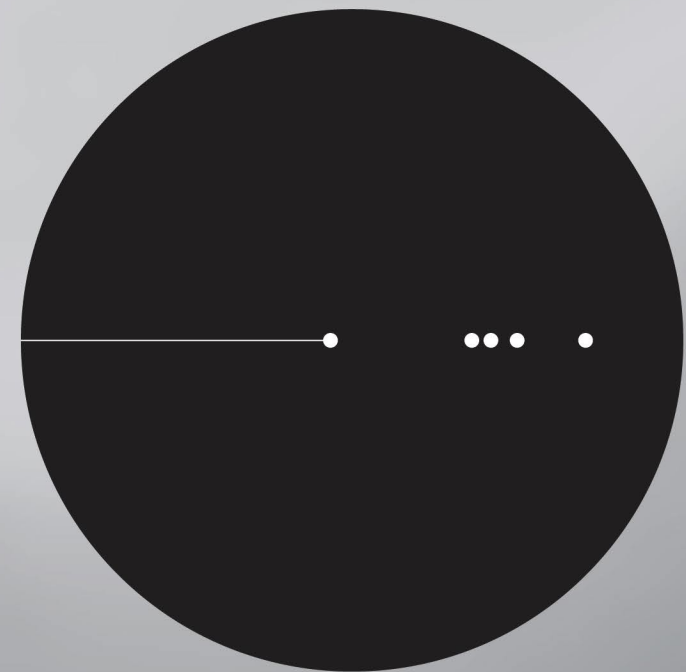




KWG GROUP HOLDINGS



KWG Group Holdings
Brand Book



合景泰富集团品牌手册



主席致辞

“国际视野引领，客户需求导向，创新能力驱动，人才孵化助力，在规模跃升与多元发展征途上，我们将顺中国城市发展趋势而为，凭匠心锻造品质典范，筑可持续发展生态圈，赋能美好生活。”

——孔健岷
合景泰富集团董事局主席

Chairman’s
Statement

"Led by a global perspective, guided by customer demand, driven by innovation and assisted by emerging talents, we will follow the trend of urban development in China, forge premium exemplars with ingenuity, build a sustainable ecosystem, and empower quality of life on the journey of scalable and diversified development."

— Kong Jianmin, Chairman of the Board of KWG GROUP HOLDINGS



LINK·合

生活在此处。

合景泰富的价值与目标之一，是通过构建物理意义的场所 (Place) 与精神意义的聚落 (Village)，将不同的居住群体、生活风格、文化形态“合”为一体，实现从人口导入出发的住居、生态、人文有机整合。并由这样的物理场所与精神聚落所形成的价值闭环延伸出多元化的产业版图，助推中国城市有机更新中的生活、服务功能优化，最终实现“以心筑家·创建未来”(BUILD HOME WITH HEART, CREATE FUTURE WITH ASPIRATION) 的企业使命。

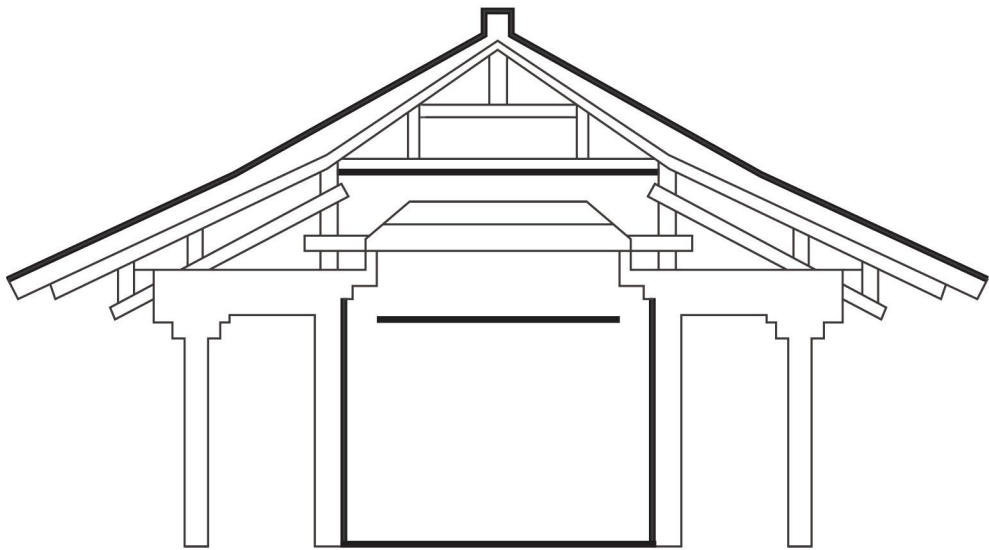
在此过程中，我们以“合”为构建物理场所、精神聚落，以及实现企业使命的主要路径，进而将其延伸为四个“动词”——“阅合”“筑合”“融合”“人合”，以阐释合景泰富的社会价值、生态圈、产业链与人本思考。

Living in KWG.

One of the values and goals of KWG is to link up with different inhabitant, lifestyles and cultural forms by constructing the place on the physical level and the village on the spiritual level to realise the organic integration of residence, ecology and humanity from the perspective of population induction. In addition, a multi-industry business will be extended from the closed value loop formed by such physical places and spiritual villages to assist in the optimisation of lifestyle and functionality in the organic renewal of cities in China, eventually fulfilling the corporate mission of “Build Home with Heart, Create Future with Aspiration” .

In this process, we construct the physical places and spiritual villages and fulfil our corporate mission by way of “LINK” , which is then extended into four dimensions – “LINK Vision” , “LINK Construction” , “LINK Integration” and “LINK Humanity” – to tell the social value of KWG, form the ecology of our business model, build the industry chain and reflect on humanity.

KWG



VISION 01-34

CONSTRUCTION 35-66

INTEGRATION 67-120

HUMANITY 121-128

[阅·合] LINK • Vision

同心者，合观天下
Viewing the world together with those
who have the same heart.

[筑·合] LINK • Construction

同行者，合铸臻品
Creating masterpieces together with those
who follow the same path.

[融·合] LINK • Integration

同道者，合汇多元
Converging on the difference together with those
who have the same mind.

[人·合] LINK • Humanity

同梦者，合享未来
Enjoying the future together with those
who have the same dream.

01

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LINK · Vision

[KWG品牌篇]

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[阅·合] LINK • Vision

同心者，合观天下

以远见卓识，感知浩瀚世界。

世象图在眼底尽情览阅，未来景于心中无限勾勒。同心者，以行动具化想象，建恢弘伟业，展炳赫成就。

Viewing the world together with those who have the same heart

Sensing the vast world with vision and insight.

The world map is in full view, and the future scene is infinitely outlined in the heart. Those who have the same heart act to materialise imagination to achieve greatness and success.



1995 年发展至今，从根植广州到香港上市、从业态升级到全面协同发展，作为城市发展进程的重要参与者，合景泰富集团在全国近 40 座城市完成了全面且具前瞻性的产业布局，依托 20 多年来对产业、城市、未来的前瞻洞察，正成为一个更具城市性、未来性与社会性的城市综合运营商。

From 1995 to nowadays, from the launch in Guangzhou to the listing in Hong Kong, from business upgrade to complete synergistic development, as an important participant in the urban development process, KWG Group Holdings has built a comprehensive and forward-looking business model in nearly 40 cities. Based on its understanding of the industry, the cities and the future over 20 years, KWG is transforming into a more city-based, futuristic and socialised urban operator.

Corporate Profile

集团简介

——以心筑家 创建未来

合景泰富集团控股有限公司（册中简称为“合景泰富集团”或“合景泰富”）成立于1995年，于2007年在香港联合证券交易所上市（代码：HK.1813）。

25年来，合景泰富集团始终秉持“以心筑家·创建未来”的核心理念，积极探索人们美好生活需要，全面进军地产、商业、酒店、长租公寓、产城、教育、文旅、大健康等业务板块，现已成为受到广泛认可的国内领先城市综合运营商。

凭借出色的产品锻造实力、卓越的抗风险能力以及科学谨慎的发展战略，合景泰富集团获得了业内的广泛认可，历年来屡获殊荣，被中国房地产业协会、中国指数研究院等机构评为“中国房地产开发企业综合发展10强”、“中国大陆在港上市房地产公司综合实力TOP10”、“中国房地产综合开发专业领先品牌价值TOP10”、“中国民营企业500强”。

截至2019年12月31日，合景泰富集团企业总资产达2143.2亿元，共计权益建筑面积约1701万平方米。

Founded in 1995, KWG Group Holdings Limited (hereinafter "KWG Group Holdings" or "KWG") was listed on the Stock Exchange of Hong Kong in 2007 (code: HK.1813).

For the past 25 years, KWG Group Holdings has been adhering to the core philosophy of "Build Home with Heart, Create Future with Aspiration" in quest of better lifestyles needed by the customers and diversifying in the business segments including real estate, commercial properties, hotel, long-term rental apartment, industry-city integration, education, cultural tourism and comprehensive healthcare. It has developed into a leading integrated urban operator that is widely recognized in China.

In light of its outstanding product forging capability, excellent risk resistance and scientific and prudent development strategy, KWG Group Holdings has won numerous awards over the years, including "Top 10 Comprehensive Real Estate Developers in China", "TOP 10 China Real Estate Enterprises Listed in Hong Kong by Comprehensive Strength", "TOP10 Leading Brand of China Comprehensive Real Estate Companies", "Top 500 Chinese Private Enterprises".

As at 31 December 2019, KWG Group Holdings had total assets of approximately RMB214.32 billion and attributable GFA of approximately 17.01 million sq.m. in aggregate.



方型的标志稳重大方，传达出合景泰富集团根基稳固、稳健发展的含义，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。

橙色代表的是激情、富足与快乐；蓝色代表的是庄重沉稳和冷静睿智。橙色和蓝色的组合寓意着活跃与庄严并重，象征着合景泰富集团稳步发展的同时，领先一步的创新精神。

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”中“景”的译音，寓意运筹帷幄、掌握局势。合景泰富集团以其敏锐的市场洞察力，充分发挥核心竞争优势，发展成为国内领先的城市综合运营商。

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

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

The orange colour represents passion, abundance and happiness; blue represents solemnity, serenity, calmness and sagacity. The combination of orange and blue focuses on both dynamism and solemnity, representing the leading spirit of innovation amid the steady development of KWG Group Holdings.

G 代表 **group**，代表齐心、团队。作为企业核心价值观，合景泰富集团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。

品牌文化

Brand Culture

“K” is a replicative symbol in the Phoenician alphabet, meaning “palm”. It is also the transliteration of “景” in “合景泰富”, meaning devising strategies and mastering the situation. KWG Group Holdings gives full play to the core competitive advantages and has become a leading integrated urban operator in China with its keen market insights.

“W” represents worth which is the transliteration of “富” in “合景泰富”, meaning wealth and value. KWG Group Holdings has won favour 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 Group Holdings has always asked all employees to be of one mind and work together to achieve the goals. If there are no concerted efforts, it is simply a gathering of people; only by putting their minds together, will they become a team.

KWG Group Holdings

时尚的个性、大胆的设计、前卫的创意是合景泰富集团的品牌基因。以 Art@KWG 为主题，合景泰富集团以“艺”为媒，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's brand. By taking Art@KWG as the theme and "art" as the medium, the "narration" of KWG's concept for life and its future from the bottom of our hearts is founded on brand culture, community connectivity, caring for owners and charity practice.

艺述合景



Art@KWG



合景艺述人

合景艺述人设计大赛是合景泰富面向全体业主、员工及关注合景泰富集团成长的社会人士举办的艺术创作比赛，旨在为所有视觉艺术设计爱好者提供才华展示和交流学习的平台。

KWG Artist

The KWG Artist Design Competition is an art contest organised by KWG Group Holdings for all owners, employees and the community that is concerned about the growth of KWG. It aims to provide a platform for lovers of visual arts and design to show their talent and learn from each other.

合景艺述奖

合景泰富集团致力于发掘、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 Art Award

KWG Group Holdings is committed to seeking out and cultivating young artists. The young KWG artists are also invited to study at home and abroad.

合景艺述馆

“合景艺述馆计划”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 Lab

The KWG Art Lab programme 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 creativity and broaden their horizons.

合景艺述节

合景艺述节是合景泰富集团以时尚、新颖的形式，向业主展示世界各地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。

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 way and is aimed at creating an artistic atmosphere within the community and building a platform for people to communicate.

Business Layout—— Comprehending Cities and Perceiving Future



合景布局 ——领悟城市 感知未来

25年
1995-2020年

8大版块
地产、商业、酒店、长租公寓、产城、教育、
文旅、大健康

近**40**座城市、**2**大城市群
粤港澳大湾区、长三角城市群

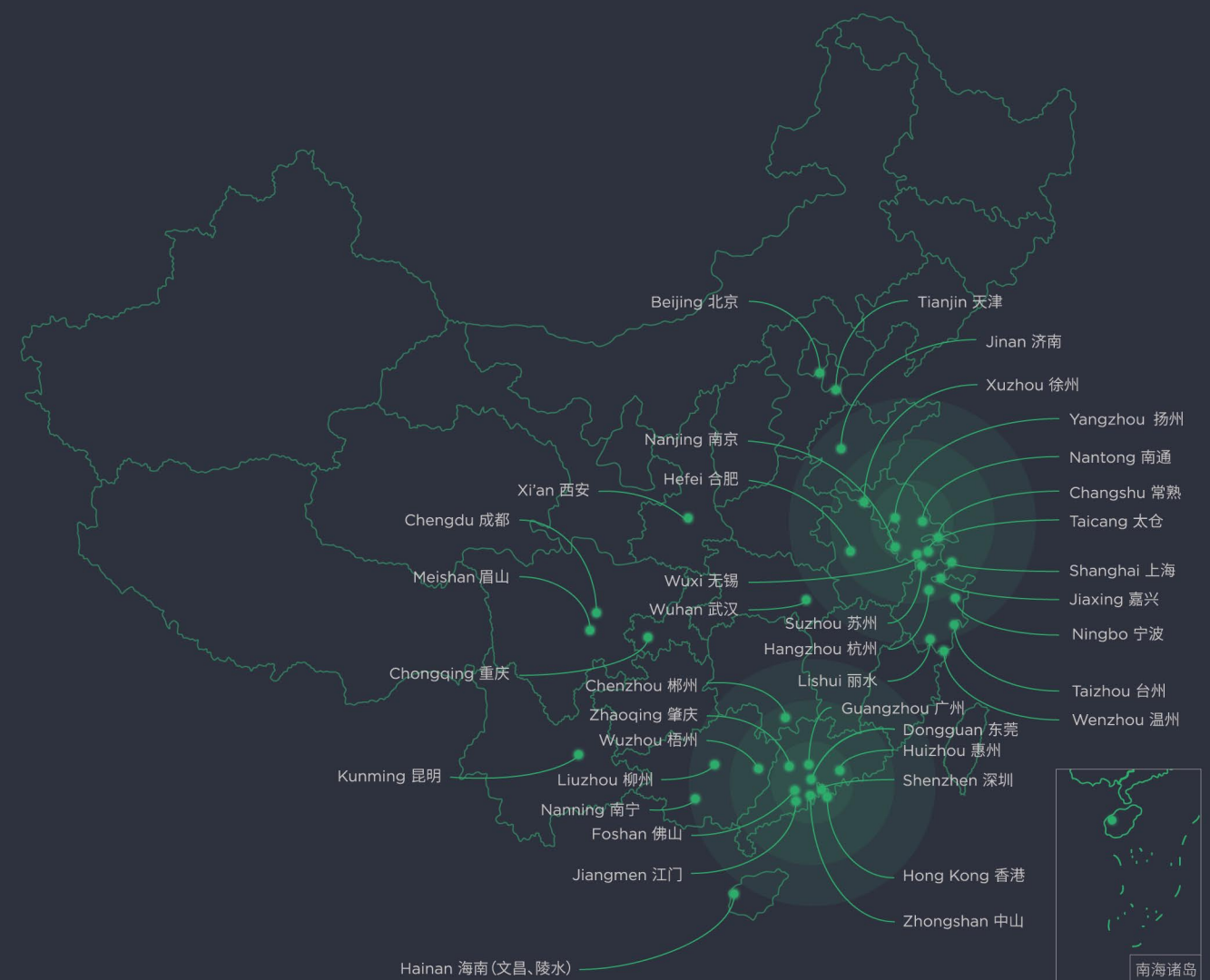
逾 **150** 个项目
誉峰、天玺、尚·肆溇、臻林、国际金融广
场、环球都会广场、W酒店、木莲庄酒店、
悠方、摩方、广州IGC、科汇金谷、云上、誉
舍、听舍、陆舍……

25 Years
1995-2020

8 Segments
Real Estate , Commercial Properties , Hotel , Long-term
Rental Apartment , Industry-city Integration ,
Education , Cultural Tourism and Comprehensive
Healthcare

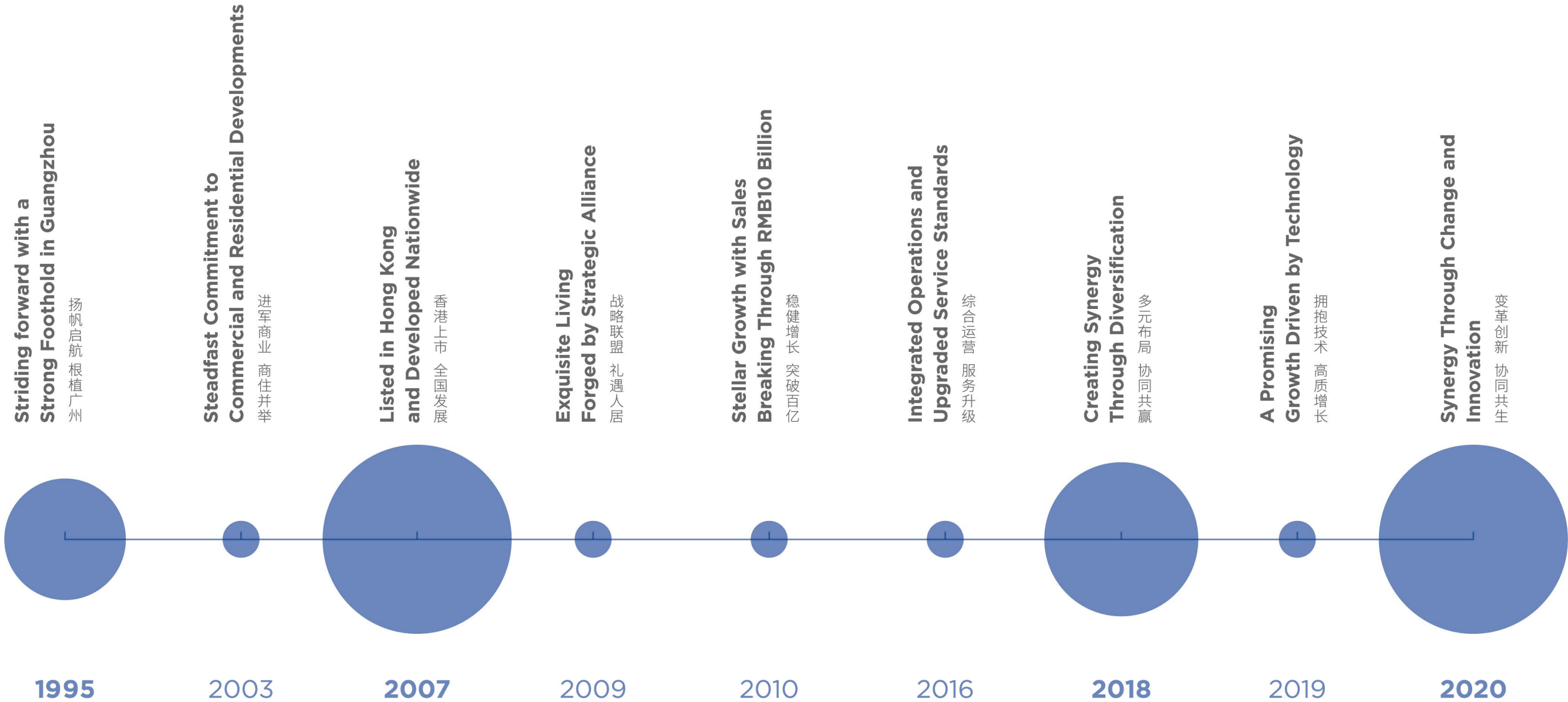
Nearly 40 Cities, 2 City Clusters
Greater-Bay-Area and Yangtze-River-Delta Area City
Clusters

Over 150 Projects
The Cosmos , The Riviera , Upper RiverBank , The
Jadeite , International Finance Plaza (IFP) ,
International Metropolitan Plaza (IMP) , W Hotel , The
Mulian , U Fun , M Cube , Guangzhou IGC , International
Creative Valley , Yunshang Retreat , Primcasa ,
Riscasa , Novuscasa……



发展历程
——锐意进取 上下求索

Journey
—— Forging Ahead on an Endless Quest

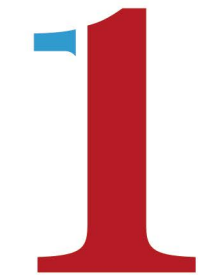


起点坐标
Starting Coordinates

23° 7'12.00"N 113°15'0.00"E

“1468”企业价值观体系

The “1468” Corporate Value System



一个使命

One Mission

以心筑家，创建未来

执着锤炼细节，心筑至美空间，发挥土地价值，共创美好未来。

Build Home with Heart, Create Future with Aspiration

Persevering in details, building the perfect space, and realising the land value to create a better future together.



四大战略

Four Strategies

稳资产

平衡稳健的资产经营策略

本着审慎、适时的发展战略，平衡盈利组合，分散投资风险，有效提高资金利用率，坚持在规模化发展的同时兼顾财务稳健的发展战略。

Stabilising Assets

Balanced and sound asset management strategy

Pursuing a prudent and timely development strategy, balancing the profit mix, diversifying investment risks, effectively improving the capital utilisation rate, adhering to the development strategy of scale on the back of sound financial position.

优土储

严谨务实的土地储备策略

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，保证合理土地购买成本及土地布局策略。

Optimising Land Reserve

Rigorous and pragmatic land reserve strategy

Adhering to a prudent land acquisition strategy, closely monitoring the changes in the land market, timely increasing land reserve, ensuring reasonable land acquisition costs and land allocation strategies.

多业态

综合多元的产业布局策略

地产、商业、酒店、长租公寓、产城、教育、文旅、大健康，现已成为受到广泛认可的国内领先城市综合运营商。

Diversifying Operations

Comprehensive and diverse industrial layout strategy

Real estate , commercial properties , hotel , long-term rental apartment , industry-city integration , education , cultural tourism and comprehensive healthcare,it has developed into a leading integrated urban operator that is widely recognized in China.

顺大势

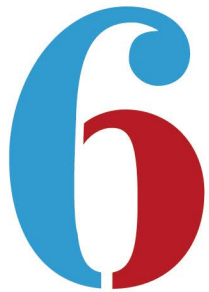
政策导向的发展规划策略

紧密关注宏观趋势及国家政策导向，积极响应政府号召，从中发现机遇，与国家共同前进，成为美好中国的建设者，社会进步的推动者。

Following the Trend

Policy-oriented development and planning strategy

Closely monitoring the macro trend and direction of national policies, actively responding to the government' s calls, discovering opportunities, and advancing together with the country to become a builder of wonderful China and a promoter of social advancement.



六维价值观

Six-dimensional Values

用心

我们对工作用匠心，对同事用诚心，对客户用真心，对公司用恒心。

Sincerity

We are ingenious at work, sincere to colleagues, genuine to customers, and persevere with the company.

创新

我们以开放的心态拥抱新知识、新理念，既有打破思维定式的勇气，又有脚踏实地的定力。

Innovation

We embrace new knowledge and new ideas with an open mind, have the courage to break the old mindset while keeping our feet on the ground.

诚心

我们推崇诚信价值观，面对公司、伙伴及客户，不欺骗、不隐瞒，以诚待人。

Integrity

We advocate the values of integrity, do not deceive the company, partners and customers or conceal anything from them and treat people sincerely.

敬业

我们有激情、有梦想，不懈怠、不放松，相信卓越的工作成绩是达至企业及个人双赢的唯一道路。

Dedication

We are passionate, aspirational, unremitting and tenacious, believing that the pursuit of excellence is the only way to achieve a win-win situation for both the company and the individual.

齐心

我们以公司利益为先，坦诚沟通，无界协作，互帮互助，合作共赢。

Unity

We act in the interests of the company, communicate openly, cooperate seamlessly, help each other, and work together to achieve a win-win situation.

坚韧

我们乐观积极，用高昂的斗志、冷静的头脑，百折不回的韧性面对挑战。

Tenacity

We are optimistic and positive, facing challenges with high morale, a calm mind and persistence.



八条行为规范

Eight Codes of Conduct

倡导发现问题，给出建议
反对只提问题，不提建议

Advocate finding problems and giving suggestions;
object to proposing problems without giving suggestions.

倡导充分沟通，群策群力
反对以邻为壑，本位主义

Advocate sufficient communication and working together;
object to getting benefits at others' expense.

倡导亲力亲为，脚踏实地
反对眼高手低，闭门造车

Advocate personal involvement and pragmatism;
object to grandiose ideas and working behind closed doors.

倡导高效执行，结果导向
反对拖延推诿，投机取巧

Advocate efficient execution and being result-oriented;
object to procrastination and opportunism.

倡导服务意识，客户第一
反对高高在上，官僚作风

Advocate service consciousness and putting customers first;
object to superiority and bureaucracy.

倡导勇于担当，知错就改
反对敷衍塞责，寻找借口

Advocate taking responsibility and admitting to mistakes;
object to muddling along and finding excuses.

倡导清风正气，厉行节约
反对贪污腐败，奢侈浪费

Advocate integrity and conservation;
object to corruption and extravagance.

倡导终身学习，求知若渴
反对骄傲自满，固步自封

Advocate lifelong learning and thirsting for knowledge;
object to complacency and arrogance.

Investor Relations

投资者关系 ——协作共赢 回报稳定

合景泰富集团自 2007 年 7 月 3 日在香港联合证券交易所主板上市（代码：HK.1813）以来，凭借卓越的产品锻造实力，深耕粤港澳大湾区和长三角经济群并且辐射全国，以合理完善的区域布局和业态布局、稳步上升的业绩以及领跑行业的盈利能力，得到资本市场的广泛认可。

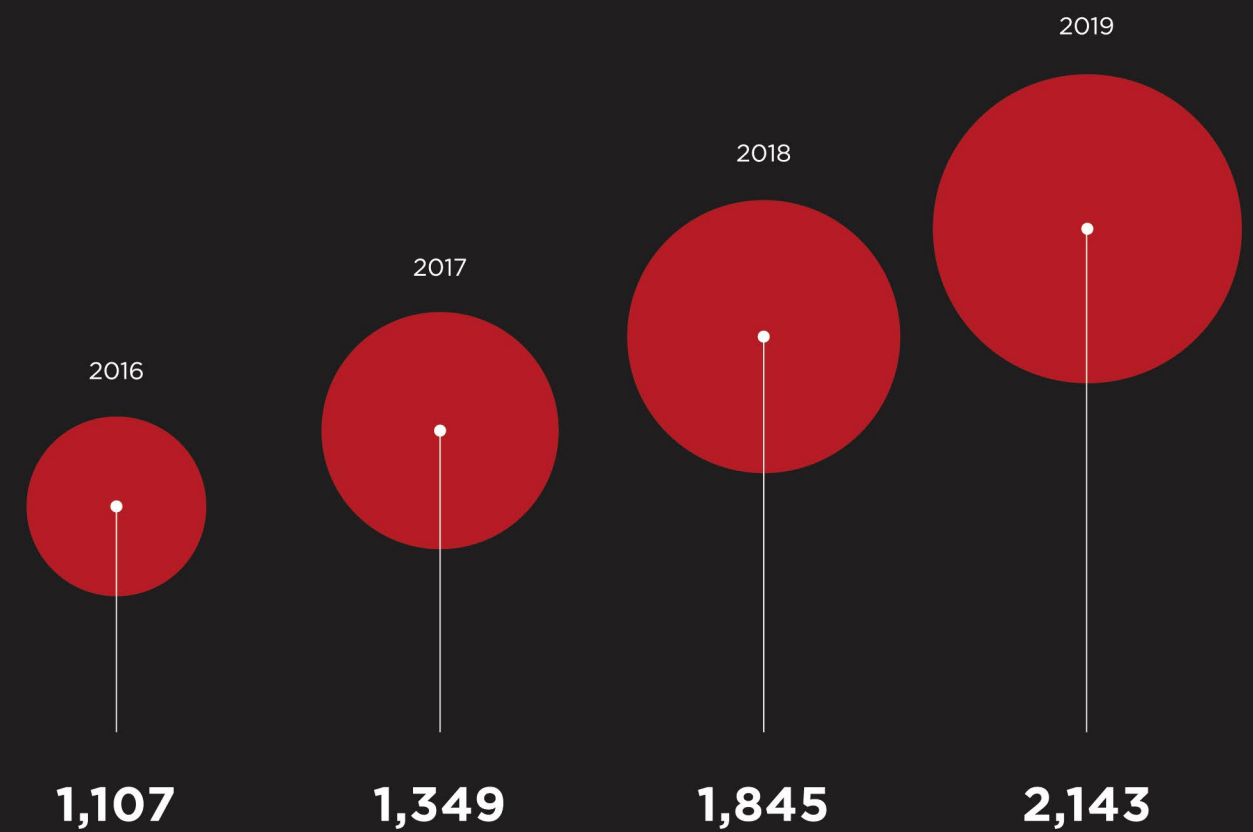
Investor Relations—Stable Return to Maintain a Win-Win Situation

Since its listing on the Main Board of the Hong Kong Stock Exchange (code: HK.1813) on 3 July 2007, KWG Group Holdings has been widely recognised in the capital market leveraging its excellent product development capabilities, deep cultivation in the Greater-Bay-Area and the Yangtze-River-Delta city cluster which radiates out across the country, sound regional and business layout, rising performance and industry-leading profitability.

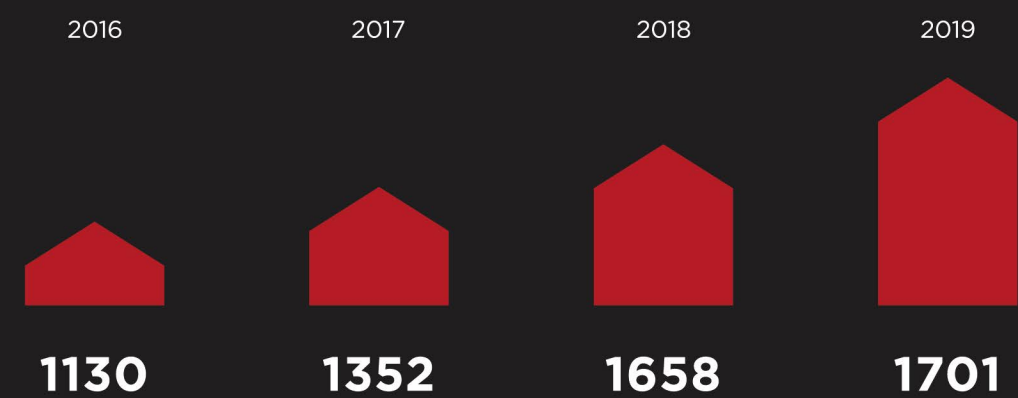
Steady Growth with Healthy Financial Position

稳健增长, 财务健康

总资产 (亿元)
Total Assets (RMB100 million)



权益土地储备 (万平方米)
Attributable Land Bank (10,000 sq.m.)



*以上数据援引自合景泰富集团控股有限公司2016年至2019年年报数据

*The above data is extracted from the annual reports of KWG Group Holdings Limited from 2016 to 2019.

Social Responsibility

社会责任 ——大爱立本 一路善行

“无论是从心理、地理、文化角度，还是从社会等角度来看，组织机构都必须是社会的一个组织部分、一个重要器官。”

——【美】彼得·德鲁克（Peter F. Drucker）

Social Responsibility——Founded on Love, Doing Good Deeds All the Way

“Whether from a psychological, geographical, cultural, or social perspective, an organisation must be an integral part and an important organ of the society.”

——【American】Peter F. Drucker

作为企业公民，合景泰富集团立业以来一直积极践行社会责任，投身于教育、扶贫、抗灾救援、市政基础建设等公益领域，累计捐出慈善款项及实物价值达 **8 亿元** 人民币。

As a corporate citizen, KWG builds its commitment and responsibility on the corporate mission and values, actively participates in charity undertakings in areas such as education, poverty alleviation, disaster relief and municipal infrastructure construction, and has made donations in cash and in kind of RMB800 million.



Founded on Love, Doing Good Deeds All the Way

2007.

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。



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 Narcotics Control Foundation.

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

Donated RMB3 million to Guizhou Province to build the Hope Primary School.

2008.

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。

合景泰富集团成都公司在“5·12”汶川大地震后第一时间向成都红十字会捐款100万元。

After the “5·12” Wenchuan Earthquake, jointly launched the “Wenchuan Disaster Relief and Orphans Rescuing Project” with Yangcheng Evening News, Fineland Real Estate and Guangdong Charity Federation and donated RMB1.1 million through Yangcheng Evening News as the starting fund.

The Chengdu Company of KWG Group Holdings donated RMB1 million to Chengdu Red Cross immediately after the “5·12” Wenchuan Earthquake.

2009.

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。



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.

2010.

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“合景优秀人才计划”。

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。

Donated RMB10 million to Hainan Lingshui County Education Foundation.

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

Donated RMB1 million to Guangzhou Education Foundation to launch the “KWG Talent Programme”.

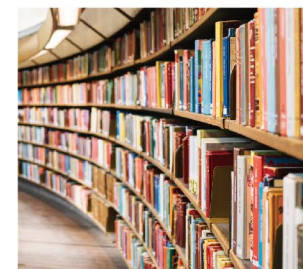
Donated RMB5 million to Hainan Province for the major disaster relief work after the continuous large-scale heavy precipitation happened once in 49 years.

Donated RMB2 million to Asian Para Games to support the development of Para Games.

2011.

向从化吕田镇捐款投入 2 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。

向花都区教育局捐款 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。



Donated and injected RMB200 million to Lvtian, Conghua to support local construction projects, providing financial, technical and market assistance to municipal infrastructure construction and industry development.

Donated RMB3 million to Huadu Bureau of Education to promote education in Huadu District through the “Caring for Education, In Love with Huadu” campaign.

2012.

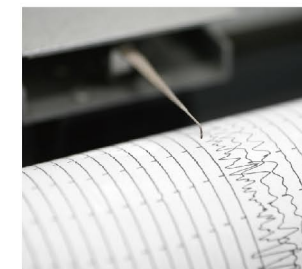
在“广东扶贫济困日暨广州慈善日”捐出 100 万元。



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

2013.

向成都市慈善总会捐款 200 万元善款，支持“4·20”雅安芦山地震灾区重建工作。



Donated RMB2 million to Chengdu Charity Federation to support the reconstruction work in the area hit by the “4·20” Ya' an Lushan earthquake.

2015.

捐赠人民币 313 万元支持中山大学人才引进基金的设立。



Donated RMB3.13 million to support the establishment of the talent recruitment fund of Sun Yat-sen University.

2016.

赠予香港新家园协会 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路上继续探索。



Donated HK\$1 million to New Home Association in Hong Kong to support its work on assisting new arrivals and ethnic minorities in adapting to the Hong Kong community.

Donated RMB200,000 at the Charity and 30th Anniversary Gala of Guangzhou Zengcheng Qiaoxi Education Aid and Poverty Alleviation Association to encourage local students to pursue further studies.

2017.

启动“合景公益·彩虹计划”，回收业主旧物，将所得用于麦田基金“彩虹口袋”项目，助力山区留守儿童美术教育。



Launched the “KWG Charity • Rainbow Project” to recycle the old articles of property owners and used the proceeds to fund the “Rainbow Pockets” project of Maitian Foundation to provide arts education to children who stayed in mountainous area.

2018.

在暨南大学建校112周年之际，向暨南大学捐赠2000万元，支持暨南大学的建设与发展。

启动2018“合景公益·彩虹计划”，将业主捐赠旧物所得款项用于麦田教育基金会组织的“彩虹口袋项目”，用实际行动支持贫困山区孩子艺术梦想的实现。



Donated RMB20 million to Jinan University on its 112th anniversary to support its construction and development.

Launched the 2018 “KWG Charity • Rainbow Project” and used the proceeds obtained from the old articles given away by property owners to fund the “Rainbow Pockets Project” of Maitian Education Foundation, making the artistic dreams of children in poverty-stricken mountainous areas come true.

2019.

联合北京市体育基金会发起“RUN FOR LOVE爱在益起”系列公益活动，组织举办画展、建立美术馆和“5.12公里联跑”等活动，为孤独症患者提供一个建立自信、展示自我的平台。

向广东省麦田教育基金会捐赠2万元人民币，为更多乡村孩子提供接受专业美术教育的机会。

携手柳州市三江扶贫办对广西柳州三江县贫困的山区儿童捐赠书包、书籍以及电脑，助力山区儿童的综合教育发展。

Jointly launched the “RUN FOR LOVE” philanthropic initiatives with the Beijing Sports Foundation to help children with autism to build up self-confidence and exhibit their talent by organizing a series of activities including art exhibitions, establishment of an art gallery and a 5.12 km run.

Donate RMB 20,000 to the Maitian Education Foundation of Guangdong Province to provide rural children with access to professional art education.

Joined hands with the Sanjiang Poverty Alleviation Development Office of Liuzhou City to donate school bags, books and computers to support the comprehensive educational development of underprivileged children in mountainous areas of Sanjiang County, Guangxi.

2020.

通过广州市慈善会紧急捐献40万个N95防护口罩以及5万双防护手套等紧缺医疗防护物资用于前线抗击新型冠状病毒肺炎疫情及防治工作。

设立1000万元“同心合力”抗疫基金，用于专项抗击新型冠状病毒肺炎疫情。

开展“合礼中国·守护橙玫瑰”计划，捐赠10000份抗疫专项保险给武汉市一线环卫工作者，为前线抗疫工作者安全与健康保驾护航。



Donated urgently needed medical supplies including 400,000 pieces of N95 protective masks and 50,000 pairs of protective gloves through the Guangzhou Charity Association to help front-line medical practitioners prevent and control the outbreak of COVID-19 epidemic.

Set up an RMB 10 million “Heart to Heart” anti-epidemic fund to alleviate the COVID-19 epidemic.

Launched the “Safeguard the Orange Rose of China” program to safeguard the safety and well-being of the frontline medical practitioners confronting the COVID-19 epidemic in their orange gowns in Wuhan by donating 10,000 medical insurance policies to them.

Social Responsibility

2001年—2009年

- 2001年 广州市民**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
- 2006年 广州市民十大最喜爱房地产品牌企业
- 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 最具竞争力房地产企业大奖
- 2008年 广州市物业管理示范住宅小区
- 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

2001-2009

- 2001 Top 10 Most Popular Properties among Guangzhou Citizens
- 2002 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 China's Top 100 Real Estate Enterprises
- 2006 Top 10 Most Popular Real Estate Enterprises among Guangzhou citizens
- 2007 China' s Top 30 Real Estate Brands
- 2007 Top 10 among China' s 100 most valuable real estate brands at the Boao Real Estate Annual Meeting for Asia
- 2008 The Most Competitive Real Estate Enterprise Award
- 2008 Demonstration Residential Estate for Property Management in Guangzhou
- 2009 Top 10 Listed Companies on the Annual General List of Real Estate Companies
- 2009 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

企业荣誉

——不改初心 载誉前行

2010年—2015年

- 2010年 《财富》“中国500强”企业
- 2011年 Bloomberg 彭博国际地产奖亚太区最佳高层住宅(成都誉峰)
- 2011年 中国大陆在港上市房地产公司投资价值**TOP10**
- 2012年 中国杰出房地产商
- 2012年 中国商业地产排名五十强
- 2013年 突出贡献慈善企业
- 2013年 年度最具投资价值上市公司
- 2014年 亚洲地区最佳设计项目(广州W酒店)
- 2014年 年度中国房地产名牌企业
- 2015年 企业社会责任杰出企业奖
- 2015年 年度最具商业价值品牌

2010-2015

- 2010 Fortune 500 Chinese Enterprise
- 2011 The Best High-rise Development (Asia-Pacific Region) of the International Real Estate Award (Bloomberg) (Cosmos, Chengdu)
- 2011 Top 10 Hong Kong Listed Chinese Mainland Real Estate Developers in Terms of Investment Value
- 2012 The Most Credible Real Estate Brand
- 2012 China' s Top 50 Commercial Real Estate Developers
- 2013 Charitable Enterprise for Outstanding Contributions
- 2013 Best Investment Value Award for Listed Companies
- 2014 The Best Design Project in Asia (W Hotel, Guangzhou)
- 2014 China' s Famous Real Estate Enterprise of the Year
- 2015 Outstanding Enterprise for Fulfilling Social Responsibilities
- 2015 The Most Commercial Value Brand of the Year

2016 年

2016 年 中国慈善榜——慈善榜样

2016 年 上市房企盈利能力**TOP10**2016 年 中国房地产综合开发专业领先
品牌价值**TOP10**2016 年 中国华南房地产公司品牌价值
TOP102016 年 中国物业服务百强企业成长性
TOP102016 年 艾特奖国际空间设计大奖
(成都誉峰)2016 年 年度样板房空间设计**金奖**
(成都誉峰)**2016**

2016 China Charity Rankings—Charity model

2016 Top 10 for Profitability of Listed Real Estate
Enterprises2016 Top 10 Leading Brands of China's
Comprehensive Real Estate Companies2016 Top 10 Brands of South China Real Estate
Companies2016 Top 10 China Community Property
Management Service Providers in terms of Growth
Potential2016 International Space Design Award—
Idea-Tops (Cosmos, Chengdu)2016 Annual Space Design Gold Award for Model
Rooms (Cosmos, Chengdu)**2018 年**2018 年 中国房地产开发企业综合发展
10强2018 年 中国大陆在港上市房地产公司
综合实力**TOP10**2018 年 中国地产金砖奖——2018 年度地产综
合实力大奖2018 年 中国房地产公司品牌价值 **TOP20**

2018 年 中国物业服务专业化运营领先品牌企业

2018 年 国际房地产大奖亚太区室内设计奖
(成都木莲庄酒店)

2018 年 中国最佳新锐酒店品牌(木莲庄酒店)

2018 年 中国长租公寓创新品牌大奖
(合景昕舍)

2018 年 年度体验式商业新锐企业

2018 年 中国物业服务百强企业 **Top20**

2018 年 中国物业服务百强服务质量领先企业

2018 年 年度艺术生态地标 (上海悠方)

2018 年 年度西南城市商业地标 (成都悠方)

20182018 Best 10 of Development of China Real Estate
Developers2018 China Mainland TOP 10 Real Estate Companies
Listed in Hong Kong by Comprehensive Strength2018 Golden Brick Award for Real Estate of
China—2018 Real Estate Company with Strongest
Comprehensive Strengths2018 Top 20 Real Estate Enterprises in China by
Brand Value2018 Specialized Operational Leading Brand of
China Property Service Companies2018 International Property Awards—Asia Pacific
Interior Design Award (The Mulian, Chengdu)2018 The Best Nova Hotel Brand of China (The
Mulian)2018 Innovative Brand Award for Long-term Rental
Apartment in China (RISCASA)2018 New Experience Commercial Enterprise of
the Year2018 Top 20 of China TOP100 Property
Management Companies2018 China Leading Property Management
Companies in terms of Characteristic Service2018 The landmark of art ecology in 2018 (U Fun,
Shanghai)2018 Commercial landmark of southwestern cities
in 2018 (U Fun, Chengdu)**2017 年**2017 年 中国房地产开发企业综合发展
10强2017 年 中国房地产上市企业**30强**
(地产 G30)2017 年 中国房地产公司品牌价值
TOP202017 年 园冶杯国际竞赛银奖地产园林奖
(天津誉峰)2017 年 金魁奖星级酒店评选最佳商务
会议酒店 (广州东圃福朋喜来登)2017 年 中国社区服务商**Top20**2017 年 中国物业服务百强企业成长性
Top10**2017**2017 Best 10 of Development of China Real Estate
Developers2017 China's Top 30 Listed Real Estate Enterprises
(Real Estate G30)2017 Top 20 Brands of China Real Estate
Companies2017 Yuan Ye Award International Competition -
Real Estate Landscape Silver Award (Tianjin The
Cosmos)2017 Jin Kui Award - Best Hotel for Business
Meetings Selected by Star Hotels (Four Points by
Sheraton Guangzhou, Dongpu)

2017 Top 20 China Community Service Providers

2017 Top 10 China Community Property
Management Service Providers in terms of Growth
Potential

2019 年

- 2019 年 中国大陆在港上市房地产公司综合实力**TOP10**
- 2019 年 综合开发专业领先品牌价值**TOP10**
- 2019 年 年度房地产上市公司**十大**经营能力榜样
- 2019 年 中国房地产上市企业**30强**
- 2019 年 中国民营企业**500强**
- 2019 年 **十佳**酒店管理公司 (木莲庄酒店)
- 2019 年 中国新锐酒店品牌 (木莲庄酒店)
- 2019 年 最佳 SPA 品牌——2019 旅游休闲行业大奖 (广州 W 酒店)
- 2019 年 年度精选新开业酒店 (苏州合景万怡酒店)
- 2019 年 年度人气商业体 (北京摩方)
- 2019 年 金灯奖·卓越营销奖 (上海悠方)
- 2019 年 上海艺术商圈优秀商业企业 (上海悠方)
- 2019 年 中购联年度购物中心行业优秀管理公司奖
- 2019 年 年度商业地产优秀运营商
- 2019 年 中国特色物业服务领先企业
- 2019 年 中国长租公寓品牌年度表现大奖 (合景昕舍)
- 2019 年 全球地产设计大奖——佳作奖 (目林联合办公空间)

2019

- 2019 Top 10 China Real Estate Enterprises Listed in Hong Kong by Comprehensive Strength
- 2019 Top 10 Leading Brands of China's Comprehensive Real Estate Companies
- 2019 Top 10 Role Models of Operating Capabilities for Listed Real Estate Companies
- 2019 China's Top 30 Listed Real Estate Enterprises
- 2019 Top 500 Private Enterprises in China
- 2019 Best 10 Hotel Management Companies (The Mulian)
- 2019 Emerging Hotel Brand of the Year (The Mulian)
- 2019 Best SPA Brand of the Year——The Travel & Leisure Industry Awards (W Hotel Guangzhou)
- 2019 The Selected Opening Hotel (Courtyard by Marriott Suzhou)
- 2019 The Most Popular Shopping Center of the Year (M-Cube, Beijing)
- 2019 Golden Light Award - Excellence Marketing (U Fun, Shanghai)
- 2019 Excellent Commercial Enterprise in Shanghai Art Business Circle (U Fun, Shanghai)
- 2019 Mall China's Outstanding Shopping Mall Management Company of the Year
- 2019 Outstanding Operator of Commercial Real Estate of the Year
- 2019 China's Leading Property Management Company with Distinguished Services
- 2019 Outstanding Performance for Long-term Rental Apartment Brands in China (RISCASA)
- 2019 REARD Global Real Estate Design Award - Merit (Cohesion Co-working Space)

2020 年

- 2020 年 中国商业房地产百强企业**第8强**
- 2020 年 中国房地产开发企业综合发展**10强**
- 2020 年 中国房地产百强企业盈利性**TOP10**
- 2020 年 中国房地产上市企业**30强**
- 2020 年 中国值得尊敬的地产品牌企业

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2020

- 2020 The 8th of Top 100 Commercial Real Estate Companies in China
- 2020 Top 10 Comprehensive Real Estate Developers in China
- 2020 Top 10 Chinese Real Estate Companies in Terms of Profitability
- 2020 Top 30 Listed Real Estate Companies in China
- 2020 One of the Most Respected Real Estate Brand in China
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02

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LINK · Construction

1 p39 住宅地产
Residential Property

2 p55 商业地产
Commercial Property

3 p63 城市更新
Urban Renewal

[筑·合] LINK • Construction

同行者，合铸臻品

Creating masterpieces together with those who follow the same path

每一处空间，皆为别致匠心的自然流露；每一处细节，均是以心筑家的执着追求。

同行者，让建筑与艺术美妙邂逅，让时空与现世忘情共话。

Every space shows ingenuity naturally and every detail represents the determination to build home with heart.

Those who follow the same path let architecture meet art and let time and space talk to the current world.

合景泰富集团所构建的，首先是一个“物理场所”，也就是“筑”，其创造过程需整合包括建筑、城市、社会在内的整体环境中的各个部分。目前，合景泰富开发的优质项目覆盖广州、北京、上海、香港等多座城市，涵盖了住居、旅居、工作、消费等多个生活场景。

同时，比物理场所更重要的部分在于“精神聚落”的营造。应不同的地域文化及消费习惯，合景泰富立足人本思考，通过价值观与文化 IP 的持续输出，构建完整商业群落、文化认同与社群连接，实现了小型城市生活闭环。

A "physical space", known as "the structure", is what KWG builds the foremost. The creation requires to integrate various parts of the surrounding, including architectures, city and humanity. As for now, KWG has developed premium projects in cities such as Guangzhou, Beijing, Shanghai, and Hong Kong, covering residential, travel accommodation, work and consumption scenarios.

Meanwhile, what is more important than a physical space is the "spiritual village". Responding to various regional cultures and consumption habits, KWG has constructed closed-up commercial communities, cultural identities and community connections, through the continuous export of values and culture IP to form a closed loop of small urban habitat.



The Preferred Living Environment
——Founded in Guangzhou and Radiating out
across the Country

In the field of comprehensive urban development, KWG Group Holdings adheres to the development strategy of “Founded in Guangzhou and Radiating out across the Country” , and focuses on residential properties , commercial properties and urban renewal. It has spanned nearly 40 cities, covering national key economic circles such as the Greater-Bay-Area and Yangtze-River-Delta city cluster with residential, apartment, office building and shopping center projects.



礼遇人居
——根植广州，辐射全国

在城市综合开发领域，合景泰富集团秉承“根植广州，辐射全国”的发展战略，聚焦住宅地产、商业地产及城市更新，目前已进驻近 40 座城市，全面覆盖粤港澳大湾区、长三角城市群等全国重要城市经济圈，涵盖住宅、公寓、写字楼、购物中心等业态。

Residential Property——Exquisite craftsmanship
and artistic ingenuity

KWG Group Holdings actively explores the trend of urban habitation demand in China. Through careful consideration of space, it is committed to providing customers with a more long-lasting, vibrant and pleasant living space and is known as the “master of habitat aesthetics” and the “artist of exquisite decoration”. The Cosmo, The Riviera, The Jadeite, Yunshang Retreat, Moon Mansion and Fortune Season collections are created to cater to the various needs of customers with a focus on rigid demand, and demand for improvement and luxury properties. These residential collections inject aesthetics and cultural vitality to the cities they have a presence.

住宅地产——精耕细作 艺述匠心

合景泰富集团积极探寻当今中国城市人居需求的发展趋势，通过对空间的仔细裁量，致力于为客户提供更长远、更充沛、更宜人的生活空间，在业内享有“人居美学大师”以及“精装艺术家”的美誉。瞄准刚需、改善、尊享等不同居住需求创新推出誉峰、天璽、臻林、云上、映月台、云溪四季等系列作品，为每一座城市注入鲜活的宅居美学文化生命力。

仰誉城市
实力峰鼎

Property at Its Finest

THE COSMOS · CHONGQING 重庆·合景誉峰



The Cosmos

THE COSMOS · CHENGDU 成都·合景誉峰



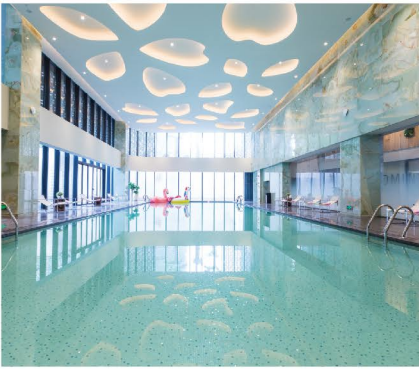
THE COSMOS · TIANJIN 天津·合景誉峰



天工造诣
大境迎銮

Embodiment of
Exquisite
Craftsmanship

THE RIVIERA · FOSHAN 佛山·天銮



THE RIVIERA · GUANGZHOU 广州·天銮



THE RIVIERA · HANGZHOU 杭州·天銮



The Riviera



YUNSHANG RETREAT · CHENGDU 成都·云上

山水田园梦
居住理想国

The Countryside Dream
and The Ideal Realm for Living



THE JADEITE · GUANGZHOU 广州·臻林



NEW FINANCIAL CITY PROJECT · GUANGZHOU 广州·臻溢



MONTKAM · GUANGZHOU 广州·合景朗云花园



MALUS MOON · HANGZHOU 杭州·观棠明月府



JADE MOON VILLA · CHONGQING 重庆·璟月台



THE MOON MANSION · HANGZHOU 杭州·合景映月台



THE MOON MANSION · CHONGQING 重庆·合景映月台





GLORY PALACE · SHANGHAI 上海·合景天悦



THE CORE OF CENTER · BEIJING 北京·合景天汇广场



JINZHU TIANYI HUAYUAN · TAICANG 太仓·合景天逸



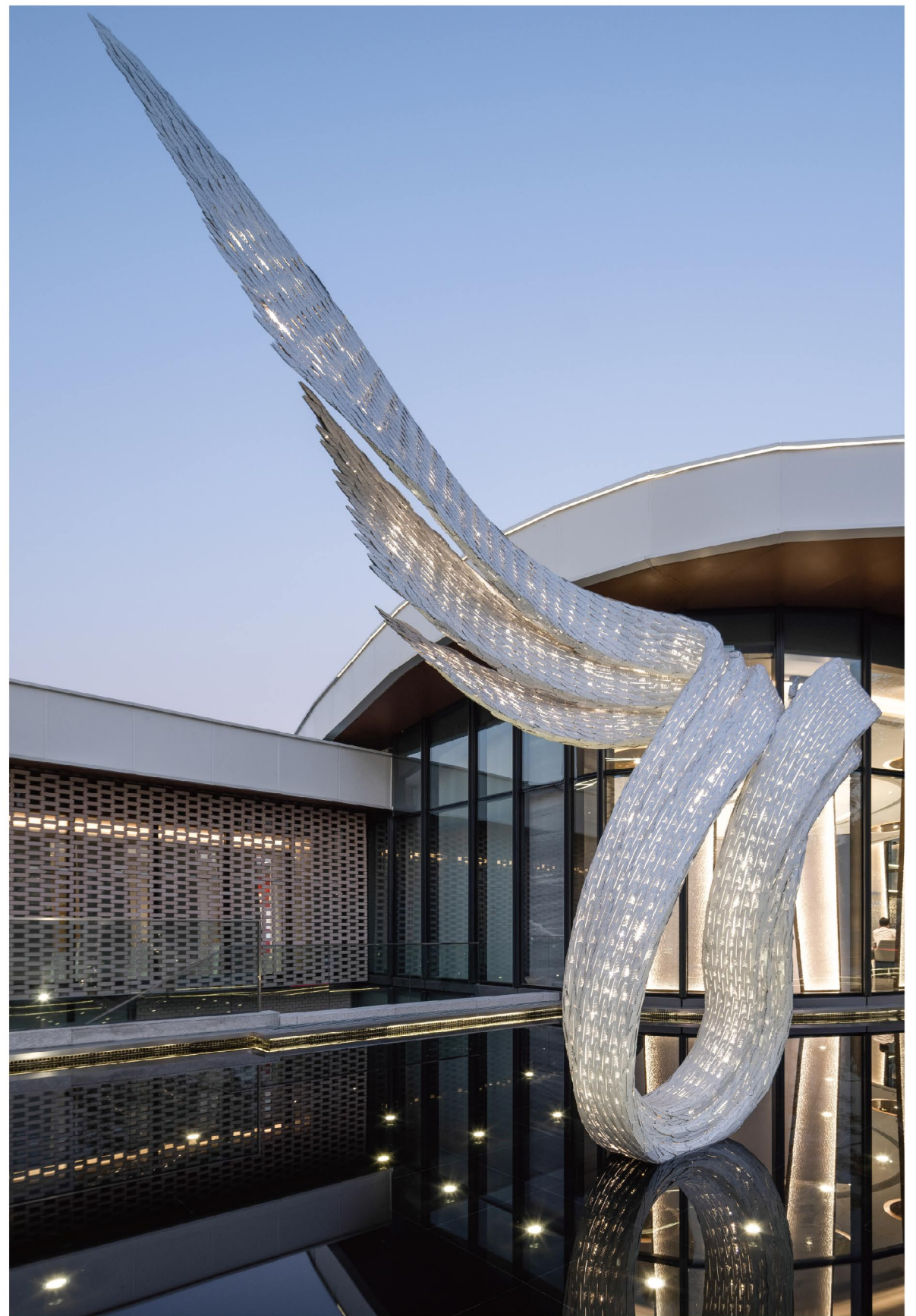
SWAN HARBOR PARK · SUZHOU 苏州·天鹅港华庭



KWG TOPCHAIN CITY CENTER · SHENZHEN 深圳·合景同创广场



ORIENTAL BUND · FOSHAN 佛山·泮景

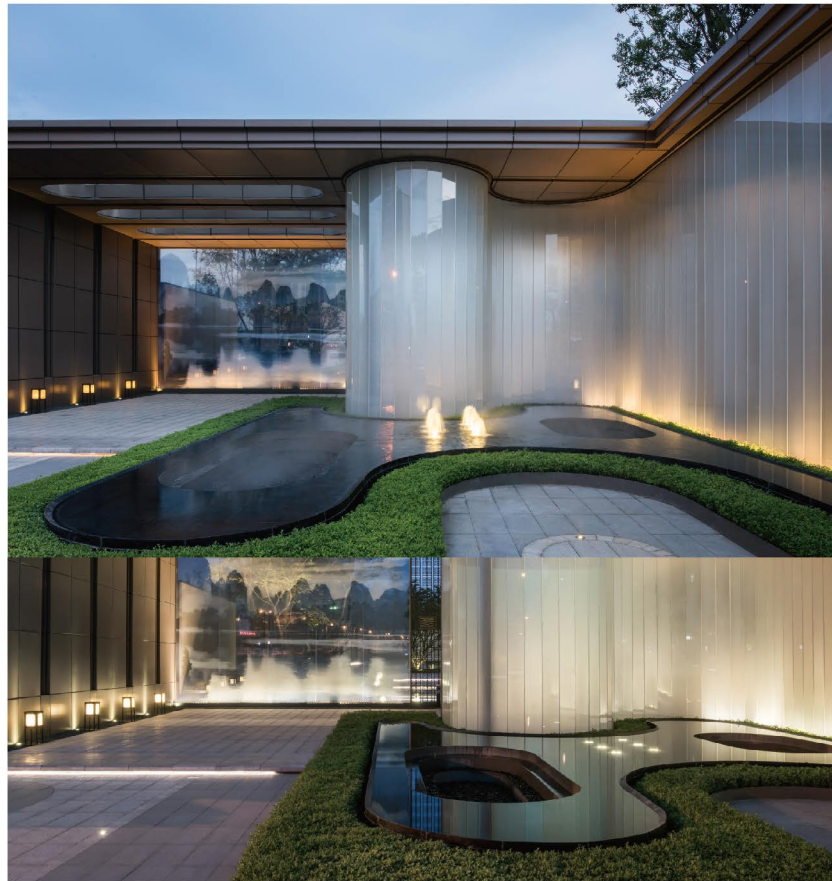




THE BUTTWOOD SEASON · WUHAN 武汉·梧桐四季



SERENITY IN PROSPERITY · NANTONG 南通·紫御四季



FORTUNES SEASON · LIUZHOU 柳州·云溪四季



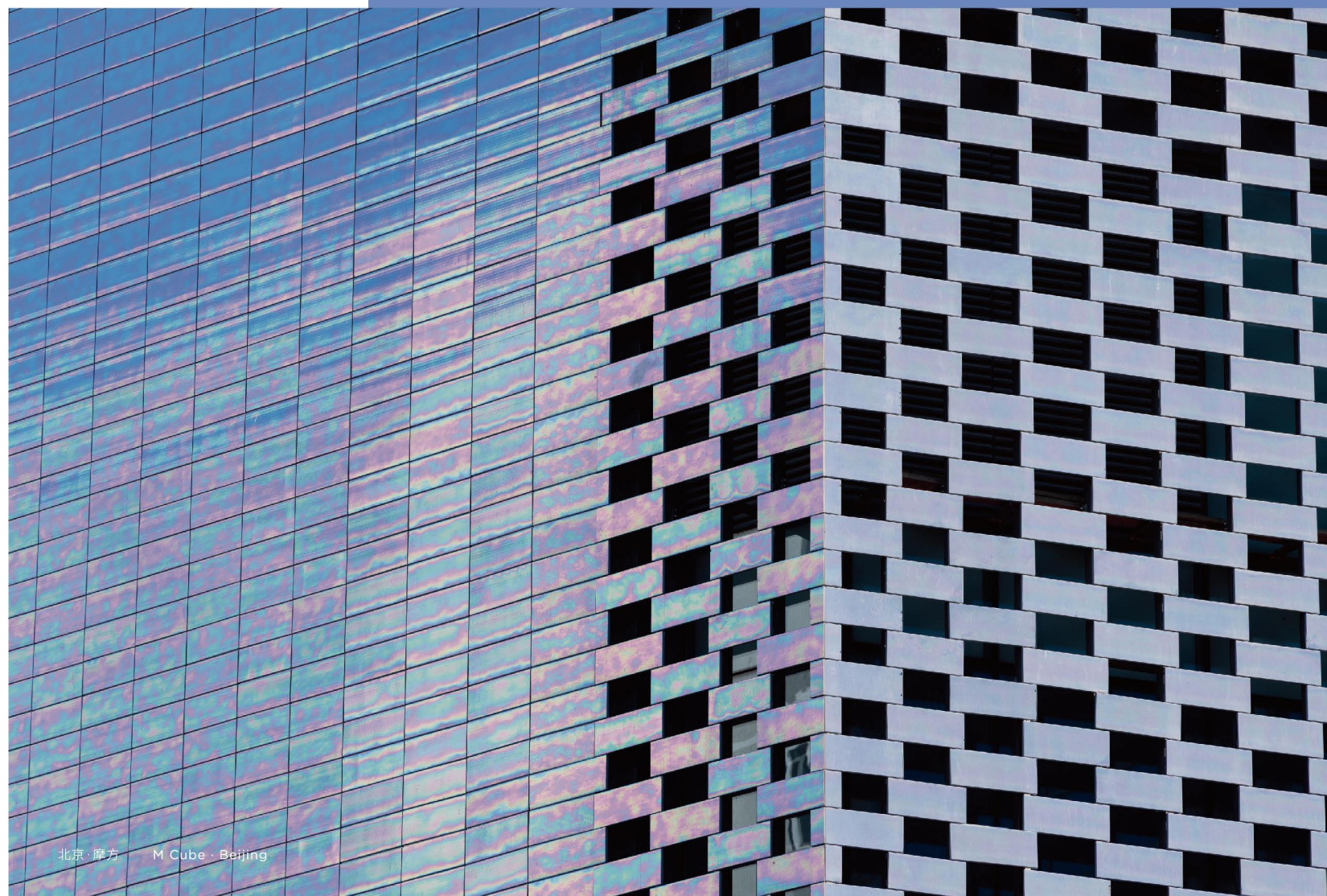
PEARL COAST · HAINAN 海南·汀澜海岸



商业地产——艺彩纷呈 述说情怀

随着中国城市化、城市国际化的发展趋势，合景泰富集团于2003年正式开拓商业地产版图，先后在广州、北京、上海等城市CBD兴建写字楼，以其独具风格的建筑设计、精益求精的品质、通达便利的地理位置及高效智能的管理系统，成为城市经济轴线上的亮丽名片。

随后，合景泰富集团坚持住宅地产与商业地产并举的开发模式，2014年精心打磨筑造商业综合体，为城市注入鲜活的生命力。



Commercial Property——Telling Our Story through Artistic Expression

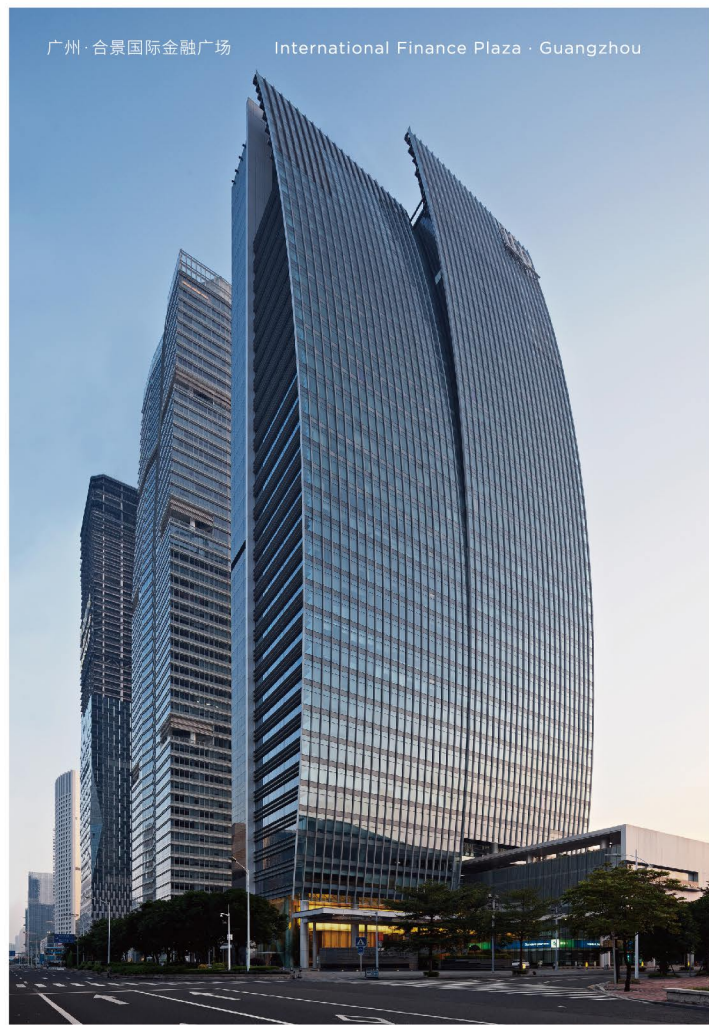
Following the development trend of urbanisation and internationalisation in China, KWG Group Holdings officially entered the commercial property industry in 2003 and has developed office buildings in CBDs of Guangzhou, Beijing, Shanghai, etc. with our unique style of architectural design, excellence in quality, convenient locations and efficient and intelligent management systems, our office buildings have become a shining name card of those developed cities.

Subsequently, KWG Group Holdings adhered to the parallel development model for both residential and commercial property. In 2014, we elaborately built and polished commercial complexes to bring fresh vitality to the cities.

写字楼

合景泰富集团为城市汇聚金融资源，已在北京、广州、上海、成都、苏州、南宁等城市的核心区域打造多个高端写字楼项目和产业总部基地。并创新构建一体化商业模式，标配 5A 智能化硬件、主流品牌变频变风量 VRV 舒适中央空调系统，实施全面 TQM 质量管理，打造全方位、多功能的商务系统和高效、便捷的商务空间。

未来，北京合景中心、广州星辉广场、广州萝岗合景中心等写字楼项目将迎来开业并投入使用。

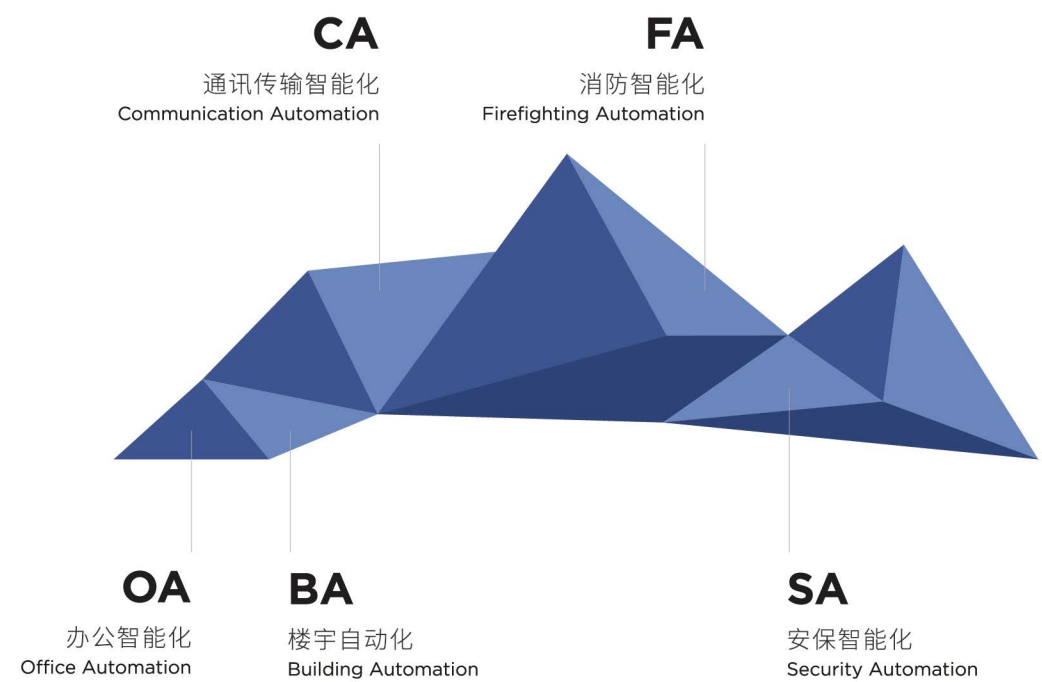


Office Buildings

KWG Group Holdings brings cities' financial resources together. It has completed a number of high-end office projects and industry headquarters in the core areas of Beijing, Guangzhou, Shanghai, Chengdu, Suzhou and Nanning. It has built an innovative and integrated business model, equipped the buildings with 5A intelligent hardware and comfortable VRV inverter and variable air volume central air conditioning system from mainstream brands, and implemented TQM (Total Quality Management) system to create a comprehensive, multi-functional business system and an efficient, convenient business space.

Going forward, office projects such as Beijing KWG Center, Guangzhou The Star, Luogang KWG Center will be opened and put into operation.

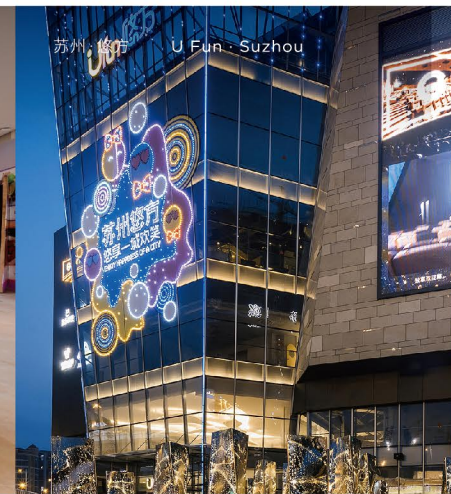
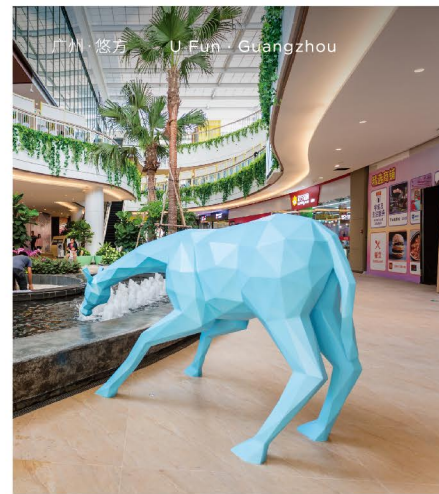
5A :





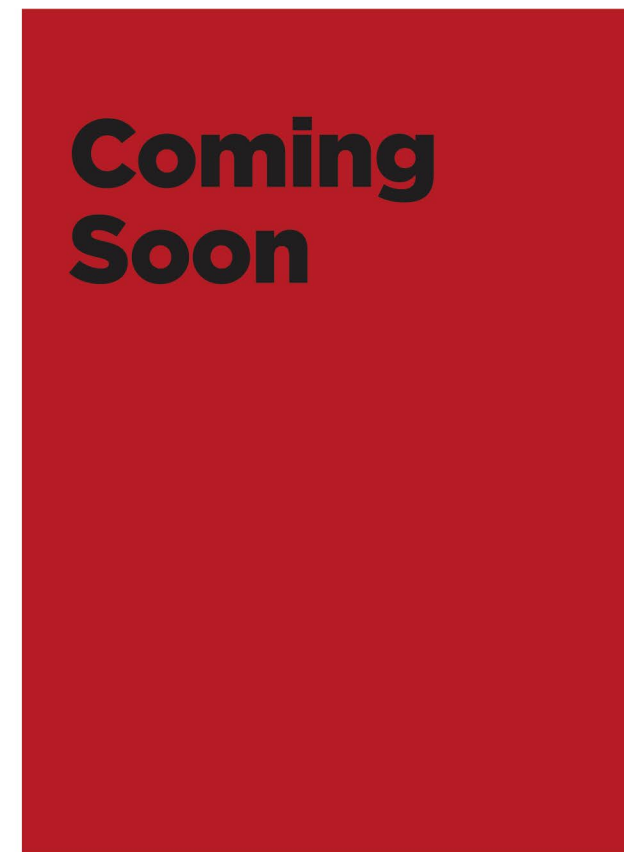
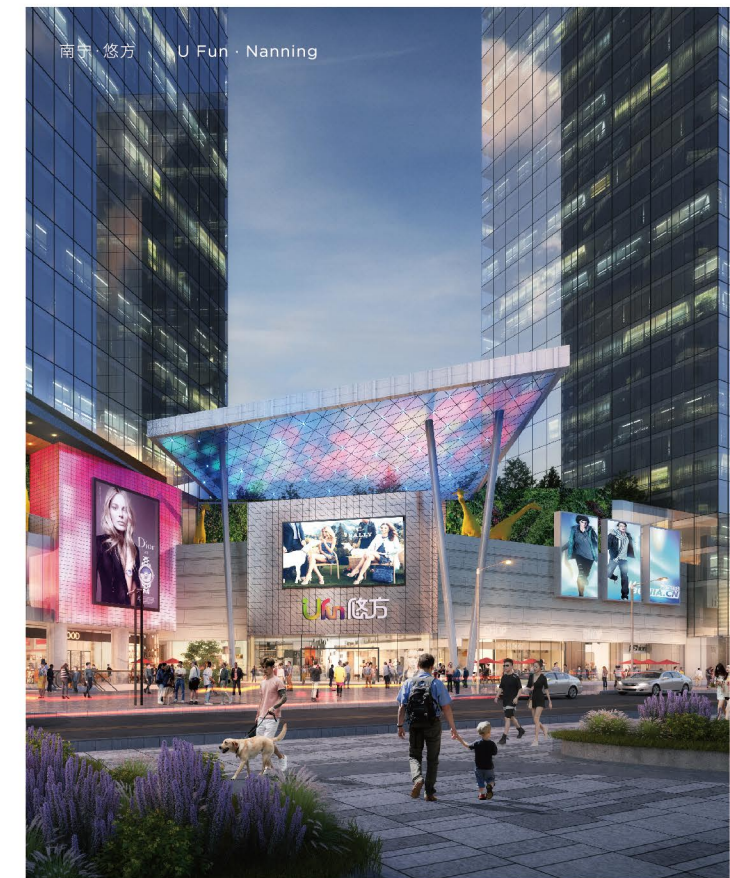
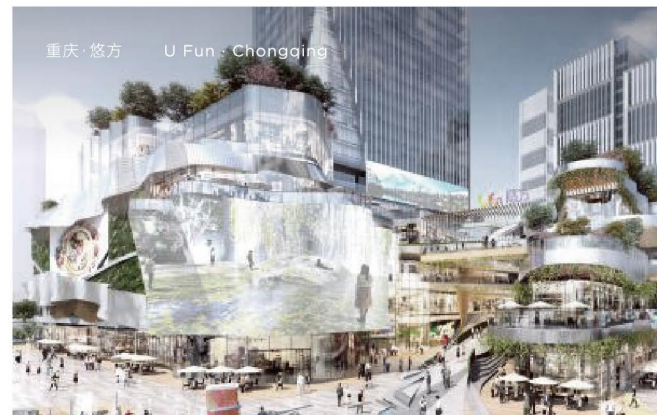
购物中心

秉承“艺述·生态·乐活”的营造理念，合景泰富集团在北京、上海、苏州、成都、广州、佛山等城市核心区域匠心打造综合商业体，通过引入高端时尚品牌、优质餐饮与娱乐体验，满足家庭全龄休闲娱乐需求，实现小型城市闭环。



Shopping Centers

Adhering to the philosophy of “Arts , Ecology , LOHAS” , KWG Group Holdings has built commercial complexes in the core areas of Beijing, Shanghai, suzhou, chengdu, guangzhou and foshan , through the introduction of high-end trendy brands , quality dining and entertainment experiences , a closed loop of small urban habitat is formed to meet the leisure and entertainment needs of the whole family.



未来，北京顺义悠方、北京通州悠方、广州知识城悠方、重庆悠方、南宁悠方、佛山悠方、成都摩方、苏州太湖新城悠方等购物中心将迎来开业。

Going forward, shopping centers such as Beijing Shunyi U Fun, Beijing Tongzhou U Fun, Guangzhou Knowledge City U Fun, Chongqing U Fun, Nanning U Fun, Foshan U Fun, Chengdu M-Cube and Suzhou Taihu New Town U Fun will be opened.



旧村改造 规划效果图 Planning Map for Old Village Reconstruction

Urban Renewal—Letting the City Grow Vigorously

Urban renewal is the repositioning of urban functions as well as the rediscovery of urban kinetic energy. As a result of limited city size, China's large cities have entered the era of stock from the era of increment, and urban renewal will become the newly added model for urban development.

In 2018 KWG Group Holdings Limited (hereinafter referred to as KWG) acted according to how things proceeded, announcing the establishment of the Urban Renewal Group.

Adhering to the vision of “letting the city grow vigorously”, KWG set its layout first in the Greater-Bay-Area, integrating its vision for future life into the living environment, architectural style and cultural exchange; focusing on renovation and looking over opportunities and situations, decisions of acceptance and rejection, breakthroughs and insistence, KWG strives to construct a grand vision of urban development and rejuvenate the city.

合景泰富城市更新集团 ——让城市活力生长

城市更新是城市功能的重新定位，也是城市动能的重新发现。

在城市规模有限的背景下，我国大型城市已从增量时代进入存量时代，城市更新将成为城市发展的新增长模式。

2018年，合景泰富集团应时而动，宣布成立城市更新集团，秉承“让城市活力生长”的愿景，先行布局粤港澳大湾区，将关于未来生活的构想融入居住环境、建筑风格以及人文交流，剑指旧改，审视“时与势”、“取与舍”、“破与立”，力求构筑宏大的城市发展图景，焕发城市新的魅力。

旧村改造 规划效果图 Planning Map for Old Village Reconstruction



精雕细节 · 追求品质生活

Perfecting Details · Pursuing Quality Life

○ 宜居 · 筑公园社区与城市共融

合景泰富城市更新集团将宅居美学文化融入建筑设计，对居住空间进行合理规划，并通过教育资源的整合、园林绿化的改造、公共设施的配建为城市居民营造舒适、宜居的全龄生活社区。

○ 多元 · 造缤纷商城与城市共荣

遵循城市规划的多元化、精细化发展要求，合景泰富城市更新集团着力打造交通枢纽式商业综合体、高端写字楼、商业展览中心、长租公寓等项目，背靠合景泰富集团卓越的多元业态整合能力为城市注入蓬勃的发展动能，为城市居民打造得以安居乐业的全生态闭环。

○ 导入 · 构魅力产城与城市共赢

城市的发展离不开丰富的产业生态支持，合景泰富城市更新集团因地制宜，多维度引入优质产业，创造就业机会，同时引入各产业人才，擎动区域经济高速发展，实现政府、村集体与个人、企业的三方共赢。

○ 传承 · 建文旅小镇与城市共生

城市如流水，生生不息；城市如薪火，代代相传，通过传统建筑群的保留与修复、宗祠和民俗的流传，合景泰富城市更新集团将“传统文化 + 生态保护 + 文旅模式”三大特色相互结合，在传承传统文化的同时引入新的商业模式，筑就特色文旅小镇，焕发城镇的新风采。

Livable · promoting the harmonious existence between park-like communities and the city

KWG Urban Renewal Group integrates the residential aesthetic culture into the architectural design and makes rational planning of living space; it strives to create a comfortable and livable all-age community through the integration of educational resources, the greening transformation of gardens, and the construction of public facilities.

Diversification · building diverse shopping malls to prosper with the city

Following the requirements of diversified and refined development of city planning, KWG Urban Renewal Group makes efforts to create hub-type commercial complexes, high-end office buildings, commercial exhibition centers, long-term rental apartments and other projects. Depending on the excellent ability to integrate diversified business forms of KWG, KWG Urban Renewal Group is able to inject vigorous development momentum into the city and create a full ecological closed loop where urban residents can live and work in peace and contentment.

Leading-in-constructing a win-win situation between charming industries and the city

The development of the city is inseparable from the support of rich industries. KWG Urban Renewal Group adjusts measures to local conditions, introduces high-quality industries in multiple dimensions, and creates job opportunities for the new city. Meanwhile, it introduces talents from various industries to drive the rapid development of the regional economy, realizing the win-win situation between the government, village collectives and individuals, and the enterprise.

Inheritance · establishing cultural tourism towns to coexist with the city

Cities are like flowing water and torches passed down from generation to generation. Through the preservation and restoration of traditional buildings, the spread of ancestral halls and folkways, KWG Urban Renewal Group integrates traditional cultural, ecological protection, and the cultural tourism model and introduces new business models to the new town while inheriting traditional culture; furthermore, it makes the old city vibrant with life by building featured cultural tourism towns.

与时俱进 · 焕新城市魅力

Advancing with Time ·
Endowing the City with New Charm

合景泰富城市更新集团准确把握时代脉搏，坚持推进城市三旧改造进程。

目前，合景泰富城市更新集团已在广州市天河区、黄埔区、番禺区、增城区、南沙区、花都区以及佛山市南海区、禅城区等多个行政区完成布局。

带着对城市发展的远见和对土地价值的尊重，合景泰富蓄势待发，担当起城市更新的中坚力量。

未来，合景泰富城市更新集团将持续加速广佛两城的城市更新步伐，以实际行动为粤港澳大湾区城市的蓬勃发展再添活力。

KWG Urban Renewal Group accurately grasps the pulse of the times and insists on promoting the “three old” reconstruction.

At present, KWG Urban Renewal Group has completed its layout in Tianhe district, Huangpu district, Panyu district, Zengcheng district, Nansha district, Huadu district of Guangzhou city, as well as Nanhai district and Chancheng district of Foshan city.

With a vision for urban development and respect for land values, KWG is poised to become the backbone of urban renewal.

In the future, KWG Urban Renewal Group will keep accelerating the pace of urban renewal in Guangzhou and Foshan, and add vitality to the booming development of the Greater-Bay-Area with practical actions.



03

• ... •

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LINK • Integration

THE GRATITUDE

[KWG特色开发体系“3-4-5”]

1 p75 大健康
Comprehensive Healthcare

2 p77 教育
Education

3 p85 文旅
Cultural Tourism

[KWG城市运营服务篇]

4 p87 合景悠活
KWG Living

5 p109 轻资产 (酒店, 长租公寓)
Asset-light (Hotel,Apartment)

Converging on the Difference Together with Those Who Have the Same Mind

[融·合] LINK • Integration

同道者，合汇多元

百川归海，万物成圆。

珍视城市给予的每一份馈赠，将每一块拼图组合幻化成无垠盛景。同道者，以合为和，汇聚多元生态，与城市人居共融共生。

Converging on the difference together with those who have the same mind

Streams run to the sea, all things merge into one.

Cherish every gift given by the city and put puzzle pieces together to form a boundless picture. Those who have the same mind work in harmony together to converge on a diversified ecology and live symbiotically with the city.

迈克尔·波特 (Michael E.Porter) 于1985年在《竞争优势》(Competitive Advantage) 一书中提出：每个企业都处在产业链中的某一环节，一个企业要赢得和维持竞争优势不仅取决于其内部价值链，而且还取决于一个更大的价值系统 (即产业价值链)。

而合景泰富集团基于地产、产城、大健康、文旅、教育、酒店、长租公寓所构建的产业价值链的核心在于，为参与者营造一个全龄、全时、全场景、全生活方式的场所 (place)，重构其生活日常。最终通过持续的场所营造，形成一个不断生长的全龄生活城市生态圈与价值闭环。

The concept of value chain was first proposed by Michael E. Porter in his book Competitive Advantage published in 1985. Mr. Porter believes that each company belongs to a certain part of the industry chain. The acquisition and maintenance of a company's competitive advantages not only depend on its internal value chain, but also on a larger value system - the industry value chain.

The core of the industry value chain formed by KWG based on real estate, industry-city, comprehensive healthcare, cultural tourism, education, hotel and long-term rental apartment lies in the creation of a place for all ages, hours, scenarios and lifestyles to reconstruct people's everyday life. The ongoing creation of places will eventually become an ever-growing urban ecosystem for people of all ages to live in and a closed value loop.

[KWG特色开发体系“3-4-5”]

产城
——为城市延展注入生命力

为积极响应国家推进产城融合发展的战略部署，合景泰富集团秉承“以人为本，赋能美好生活”的发展理念，全力构建“3-4-5发展模式”。聚焦健康、教育、养老三大幸福产业，整合特色小镇、产城综合体、产业园、乡村振兴四大模式，构筑产业联盟资源互动平台、产融结合的创新孵化平台、灵动体验空间、全生命周期服务标杆、产城共生共荣生态圈的五大产业生态服务体系。通过“产业+地产”推动区域产业升级及城市功能提升，为城市创造美好未来，目前已成功落地上海青浦产业总部项目和江苏盐城城市综合体项目。

Industry-City
——Breathing Life into Cities

To actively respond to the country’s strategic promotion of industry-city integrated development, KWG Group Holdings adheres to the development philosophy of “Empowering a Better Lifestyle from the Perspective of People”, and works to construct the “3-4-5 Development Model” by focusing on three wellbeing industries (health, education and eldercare), consolidating four development models (characteristic towns, industry-city complex, industrial park and rural areas bolstering), and establishing five industrial landscape service systems (resources interaction platform for industry alliance, industry-finance innovative incubation platform, smart experience space, service benchmark for the entire life cycle and industry-city symbiotic ecosystem). By promoting regional industrial upgrade and improvement of urban functions through “Industry + Real Estate”, a better future will be created for the cities, the Group has successfully developed the signature corporate headquarters project in Qingpu, Shanghai, and a mixed use urban complex in Yancheng, Jiangsu.

Create a Better
Future for the Cities

3-4-5发展模式
3-4-5Development Model

3大幸福产业
健康
教育
养老

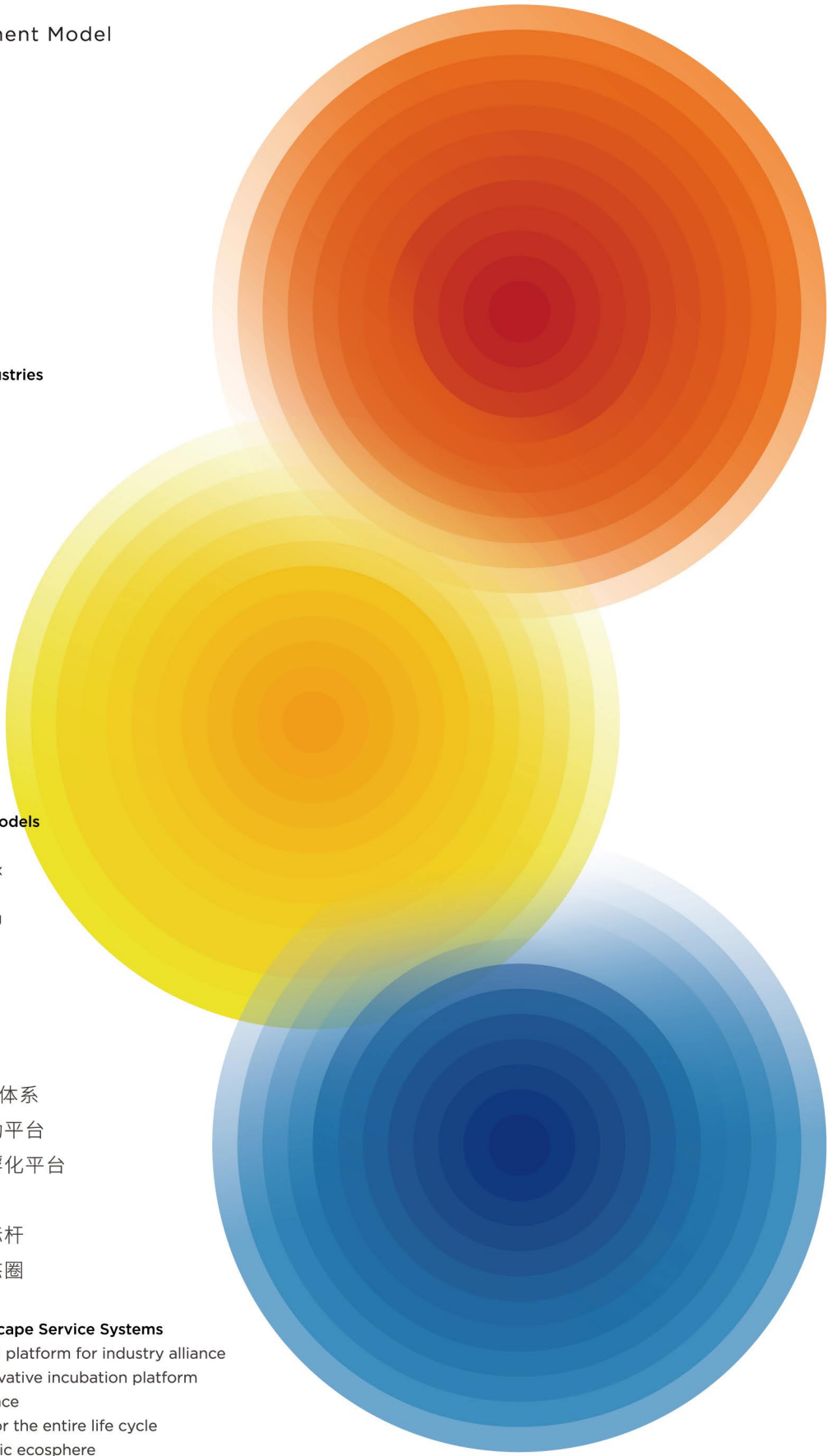
Three Wellbeing Industries
Health
Education
Eldercare

4大开发模式
特色小镇
产城综合体
产业园
乡村振兴

Four Development Models
Characteristic towns
Industry-city complex
Industrial park
Rural areas bolstering

5大产业生态服务体系
产业联盟资源互动平台
产融结合的创新孵化平台
灵动体验空间
全生命周期服务标杆
产城共生共荣生态圈

Five Industrial Landscape Service Systems
Resources interaction platform for industry alliance
Industry-finance innovative incubation platform
Smart experience space
Service benchmark for the entire life cycle
Industry-city symbiotic ecosystem





成都·大邑云上小镇 Yunshang Retreat · Chengdu, Dayi

乡村振兴

聚焦一二线城市远郊，以成都大邑云上小镇、广州增城朱村（云溪四季）等项目为示范标杆，以生态资源为内核，充分利用生态资源的地形及自然环境的优势，以人为本，打造文化、田园、康养、运动、旅游五大产业体系，营造生态健康的休闲居住体验，着力打造居民生活空间、游宠游憩空间、生态涵养发展空间等功能融合的乡村振兴样板。

Rural Areas Bolstering

Focusing on the outer suburbs of first and second-tier cities, referring to projects such as Yunshang Retreat in Dayi, Chengdu and Zhucun in Zengcheng, Guangzhou (Fortunes Season) as demonstration benchmarks, centring around ecological resources, taking full advantage of the topography and natural environment, and using a people-oriented approach to establish five industrial systems of culture, countryside, healthcare, sports and tourism, create an ecological, healthy and leisure living experience, and build a rural areas bolstering model that integrates living space, recreational space and ecological conservation and development space.



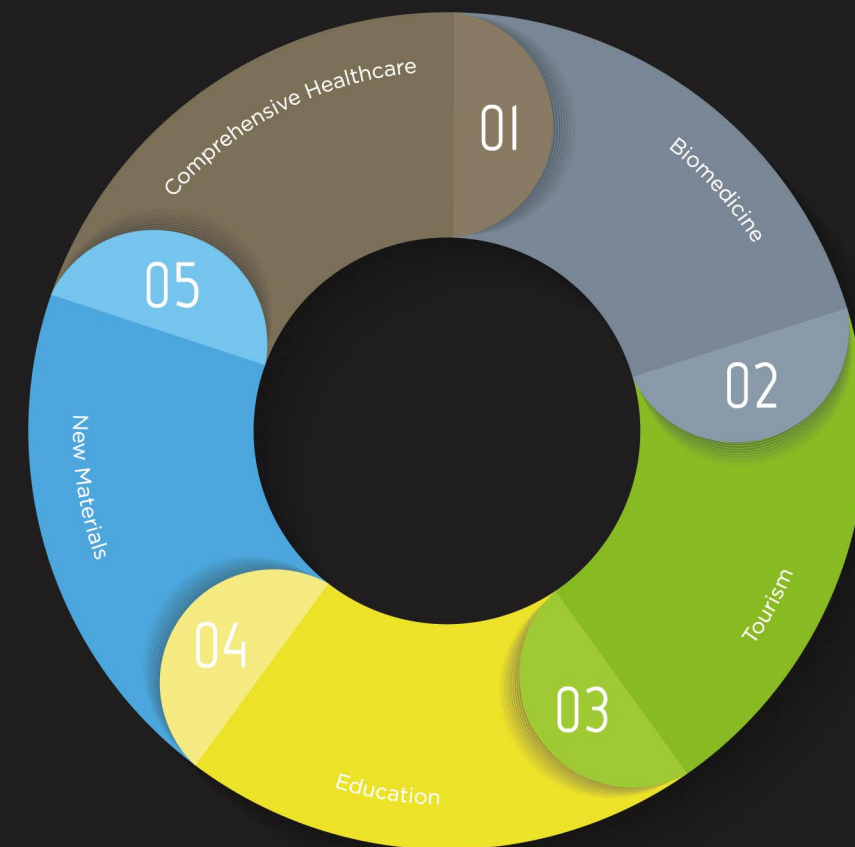
广州·云溪四季 Fortunes Season · Guangzhou

产业联盟

合景泰富产业联盟围绕国家战略性新兴产业发展布局，高效整合大健康、生物医药、旅游、教育、新材料等产业领域资源。作为产业资源中枢平台，联盟搭建产业平台，整合产业 + 地产 + 金融等要素，挖掘产业资源优势和行业影响力，为集团增加多维度创收能力，打造全生命周期 + 全产业链的“生态圈闭环”。

Industry Alliance

The KWG Industry Alliance centers around developments in national strategic and emerging industries and efficiently integrates resources in the fields of comprehensive healthcare, biomedicine, tourism, education and new materials. As the hub of industrial resources, the alliance builds an industrial platform that integrates elements of industry + real estate + finance and taps the advantages in industrial resources and industry influence to enhance the multi-dimensional revenue-generating capacity of the group and create a “closed ecological loop” that encompasses the entire life cycle + the whole industry chain.



● 大健康 ● 生物医药 ● 旅游 ● 教育 ● 新材料

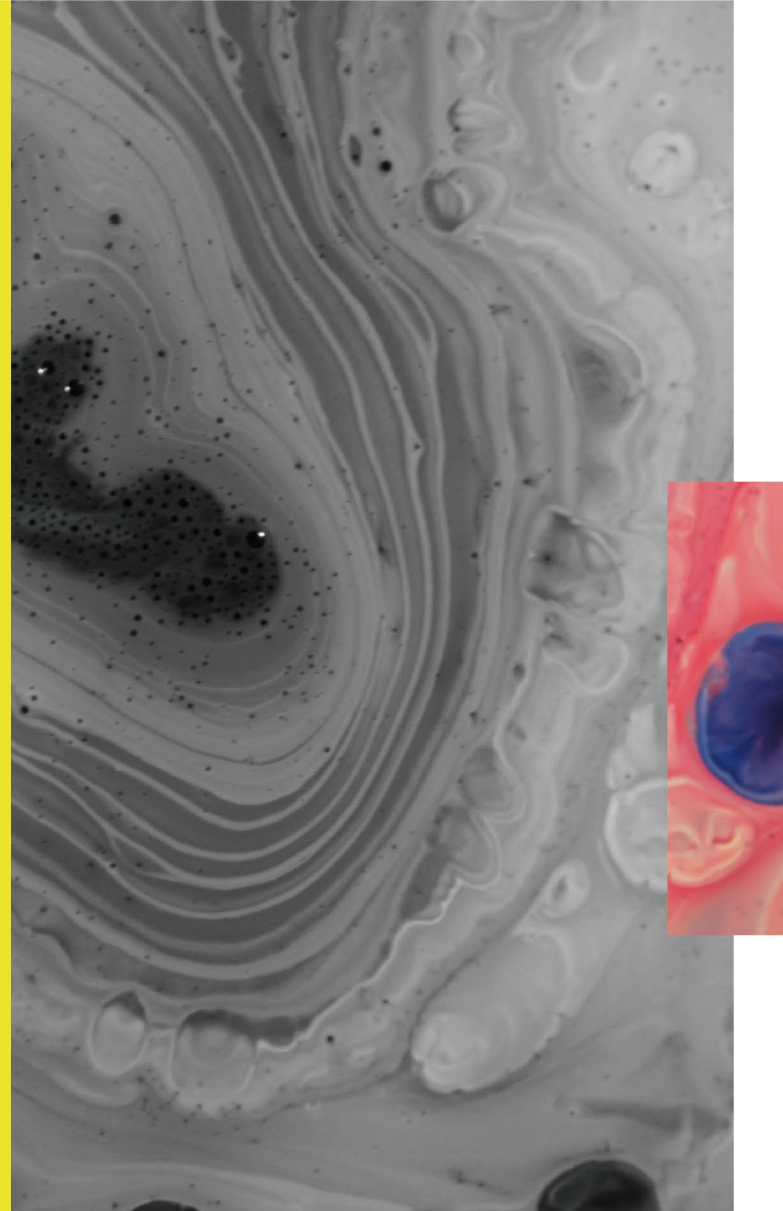
大健康

合景泰富集团紧抓中国大健康产业和粤港澳大湾区的发展机遇，秉持“以创新引领，让健康可及”的使命，核心业务涵盖大健康投资、生物医药、医疗服务及康养产业，立足国际化创新及合作，专注提供更健康的医疗和生活方式，聚焦创新药物制剂及高科技医疗器械开发、干细胞与再生医学研究、基因检测及高端 / 精准医疗服务，并积极探索健康产业与地产在“医、药、养”多元业态的结合，打造为人类提供全生命周期健康管理的高科技产业集团。

Taking the Lead with Innovation and Making Healthiness Accessible

Comprehensive Healthcare

KWG Group Holdings explores China's comprehensive healthcare industry and seizes the development opportunities in the Greater-Bay-Area. It adheres to the mission of "taking the lead with innovation and making healthiness accessible", to engage in comprehensive healthcare investment, biomedicine, medical services and healthcare industries. It focuses on the development of biological drugs, chemically innovative drugs and new-type preparations, research in stem cells and regenerative medicine, genetic testing and high-end/precise medical services through international innovation and cooperation. It actively explores the integration of the healthcare and real estate industries in aspects of "medicine, drugs and wellbeing" in order to create a high-tech industrial conglomerate that provides health management for the entire life cycle of human.



生物医药

紧跟“健康中国 2030”国家战略，合景泰富集团坚持以人为本的发展理念，为人们提供涵盖 0-100 岁全生命周期的健康服务体系，联合永泰红磡、中源协和、以色列 GLK、广州生物岛等战略合作伙伴，高效整合生命科学、生物医药、医疗服务、养老服务等领域的优质资源，搭建政府 + 地产 + 企业共生共享共赢的合作平台，积极探索产业与地产在健康综合体、医养小镇等多元业态的结合。

Biomedicine

Complying with the national strategy of "Healthy China 2030", KWG Group Holdings, with adherence to the "people-oriented" philosophy, provides a comprehensive full-cycle health service system for 0 to 100 years of age, collaborates with Vcanland Holding Group, VCANBIO, GLK (an Israeli company), Guangzhou International Biotech Island and other strategic partners to consolidate quality resources in the fields of life sciences, biomedicine, medical services, eldercare services, etc, builds a cooperative platform for shared success of "government + real estate + enterprises" and actively explores the diversified integration between the industry and real estate in terms of healthcare complexes and healthcare towns.



教育
——育见未来

合景教育集团成立于 2017 年，从创立之初，即以“让学生享受成长，让教育回归本真”为使命，以学前教育、国际教育、校外教育为主要方向，以教育研究、教育科技、教育投资为发展支撑，打造校内外全面培养的创新教育生态体系，为学习者、教师、学校、社会提供优质教育资源，做受人尊敬的教育品牌。



Education
—— Foresee the Future

KWG Education Group was established in 2017 with the mission to “Pursuing Education in its Purest Form”. Its business areas cover Preschool Education, International Education, and Extracurricular Education, with the support of education research, education technology, and education investment. It strives to create an innovative education ecosystem of holistic cultivation inside and outside the school, provide premium education resources for learners, teachers, schools and the society, and become a respected education brand.

华南师范大学附属龙门学校

秉承“人文情怀、科学素养、世界视野”的办学理念，合景教育集团于2017年成功创办华南师范大学附属龙门学校，围绕“修人文之品、育科学之能、拓视野之博、造精英之才”的目标，坚持优质化、选择性、信息化、特色化、国际化的发展方向，对教育教学活动进行顶层设计，按省一级学校和国家示范性高中的标准设计建设，共设138个教学班，集幼儿园、小学、初中、高中与国际班于一体，致力成为“适应未来的大湾区超前性、国际性、示范性名校”。

The Affiliated Longmen School of South China Normal University

Adhering to the founding philosophy of “liberal-art qualities, scientific literacy, global vision”, KWG Education Group established The Affiliated LongMen School of South China Normal University in 2017 with the aim of “cultivating humanities, fostering the power of science, broadening one's horizons and raising talent”. It sticks to the direction of quality, selective, informatised, specialised and international development, and engages in the top-level design of educational activities. Based on the standard design of grade one schools and national demonstration high schools, it runs 138 classes which encompass kindergarten, primary school, junior high school, high school and international courses. Its goal is to become the “pioneering, international and exemplary prestigious school in the Greater-Bay-Area that accommodates to the future”.

Education Projects

圣心国际幼稚园

圣心国际幼稚园为国际化的双语幼稚园，具有独一无二的课程。

圣心顺应在华中外家庭对国际化双语化课程的需求，采用国际幼儿课程 (IEYC)，致力于为孩子们在国内或国际化学习铺路，激发他们的好奇心，使他们在快乐中成为具有创造性，充满爱心和热情的全球公民。

圣心的教师团队了解如何教育和帮助幼儿的学习和发展。

教育总监 Alison Cook 女士是资深幼儿教育专家，在过去 25 年，她曾在英国、土耳其、阿塞拜疆和马来西亚担任过各种教育职务，包括校长、教育顾问和教师培训师。

目前圣心在广州开设二沙岛、珠江新城、花都三个校区。

Trinity International Kindergarten

Trinity international kindergarten is an international bilingual kindergarten with a unique curriculum.

Trinity meets the needs of families in China and abroad for international bilingual courses, using the International Early Years Curriculum (IEYC) to pave the way for children's domestic and international learning, stimulate their curiosity, and enable them to become creative, loving and enthusiastic global citizens in a happy way. Trinity's team of teachers knows how to educate and help young children learn and develop.

Alison Cook, director of education, is a senior specialist in early childhood education.

Over the past 25 years, she has held a variety of educational positions in the UK, Turkey, Azerbaijan and Malaysia, including principal, education adviser and teacher trainer.

At present, Trinity has three campuses in Guangzhou: Ersha island, Zhujiang New Town and Huadu.



- 广州圣心国际幼稚园·二沙校区
- 广州圣心国际幼稚园·珠江校区
- 广州圣心国际幼稚园·花都校区



恒德教育

合景教育集团旗下的聚焦中小学生素质教育的教育科技公司,致力于为学生、家长、学校、社会提供优质素质教育服务与内容,打造系统科学的艺体文化发展培训基地,开发适合青少年健康成长、展示自我的全新教育科技平台。现已与广州多所重点中小学建立合作关系,完成了体育艺术进课堂的普及教育工作,服务学员近万人次。旗下业务:启航校内课后托管与素质教育,启航研学教育,启航学科教育。

Hengde Education

KWG Education Group consolidates various superior projects and resources and continuously provides premium quality education services for students, parents, schools and society with three proprietary brands, namely Qihang On-campus Care Service, Qihang Youth Learning & Practice and Facai Art Space. It is committed to building a systematic and scientific gymnastic training base, which is to become a new educational platform for the healthy growth and self-expression of adolescents.



圣果成长园

圣果成长园,是合景教育集团旗下,专为 0-6 岁幼儿设计,以“保教结合、贴心定制”为宗旨的专业托育机构,采用国际知名早期基础教育体系 EYFS,从多元课程、国际视野、双语氛围、生活体验、动手探索等维度,促进孩子语言与认知,体能与协调、情感与社会性“三商”综合发展。

Sengo Wonderland

Sengo Wonderland is tailored for children aged 0 to 6 years old and provides customized services integrating care and education. We follow and utilize the world-renowned Early Years Foundation Stage (EYFS), a national framework implemented in England. In practice, we provide diversified courses, a global vision, a bilingual environment, and real-life experience to help children achieve a comprehensive development in language and cognition, physical fitness and coordination, together with emotional and social skills.

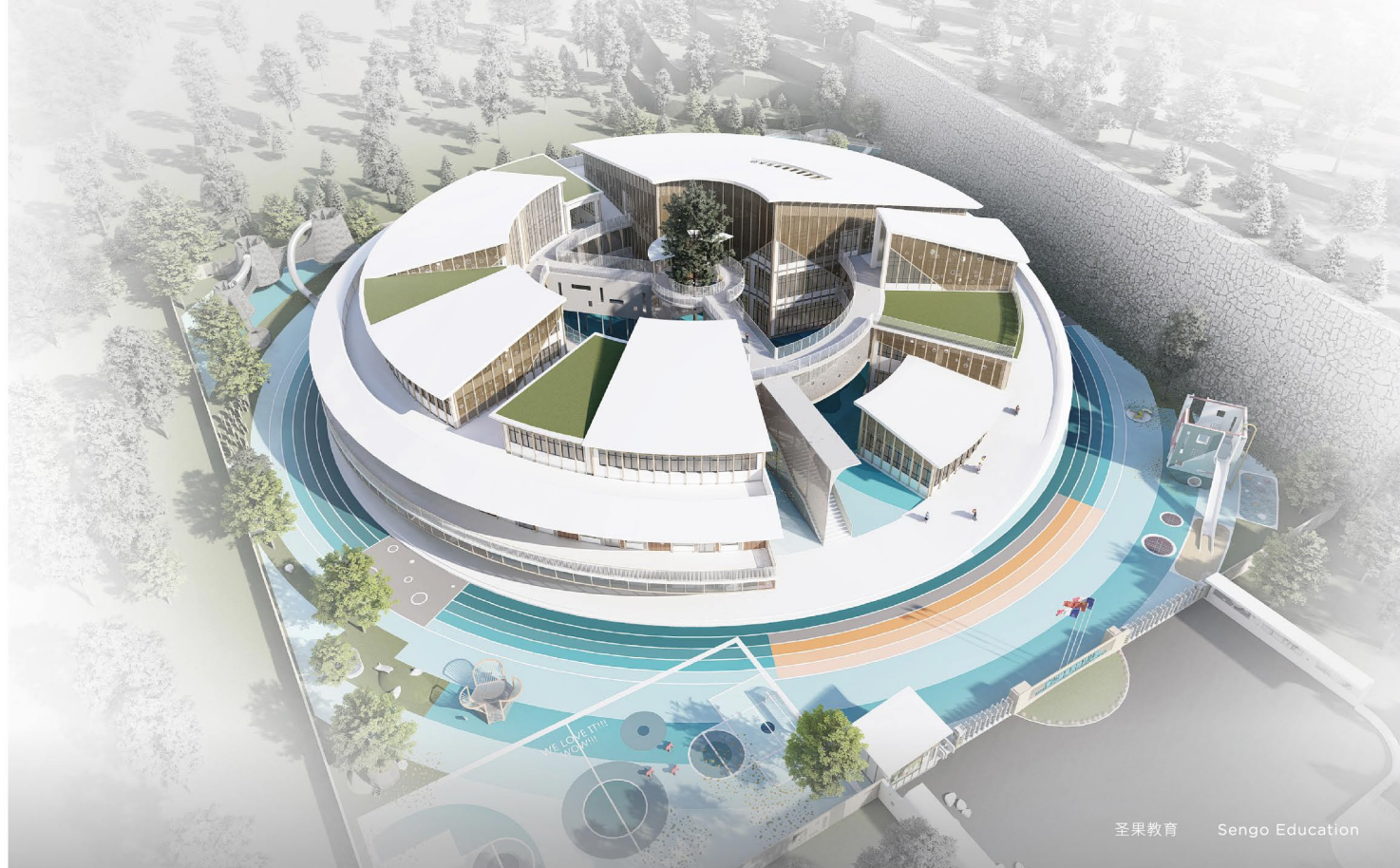
圣果幼儿园

专为 3-6 阶段幼儿设计打造的圣果幼儿园,配备经验丰富的管理与教学团队,课程结构强调学科交叉和主题渗透,实行多元化教学方式,营造浸润式语言教学环境,致力于让孩子获得终身受益的能力素质。

目前,圣果誉山国际幼儿园、圣果柳州云溪四季幼儿园等项目正在建设中。

Sengo Kindergarten

Designed for stage 3-6 children, Sengo kindergarten is equipped with an experienced management and teaching team. The curriculum structure emphasizes subject crossing and theme penetration, implements diversified teaching methods, and creates an immersive language teaching environment, so as to benefit the ability of children from the lifelong. At present, Sengo Yushan international kindergarten, Sengo Liuzhou Yunxi Four Seasons kindergarten and other projects are under construction.



圣果青少儿成长中心

圣果青少儿成长中心旨在打造领先中国、接轨国际，面向 2-12 岁青少儿的一站式素质教育培训中心。

我们为家长严选人文素养、语言艺术、创新科技类优质课程，致力于培养具备优秀的个人品质、学习认知、人际交往、积极心态的国际化新生代，为青少儿创造除家庭、学校外，快乐学习与成长的第三空间。

中心倡导的智趣乐学体系，专注于提升孩子素质教育核心能力，深度挖掘孩子的个性化与成长多样性，全面助力家长成为更好的家庭教育导师。

Sengo Kids Education Center

Sengo Kids Education Center aims to build a leading one-stop quality education and training center by international standards for children aged 2-12 years.

We strictly choose high-quality courses of humanistic quality, language arts, innovative science and technology for parents, and are committed to cultivating the international new generation with excellent personal qualities, learning cognition, interpersonal communication and positive attitude, so as to create a third space for children to learn and grow happily in addition to their families and schools.

The system of intellectual interest and music advocated by the center focuses on improving the core competence of children's quality-oriented education, deeply explores the individuality and growth diversity of children, and comprehensively helps parents become better family educators.



- 圣果青少儿成长中心·广钢新城校区
- 圣果青少儿成长中心·佛山澜景校区

圣果成长营地

Sengo Education

圣果成长营地，为青少年提供集创造性、实践性、教育性于一体的创意课程选择，帮助青少年走出校园，走向社会，逐步培养独立自主意识。

目前已在广东区域挂牌成立三个营地项目，为学校、家庭提供综合实践活动、亲子旅行等体系化课程内容及教育基地。

Sengo Education provides creative curriculum selection integrating creativity, practice and education for teenagers to help them step out of the campus and into the society and gradually develop their sense of independence.

At present, three camp projects have been set up in Guangdong area to provide schools and families with comprehensive time activities, parent-child travel and other systematic courses and education bases.

- 圣果成长营地·广州市越秀区中小学生综合实践活动教育基地
- 圣果成长营地·从化天适樱花悠乐园
- 圣果成长营地·北纬 23°8 森林营地

文旅

—— 美好生活的更多可能性

合景泰富集团积极探寻我国文化脉络，顺应新时代下我国从规模旅游、速度旅游向品质旅游、美好旅游的转变，从大众旅游向小众旅游的转变，从景点旅游向全域旅游的转变，从观光旅游向休闲旅游的转变，从浅层次旅游向深层次旅游的转变，从单一旅游向旅游产业转变，从被动跟从国际规则向积极主动旅游外交的转变，从旅游大国向旅游强国的转变八大趋势，秉持打造全球文旅产业生态链的领跑者的愿景，扎根广东、面向全球，依托合景泰富集团旗下丰富的业态资源，基于传统旅游业务，助力推进优质旅游，不断深化全域旅游，创新开拓中大型企业商旅、青少年研学 / 修学 / 游学、老年旅游定制、高端旅游定制、专业工业 4.0 商务考察、海外投资游学、特色主题旅游等旅游服务，并深入探寻当地文化及旅游特色资源，专注开发文旅特色小镇、田园综合体、大健康旅游开发等领域，致力于成为诗与远方的旅行管家，未来三年内预计营收规模将突破 100 亿元。



Cultural Tourism —— Further Possibilities of a Better Life

KWG Group Holdings actively explores the cultural heritages in China, and adapts to eight major transformation trends in this new era from scale and speed-oriented to quality and wonderful travel, from mass to niche tourism, from focusing on scenic spots to exploring the whole region, from sightseeing-oriented to leisure-based, from shallow to in-depth travel, from developing a single tourist project to the tourism industry as a whole, from passively following international practices to proactively pursuing tourism diplomacy, and from a big tourism country to a strong one. Facing the global market from its root in Guangdong, KWG Group Holdings adheres to the vision of establishing an industry chain of global cultural tourism by using its considerable business resources and the established traditional tourism business to facilitate the promotion of quality tourism, the continuous exploration of the whole region and the innovative development of tourism services, including business travel services for medium and large-size enterprises, research and study tours for the youth, travel customisation for senior citizens, high-end travel customisation, professional Industry 4.0 business tours, overseas investment and study tours as well as featured theme tours. It also deeply explores local culture and tourism resources with a focus on the development of featured towns for cultural tourism, countryside complexes, comprehensive healthcare, etc. KWG Group Holdings is committed to becoming a poetic travel manager, and its revenue is expected to exceed RMB10 billion in the next three years.



广东花城文化旅游集团有限公司（简称花城文旅集团），成立于 2019 年，秉持“匠心服务，品质文旅”等核心理念，顺应当下中国文化和旅游的趋势，依托合景泰富集团旗下丰富的业态资源，扎根广东、面向全球，以“成为诗与远方的旅行管家”为集团使命，致力于成为全球一流的文旅产业投资运营商和全球文旅产业生态链的领跑者。

集团顺应中国对文旅发展的整体规划和政策支持的良好形势，以资源为核心，利用好消费分级与文旅结合的红利。

结合全球旅游发展形势，做大旅游市场，做强文旅项目。

以旅游流量带动文旅目的地项目，以文旅目的地项目反哺旅游发展，形成文旅集团的核心竞争力，成为国内优秀的文旅产业运营商，形成文旅结合的最佳模式。以旅游、文化、智慧旅游为主要手段，以兼并购为辅助手段，打造以三六九年计划为基础的大文旅集团。

Guangdong Huacheng Cultural Tourism Group Co., Ltd., was established in 2019. Uphold the core ideology of "Best-service, High-quality", complying with the trend of contemporary Chinese culture and tourism, relying on the KWG corp. 's rich resources of diversified business, we first rooted in Guangdong then faced the world. And with the group mission of "Your ideal travel butler", we committee to become the world first-class travel industry investment operators and the leader of tour industry ecosystem around the world.

With the good situation of the Chinese government's master plan and policy support for the development of cultural and tourism, we take resources as the core, and make good use of the dividend of the combination of consumption classification and cultural and tourism.

Combined with the global tourism development situation, to expand the tourism market and strengthen the tourism project.

Tourism flow will promote the tourism destination project, the tourism destination project also can nurture the tourism development. It will form the core competitiveness of the tourism group, as well as to become an excellent domestic tourism industry operators, and the best model of tourism combination. With tourism, culture and smart tourism as the main way, with merger and acquisition as the auxiliary ways, we want to build a mega cultural tourism group based on the 369-year plan.

[KWG城市运营服务篇]

合景悠活
—— 多元优质生活共创者

合景悠活是具有 20 年丰富经验的商业运营和物业管理服务平台。

其通过一合线上平台，整合商业运营、物业服务及资产服务等多元业务。

秉承“多元优质生活共创者”的品牌定位，以科技赋能、协作共生的方式，为人们带来多元丰富、价值共享的精彩社群生活。

KWG Living
—— Co-creator of Plural High Quality Life

KWG Living is a commercial operation and property management service platform with 20 years of rich experience.

Through the CoKWG online platform, it integrates multiple businesses such as commercial operation, property management service and asset management service.

Adhering to the brand positioning of "co-creator of multiple high quality life", and in the way of technology empowerment, cooperation and symbiosis, KWG Living will bring people a wonderful community life with multiple richness and value sharing.



业务构成
Business Composition

- 物业服务
Property Service
宁骏物业、宜家创生
- 商业运营
Commercial Operation
悠方、摩方
- 资产服务
Asset Management Service
冠力
- 会员平台
Member Platform
一合



物业服务体系
——用心服务 善待如亲

合景泰富集团以客户需求与服务体验为基础，通过业态及服务的整合，运用大数据分析，升级由物业管理、客户服务、会员管理三大板块组成的后服务端体系，为客户提供服务多元化、生活复合化、体验丰富化的多维度价值。

“
Serve with
Kindness
and Consideration
”

Property Service——Liege Property Management

Based on customers' needs and service experiences, and through the integration of operations and services and analysis with big data, KWG Group Holdings upgrades its after-sales service system, which consists of three major segments including property management, customer service and member management, to offer customers multi-dimensional values such as diversified services, composite lifestyles and enriched experiences.

物业服务——宁骏物业

广州市宁骏物业管理有限公司（简称“宁骏物业”）成立于2004年，国家一级物业资质企业，位列中国物业管理企业综合实力百强企业第18名。

宁骏物业始终贯彻“用心·管家”的品牌服务理念，营造“阅·生活、乐·健康、尚·智慧”的艺术人文智慧社区生活环境，打造全栖生活链后服务端平台以及高端物业服务体系。

Property Service——Liege Property Management

Established in 2004, Guangzhou Liege Property Management Co., Ltd. (Liege Property Management) is an enterprise with the national first-class property qualification, ranked 18th among the Top 100 Property Management Enterprises in China by Comprehensive Strength.

Liege Property Management adheres to the serving philosophy of the brand (i.e. “Do Our Best For You”) and creates an artistic and humanistic living environment through lifestyle, healthcare and smart community services to establish a comprehensive after-sales service platform and a high-end property management service system.

Property Service——Liege Property Management.



阅·生活

深度了解城市人居模式以及业主生活方式，提供个性化服务

Lifestyle

Gaining a deep understanding of the urban living model and owners' lifestyles to provide personalised services

乐·健康

提供深层次的健康服务，营造健康社区

Healthcare

Providing in-depth healthcare services to build a healthy community

尚·智慧

建设智慧型服务社区，提供更高效、更便捷、更科学的物业服务体验

Smart Community

Building a smart community to provide a more efficient, convenient and scientific property management service experience



宜家创生二十年如一日为业主提供多元化、人性化、信息化、专属化的服务，并坚持凭借技术和服务成就品牌，用专业铸造品质。

Home Creation has been providing diversified, human-oriented, information-based and exclusive services for its owners for 20 years. It also adheres to building its brand with its technology and services and casting its quality with its specialty.



物业服务——宜家创生

宜家创生成立于 2000 年 7 月，具有国家一级物业管理服务资质，服务涉及商业综合体、住宅、写字楼、科技产业园、公寓、酒店等各类型项目的物业服务、设备设施管理、项目前期研究与咨询、资产管理、商业招商和运营服务、物业管理顾问、以及物业经营租赁等多个方向及领域。

宜家创生致力于发展专业化和人性化的物业服务，凭借专业的管理团队，不断优化管理和服务方式，经过近 20 年的经营发展，已成为物业行业领先的社区服务与资产管理整合运营商。

Property Service——Home Creation

Founded in July 2000, Home Creation has the national first-class property management service qualification. Its services include property services, equipment and facilities management, project preliminary research and consultation, asset management, business investment and operation services, property management consultants, and property management leasing for various types of projects, such as commercial complex, residential, office building, science and technology industrial park, apartment, hotel, etc.. Home Creation is committed to the development of professional and humanized property services.

With its professional management team, Home Creation constantly optimizes its management and service methods. After nearly 20 years of operation and development, Home Creation has become a leading community service and asset management integrated operator in the property industry.

Property Service

商业运营——购物中心

合景悠活秉承“艺术，生态，乐活”的核心理念，将不同的风格融入到各异的地域文化及消费习惯，以匠心融注两大自持商业品牌——悠方与摩方。

通过在都市核心区域打造高品质多样化的购物中心，为人们带来多元优质的生活体验，提升实体经济活性，为城市发展持续注入强劲活力。

截至目前为主，合景悠活已在北京、上海、广州、成都、苏州、佛山等 8 个城市，全面布局 17 座购物中心，总运营面积超 100 万㎡。其中已开业项目 7 座，筹建中项目 10 座。

Commercial Operations—Shopping Centers

Founded on the idea of “art, eco, happy life”, KWG Living blends different styles into different local culture and consumption habits, which leads to the two developing brands—Ufun and M-CUBE.

By building a high-quality and diversified shopping center in the core area of the city, we will bring people multiple and high-quality life experiences, enhance the real economy, and continue to inject strong vitality into the city's development.

Up to now, KWG Living has been located in 8 cities including Beijing, Shanghai, Guangzhou, Chengdu, Suzhou, Foshan, etc., with a total operating area of more than 1 million square meters and a comprehensive layout of 17 shopping centers. Among them, 7 projects have been opened and 10 projects are under construction.





悠方

悠方致力于打造“时尚、健康与精致”的生活方式，通过营造公园般的悠闲购物氛围，借此倡导“人与自然合一的消费体验”理念。

在传递品牌信念的同时，注重与人文环境的贴合，令消费者既能享受多元的商业文化，又能悠游在适宜美好的自然环境中。

Ufun

Ufun is committed to the creation of a “fashionable, healthy and delicate” lifestyle. By making a park-like shopping atmosphere, Ufun uphold the idea that “provides a natural harmony shopping experience”.

With the spread of brand idea, and the harmony in cultural environment, Ufun provides intercultural business culture and favorable environment to their customers.

Shopping Centers



摩方

摩方的定位为：“年轻、时尚、炫酷、多元化”的体验空间。积极探索传统与创新的契合点，将两者完美融合。

凭借潮流零售、格调餐饮、生活配套为主的商业业态，致力于成为时尚先锋新场所。

M-CUBE

M-CUBE defines itself as a “young, fashionable, cool, multicultural” experience space. M-CUBE is eager to find the probable connection between tradition and innovation, seeking the perfect integration.

M-CUBE is committed to becoming a trend-setter relying on fashionable retail, stylish restaurant, living facility.



广州·合景国际金融广场 International Finance Plaza · Guangzhou

商业运营——写字楼

合景悠活凭借对企业需求的深刻洞察、丰富的写字楼设计经验，以及专业的运营管理能力，为城市汇聚金融资源，以高溢价率、高出租率、高收缴率领先所在区域写字楼整体水平。

合景悠活致力于为客户提供高效、便捷的商务空间，是众多世界 500 强金融 IT 能源等大型企业的重要合作伙伴。

广州合景国际金融广场、上海环球都会广场、成都环汇商业广场、北京合景中心、苏州万汇大厦等都将是当地标志性的城市名片。

全国范围内经营的写字楼面积已超30万m²，

目前在北京、广州、上海、成都、苏州、南宁等一线城市和二线城市的核心区域运营多个高端写字楼项目和产业总部基地。

未来合景将继续在华南、华东区域布局，扩展商业版图，逐步成为国内领先的城市综合运营商。

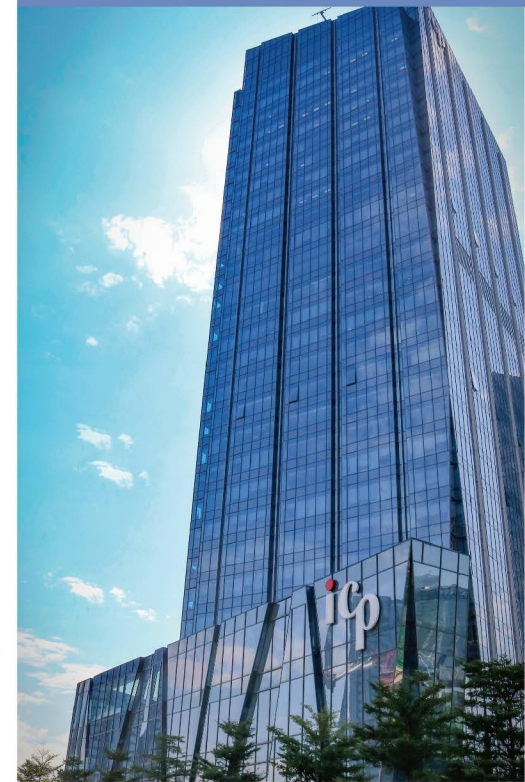
Commercial Operations—Office Building

KWG Living relying on the profound insight of the needs of enterprises, great experience of office building design, and the professional operations management, pools financial resource for cities. KWG Living is in the leading position on office building.

KWG Living is committed to provide efficient and convenient business space for their customers.

Guangzhou IFP, Shanghai IMP, Chengdu ICP, Beijing KWG Center, Suzhou Wanhui Building are all landmarks of their cities.

KWG Living is managing over 300,000m² office building in China.



资产服务——冠力

广州市冠力置业代理有限公司已布局全国 12 个省份共 16 个主要城市，拥有专业的团队运营，高速的运作时效；资源整合快准狠，实现跨区域客源共享。

合作房地产项目提供房源，冠力置业提供专业销售代理服务，通过双方联手合作，彼此的专业优势将得到最有效的发挥，实现双赢。

高端专业的销售代理服务：销售代理业态丰富齐全，涵盖全产品线（住宅、办公写字楼、商铺、车位）；服务地区不仅包括北京、上海、广州等一线城市，还包括成都、重庆、杭州、苏州等城市及地区。

购房重点对象为拥有高雅品位，追求高品质生活，重视社会交圈，注重小区高质量物业服务，周边配套齐全，一小时便利生活圈，生活改善型买家。

" Guanli Real Estate Agency "



Asset Management Service——Guanli

Guangzhou Guanli Real Estate Agency Co., Ltd. has its business footprint in 16 major cities among 12 provinces in China, with professional operation team and high-speed operation efficiency; resource integration is fast and accurate to achieve cross regional customer resources integration. Cooperative real estate projects provide housing resources, and Guanli real estate provides professional sales agency services.

Through the joint cooperation of the two sides, their professional advantages will be brought into full play and a win-win situation will be achieved.

High end professional sales agent service: the sales agent business is wide and complete, covering the whole product line (residential, office building, shop, parking lots); the service area not only includes Beijing, Shanghai, Guangzhou and other first tier cities, but also Chengdu, Chongqing, Hangzhou, Suzhou and other cities and regions. The key target of customer is the ones with elegant taste, pursue high-quality life, pay attention to social circle, pay attention to high-quality property service in the community, complete surrounding facilities, one hour convenient life circle, and life improvement buyer.



会员平台——一合

“一合”诞生于 2019 年，是合景泰富集团旗下以 APP 为载体的生态级会员服务平台。

在以主营地产、物业为基石，向多元产业开拓深耕的背景下，合景泰富集团顺应经济数字化浪潮，搭建地产业内首个以会员服务为核心的服务型中台，打通旗下八大业态，并联合各领域的外部品牌，旨在为合景一合会员带来跨业态、多场景、全生命周期的极致关怀。

Member Platform——CoKWG

"CoKWG" was born in 2019. It is an ecological member service platform with app as the carrier under the KWG group.

Under the background of taking the main real estate and property as the cornerstone and exploring diversified industries, KWG Group Holdings complies with the digital wave of economy, builds the first service-oriented middle platform in the real estate industry with member services as the core, gets through its eight business formats, and unites external brands in various fields, aiming to bring the ultimate care of KWG members across business formats, multiple scenes and the whole life cycle.

为助力产业效率的提升，通过数字化建设在合景泰富与用户之间产生新的价值连接，一合围绕会员管理、多元服务、大数据三个方面深化核心能力：

In order to promote the efficiency of the industry, new value connection will be created between KWG and its users through digital construction, and core competence will be deepened in three aspects of member management, multiple services and big data.

一合 [会员管理平台]

CoKWG [member management platform]

融合百万量级会员多维度数据，形成共享、大存量会员池，为协同整合、开展多产业服务奠定高价值用户基础；

Integrates multi-dimensional data of millions of members, forms a pool of shared and large stock members, and lays a high-value user foundation for collaborative integration and multi industry services;

一合 [服务平台]

CoKWG [the service platform]

全场景多渠道的服务能力，调动会员从一次性单一消费场景向多功能、多领域消费场景的转变，推动交叉营销及新盈利模式，形成多元变现能力，赋能业态；

Integrates the whole scene and multi-channel service capabilities, mobilizes the transformation of members from one-time single consumption scenario to multi-functional and multi field consumption scenario, promotes cross marketing and new profit model, and forms multiple liquidity and empowering formats;

一合 [大数据平台]

CoKWG [big data platform]

借助用户全业态行为数据积累、关联，建立完备用户画像及需求策略，为布局新产业提供数据支持，促进精细化运营与价值增长。

With the help of data accumulation and association of users full business behavior, the company has established a complete user profile and demand strategy to provide data support for the layout of new industries and promote refined operation and value growth.

会员等级

以“玉”为系 创设五大会员等级

“一合”会员等级划分取自佛教宝物之一——“玉”的不同类别，以“碧玺”为首，依次设立“玛瑙”、“琥珀”、“黄玉”、“白玉”五个等级，会员可通过在合景泰富集团旗下各业态的消费获得成长值（玉砾），开启“君子之旅”。

Membership Level

Create five member levels with "jade" as the system.

The grade division of "CoKWG" member comes from different categories of "jade", one of the treasures of Buddhism. Led by "tourmaline", five grades of "agate", "amber", "Topaz" and "white jade" are successively set up. Members can get growth value (jade gravel) through consumption in various business forms of KWG group, and start the "journey of gentlemen".

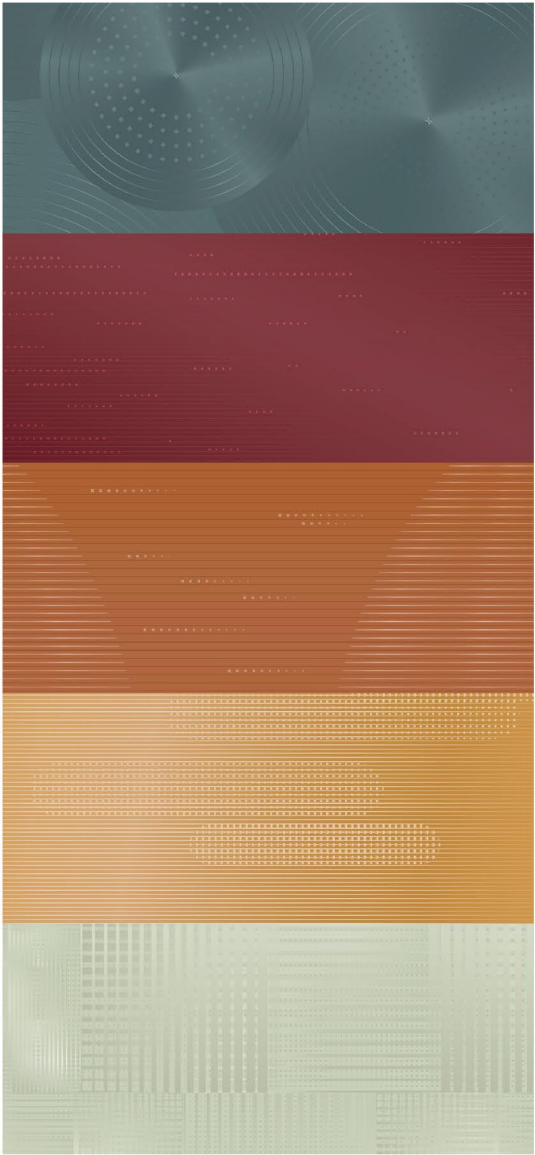
LEVEL 5
碧玺 / Tourmaline

LEVEL 4
玛瑙 / Agate

LEVEL 3
琥珀 / Amber

LEVEL 2
黄玉 / Topaz

LEVEL 1
白玉 / White Jade



一合愿景

以用户价值为依托，将用户关怀与协同发展融入产品与运营之中，打造一体化生态级会员服务，重新定义用户在合景经济体内的全新生活方式，助力合景大生态持续繁荣。

CoKWG Business Vision

Ultimately to provide user value, integrate user care and collaborative development into products and operations, create integrated ecological member services, redefine users' new life style in KWG economy, and help KWG ecology to continue to prosper.



Slogan

让专属权益伴随您人生中的每一个时刻
Let exclusive rights and interests accompany every moment of your life

一合会员专享

会员自然权益

成为一合会员，可获得覆盖合景泰富集团全业态的 40 逾项权益。

Exclusive for CoKWG Member

Natural rights and interests of members

Once become CoKWG member, more than 40 rights and interests covering the whole business form of KWG group can be obtained.



扫码查看更多详细权益

Exclusive for CoKWG Member

精选会员权益

Upgraded Member Interests



免费福利
Free Interest

C22 免费咖啡
C22 free coffee

目林免费移动移动办公体验
Free mobile office experience in Cohension

免费托育亲子课程
Free parenting courses

悠方商场免费停车券
Ufun Parking cuppon



消费折扣
Consumption Discount

合景地产专属购房折扣
KWG Property exclusive resident purchase discount

C22 咖啡会员价
C22 coffee membership price

木莲庄酒店订房折扣
The Mulian Hotel discount rate

听舍长租公寓租房折扣
Discount on long-term apartment rental

会员专享定制礼品及优惠商品
Special gifts and special offers for members



现金礼包
Cash Discount

C22 咖啡 5 折券
C22 coffee 50% discount coupon

木莲庄酒店无门槛房费代金券礼包
The Mulian Hotel discount coupon

旅游产品满减礼包
Tourism package coupon

听舍房租代金券
Long-term apartment rental coupon

合景教育课程满减现金券礼包
KWG education coupon



生日特权
Birthday Specials

C22 免费咖啡
C22 free coffee

木莲庄酒店生日月订房专享现金礼包
The Mulian Hotel discount in Birthday month

生日天购买指定旅游产品额外赠送积分
Additional membership points to purchase tourism package during birthday

悠方商场生日周消费三倍积分
3 times membership points in Ufang during birthday week.



积分特权
Special Rights

宁骏物业线上缴费多倍积分
More points to pay living expense on line.

木莲庄酒店支付房费多倍积分
More points to stay in the Mulian Hotel

木莲庄酒店订房折扣
The Mulian Hotel discount rate

听舍长租公寓缴费多倍积分
More points to rent KWG long-term apartment

酒店——

一座城市的格调与考究

合景泰富集团不断推动酒店形象国际化、管理专业化、服务标准化，打造城市名片，提升城市品牌形象。目前，合景泰富集团的酒店项目（含在建）遍及北京、广州、上海、深圳、成都、苏州、杭州、西安、海南等城市和区域，已突破 30 家门店规模布局。未来三年将重点布局京津冀、粤港澳大湾区、长三角区域，突破 300 家门店规模。

Hotel——

The Style and Elegance of a City

KWG Group Holdings continues to promote image internationalisation, professional management and service standardisation of hotels to create city name cards and enhance the city's brand image. At present, hotel projects under KWG Group Holdings (including those under construction) can be found in various cities and areas such as Beijing, Guangzhou, Shanghai, Shenzhen, Chengdu, Suzhou, Hangzhou, Xi'an and Hainan, with more than 30 hotels in operation. In the next three years, the focus will be placed on Beijing-Tianjin-Hebei Region, the Greater-Bay-Area and the Yangtze-River-Delta Area with the aim of putting more than 300 hotels into operation.

国际品牌

合景泰富集团与万豪国际集团、希尔顿酒店及度假村以及凯悦酒店集团合作，匠心打造广州 W 酒店、成都 W 酒店、广州康莱德酒店、广州东圃合景福朋喜来登酒店、苏州合景万怡酒店、苏州合景威斯汀酒店、成都东商务区凯悦尚萃酒店、上海新江湾凯悦嘉轩酒店、海南瑞吉度假酒店及海南凯悦酒店等项目，为酒店引入国际运营管理经验。

International Brands

KWG Group Holdings has partnered with Marriott International, Hilton Hotels & Resorts and Hyatt Hotels Corporation to craft projects such as W Guangzhou, W Chengdu, Conrad Guangzhou, Four Points by Sheraton Guangzhou Dongpu, Courtyard by Marriott Suzhou Mudu, The Westin Suzhou, Hyatt Centric CBD Chengdu, Hyatt Place Shanghai Xinjiangwan, The St. Regis Hainan Resort and Hyatt Regency Hainan, thereby introducing international operation and management expertise to the hotels.

The Style and Elegance Of a City

广州·W酒店

中国内地首家 W 酒店——广州 W 酒店于 2013 年 5 月面世，由众多国际设计师精心打造的前卫建筑及室内设计，呈现出音乐、时尚、艺术特质，已成为集商务、文化、休闲、娱乐于一体的——一级城市配套。

W Guangzhou

As the first W hotel in mainland China, W Guangzhou was launched in May 2013, exuding musical, trendy and artistic qualities through the avant-garde architecture and interior design crafted by international designers. It has become the first-class ancillary facility of the city that integrates business, culture, leisure and entertainment features.



成都·W酒店 W Chengdu

Music. Fashion. Art.



成都·W酒店

成都 W 酒店坐落于成都城南 CBD 核心区域，酒店由室内设计工作室 Glyph Design Studio 担纲设计，中餐厅及酒吧由 Super Potato 操刀打造，全日餐厅则由 Strickland 精心设计完成。

W Chengdu

W Chengdu is located in the CBD south of Chengdu. The hotel is designed by the interior design studio Glyph Design Studio, the Chinese restaurant and bar are crafted by Super Potato, and the all-day dining restaurant is exquisitely designed by Strickland.





André Fu, AB concept

广州康莱德酒店

广州康莱德酒店于 2017 年正式开业，酒店客房与套房由著名室内设计公司 CCD 香港郑中设计事务所精心打造。餐厅和酒吧的内饰由 André Fu 操刀完成，他也是当今业界最享负盛名的亚洲设计师之一；大堂酒廊及公共区域由享誉国际的知名设计公司 AB concept 精心打造。

Conrad Guangzhou

Conrad Guangzhou officially opened in 2017, and the hotel rooms and suites were exquisitely designed by the famous interior design company Cheng Chung Design (HK). The interiors of the restaurant and bar were crafted by André Fu, one of the most prestigious Asian designers in the industry. The lobby lounge and public area were created by AB concept, a world-renowned design company.

Strickland. Stylish. Convenient

苏州合景万怡酒店

苏州合景万怡酒店于2018年9月正式开业，由日本知名室内设计工作室 Strickland操刀设计，坐落苏州吴中木渎，便捷联通苏州各大核心商圈，以其简约时尚的空间设计、通达便捷的地理位置成为商务出行和休闲旅游的理想之选。

Courtyard by Marriott Suzhou Mudu

Opened in September 2018, Courtyard by Marriott Suzhou Mudu was designed by Strickland, a well-known Japanese interior design studio. Located in Mudu, Wuzhong, Suzhou, the hotel is easily accessible from various core business districts in Suzhou. It is ideal for business travellers and holidaymakers for its minimalistic and stylish design and convenient location.



苏州·合景万怡酒店 Courtyard by Marriott Suzhou

自持品牌

Self-owned Brand

木莲庄
The Mulian

依托精装艺术设计及国际酒店集团合作经验，合景泰富快速瞄准旅居市场，创立自持酒店品牌——木莲庄，以打造全新的现代城市休闲商旅生活方式为使命，以艺术空间为载体，匠心打造精品型酒店、轻奢商务型酒店、高端度假型酒店 3 大产品系列，遍及广州、杭州、成都、苏州等城市，为商旅人士提供雅致的旅居生活空间。

Capitalising on its experience in exquisite and artistic design and cooperation with international hotel groups, KWG swiftly targeted at the travel accommodation market and established a self-owned hotel brand – the Mulian. With the mission to create a new, modern, urban and leisure lifestyle for business travellers and making use of artistic space as the carrier, it carefully crafted three product lines, namely boutique hotels, light luxury business hotels and high-end resort hotels, to provide business travellers with an elegant living space in Guangzhou, Hangzhou, Chengdu, Suzhou, etc.



广州·木莲庄酒店 The Mulian Guangzhou



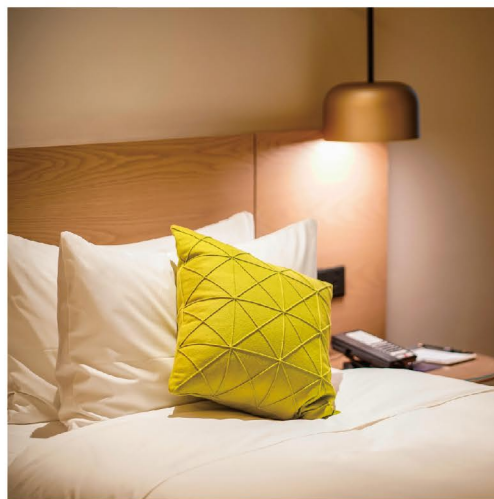
Welcome
To
Mulian
Hotel



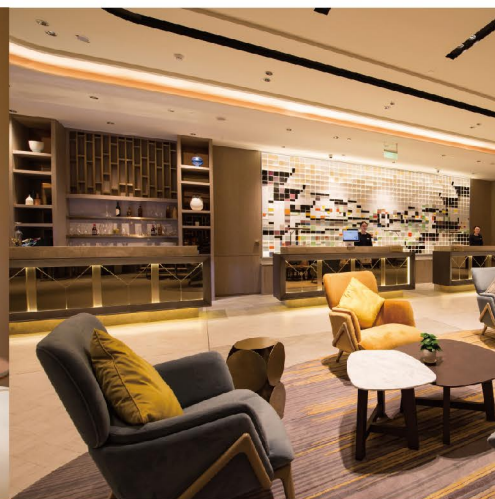
THE MULIAN · CHENGDU 成都大邑·木莲庄

**Elegant
Living Space.
Elegant
Living Space.
Elegant
Living Space.**

THE MULIAN · GUANGZHOU
广州萝岗科学城·木莲庄



THE MULIAN · GUANGZHOU
广州科学城·木莲庄



THE MULIAN · GUANGZHOU
广州花都·木莲庄

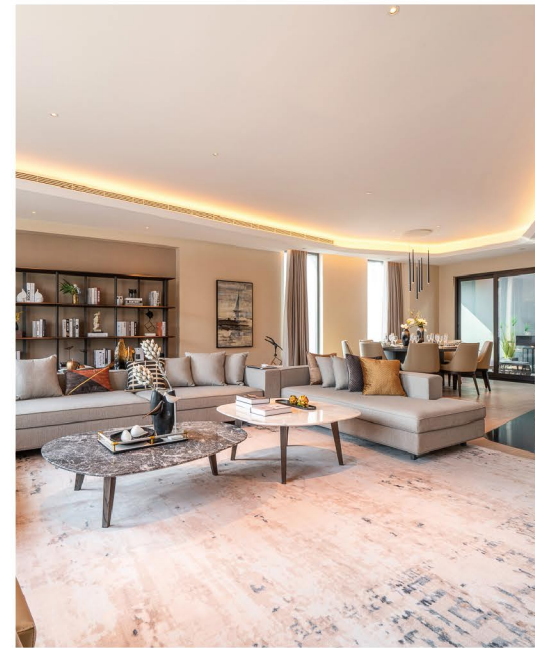


长租公寓——三大品牌 · 多元服务

秉持匠心营造生活空间的人居美学盛誉，延续无微不至的酒店式服务理念，合景泰富集团于 2018 年面向不同群体创新建立服务式公寓“誉舍”、国际青年公寓“昕舍”、学生公寓 / 定制宿舍“陆舍”三大品牌，目前已完成在广州、北京、上海、深圳、杭州、成都、南京、佛山等一线及强二线城市的布局，预计至 2020 年可提供 20000 个房间，更好地满足人们的居住需求。

Long-term Rental Apartment —Offering Diversified Services with Three Major Brands

Living up to the reputation as an exquisite living space creator and adhering to the philosophy of meticulous hotel service provision, KWG Group Holdings innovatively established three brands for different target groups in 2018, namely “Primcasa” (serviced apartments), “Riscasa” (international youth apartments) and “Novuscasa” (student apartments/customised dormitories). It has established its presence in first-tier and strong second-tier cities such as Guangzhou, Beijing, Shanghai, Shenzhen, Hangzhou, Chengdu, Nanjing and Foshan, and 20,000 rooms are expected to be offered by 2020 to better meet people's living demand.



● 誉舍



典雅服务式公寓品牌

为高端商务精英提供宽敞逸致的居庭，卓越品质与贴心服务成就典雅。

PRIMCASA

Elegant serviced apartment brand

Providing a spacious and leisurely home for the high-end business elite in pursuit of excellent quality and intimate services.



● 昕舍



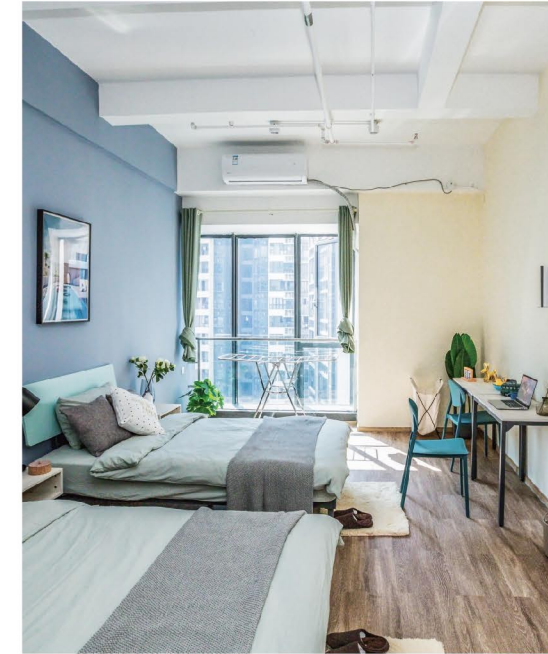
国际青年公寓品牌

为投身繁华都市、有梦想、有追求的青年群体提供高品质长租式公寓服务。

RISCASA

International youth apartment brand

Providing quality rental apartments for the youth who live in the bustling cities to pursue their dreams and aspirations.



● 陆舍



学生公寓/定制宿舍品牌

为企业员工、学生群体提供灵活的多人居住空间集中管理解决方案。

NOVUSCASA

Student apartment/customised dormitory brand

Providing a flexible multi-person living space solution with centralised management for corporate employees and students.

Offering Diversified Services with Three Major Brands

04

LINK · Humanity

Gathering



1
p125

企业展望/结语
Business Outlook/ Conclusion

【人·合】 LINK · Humanity

同梦者，合享未来

Enjoying the future together with those
who have the same dream

建筑可以被模仿，但人文不可复制。

不盲目追逐浮华，只促使生命的自我价值在
每一寸土地得以实现。同梦者，怀揣对生命
的谦恭之心，唤醒人们深藏内心对美好未来
的向往。

Buildings can be imitated but humanity cannot be
replicated.

Do not blindly go after a life of luxury, but strive to
realise the value of oneself. Those who have the
same dream appreciate life in humility, awakening
the hidden desire for a better future.

城市既是人类集体生活的容器，也是浸透着
各种观念意识的思想共同体。在合景泰富的
价值体系中，无论是城镇化建设，还是产业
价值链构建与项目开发，其最重要，也最核
心的部分在人。

合景泰富集团立足人本思考，践行“以心筑
家，创建未来”使命，使体验、服务及社区深
度交互，让城市建设回归日常生活。

City is a vessel for communal living as well as a
common place for various conceptions. In the
value system of KWG, whether it is about urban
construction or industry value chain building and
project development, the most important element
is always people.

KWG Group Holdings ponders carefully from the
perspective of people and executes the mission of
“Build Home with Heart, Create Future with
Aspiration” to mingle living experiences, services
and communities together, bringing urban
construction back to daily lives.

2020年迎来合景泰富集团立业 25 载，怀着充满生命力的渴望，合景泰富集团将不断探索成长的新高度。

25 岁的合景泰富将继续保持学习、渴望成长。

我们将加强行业交流合作，紧跟时代潮流，积极探索新的可能。

以学习滋养创新，以创新促进有质量的增长。

25 岁的合景泰富将继续持续深化“以客户为中心”的理念。

我们将始终坚持“用心”，深入挖掘产品价值，不断推陈出新，满足客户多样化需求，以产品获得客户的称赞，以口碑赢得市场的认可。

25 岁的合景泰富将不断以突破为己任。

我们将摒弃传统思维，勇于走出舒适区。以改变刷新自我高度，以挑战实现目标跨越。

站在全新的起点上，让我们一起心怀美好，逐梦前行！



KWG GROUP HOLDINGS

In 2020, KWG group has been in business for 25 years. With the desire of full vitality, KWG Group will continue to explore new heights of growth.

At the age of 25, KWG will keep learning and be eager to grow. We will strengthen industry exchanges and cooperation, keep up with the trend of the times, and actively explore new possibilities.

To nourish innovation with learning and promote quality growth with innovation.

The 25-year-old co vision will continue to deepen the concept of "customer-centric".

We will always adhere to the "intention", deeply tap the value of products, constantly push through the old and bring forth the new, meet the diversified needs of customers, win the praise of customers with products, and win the recognition of the market with word-of-mouth.

At the age of 25, KWG will take breakthrough as his duty. We will abandon the traditional thinking and dare to walk out of the comfort zone.

To change and refresh self height, to challenge and achieve goal crossing.

Standing on a new starting point, let's have a good heart and dream together!

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