



Shopping mall enhancements create an exceptional shopping and leisure experience

Regular renovations and tenant-mix refinements are carried out in existing SHKP malls to boost their attractiveness and to strengthen the Group's retail portfolio. One of the latest examples is Metroplaza, which saw a significant growth in overall traffic and sales revenue after its major revamp last year. Meanwhile, New Town Plaza III and Park Central are working on their second phase of renovations and tenant mix refinements, which are expected to attract greater number of shoppers when work is completed later this year. In terms of technology application, the SHKP Malls App has just released its second major upgrade: The Point by SHKP integrated loyalty programme.

Wider shopping and leisure choices at Metroplaza

Adjacent to MTR Kwai Fong Station, Metroplaza's major reconfiguration brought about additional leisure facilities, a more diversified tenant mix and an expanded outdoor green space, creating a comprehensive experience overall for customers.

Metroplaza's Level 3 to Level 5 have now been fitted with floor-to-ceiling window facades, making it brighter and more spacious. The number of retailers has also increased to 230 with a broader tenant mix covering beauty, food and beverage, as well as fashion and sportswear. More than half of the shops are their only outlets in the district.

In addition, there are five new facilities at the piazza including an alfresco dining area, seasonal sea of flowers, starlight walkway, urban farm and fun park. The outdoor garden features seasonal flowers with floral selfie walls and staircases. The starlight walkway is decorated with LED lights for a romantic setting. Both places are very popular spots for photo ops in the mall. The urban farm, which is open to the public, is planted with over 40 types of crops annually. Farm-themed activities are organized and VIP members can redeem their reward points for admission to green workshops. The fun park is equipped with colourful giant vegetable play facilities from Finland including a 3.5-metre tall turbo-tube slide, roundabouts, adult-toddler swings and fitness machines that use motion to charge mobile phones. The fun park has quickly become a great place for kids to burn off their excess energy.

Metroplaza also organizes a wide variety of promotions to draw young people and families. As a result, the mall recorded significant growth in traffic and retail sales.

New movie tower at New Town Plaza

As a leading regional mall in the eastern New Territories, New Town Plaza in Sha Tin enjoys strong footfall and solid sales results. The mall completed the movie tower relocation and finished the first phase of the New Town Plaza III renovation last year, adding more elements that appeal to young people and families.

Opened in mid-2018, the new Movie Town provides more than 1,700 seats in seven theatre houses, making it the largest cinema in the New Territories. It features the first 4K ultra high definition Onyx Cinema LED in Hong Kong as well as the first RealD Cinema technology in Hong Kong, and boasts the

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Members of The Point by SHKP integrated loyalty programme can earn bonus points across 14 SHKP major malls to redeem a variety of gifts and privileges. The Point by SHKP商场综合会员计划会员可在新地14个主要商场统一赚取积分，换领多元化奖赏及优惠

Visitors can experience farming from the farm-themed activities at Metroplaza's urban farm 新都会广场都市农庄的农耕体验活动，让游人于城市中享受大自然田园风



Movie Town at New Town Plaza offers over 1,700 seats, making it the largest cinema in the New Territories
 新城市广场Movie Town提供逾1,700个座位·是新界区最大规模影院



More shopping and leisure options will become available at Park Central following the soon-to-be-completed second phase of renovation
 将军澳中心第二期翻新工程快将完工·为顾客带来更多购物休闲选择

Rendering 效果图

most advanced display technology with state-of-the-art audio and visual systems, providing an exceptional visual experience to movie lovers.

New Town Plaza III is currently under the second phase of renovation, which mainly involves Level 3 and part of Level 2, with scheduled completion expected by the end of the year. The first phase was completed in mid-2018, adding a facelift to Level 1 and Level 2. Level 2 is now a children's wear and lifestyle zone while YATA Department Store has taken up the entire area of Level 1, which is much closer to the car park and more convenient for shoppers who drive.

Park Central set to complete its renovation soon

Located at a prime site, Park Central is connected to the nearby MTR station and sits close to major residential projects and hotels. The mall enjoys heavy pedestrian traffic, attracting nearby residents and those beyond the district as well as tourists staying at hotels in the Tseung Kwan O town centre.

To help provide a more comprehensive shopping experience throughout the neighbourhood, the mall has been undergoing a major renovation in recent years. The first phase was completed in late 2017 in which about 13,900 square metres (150,000 square feet) of floor area had been refurbished.

Over 50 new tenants have moved in mostly comprising specialty food and beverage operators and retailers. Other new shops to Tseung Kwan O include a 1,860-square-metre (20,000-square-foot) Japanese health concept supermarket, bringing greater convenience to the residents there.

The second phase of Park Central's renovation covers about 18,600 square metres (200,000 square feet), and has now been handed over to retailers with a grand facelift expected during this second quarter. The number of shops will then increase from the original 141 to 221 with a broader tenant mix, adding more retailers for sporting goods, toys and games, stationery and household wares, audio-visual and electrical appliances, lifestyle goods and home decorations. The revamped Park Central will also become the one and only venue of choice for car shows in the district, drawing even more residents. Full year pedestrian traffic is expected to grow by 40%, while monthly sales revenue will rise by 60%.

SHKP Malls App functions upgrade

Technology investments have also been made to enrich the customer service. The SHKP Malls App was launched in early 2018 to better suit the spending habits of mobile phone lovers. The app integrates the latest dining, parking, shopping and promotion information for 24 SHKP malls, covering over 2,900 merchants.

The SHKP Malls App has just released its second phase: The Point by SHKP integrated loyalty programme. The individual membership programmes of 14 SHKP major malls* have now been consolidated into one, creating the largest cross-mall loyalty programme in Hong Kong with a retail floor area of over 650,300 square metres (seven million square feet), housing over 2,200 merchants. The Point by SHKP integrated loyalty programme offers shopping benefits beyond district boundaries. Members can enjoy more shopping destinations and register bonus points conveniently and easily. Bonus points can now also be used to redeem a variety of gifts and privileges across 14 SHKP malls. Members of The Point by SHKP integrated loyalty programme can enjoy the first ever contactless hourly parking in Hong Kong.

Following the launch of The Point by SHKP integrated loyalty programme, membership is expected to jump significantly, attracting more customer visits and enhancing the business environment for merchants.

* The Point by SHKP integrated loyalty programme covers APM, East Point City, Landmark North, Metroplaza, Mikiki, MOKO, New Town Plaza, Park Central, Tai Po Mega Mall, Tsuen Wan Plaza, V City, WTC, YOHO MALL and Yuen Long Plaza.



Phase one of New Town Plaza III's reconfiguration has been completed with 100% occupancy
新城市广场第三期翻新工程第一阶段已经完工，出租率达100%

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商场优化工程提升购物体验

集团定期为现有商场进行翻新工程及优化租户组合，为顾客创造具吸引力的购物地点，同时提升集团零售物业组合的竞争力。最新例子是新都会广场，商场于去年全面完成大型优化工程后，整体人流及营业额均获得显著提升。另外，新城市广场第三期及将军澳中心现正进行第二阶段翻新工程，并将引入更多元化的商户组合，预期可在年内稍后时间竣工，势将吸引更多消费者。在科技应用方面，新地商场App刚刚升级，推出第二阶段计划：The Point by SHKP商场综合会员计划。

新都会广场购物体验更精彩

毗邻港铁葵芳站的新都会广场完成优化后，增添休闲设施，强化商户组合，开放更多户外绿化空间，为顾客带来更多多元化的体验。

新都会广场三至五楼现在采用全落地玻璃幕墙设计，光亮舒适，空间感大增。商户数目已达230间，商户组合较以往丰富，汇聚美容、餐饮乃至时尚服饰与运动服装三大范畴，其中过半数品牌属区内独有。

此外，户外露天广场亦增加了五个全新设施，包括户外露天餐饮区、季节主题花海、星光长廊、都市农庄及历奇公园。露天花园以季节花海为主题，设有花系自拍墙及花海阶梯。星光长廊以漫天灯海布置，气氛浪漫写意。两者均

深受欢迎，成为商场“打卡”热点。都市农庄全天候开放，全年种有超过40种农作物，更推出农耕体验主题活动，VIP会员更可凭积分换领入场券参与绿色生活工作坊。历奇公园的游乐设施源自芬兰，以色彩缤纷的巨型蔬果作造型，设有3.5米超高滑梯筒、囟囟转、亲子千秋及亲子健身充电设施等，火速成为小朋友的“放电”好去处。

新都会广场亦不时举办多姿多彩的推广活动，吸引年轻人及一家大小到访，商场人流及销售金额均获得显著提升。

新城市广场新增戏院大楼

沙田新城市广场是新界东具领导性的区域商场，人流畅旺，营业额理想。

商场去年完成戏院大楼重置及第三期翻新工程第一阶段，进一步提升年轻人及家庭客群的元素。

全新戏院大楼Movie Town于2018年中投入服务，设有七间影院，提供逾1,700个座位，是新界区最大规模影院；设有全港首个LED 4K超高清Onyx屏幕影院、全港首间全制式RealD Cinema影院，配备崭新放映技术及顶尖影音系统，为电影爱好者带来精彩的视觉体验。

新城市广场第三期现正进行第二阶段优化工程，主要涉及三楼及二楼部分位置，预计于本年底完成。第一阶段已于2018年中旬完成，主要涉及一楼和二楼。二楼特别打造为儿童用品及生活时尚主题区。一田百货则进驻一楼全层，地理上更邻近停车场，方便驾驶人士日常购物。



The first phase of Park Central's renovation brought in new specialty food and beverage operators. 将军澳中心第一期优化工程为居民带来多间全新特色餐厅。

将军澳中心翻新工程即将竣工

将军澳中心地理位置优越，连接邻近港铁站，毗邻多个大型住宅项目及酒店，人流畅旺，吸引区内外客人以至住宿将军澳市中心酒店的游客前来购物休闲。

商场近年进行大型翻新工程，以便为区内居民提供更全面的购物体验。第一期工程已于2017年底完成，涉及约13,900平方米（150,000平方呎）楼面。新增商户逾50间，以特色餐饮肆及零售为主，部分属于首次进驻将军澳。商场更增设了一间面积达1,860平方米（20,000平方呎）的日式健康概念超级市场，令居民购物加倍方便。

将军澳中心第二期翻新工程涉及约18,600平方米（200,000平方呎）楼面，各商铺现已交予租户进行店内工程，商场将于今年第二季以全新面貌出现。届时，店铺总数将由翻新前的141间增至221间，商户组合更全面，包括体育用品、儿童游戏、文具及家具、影音电器、生活品味及家居布置将进一步加强，并增设区内唯一可容纳车展的展览场地，势将吸引更多区内人士前来。预期全年人流可获得40%增长，每月营业额则可提升60%。

新地商场App功能升级

集团亦通过软件方面，为顾客提供更佳服务。新地商场App自2018年初推出以来，结集24个新地商场的最新信息，汇聚超过2,900个商户，提供实用功能，涵盖用餐、泊车、购物及推广活动信息等，更贴合许多手机不离手的顾客的消费模式。

新地商场App刚刚推出第二阶段计划：The Point by SHKP商场综合会员计划，将新地14个主要商场*的独立会员制度整合为一，成为本港目前最大型的商场综合会员计划，零售面积合共逾650,300平方米（700万平方呎），汇聚逾2,200间商铺。The Point by SHKP商场综合会员计划会员可不受地域限制，于更多购物点、更方便、更轻松地登记积分，以积分换领集14个商场的多元化奖赏及优惠，同时更可享受全港首个免触式时租停车服务。

预计The Point by SHKP商场综合会员计划推出后，商场的会员数目将大幅增长，为商场吸引更多人流，为商户营造更佳的营商环境。

* The Point商场综合会员计划适用商场：APM、东港城、上水广场、新都会广场、Mikiki、MOKO新世纪广场、新城市广场、将军澳中心、大埔超级城、荃湾广场、V City、WTC世贸中心、YOHO MALL及元朗广场。



Members of The Point by SHKP integrated loyalty programme can enjoy the first contactless hourly parking in Hong Kong for greater convenience. MOKO and V City are the first malls to provide such a service. The Point by SHKP商场综合会员计划会员可享受全港首个免触式时租停车服务，出入商场加倍方便。服务现率先在MOKO新世纪广场及V City提供。



Enjoying quality time with your kids at the play facilities from Finland at fun park of Metroplaza. 新都会广场的历奇公园设有多种源自芬兰的游乐设施，适合亲子时光。