

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

The Point by SHKP添全新「無感泊車支付」功能 提升客戶體驗

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

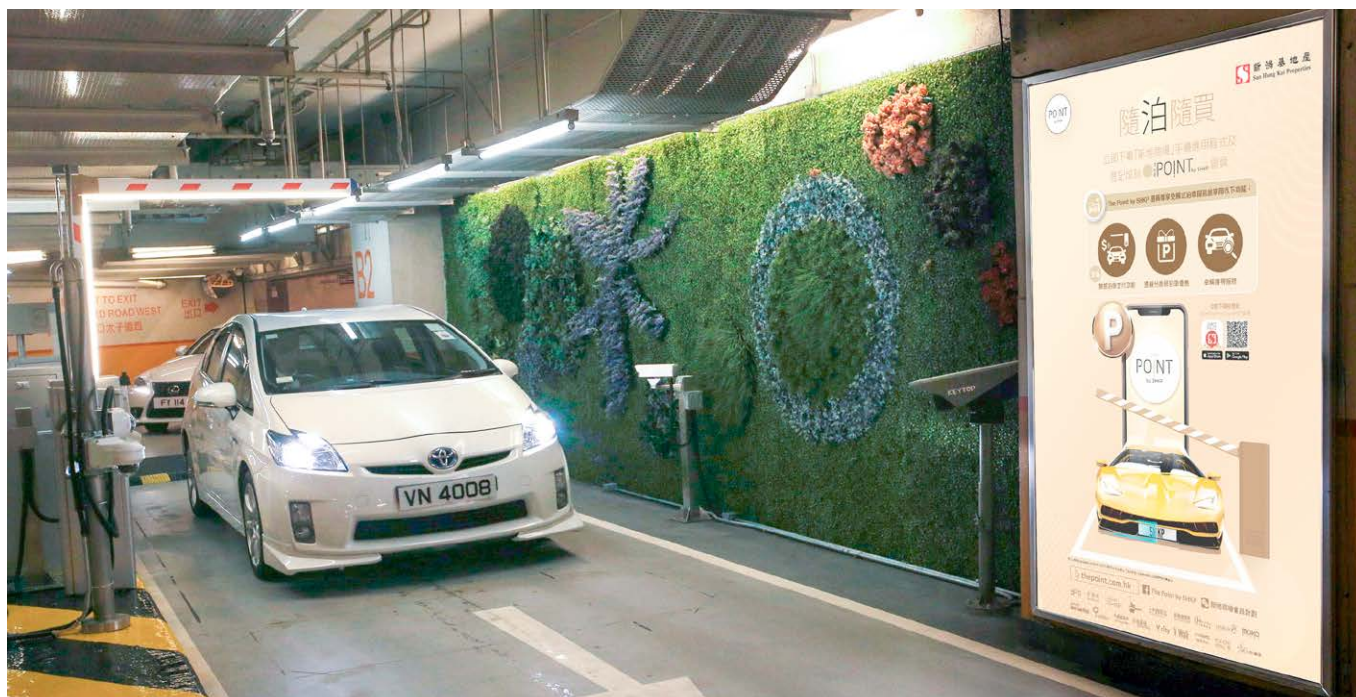
Added with the biometric authentication function, The Point by SHKP members can access their account via Face ID, Touch ID or Fingerprint ID with their biometric credentials stored on their mobile phone or mobile device. Instead of entering their

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

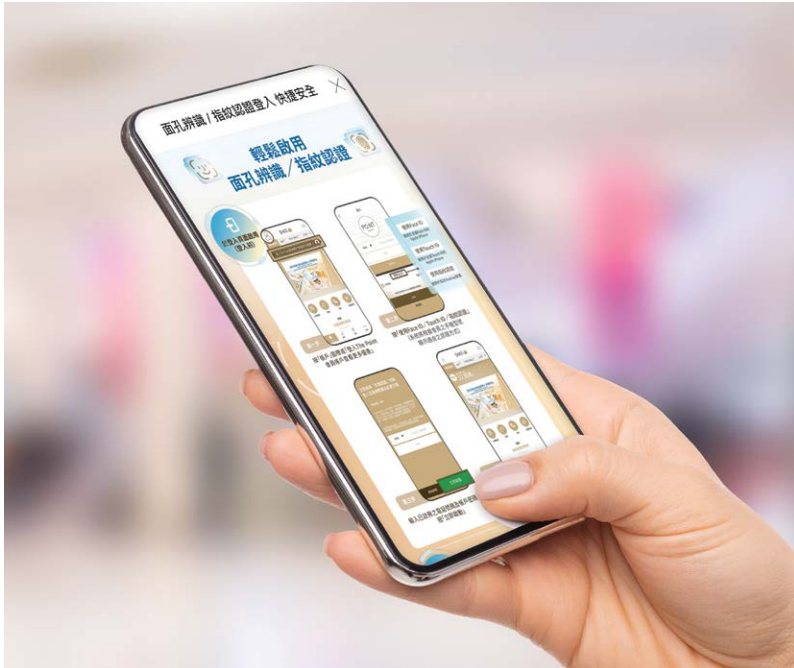
New Smart Gift Redemption Stations

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.

10



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會員可在18間備有免觸式泊車服務的新地商場使用「無感泊車支付」功能，專享真正暢通無阻的駕駛體驗。



The biometric authentication function facilitates members logging into The Point by SHKP account and reward redemption faster and safer
「生物認證」功能讓會員更快捷、更安全登入The Point by SHKP帳戶及換領獎賞



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會員憑積分可在智能禮品換領站自助換領禮品，避免排隊等候

The Point by SHKP商場綜合會員計劃（「The Point by SHKP」）繼去年推出全港首個免觸式泊車服務後，今年再創新猷，推出「無感泊車支付」升級功能，進一步提升客戶體驗。另外，為方便換領禮品，在疫情爆發後，新地商場設置了智能禮品換領站，讓The Point by SHKP會員憑積分可自助換領禮品。

全港最大免觸式泊車及「無感泊車支付」服務網絡

The Point by SHKP推出僅一年多，參與商場增至20個，會員人數已超逾800,000。會員的泊車服務最近再度升級，推出「無感泊車支付」功能。會員只需啟動免觸式泊車服務及綁定信用卡後，駛車進入提供免觸式泊車服務的商場停車場時，自動車牌識別系統會識認所登記的車牌號碼，會員在入車、出車時，毋須停車或拍卡，閘桿即會自動升起，泊車費則在車輛離開商場時自動於The Point by SHKP帳戶內已綁定的信用卡繳付。

目前，共有18個新地商場提供免觸式泊車及「無感泊車支付」服務，屬全港同類網絡中最大，為會員帶來暢通無阻的泊車及繳費新體驗。

應用「生物認證」功能 快捷安全

新引入的「生物認證」功能讓The Point by SHKP會員透過使用儲存於手提電話或流動裝置上的生物識別憑證，以Face ID、Touch ID或指紋認證代替密碼，以更快捷、更安全的方式登入會員帳戶及換領獎賞。

增設智能禮品換領站

為讓The Point by SHKP會員避免在疫情期間排隊等候換領禮品，16個新地商場特別設置智能禮品換領站。會員憑積分可自助換領禮品，供選擇的禮品逾250種，至今已有近一萬人次透過智能禮品換領站換領禮品。由於多國實施旅遊限制，市民對留港度假的需求增加，禮品選擇方面增添了更多與酒店住宿相關的選項。The Point by SHKP會員憑積分可以優惠價格換領酒店套票。

The Point by SHKP participating malls The Point by SHKP參與商場

APM [*]	East Point City [*] 東港城 [*]
K-Point 錦薈坊	Harbour North [*] 北角匯 [*]
HomeSquare [*]	Landmark North [*] 上水廣場 [*]
Metroplaza [*] 新都會廣場 [*]	Metropolis Plaza [*] 新都廣場 [*]
Mikiki [*]	MOKO [*] MOKO新世紀廣場 [*]
New Town Plaza [*] 新城市廣場 [*]	Park Central [*] 將軍澳中心 [*]
Tai Po Mega Mall [*] 大埔超級城 [*]	Tsuen Wan Plaza [*] 荃灣廣場 [*]
Uptown Plaza [*] 新達廣場	V City [*]
V Walk [*]	WTC [*] WTC世貿中心 [*]
YOHO MALL [*] YOHO MALL形點 [*]	Yuen Long Plaza [*] 元朗廣場 [*]

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

* 商場停車場提供免觸式泊車及「無感泊車支付」功能服務