



Using the SHKP Malls App's takeaway ordering service platform, customers can place orders at participating restaurants to enjoy delicacies and earn The Point bonus points while staying at home to fight the virus
顾客可在“新地商场”App外卖自取平台参与餐厅下单，留客抗疫也可品尝美食的同时赚取The Point积分

SHKP malls render all-round support to tenants amid the pandemic

新地商场在疫情下全方位支援商户

Since the COVID-19 outbreak early this year, the Group has initiated a wide range of measures in its malls to help tenants cope with the impact of the pandemic. Apart from strengthening precautions in the malls, the Group has offered several months of base rent concessions to tenants and launched a series of campaigns to draw consumers to the malls.

Takeaway ordering service hotlines set up to support eateries

Restaurants employ a large number of frontline workers. To help them continue to do business and retain employees amid the pandemic, the Group set up takeaway ordering service hotlines for 22 SHKP malls in March, which is considered to be the first of its kind among malls in Hong Kong. Customers may enquire about takeaway information from different restaurants in participating malls by phone or WhatsApp messages and enjoy special discounts or cash coupons. The takeaway ordering service hotlines have received almost 5,000 customer enquiries and takeaway orders per month, on average.

The Group recently expanded its takeaway ordering service to the SHKP Malls App. Starting from late August, members of The Point by SHKP can just tap the SHKP Malls App to place orders, pay and enjoy special discounts, earning The Point bonus points automatically. The handy service is now available across 10 SHKP malls, covering almost 100 restaurants. It is expected that the number of participating restaurants will almost double by end of this year, providing convenient, caring takeaway ordering service for customers while expanding the sales channels of food and beverage tenants.

Spending reward campaigns are on every month

Since February, the Group has organized a series of mall privileges and spending reward campaigns to draw customers to its malls. Spending reward campaigns are on almost every month, including 'Rewards from Heart, Everybody Wins' Lucky Draw; 'Every Day is a Reward Day!'; 'The Point Days'; and 'Love Shopping' Spending Reward Campaign. A number of SHKP malls have collaborated with merchants to roll out exclusive privileges for customers. The Group expects to offer at least HK\$70 million worth of spending rewards by the end of the year to attract consumers and help tenants increase sales.

自今年初2019冠状病毒疫情爆发以来，集团在旗下商场推出多项措施，全方位协助商户应对疫情所带来的影响。除了强化商场的防疫工作外，集团亦向租户提供一连数月的基本租金宽减，并推出一系列刺激消费的活动。

设立外卖自取热线 协助餐厅

餐饮业雇用大批前线员工。为协助他们在疫情下继续经营，保障就业，集团已于三月已为22家新地商场设立外卖自取热线，

是全港首批成立外卖热线的商场。顾客通过电话或WhatsApp信息，即可查询参与商场不同餐厅的外卖信息，兼享餐饮优惠或现金券奖赏。外卖自取热线自推出以来，平均每个月收到近5,000个顾客查询及外卖订单。

集团最近将外卖自取服务扩展至“新地商场”App。自八月底起，The Point by SHKP会员可在“新地商场”App内，直接点餐及付款，享用优惠，且能实时赚取The Point积分，简单便捷。目前，共10个新地商场率先推出，近100家餐厅参与。预计今年底，参与餐厅的数目会增加近一倍，为顾客带来贴心、便捷的外卖自取服务，同时为餐饮业商户开拓销售渠道。

消费奖赏活动月月有

自二月起，集团推出了一系列商场优惠及消费奖赏计划，吸引顾客到商场消费。至今差不多每个月都有举办消费奖赏计划，包括“心意分享 人人有奖”抽奖活动、“万元狂赏”活动、“The Point Days 积分倍赏大日子”及好“赏”购物消费礼遇活动等。多个新地商场更与商户合作，推出专属消费购物优惠给予顾客。年内，集团预计最少将送出7,000万港元消费奖赏，以刺激消费，协助商户增加销售额。