



Mr Ricky Yu

Founder and CEO

Light Be (Social Realty) Company Limited

Biography

Before founding Light Be, Ricky Yu was the General Manager for the Hong Kong Office of a non-real-estate MNCs. The housing conundrum has inspired Ricky to become a social entrepreneur, to walk away from his 20 years of business experience and explore how to create social return from real estate investment.

Poverty housing has top the list of social problems in Hong Kong for years. While all old ways seem to be blocked, Light Be has discovered a new way out. Light Be has figured out how to turn properties of landlord into home for the less privileged. This unprecedented service has quickly drawn the attentions of landlords and the society. Months after months landlords of various properties willingly offer their apartments for this cause.