



Mainland IP Marketing Overview

Feb 2025

THE WHARF (HOLDINGS) LIMITED



Founded in Hong Kong, The Wharf (Holdings) Limited is the 17th company registered in Hong Kong and one of the 30 constituent stocks in the original Hang Seng Index from the 1960s.

Backed by a long standing mission of “Building for Tomorrow”, Wharf shows a proven track record in management and execution of retail properties.

HKEX Stock Code: 0004

Mainland Investment Properties

Led by the IFS series, the Wharf's mainland investment properties are at the very heart of CBDs or new CBDs in **Changsha, Chengdu, Chongqing, Suzhou*and Wuxi.**

The Group in China is headquartered at the landmark super tower Wheelock Square in Shanghai. The Group also owns a series of Times Square and Times Outlets.

**The Group's affiliated company Harbour Centre Development Limited owns 80% of Suzhou IFS, and the Group's subsidiary is its project manager.*



IP Brand DNA, Mission, Target Audience

CDIFS

Brand DNA

International / Trendsetting / Landmark / Sophistication / Innovation

Mission

To be the **international trendsetting landmark** that inspires and captivates the most sophisticated consumers with an unparalleled experience of **sophisticated living**.

Target Audience

Millennials, Gen Z & A
Affluent Shoppers
Fashion and Art Enthusiasts
Business Professionals
Tourists & Travelers

CSIFS

Brand DNA

International / Trendsetting / Landmark / Sophistication / Innovation

Mission

To set a global standard for **innovative sophistication**, serving as the **international trendsetter** in multicultural lifestyle experiences.

Target Audience

Millennials, Gen Z & A
Affluent Shoppers
Fashion and Art Enthusiasts
Business Professionals
Tourists & Travelers

CQIFS

Brand DNA

Vibrancy / Cosmopolitan / Inspirations / Stylishness / Tastefulness

Mission

To offer a **vibrant and cosmopolitan** shopping experience with **stylish design and tasteful elegance**. Along with a variety of food and beverage options, aims to **inspire customers** and provide a unique destination for fashion-forward individuals seeking sophistication and culinary delights.

Target Audience

Millennials, Gen Z & A
Affluent Shoppers
Fashion and Art Enthusiasts
Business Professionals
Tourists & Travelers

IP Brand DNA, Mission, Target Audience

重庆时代广场 CQTS

Brand DNA

Iconic / Cultural Integration / Community Hub / Diversity / Accessibility

Mission

To be the **iconic, culturally-integrated community hub** that celebrates the diversity of CQTS, offering **accessible and enriching experiences for all**.

Target Audience

Fashion Enthusiasts
Young Professionals
Trendsetting Millennials
Affluent Shoppers

DTS

Brand DNA

International / World-Class / Fashion / Landmark / Luxury / Refinement

Mission

To set a gold standard for **international sophistication, artistry, and luxury**, ensuring every experience is a **masterpiece of elegance and creativity**.

Target Audience

Affluent Shoppers
Luxury Fashion Enthusiasts
High-End Consumers
Tourists

STS

Brand DNA

Stylishness / Inspirations / Versatility / Refinement / Cosmopolitan

Mission

To infuse **stylishness, versatility, and refinement** in a cosmopolitan atmosphere of **inspiration and wellness**.

Target Audience

Fashion Enthusiasts
Young Professionals
Fitness Enthusiasts
Trendsetting Millennials
Affluent Shoppers



Chongqing Times Square



CHONGQING – The Hub of Southwest China

19M population within 1-hour
drive catchment and
72.1% high urbanization rate

**RMB3,219B
GDP**
(ranked 4th in China in 2024
and +5.7% YoY)

Ranked as
New 1st tier city
in 2021

The world's first
**World Hot Spring
Capital**

**China
Internet
Celebrity City**
(ranked 5th in 2024)

**China
Livable City**
(ranked 8th in 2024)

**2024 global
top 100 most
visited
destination**

CHONGQING – Unique History & Tourism



The birthplace of Bayu culture, with a history of more than 3,000 years of founding the city



Popular major attractions in Chongqing, such as Hongyadong, Jiefangbei



473M tourists visited, generating RMB 503.2B tourism-related income in 2024
(103M tourists and RMB 120.6B tourism-related income in 2023)

ABOUT CHONGQING TIMES SQUARE

Chongqing Times Square is located on Chongqing International Financial Street in the Jiefangbei area, which is the central and most prosperous part of the city. It is one of the top shopping malls in southwest China. Since its opening in 2011, first-tier luxury brands have been flooding into Chongqing in great numbers, offering customers an eye-opening premium lifestyle characterized by cutting-edge fashion, an international vision, and classy urban culture.



**The 1st
Luxury Mall in
Chongqing**
Opened in 2011

GFA:
210,000 m²

Mall:
50,000 m²

Offices:
150,000 m²

Car Park:
211

Trade Mix

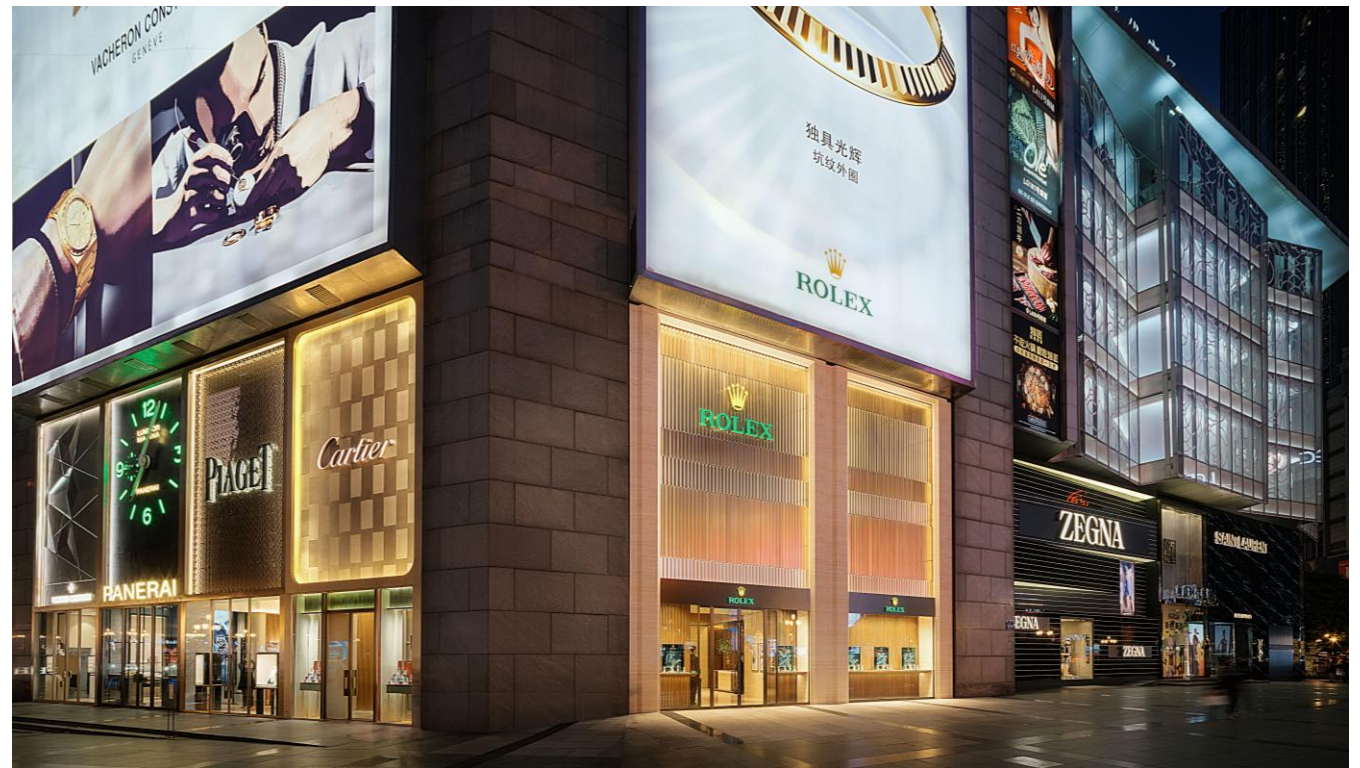
First retail project in Wharf's portfolio, 210,000 sqm GFA, housing **70+ brands** - international brands, cosmetics, watches & jewellery, lifestyle, sports, electronics, kids, entertainment , on **8 levels**. **Southwest China's shopping destination** for quality shoppers from neighbouring cities & provinces.

**70+
Brands**

**2+
Duplex
Stores**

**4+ Debut
Brands**
Chongqing

**40+ Debut
Brands**
Jiefangbei



Trade Mix



- L6** Dining
- L5** Kid's Fashion / Play Zone
- L4** Lifestyle/ Electronics
- L3** Contemporary Fashion/ Jewelries
- L2** International Fashion/ Electronics
- L1** Top Luxury/ Watch & Jewelries/café
- B1** Lifestyle/ Fashion/ Premium Supermarket/ Food Court/ Sport(Connection to Metro)
- B2** Lifestyle/ Convenience Store/Bakery (Connection to Metro)

Brands

Chongqing Times Square Shopping Mall Luxury Brands

15 international luxury brands

SAINT LAURENT



Cartier



BURBERRY



Zegna



PANERAI



EMPORIO  ARMANI



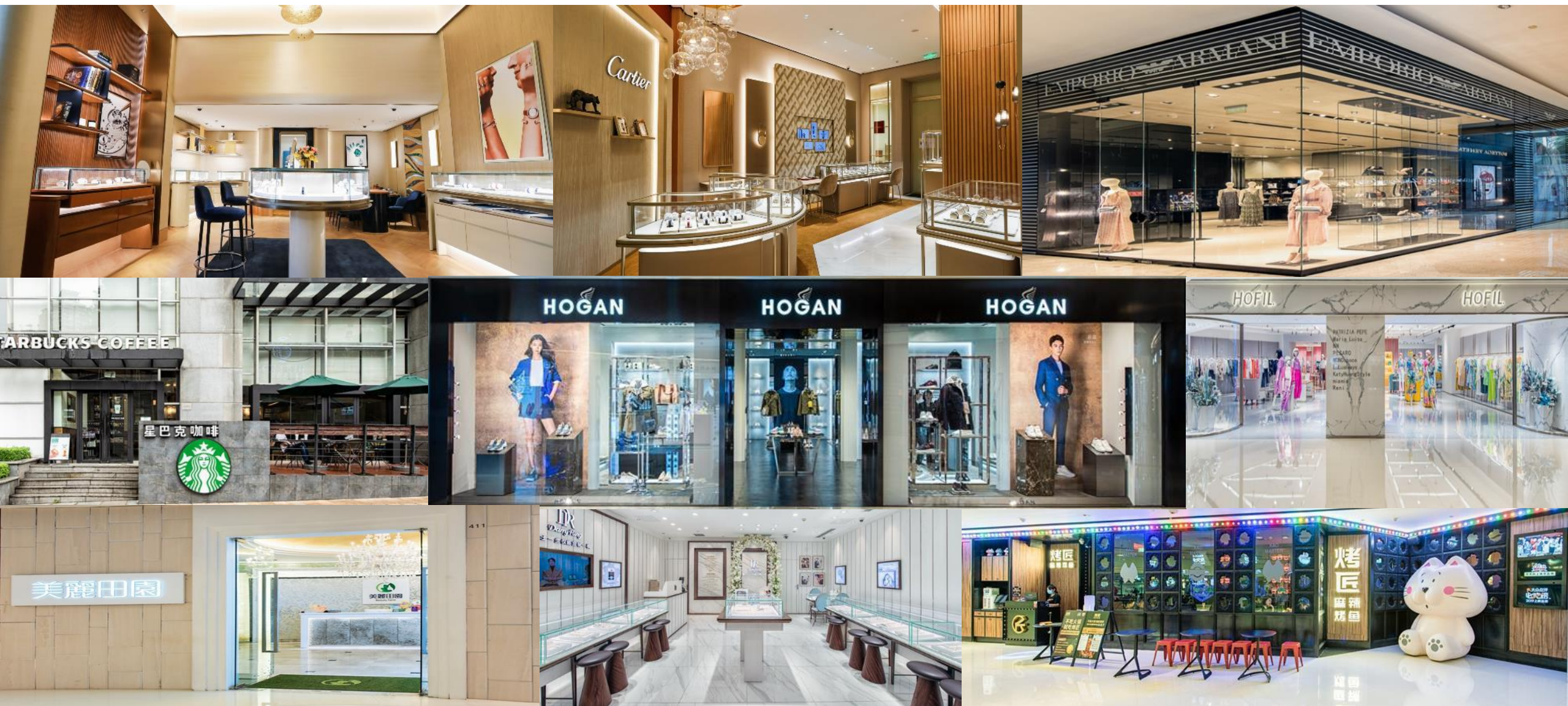
TASAKI

PIAGET

Diverse Brand Mix



Diverse Brand Mix



2025 CQTS x NARUTO -“Ignite For Naruto” First Exhibition in Chongqing



2024 CQTS x SANRIO - “Sanrio Fiesta” First Exhibition in Chongqing



Event – Summer

2024 CQTS x Hong Kong Disneyland | DUFFY AND FRIENDS First Exhibition



2023 Art On! | CQTS X Cracking Art x SCFAI x TNC Public Art Project



2024 “DENG DENG DENG” | CNY Art Lantern Exhibition



2023 CQTS x Nicolas Barrome Forgues “WE CAN LIVE TOGETHER ” Art Project



2023 CQTS x HANRAY “Falling in Blue” Art Project



2023 “YOU ARE NOT ALONG IN CHONGQING” | CQTS x Loli Sir Exhibition



2022 CQTS x Tencent Happy Mahjong Game First Exhibition in Chongqing



2021 CQTS x CGI “L'Italia da scoprire” Italian Art Theme Month



2021 CQTS x Kimmik Bear “LETS BEAR HUG” First Exhibition in Chongqing



2019 CQTS x Gaudí Exhibition Center “Gaudi's Fantasy World” First Exhibition



CQTS Social Media (online)

6 official social media channels with over 170K followers and diverse content to maximize reach in digital world

					
WeChat Service Account	WeChat Subscription Account	WeChat Channels	Weibo	rednote	Dianping
Multi-purpose messaging, social media & mobile payment app			Microblogging platform	Social media & e-commerce platform	Shopping platform & Ecosystem of delivery services
Contents - Mall activities - Tenants' updates			- Short Video (1min) - Livestreaming	- Artist / KOL collaboration - Mall activities	- Artist / KOL collaboration - Street Snap (街拍) - Livestreaming
					- F&B livestreaming - Tenants' Promotion

CQTS Social Media

User Profile of Key Social Media Platforms

	 WeChat Service Account	 WeChat Channels	 rednote
Total Followers	143K	265	7.9K
Average Readership	7K	2K	2K
Gender	Ms. 61% Mr. 39%	Ms. 54% Mr. 45%	Ms. 86% Mr. 14%
Age	Age 26~35: 36% Age 36~45: 30%	Age 30-39: 47% Age 25~29: 12%	Age 18~24: 43% Age 25~34: 32%
Region	Chongqing: 55% Guangdong: 10%	Chongqing: 69% Sichuan: 9%	Chongqing: 33% ShangHai: 3%

LED & LCD Channels (offline)

Located throughout the mall to provide diverse **advertising space with latest technologies** for tenants to reach targeted shoppers in various zones

Chongqing Times Square In-Mall Advertising



Key Brand Pop-up and Exhibition



Key Tenant Collaboration



Collaborated with brands/tenants for in-store workshops



Collaborated with brands/tenants on pop-up, roadshow, celebrity events/meet-&-greet, and VIC services

CQTS Members

VIP Club MEMBERS

 120K

	CQTS Members		VIC	
				
	e-members	Premium	Diamond	Black
Annual Spending	Free registration on WeChat Mini program	One-day spending of RMB 5,000 or 3-months accumulative spending of RMB 8,000	One-day spending of RMB 50,000 or 3-months accumulative spending of RMB 80,000	One-day spending of RMB 300,000 or total yearly spending of RMB 1,000,000
Activities	• Workshops • Points Redemption		• VIP Specialists • Mobile Shopping Services • Exclusive VIP Experience & Sessions • Double Points Reward	
Target Audience	• Price Sensitive • Frequent Visitors		• High Spending Power • Exclusive Shopping Experience	

CQTS Club

As CQTS's tourism sector flourishes, CQTS introduces the 'CQTS Club' mini-program, designed specifically for tourists. This innovative offering seamlessly blends accommodation, dining, entertainment, and shopping options within CQTS, ensuring visitors enjoy a premium, all-encompassing experience in a personalized shopping ecosystem.

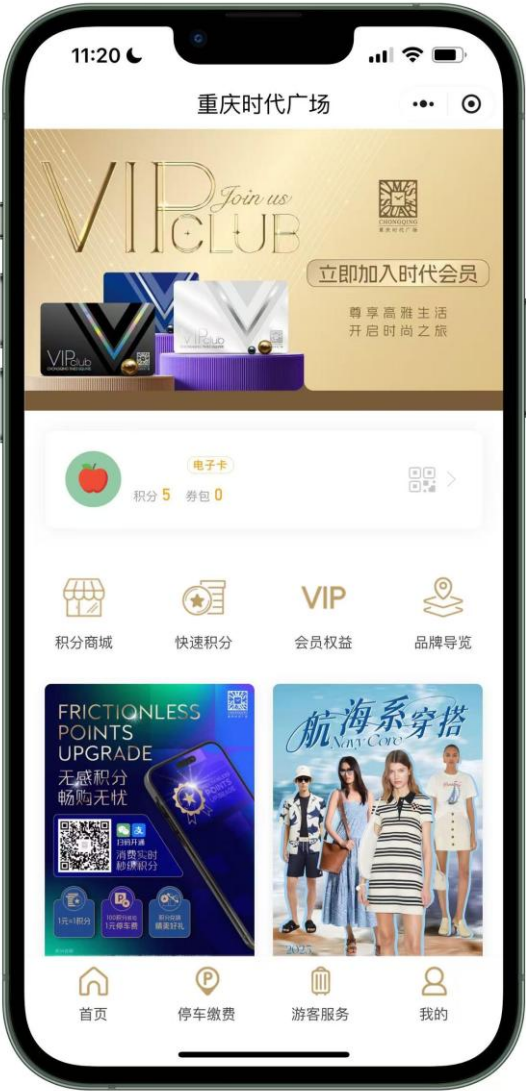
Over 120K
registered users

Out-of-province tourists: 32%
Out-of-city tourists: 19%

Collaborate with
over 70 tenants

Targets from:
- Apartments
- Office Towers
- Tourists

Average
spending over
RMB 16,000



VIC Events

VIC Gala Dinner / VIC Exclusive events



VIC Exclusive Experience



VIC Gala Dinner

Provide a platform for luxury and W&J brands to promote their latest products and brand image to CQTS the highest tier VIP through fashion show, product display, gifts sponsorship, in-mall promotional materials, etc.



Top of The Exclusive Experience

Offer money-can't-buy experience and overseas tour for top spending VIC

- Piaget high- jewelry show
- Vacheron Constantin Limited Edition Show with pre-order tour



VIP Workshops/Events

Collaborate with brands, fashionista to launch diversity events targeted to elite VIC

- One-on-one Feng Shui Seminar
- Workshops hosted by luxury brands' stylists



VIC Privileges

VIC Sales Promotion

- Points redemption program
- VIC Specialist Promotion
- Exclusive rewards for spenders
- Exclusive premiums – collaborate with renowned artist and fashion icon
- Multiple points and top spender reward – drive luxury and W&J sales

Shopping Card

- Diversify and effective tactics to cover 40+ tenants in 365 days a year
- Covered over tenants in all trades to encourage revisiting and drive conversion



焕新礼遇 Renewal Rewards

即日起 至6.30

TOP大单 满额赠礼
Sales Redemption

满50万 享10,000 消费满RMB500,000 to reward a RMB10,000 gift card *单笔消费至多赠30,000元 With a maximum redemption of RMB30,000 per single transaction	满20万 享4,000 消费满RMB200,000 to reward a RMB4,000 gift card *单笔消费至多赠8,000元 With a maximum redemption of RMB8,000 per single transaction	满5万 享2,000 消费满RMB50,000 to reward a RMB2,000 gift card *单笔消费至多赠6,000元 With a maximum redemption of RMB6,000 per single transaction
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活动地点 Location **L5 VIP LOUNGE**

1. 顾客本人持有效身份证件入场入会积分后赠礼，礼品数量有限，赠完即止；
2. 仅限小票不积分，参加后送后，如有退换货情况，活动礼品卡由系统自动作废；
3. 时代礼品卡有效期以卡面标示为准，逾期作废；活动详情请见专柜，(023-6374 1188)；
4. 以上活动，最终解释权归时代广场所有。

焕新礼遇 Renewal Rewards

即日起 至6.30

积分超值 兑换
Redemption

满15,000 积分 兑100
with every 15,000 points to redeem a RMB100 gift card

*每人至高可兑换5,000元
The maximum redemption amount per person is RMB5,000

活动地点 Location **L2 礼宾台 Concierge** **L5 VIP LOUNGE**

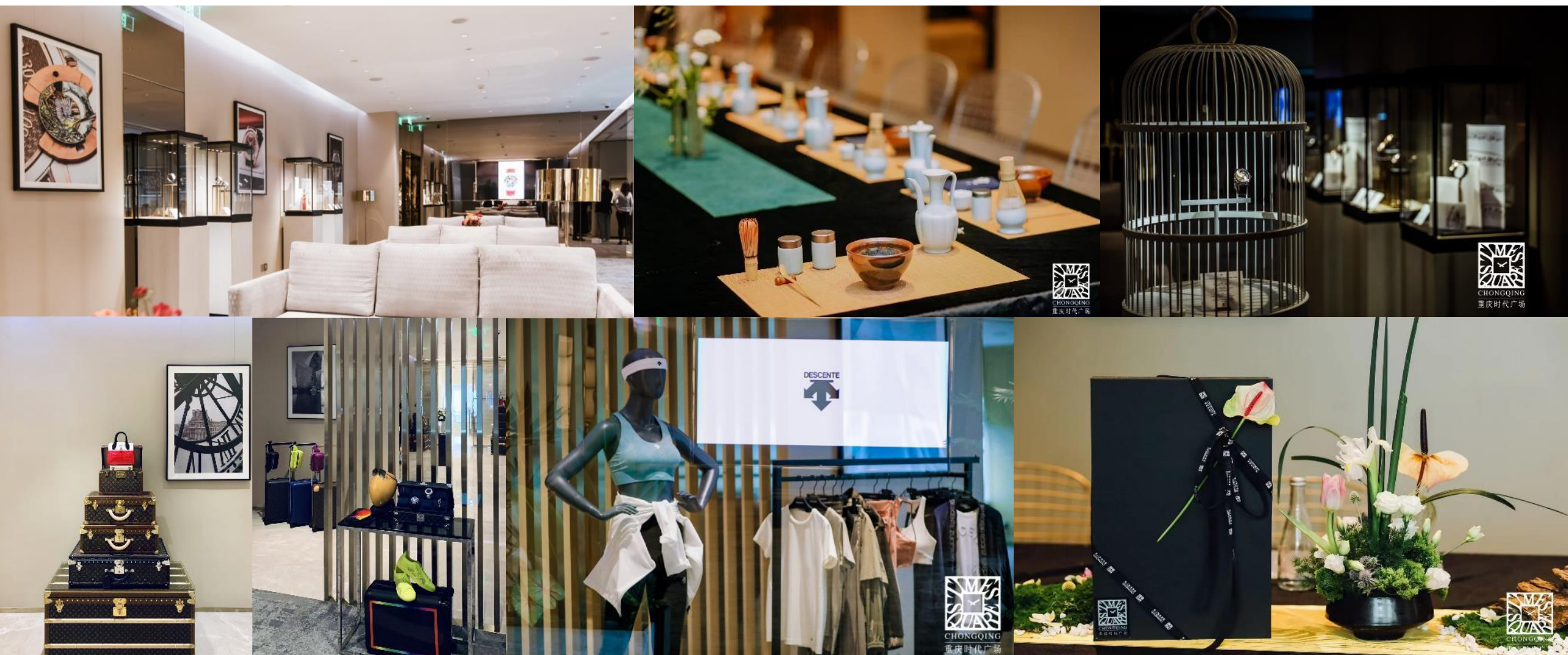
1. 会员在小程序商城上积分兑换礼品卡，领取时间：即日起-7.31；
2. 会员本人持已兑换成功二维码及身份证至活动地点进行核销领取礼品卡并签字确认；
3. 活动期间每位会员限领一张，购物卡一旦兑换成功则不予变更或退积分；
4. 以上活动礼品卡数量有限，赠完即止，时代礼品卡有效期以卡面标示为准，逾期作废；
5. 活动详情请见专柜，(023-6374 1188)；以上活动，最终解释权归时代广场所有。

VIC Lounge Introduction

Private salons available for brands' VIC workshops & brands' trunk shows



VIC Lounge Brand Event and Product Showcase



Offer a platform for brand to showcase their products to our VIPs
While 2 brand products will be displayed each month

Other Collaboration Third party

Collaborated with banks, government, hotels, media, automobiles, etc.



Collaboration partners

Third party



Collaboration partners

International & national media and press



THANK YOU