

# Corporate Social Responsibility

BHG Retail REIT strives to give back to society by actively engaging the community through our corporate social responsibility efforts.

## CHARITY

### Public Auction Charity Event 公益拍卖 Beijing Wanliu Mall December 2016

In support of the Chenguang Brain Paralysis Fund, Beijing Wanliu Mall hosted a public auction, and raised about RMB 17,000 in donations for its beneficiaries.



### Kindness Flea Market 爱心义卖 Hefei Mengchenglu Mall December 2016

Hefei Mengchenglu Mall and Luyang Oriental Pearl Kindergarden jointly organized a flea market to raise funds for children with Leukemia. At the same time, the flea market was an opportunity to foster kindness in young children.



## CULTURAL

### 6th Folk Cultural Festival 民俗文化节 Hefei Mengchenglu Mall January 2016

In conjunction with the Chinese Lunar New Year, Hefei Mengchenglu Mall hosted the 6th Folk Cultural Festival, presenting a variety of folk culture and art activities. The festival aimed to preserve traditional Chinese culture and to introduce it to the younger generation. The event included making clay figurines, writing couplets and cutting Chinese festive paper artwork.



## CULTURAL

**Xi Hang Gang Community District's Cultural Festival**  
西航港社区文化节*Chengdu Konggang Mall*  
October 2016

Chengdu Konggang Mall played host to the Xi Hang Gang Community District's Cultural Festival, where the audience was treated to a number of culturally-themed performances. These included various Xi Hang Gang street performances, and local song-and-dance performances.



## HEALTH &amp; ACTIVE LIFESTYLE

**PINK! Street Dance Performance**  
街舞秀*Chengdu Konggang Mall*  
May 2016

In partnership with surrounding universities, Chengdu Konggang Mall co-organised the PINK! Street Dance Performance, which served as a focal point for the community. The complimentary event which drew overwhelming interest from students and residents in the vicinity, featured renowned Korean street dance champions, Jaygee and Firebac.

**Great Workout Great Health**  
我运动 我健康*Hefei Mengchenglu Mall*  
July 2016

In collaboration with Luyang District Education Bureau, Hefei Mengchenglu Mall held a Children Dance-workout Special Performance to promote active lifestyle and healthy living, a lifestyle that the government is encouraging.



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## ENGAGING THE COMMUNITY

### Students' Entrepreneurship Day

大学生创业启动仪式

Chengdu Konggang Mall

April 2016

As part of our efforts to engage the community, Chengdu Konggang Mall teamed up with various universities and provided the platform for students to showcase their start-up proposals, with an aim to inculcate an entrepreneurial spirit in the younger generation.



### Blind Date Event

七夕相亲对对碰

Beijing Wanliu Mall

August 2016

In support of the national effort to boost marriages and families, Beijing Wanliu Mall hosted a "Blind Date Event". The event was well-received and attracted a large attendance.

