



The Point by SHKP enhances the customer experience with the brand new Auto Payment Parking service

The Point by SHKP添全新“无感泊车支付”功能 提升客户体验

In the wake of launching Hong Kong's first Contactless Parking feature last year, The Point by SHKP integrated loyalty programme ('The Point by SHKP') has just rolled out the upgraded Auto Payment Parking service to further enhance the customer experience. Additionally, in order to facilitate the gift redemption process, Smart Gift Redemption Stations have been made available at SHKP malls since the outbreak of COVID-19, allowing The Point by SHKP members to redeem gifts with their bonus points by themselves.

Hong Kong's largest Contactless Parking and Auto Payment Parking service network

The Point by SHKP has expanded to 20 participating malls and grown its membership base to over 800,000 in just over a year's time. VIP Parking was further upgraded with the launch of Auto Payment Parking service. Members are required only to register the Contactless Parking service and bind with credit card payment. When they drive into the car park with Contactless Parking service, the automatic number-plate recognition system will read the registered vehicle plate number. Members can drive in and out of the car park without having to stop or tap any card, and the barrier gate will lift up automatically. The parking fee will be automatically charged to the credit card bound

to the member's The Point by SHKP account on exit.

Currently, 18 SHKP malls provide the Contactless Parking and Auto Payment Parking service which is the largest network of its kind in Hong Kong, offering a new, truly seamless parking and payment experience for members.

Biometric authentication for quick, secured access

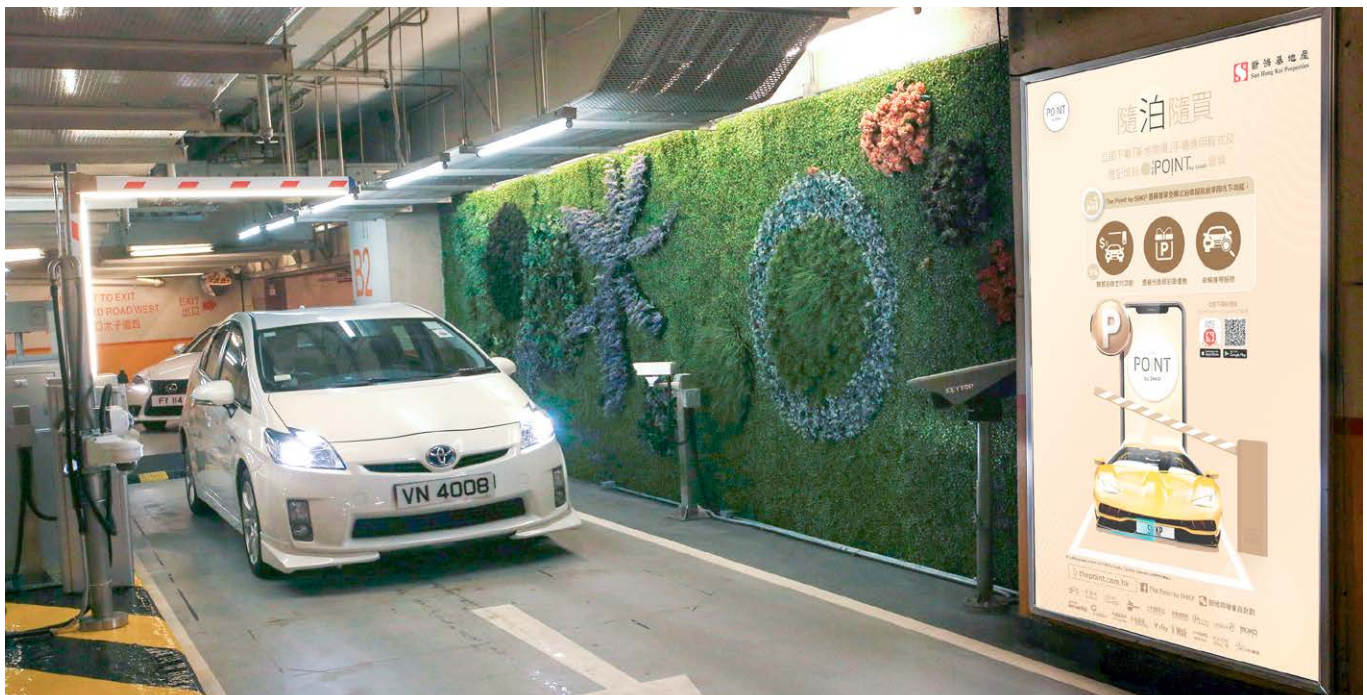
Added with the biometric authentication function, The Point by SHKP members can access their account via Face ID, Touch ID or Fingerprint ID with their biometric credentials stored on their mobile phone or mobile device. Instead of entering their

account password, members can now enjoy quicker, safer login and reward redemptions.

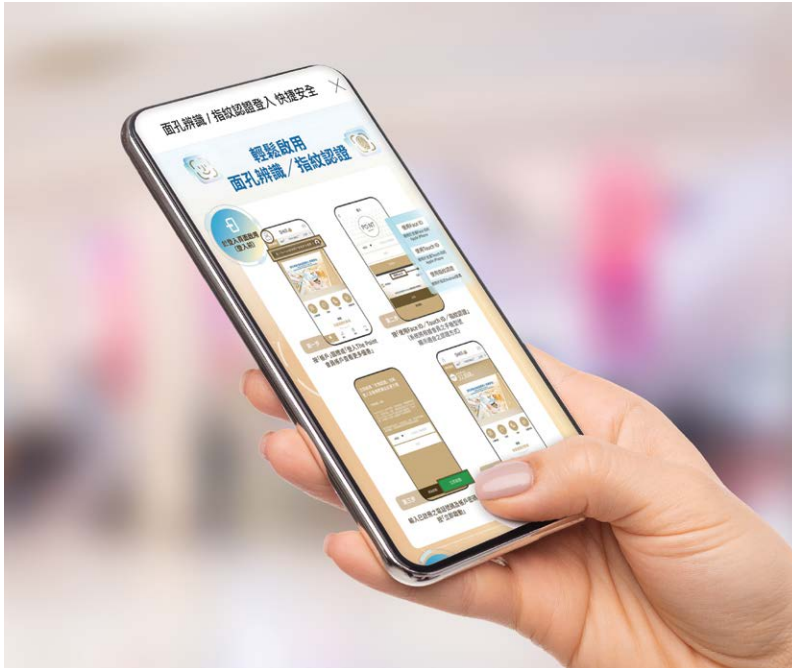
New Smart Gift Redemption Stations

Smart Gift Redemption Stations have been put in place in 16 SHKP malls since the coronavirus outbreak. The Point by SHKP members can redeem gifts with their bonus points on their own at the Smart Gift Redemption Stations without having to queue up. Over 250 kinds of gifts are available at the Smart Gift Redemption Stations. Almost 10,000 redemptions have been made so far. In view of the travel restrictions and rising demand for staycation holidays, the choice of gifts has been enriched with more staycation related offerings. The Point by SHKP members can use their bonus points to redeem hotel packages at attractive prices.

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The Point by SHKP members enjoy truly seamless driving experience with Auto Payment Parking service offered by 18 SHKP malls with Contactless Parking. The Point by SHKP会员可在18间备有免触式泊车服务的新地商场使用“无感泊车支付”功能，专享真正畅通无阻的驾驶体验。



The biometric authentication function facilitates members logging into The Point by SHKP account and reward redemption faster and safer
“生物认证”功能让会员更快捷、更安全登入The Point by SHKP账户及换领奖赏



The Point by SHKP members can redeem gifts with their bonus points at the Smart Gift Redemption Stations on their own to avoid queuing up
The Point by SHKP会员凭积分可在智能礼品换领站自助换领礼品，避免排队等候

The Point by SHKP商场综合会员计划（“The Point by SHKP”）继去年推出全港首个免触式泊车服务后，今年再创新猷，推出“无感泊车支付”升级功能，进一步提升客户体验。另外，为方便换领礼品，在疫情爆发后，新地商场设置了智能礼品换领站，让The Point by SHKP会员凭积分可自助换领礼品。

全港最大免触式泊车及“无感泊车支付”服务网络

The Point by SHKP推出仅一年多，参与商场增至20个，会员人数已逾800,000。会员的泊车服务最近再度升级，推出“无感泊车支付”功能。会员只需启动免触式泊车服务及绑定信用卡后，驾车进入提供免触式泊车服务的商场停车场时，自动车牌识别系统会识别所登记的车牌号码。会员在入车、出车时，无需停车或拍卡，闸杆即会自动升起，泊车费用则在车辆离开商场时自动于The Point by SHKP账户内已绑定的信用卡缴付。

目前，共有18个新地商场提供免触式泊车及“无感泊车支付”服务，属全港最大的同类网络。为会员带来畅通无阻的泊车及缴费新体验。

应用“生物认证”功能 快捷安全

新引入的“生物认证”功能让The Point by SHKP会员通过使用储存于手提电话或流动装置上的生物识别凭证，以Face ID、Touch ID或指纹认证代替密码，以更快捷、更安全的方式登入会员账户及换领奖赏。

增设智能礼品换领站

为让The Point by SHKP会员避免在疫情期间排队等候换领礼品，16个新地商场特别设置智能礼品换领站。会员凭积分可自助换领礼品，供选择的礼品逾250种，至今已有近万人次通过智能礼品换领站换领礼品。由于多国实施旅游限制，市民对留港度假的需求增加，礼品选择方面增添了更多与酒店住宿相关的选项。The Point by SHKP会员凭积分可以优惠价格换领酒店套票。

The Point by SHKP participating malls The Point by SHKP参与商场

APM [*]	East Point City [*] 东港城 [*]
K-Point 锦荟坊	Harbour North [*] 北角汇 [*]
HomeSquare [*]	Landmark North [*] 上水广场 [*]
Metroplaza [*] 新都会广场 [*]	Metropolis Plaza [*] 新都广场 [*]
Mikiki [*]	MOKO [*] MOKO新世纪广场 [*]
New Town Plaza [*] 新城市广场 [*]	Park Central [*] 将军澳中心 [*]
Tai Po Mega Mall [*] 大埔超级城 [*]	Tsuen Wan Plaza [*] 荃湾广场 [*]
Uptown Plaza [*] 新达广场	V City [*]
V Walk [*]	WTC [*] WTC世贸中心 [*]
YOHO MALL [*] YOHO MALL形点 [*]	Yuen Long Plaza [*] 元朗广场 [*]

* Mall's car park provides Contactless Parking and Auto Payment Parking service

* 商场停车场提供免触式泊车及“无感泊车支付”功能服务