换软底鞋,会拾金不昧,会对您微笑,会轻声细语地安慰您。  
 “你看见或者看不见,我就在你身边”他们时刻守护着您。

Agile and valiant, vigilant and solemn, they are the security guards of this property complex.  
 Most of them are ex-servicemen; they drill every day in all seasons. As soon as any threats are reported, they will immediately rush to stand before you and your family.  
 With a soldier's tenacious character, they also act like gentlemen. From soldier to security guard, they will search out and return any item that you've lost, and offer you a beaming smile or gentle words when you are down.  
 "I am by your side, whether you can see me or not." They are always there to protect you.



宁骏专注艺术与生态的结合,以自然之道呵护自然之居,同时享受艺术之美。  
 一草一木,花鸟虫鱼,都是我们的生态贵宾。  
 山与水,花与树,藤与蔓,让您每次回家都是遨游自然的旅程。  
 您看不到枯枝败叶,落花残红,只有落叶花瓣点缀的绿草丛。  
 色彩斑斓的树花,可爱多彩的井盖、经历风雨的共享书屋,样样都是艺术生活的演绎。  
 心灵手巧的他们,创意无限,总能把平凡事物以艺术升华装点我们的生活。

Liege focuses on combining art and ecology, and seeks to protect a natural home in a natural way, while enjoying the beauty of art. Both plants and animals are our guests in the ecosphere. Mountains and water, flowers and trees, vines and tendrils allow you to embrace nature on your way home. There will be no rotting leaves or withered flowers to see, only a green carpet of grass dotted with fallen leaves and petals. Multicolor tree paintings, cute and colorful manhole covers, shared study rooms blend life and art. With remarkable ingenuity and creativity, they can always turn ordinary things into art to decorate our lives.



我们一生向往的家庭生活或许是:  
 父母身体健康、孩子快乐成长、与爱人执手之手,  
 温暖和睦,一切都是幸福的模样.....  
 岁月静好,择一城与您终老。

快乐温暖: 和睦家园,温暖每一天;  
 艺术细节: 品味,与城市历史、文化、艺术遥相呼应;  
 人文情怀: 合景情怀,宁骏呵护;  
 优质用心: 懂你,时刻传递美好。



A family life we desire may be:  
 Parents are healthy, children grow up happily, husband and wife stay together forever.  
 Warm and harmonious, everything looks like the key to happiness...  
 In peaceful years, a city, a soul mate, forever.

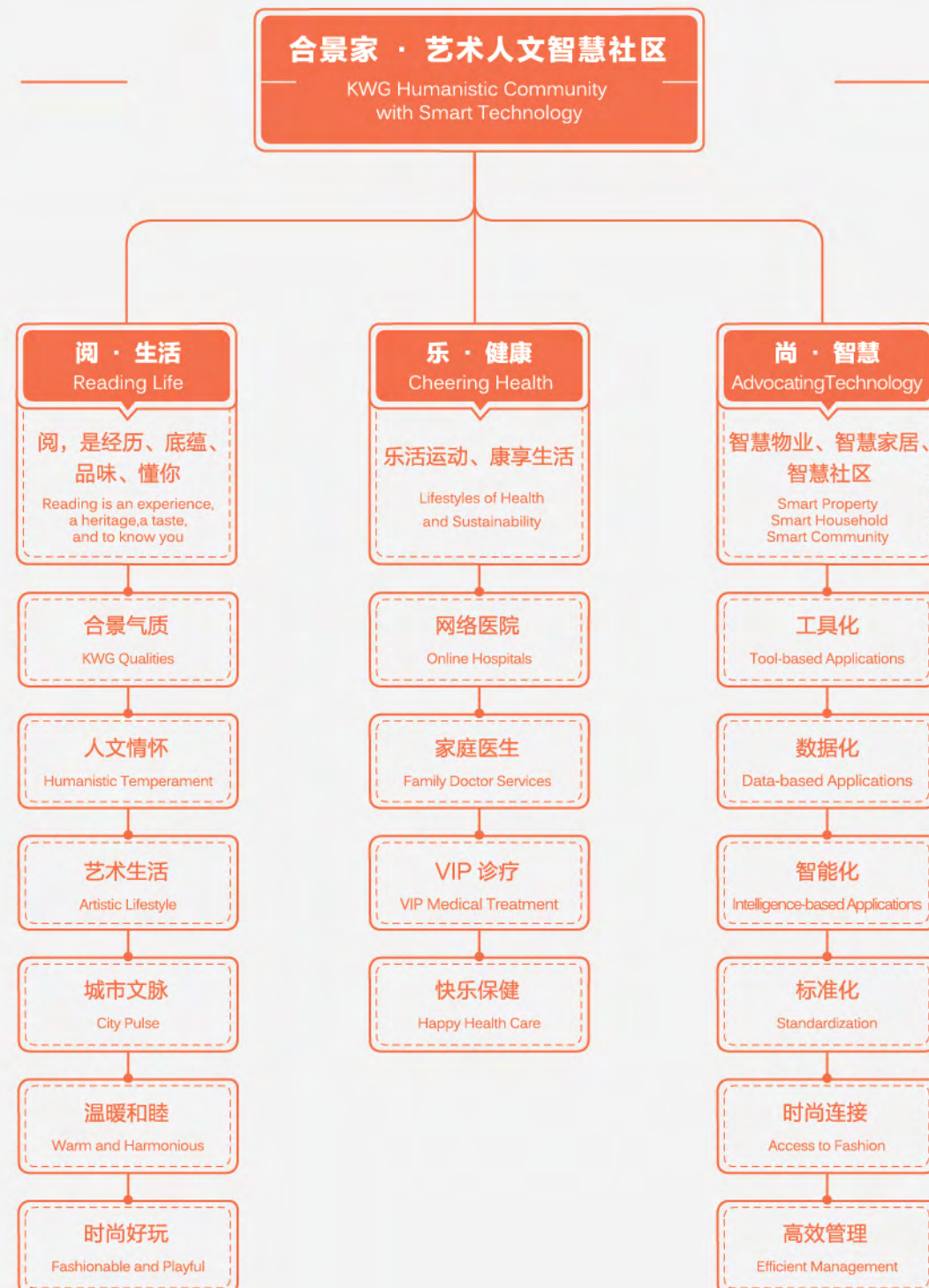
Happy and warm: harmonious home, every day is full of warmth;  
 Artistic details: taste, in communion with the city's history, culture and art;  
 Humanistic sentiment: KWG sentiment, Liege care;  
 Sincere dedication: we are the messengers of happiness who understand your needs.



# Liege Performs at the Peak of KWG

## 宁骏情怀 合景至臻

宁骏物业重视艺术人文的社区氛围营造,搭建全栖生活链后端服务平台,整合升级“阅·生活、乐·健康、尚·智慧”的社区生活环境,以真挚温暖的服务传递人文关怀,通过搭建社区医疗、智能服务的一站式体系,实现社区时尚乐活的生活体验,致力成为至臻至善的全能管家。



宁骏物业坚持将更科学的方式、更先进的理念运用于智慧社区的建设,用心聆听业主的需求,在视觉、听觉、味觉、触觉上营造品质体验,通过体系化管理及高端服务平台的建设,打造全方位的艺术生活体验空间。

Liege Property adheres to the application of more scientific techniques and advanced concepts to the development of a smart community, while listening to the requests from our landlords. To build an all-round space for artistic life experience, Liege Property is committed to creating a quality experience in the senses of sight, hearing, taste and touch through the development of systematic management and high-end service platform.

To deliver the fashion and LOHAS lifestyle experience in residential communities as a perfect and omnipotent butler, Liege Property focuses on the creation of a humanistic ambience in the community and a post-service platform for a holistic lifestyle, integrating and upgrading "Reading Life, Cheering Health and Advocating Technology" for landlords by expressing our humanistic care with sincerity and warmth, as well as establishing one-stop system integrated with medical, smart and technology.





## Liege's Industry Value 宁骏业界价值

### 2016年

2016年 中国物业服务百强企业二十五强  
 2016年 中国物业服务百强企业成长性TOP10  
 2016年 中国物业服务专业化运营领先品牌企业

In 2016, the company ranked No. 25 among the Top 100 Property Service Companies in China.

In 2016, the company ranked among the Top 10 for Growth among China's Top 100 Property Service Enterprises.

In 2016, the company was awarded the Specialized Operational Leading Brand of China Property Service Companies.

### 2017年

2017年 中国物业服务百强企业  
 2017年 中国物业服务百强服务质量领先企业  
 2017年 中国物业服务百强企业成长性TOP10  
 2017年 中国社区服务商TOP20  
 2017年 中国物业服务专业化运营领先品牌企业

In 2017, the company ranked among the Top 100 Property Management Companies of China.

In 2017, the company ranked among the China's Top10 Property Management Companies in terms of growth potential.

In 2017, the company ranked among the China's Top10 Property Management Companies in terms of service quality.

In 2017, the company ranked among the Top 20 Community Service Provider in China.

In 2017, the company ranked in the Specialized Operational Leading Brand of China Property Service Companies.

### 2012年-2013年

2012年 广州十佳诚信物业服务示范单位  
 2013年 中国广州最具诚信度企业  
 2013年 广州最具竞争力物业服务企业十强

In 2012, the company was selected as one of the Top 10 most honest property service organizations.

In 2013, the company was awarded the Most Honest Company in Guangzhou.

In 2013, the company was selected as one of the 10 most competitive property service companies in Guangzhou.

### 2010年-2011年

2010年 广州市物业管理行业协会理事单位  
 2011年 获国家住建部颁发物业管理企业壹级资质证书

In 2010, the company was selected as a council member of the Property Management Association of Guangzhou.

In 2011, the company was awarded the Qualification Certificate of Property Management Company (Level I) issued by the Ministry of Housing and Urban-Rural Development.

### 2007年

2007年 获广东省建设厅颁发物业管理企业贰级资质证书  
 2007年 被评为“广州市十佳诚信物业管理企业”

In 2007, the company received the Qualification Certificate of Property Management Company (Level II) issued by the Department of Construction, Guangdong Province.

In 2007, the company was named as a "Guangzhou Top 10 Honest Property Management Company".

### 2008年-2009年

2008年 2008年度最优秀安全管理奖  
 2008年 获颁授“3A+级质量信用企业”证书  
 2008年 广东省广州市天河区物业管理行业协会的会员单位  
 2009年 通过ISO9001:2008质量管理体系认证

In 2008, the company was awarded the prize of 2008 Best Security Management.

In 2008, the company received the Certificate of "3A+ Quality Credit Company".

In 2008, the company was selected as a member of the Property Management Association of Tianhe District, Guangzhou, Guangdong Province.

In 2009, the company received the Certificate of ISO9001:2008 Quality System.

商业精英对宁骏物业的美好评价：  
High praise from business elites for Liege Property:

宁骏就是一个非常贴心的管家，每次出差回来，我都能感受到熟悉的问候，熟悉的关怀，让我忘记旅途的疲惫，我喜欢这里。

——某外企中国区总经理

Liege is a very thoughtful butler. Every time I come back from a business trip, their familiar greeting and care always help drive my fatigue away. This is a great place.

——General Manager of China Region of a foreign enterprise



# Business Elites and Their Life with Liege 商业精英与宁骏生活

如果一个词来形容，那就是完美，我能想到的，他们都帮我提前做到了，宁骏很懂得服务之道。

——某世界500强企业华东区销售总监

If you ask me to describe Liege with one word, that would be "perfect."  
They are always one step ahead. Liege knows the secrets of great service.  
—— Sales Director of Eastern China of a fortune global 500 enterprise



能够惬意地居住，能够安心地生活，能够每一天都在美好中醒来，我想真正的和谐人居就是这样，宁骏做到了。

——某上市集团董事长

It is a cozy environment where you spend your days in leisure, and always wake up in a good mood. That is what I imagine a harmonious dwelling should be, and Liege has made that come true.

—— Chairman of a listed group of companies

# Customer Services 客户服务



**400 national customer service hotline -  
sincere and wholehearted services**  
**400全国客服尊线——从心出发·全心服务**



合景泰富地产一直秉承“以人为本”的服务原则，从前期开发设计即融入客户的宝贵建议，并一直贯穿于售中、售后等各个服务环节，致力于为业主提供更好的服务体验，共筑美好家园。

Under the principle of "people-oriented" services, KWG Property integrates customers' valuable advice into our early development and design, which is further reflected at every phase from sales to after-sale, and is dedicated to providing owners with better experience and wonderful homeland.

# KWG Club 合景会

**KWG Club - We Together Build and Enjoy Community Services**  
**合景会——合众创享生活圈**

合景会整合合景泰富地产旗下酒店、商场、餐饮、休闲、旅游等多业态资源，为业主、商家、客户带来多元化的优质资源共享及优惠。

To enables the owners, merchants and customers to enjoy diversified and premier resources and benefits, KWG Club integrates multiple businesses of KWG Property, including hotels, shopping malls, restaurants, leisure and tourism .

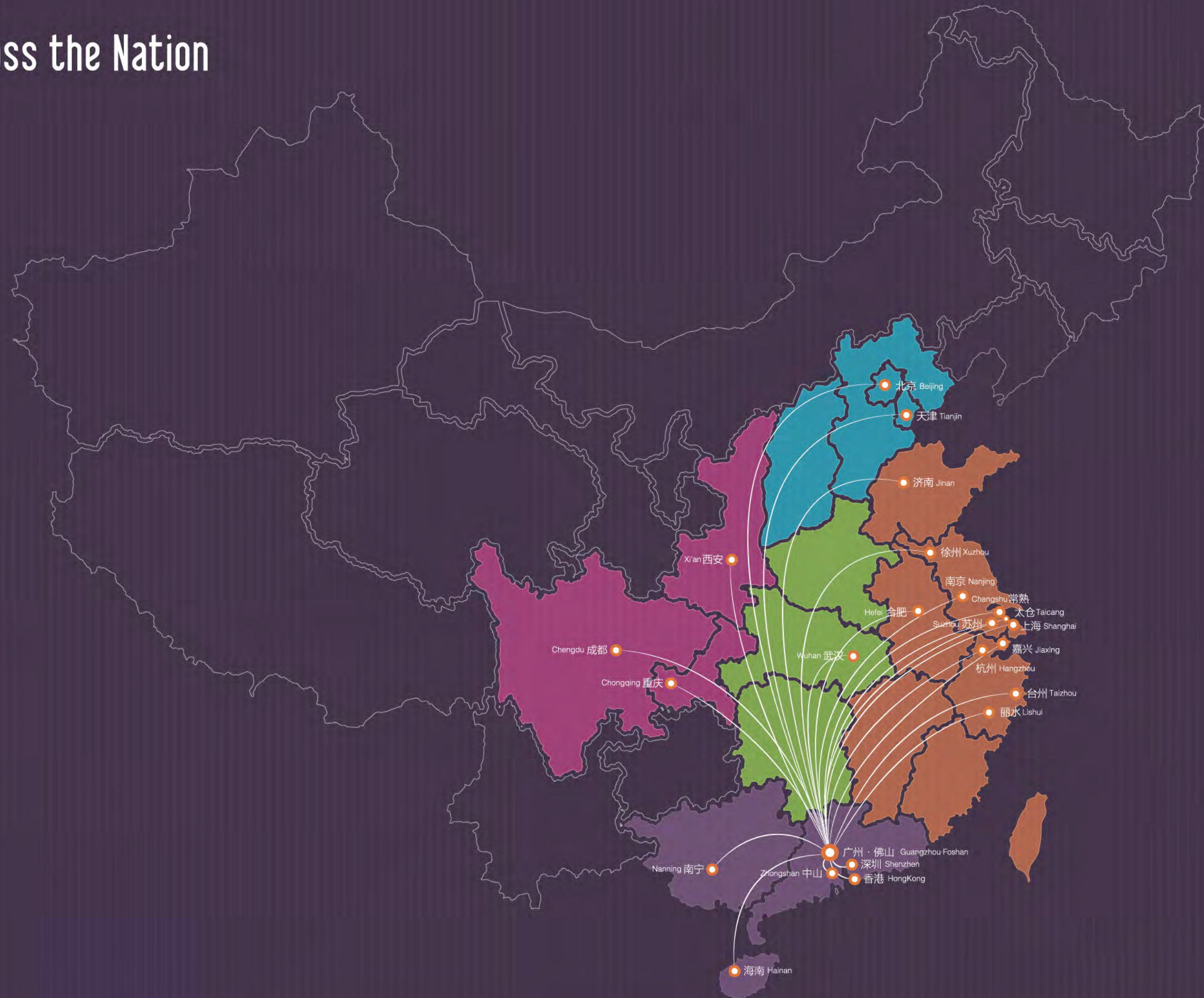


# Strategic Rollout Across the Nation

## 全国战略布局

2007年7月3日，合景泰富地产在香港联合证券交易所主板成功上市(上市编号：1813)。自此，合景泰富地产全面推进“根植广州，辐射全国”的战略布局，目前已拓展至华南、华东、西南、华北、华中五大区域，在广州、上海、北京、成都、天津、苏州、杭州、南京、海南、合肥、徐州、武汉、南宁、佛山、香港、嘉兴、台州、济南、深圳、常熟、丽水、中山、西安、重庆、太仓二十五座城市先后开发了90余个优质项目。

On 3 July 2007, KWG Property was successfully listed on the Main Board of the Hong Kong Stock Exchange (Stock code: 1813). Since then, KWG Property has comprehensively promoted the strategic positioning of "Founded in Guangzhou, Radiating Out Across the Country", and expanded into the five major regions: Southern China, Eastern China, Southwest China, Northern China, and Central China. Over 90 premier projects are successively developed in 25 cities, namely, Guangzhou, Shanghai, Beijing, Chengdu, Tianjin, Suzhou, Hangzhou, Nanjing, Hainan, Hefei, Xuzhou, Wuhan, Nanning, Foshan, Hong Kong, Jiaxing, Taizhou, Jinan, Shenzhen, Changshu, Lishui, Zhongshan, Xi'an, Chongqing and Taicang.



# Contact Us

## 联系我们

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 联系邮箱: cr@kwgproperty.com  
 官方网站: http://www.kwgproperty.com/

### The KWG Property Group Headquarters

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### 广州公司

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### GUANGZHOU OFFICE

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### 天津公司

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### TIANJIN OFFICE

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### 合肥公司

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### HEFEI OFFICE

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### 杭州公司

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### HANGZHOU OFFICE

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### 苏州公司

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### 武汉公司

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### WUHAN OFFICE

ADD: High Tech Park, Honglian Lake Tourism New Town, Ezhou, Hubei  
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### 成都公司

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### CHENGDU OFFICE

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### 官方微信 (WeChat)

