



FOR IMMEDIATE RELEASE

Sun Hung Kai Properties inks deal with Six Day Series ahead of Hong Kong debut

Leading Developer joins Prudential, Mercedes, IWC, Kerry Hotel, Red Bull and Locobike for cycling showcase featuring Hong Kong's newly crowned double World Champion.

HONG KONG, 4 March 2019 – With Hong Kong's cycling scene abuzz with news of its newly crowned double World Champion, Sarah Lee Wai-sze, the inaugural PRURide Six Day Hong Kong received a further vote of confidence from the business community today, as one of Hong Kong's leading property developers signed up to partner Asia's first Six Day Series event.

Sun Hung Kai Properties will be Official Supporting Partner of PRURide Six Day Hong Kong which debuts at the Hong Kong Velodrome from Friday 8 to Sunday 10 March. The partnership sees the real estate group extend its involvement in cycling, after its annual sponsorship of SHKP Hong Kong Cyclothon, at a time when the sport is enjoying a remarkable renaissance in Hong Kong.

In addition to the association with the action-packed, three-day cycling showcase, the deal will enable Sun Hung Kai Properties Cycling Academy student riders to meet the world class athletes competing in the first PRURide Six Day Hong Kong and pick up valuable knowledge on what it takes to compete at the top of the sport.

Speaking about the new partnership, Adam Kwok, Executive Director of SHKP said: "Sun Hung Kai Properties announces a partnership with the Six Day Series and to lend its support in making the event a great success for riders and fans alike. This partnership complements our existing investments in the Hong Kong cycling scene which continues to go from strength to strength. Apart from the Hong Kong's event, SHKP Hong Kong Cyclothon, we also promote cycling in schools through our SHKP Cycling Academy. We look forward to seeing our new World Champion Sarah Lee Wai-sze compete in front of home fans in Hong Kong and to sharing in the excitement of Six Day Series racing."

James Durbin, CEO of event owner Madison Sports Group, added: "We're delighted to welcome Sun Hung Kai Properties to the inaugural PRURide Six Day Hong Kong. The success of any Six Day Series event is dependent on receiving the support of the business community in the destinations that we travel to and to have a partner of this calibre in Hong Kong speaks volumes for the event. We're very grateful to Sun



Hung Kai Properties and all of our event partners for their support and we look forward to seeing them at the velodrome later this week.”

The company joins a stellar list of event partners that also includes Kerry Hotel, Official Hotel & Catering Partner; Mercedes Benz, Official Automobile Partner; IWC Schaffhausen, Official Timing Partner; Red Bull, Official Energy Drink; and Locobike, Official Bike Provider; together with event support lent by the Cycling Association of Hong Kong and Brand Hong Kong.

Tickets to PRURide Six Day Hong Kong are priced from HKD 240 to HKD 380 and are available starting today. For more information on PRURide Six Day Hong Kong, visit pruridesixday.hk, or www.sixday.com to learn more about the Six Day Series.

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Notes to Editor:

PRURide Six Day Hong Kong is a UCI (Union Cycliste Internationale) Classified – Class 1 event and is sanctioned by the Cycling Association of Hong Kong. The event will be the fifth race in the seven-stop 2018/19 series which started in London last October.

Riders from The Cycling Association of Hong Kong will participate alongside international Olympic gold medallists and household names; and with UCI ranking points, counting towards Olympic qualification, up for grabs, spectators can look forward to witnessing the world’s best compete in Hong Kong in a party atmosphere.

About Prudential

Prudential has been serving the people of Hong Kong since 1964. Through Prudential Hong Kong Limited and Prudential General Insurance Hong Kong Limited, we provide a range of financial planning services and products including individual life insurance, investment-linked insurance, retirement solutions, health and medical protection, general insurance and employee benefits. Prudential plc is an international financial services group with significant operations in Asia, the US, the UK and Africa. We serve over 26 million insurance customers and have £664 billion of assets under management as at 30 June 2018. Prudential plc is listed on stock exchanges in Hong Kong, London, New York and Singapore.

Please visit www.prudential.com.hk for more information.

About Sun Hung Kai Properties

Sun Hung Kai Properties is a world-class developer with the track record of producing the finest developments and offering our customers ideal homes, commercial spaces and top-notch service. The developer has been "Building Homes with Heart" for the past four decades making Hong Kong a better place for all. Our "Building Homes with Heart" mission extends to the community by advocating various sports for charity campaigns such as SHKP HK Cyclothon, SHKP Vertical Run for Charity, reading and holistic development, as well as care for the underprivileged. Over the past four decades, the management team has led by example and inspired staff to reach out to those in need and give back to society with their professional knowledge.



About Madison Sports Group

Founded in 2013, Madison Sports Group is a leading promoter of professional cycling events. It creates and delivers world class events for athletes, participants and fans all around the world.

MSG currently oversees a Series of 'Six Day' Track Cycling events including London, Berlin, Copenhagen, Melbourne, Manchester and Brisbane.

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