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WHARF REAL ESTATE INVESTMENT COMPANY LIMITED (WHARF REIC) SWOT & PESTLE ANALYSIS

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Company Name : Wharf Real Estate Investment Company Limited (Wharf REIC)

Company Sector : Commercial Real Estate

Operating Geography : Hong Kong, Asia, Global

About the Company :

Wharf Real Estate Investment Company Limited (Wharf REIC) is a leading property investment company based in Hong Kong. It was established in 2007 and is a subsidiary of Wharf Holdings Limited, a conglomerate with businesses in real estate, transportation, and retail. Wharf REIC is primarily focused on investing in retail properties, including shopping malls and department stores, in Hong Kong and mainland China. The company's portfolio includes some of the most well-known shopping destinations in Hong Kong, such as Harbour City, Times Square, and iSquare. In addition to retail properties, Wharf REIC also has a presence in the office and hotel sectors. The company's strategy is to create value for its shareholders by acquiring and managing high-quality properties and continuously enhancing their operational efficiency and customer experience. As of early 2023, Wharf employed 2700 people.

The USP of Wharf REIC lies in it being one of the largest real estate companies in Hong Kong. Wharf's mission and vision for its group's sustainability is "We embrace our long standing mission "Building for Tomorrow" and integrate it into our sustainability approach: Aiming to

mitigate our environmental impacts; Proactively engaging with stakeholders to establish social capital for community development; Committing to highest standard of business ethics and integrity; Recognising employees' contribution by providing opportunities and promoting their well-being; Fostering the youth, promoting art and culture and supporting the vulnerable via Business-in-Community initiatives.”

Revenue :

HK \$16,043 million – FY ending 31st December 2021 (y-o-y growth 3%)

HK \$15,515 million - FY ending 31st December 2020

SWOT Analysis :

The SWOT Analysis for Wharf Real Estate Investment Company Limited (Wharf REIC) is given below:

| Strengths | Weaknesses |
|---|--|
| <ol style="list-style-type: none"> 1.Portfolio of premier quality assets in Hong Kong and Singapore 2.Ownership over most popular shopping landmarks in Hong Kong 3.Biggest commercial real estate company in Hong Kong 4.Consistent earnings despite economic downturn due to covid-19 5.Partnership with world's most coveted brands | <ol style="list-style-type: none"> 1.Single asset responsible for nearly 50% of the revenue 2.Nearly HK \$40 billion in loans due to be paid within the next 5 years 3.Concentration of most quality assets at single geographical location i.e., Hong Kong |
| Opportunities | Threats |
| <ol style="list-style-type: none"> 1.Addition of new global brands can increase attraction 2.Intensified promotion to support mall activities 3.Focused marketing to broaden the customer base | <ol style="list-style-type: none"> 1.Increasing supply and weak demand may affect company topline 2.Borderline protest may emerge which can damage reputation of Hong Kong's stability |

PESTLE Analysis :

The PESTLE Analysis for Wharf Real Estate Investment Company Limited (Wharf REIC) is given below:

| | |
|--|--|
| <p style="text-align: center;">Political</p> <p>1.Geopolitical tensions in Hong Kong will affect Wharf business</p> <p>2.Restrictions caused due to pandemic will directly affect retail demand in Wharf owned properties</p> | <p style="text-align: center;">Economical</p> <p>1.Deteriorating economic conditions eroding value of Wharf properties</p> <p>2.Increase in banking lending rate will create pressure on real estate market</p> |
| <p style="text-align: center;">Social</p> <p>1.Rising poverty in Hongkong will affect business</p> <p>2.Widening income inequality can create pressure on company's top line</p> | <p style="text-align: center;">Technological</p> <p>1.Rapidly growing e-commerce business may affect Wharf's commercial business</p> <p>2.Major enhancements made by the group to reduce carbon emission by the group</p> |
| <p style="text-align: center;">Legal</p> <p>1.Reduction in property tax may help group's business in Hongkong</p> | <p style="text-align: center;">Environmental</p> <p>1.Wharf REIC supports movement of UNSDGs by minimising release of hazardous chemicals</p> |

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