Mr George Kwok Lung HONGCHOY

**Chief Executive Officer**

Mr George Hongchoy, joined the Manager as the Chief Financial Officer in January 2009, was appointed as an Executive Director in February 2009, and became the Chief Executive Officer in May 2010. Mr George Hongchoy is also a member of the Nomination Committee, the Finance and Investment Committee and the Human Resources and Compensation Committee of the Manager and director of The Link Holdings Limited, The Link Properties Limited and The Link Finance Limited, principal subsidiaries of The Link REIT.

Mr Hongchoy has over 25 years of experience in investment banking, financial consulting and accounting in Asia and New Zealand with focus on real estate, financial services and consumer/retail sectors. He holds a Bachelor of Commerce degree from the University of Canterbury and a MBA degree from The Wharton School, University of Pennsylvania. He is a Chartered Accountant, a Senior Fellow of Hong Kong Securities and Investment Institute, and a Fellow member of the Hong Kong Institute of Certified Public Accountants, The Hong Kong Institute of Directors, the Royal Institution of Chartered Surveyors and Institute of Shopping Centre Management and a Professor of Practice (Real Estate) at The Hong Kong Polytechnic University.

Mr Hongchoy is the Chairman of the Supervisory Committee of The Tracker Fund of Hong Kong (a Hong Kong unit trust authorised under section 104(1) of the Securities and Futures Ordinance whose units are listed on the Main Board of the Hong Kong Stock Exchange), a Director of Hong Kong Cyberport Management Company Limited, a member of the Asia Executive Board of The Wharton School and a Council Member of The Hong Kong Institute of Directors. He is a member of the Policy Research Committee of the Financial Services Development Council and a former member of the Advisory Committee on Human Resources Development in Financial Sector of The Government of the HKSAR. He was a director of Asia Pacific Real Estate Association Limited and Chairman of its Hong Kong Chapter Board, a Council Member of Hong Kong Institute of Certified Public Accountants and Chairman of its Corporate Finance Committee in 2008, and a director of Hong Kong Securities and Investment Institute in 2006-2011. He was presented with Asian Corporate Director Award by Corporate Governance Asia in 2013, Director of the Year Award under the category of Listed Companies – Executive Directors by The Hong Kong Institute of Directors and Outstanding Entrepreneurship Award by Enterprise Asia in 2011.