



PRESS RELEASE

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**Chevalier Property Management Wins
2006 HKMA Quality Award - Bronze Award**

(July 10, 2006 - Hong Kong) Chevalier Property Management Limited (CPML), a subsidiary of the Hong Kong based diversified conglomerate Chevalier Group, was awarded the 2006 HKMA Quality Award - Bronze Award by the Hong Kong Management Association last Thursday (July 6, 2006).



The annually-held award is aimed at rewarding companies with good quality management, as well as bringing public recognition to those organizations that have achieved outstanding standards of quality and made a strong and lasting commitment in customer satisfaction. Companies have to go through a number of stages of assessment to win the award.

Dr Chow Yei Ching, Chairman & Managing Director of Chevalier Group receiving the award

CPML, with a vision aligning with that of Chevalier Group, is committed to service excellence. "Putting customers first" is CPML's most important quality policy and the reason for receiving the Quality Award.

"We are excited and proud to be honoured with such a prestigious award. Winning this award has proved our ability in implementing quality management, strengthened our position in the industry, and built up our confidence in further growing our business. Our quality management concept has been recognized by the panel of judges who are all experts in management." Dr Y C Chow, Chairman and Managing Director of Chevalier Group said.

"CPML has developed a number of channels to gather customers' feedback to continuously improve its quality of service. Customer retention is strengthened by well-defined strategies; grievance-addressing procedures and workflow are also thoroughly communicated to all estate staff", the panel of judges commented the success of CPML in providing quality service to its customers.

A TQM focus group, which comprises of managers from CPML and representatives from the Group's personnel department, was established with an aim to collect information from clients and front-line staff and consolidate data about the company's quality performance and set quality standard, which will then be turned into performance pledges. After that, performance would be measured against these performance pledges.

Dr Chow said, "Human resources factor is what we are most proud of among the 7 judging criteria in HKMA Quality Award. We always believe that staff is an invaluable asset of a company, and we are always striving to enhance staff satisfaction and loyalty. To boost a sense of achievement for our staff, we always encourage them to participate in many kinds of internal and external events and awards, like the HKMA Quality Award. We also actively participate in many other competitions related to property management profession and has won many awards."



Besides establishing a focus group to gather information from tenants which leads to continuous improvement of its services, the company also conducts surveys regularly to understand the ever-changing needs of the tenants.

The commitment to quality management not only brought CPML the Quality Award, but also the confidence and trust by tenants. Therefore the company has won many management contracts from residential, commercial and industrial buildings.

"We thank our clients and business partners for their continuous support in the past years. In the future we will continue to pursue our quality excellence. 'Your Home in Safe Hands' is what we pledge to our customers", Dr Chow said.

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About Chevalier Property Management Limited

Chevalier Property Management Limited (CPML) was formed in 1988 and has actively explored the property management market since then. CPML provides management services for commercial and industrial buildings, residential units, shopping arcades, carparks and other communal facilities. Managing around 20,000,000 sq. ft. of residential estates currently, Chevalier aims to build a better living environment for Hong Kong. The company also manages various industrial and commercial buildings, with total area of over 1,000,000 sq. ft. and 750,000 sq. ft. respectively. The company has been highly recognized by many Government departments and is on the approved list of management service providers of Government departments.