



**恒基兆業地產有限公司**

**HENDERSON LAND DEVELOPMENT COMPANY LIMITED**

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

## **CUSTOMERS SERVICES CODE OF CONDUCT POLICY**

### **Purpose**

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

### **Our Customers**

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

### **Integrity**

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

### **Compliance**

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

### **Quality Products and Services**

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

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

### **Review of this Policy**

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

February 2021