



New Town Plaza in Beijing celebrates its grand opening in this July
北京NTP新城廣場於今年七月隆重開幕

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New Town Plaza in Beijing grand opening 北京NTP新城廣場隆重開幕

New Town Plaza in Beijing, wholly owned by the Group, opened in early July, representing the Group's second commercial project in Beijing. The mall integrates urban living, nature and urban art under the theme 'Enjoy • Nature • Lifestyle Matters' to form the first one-stop premium shopping mall in the district, delivering a brand new shopping and entertainment experience for young, stylish families.

New shopping and leisure destination in Fangzhuang

New Town Plaza in Beijing is located in the core business district of Fangzhuang on South Second Ring Road, which is one of the most densely populated areas in south Beijing. The mall is next to Beijing Metro Lines 5 and 14 and is easily accessed by over 20 nearby bus routes.

New Town Plaza in Beijing boasts a gross floor area of over 225,000 square feet. Occupancy is standing at 100%. The five-storey mall houses more than 100 premium brands, covering trendy fashion, sports apparel, digital technology, restaurants and much more, with some international labels making their

debut presence in Fangzhuang. The mall has nearly 40 highly sought-after eateries, including Chinese cuisines from across the country, trendy tea shops, dessert shops, cafés and popular refreshment kiosks.

Featuring a design concept of nature and arts, the mall invited a botanical painter to create nature-themed artistic illustrations to bring seasonal flowers indoors. There are also fresh seasonal flowers blooming in the sky garden at the north and south ends of the roof top.

Experience convenient shopping

The Group's shopping malls have been applying smart technology to deliver premium customer

service, and New Town Plaza in Beijing is no exception. Using the NTP新城廣場 WeChat mini-programme, customers can save time queuing for restaurants in the mall by making convenient e-table bookings, pre-orders and e-payment. A quality dining experience is just a tap away on their mobile phones. Customers can earn bonus points right after each purchase, and can redeem their bonus points anytime for free parking, food and beverage cash coupons, shopping mall cash coupons, etc. The bonus points can even be used interchangeably with those of Beijing APM for greater flexibility.

北京NTP新城廣場由集團全資擁有，於七月初開業，為集團在京城第二個商業項目。商場以「樂享•自然•生活至上」為定位，結合都市生活、自然生態和潮流藝術元素，屬於區內首間一站式優質生活購物商業項目，為年輕時尚家庭帶來全新購物娛樂體驗。

方莊購物消閒新熱點

北京NTP新城廣場位於南二環方莊商業圈核心地帶，是京城南部人口最密集的地區之一。項目毗鄰北京地鐵5號及14號線，附近有超過20條公交線貫穿，交通便捷。

北京NTP新城廣場總樓面面積逾225,000平方呎，出租率達100%。商場分五層，匯聚超過100個優質品牌，雲集時尚潮流、運動服裝、數碼科技及餐飲美食等，當中包括多個首次進駐方莊的國際品牌。食肆方面，有近40家人氣餐飲品牌，包羅各省市地道名菜、潮流茶飲店、甜品店、咖啡店及熱門輕食店。

商場以大自然及藝術為設計元素，邀請了植物手繪藝術家以大自然為主題，創作藝術插畫，將四季花卉融入室內空間。項目頂層南北兩側設置空中花園，花卉植物四季更替，令休憩空間滿載清新氣息。

便捷購物新體驗

集團旗下商場致力應用智能科技，為顧客送上優質服務，北京NTP新城廣場亦不例外。顧客透過手機上的「NTP新城廣場」微信小程序，即可省卻排隊候場內餐廳的時間，輕鬆預約訂座、點菜及付款，享受優質餐飲體驗。消費完成後，顧客可即時賺取獎賞積分，隨時換取泊車優惠、餐飲現金券及商場現金券等優惠，甚至與北京APM的獎賞積分互通使用，增添靈活性。



New Town Plaza in Beijing features over 100 brands to attract young people
北京NTP新城廣場雲集超過100個品牌，備受年輕人歡迎