



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

顧客可在「新地商場」App外賣自取平台的參與食肆下單，留家抗疫亦可品嚐美食兼賺取The Point積分

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

新地商場在疫情下全方位支援商戶

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冠狀病毒疫情爆發以來，集團在旗下商場推出多項措施，全方位協助商戶應付疫情所帶來的影響。除了強化商場的防疫工作外，集團亦向租戶提供一連數月的基本租金寬減，並推出一系列刺激消費的活動。

設立外賣自取熱線 協助食肆

有見餐飲業僱用大批前線員工，為協助他們在疫情下繼續經營，保障就業，集團早於三月已為22個新地商場設立外賣自取熱

線，可算是全港首批成立外賣熱線的商場。顧客透過電話或WhatsApp短訊，即可查詢參與商場不同食肆的外賣資訊，兼享餐飲優惠或現金券獎賞。外賣自取熱線自推出以來，平均每個月收到近5,000個顧客查詢及外賣訂單。

集團最近將外賣自取服務擴展至「新地商場」App。於八月底起，The Point by SHKP會員可在「新地商場」App內，直接點餐及付款，享用優惠，兼且即時賺取The Point積分，簡單便捷。目前，共10個新地商場率先推出，近100間餐廳參與。預計今年底，參與餐廳的數目會增加近一倍，為顧客帶來貼心、方便的外賣自取服務，同時為餐飲業商戶開拓銷售渠道。

消費獎賞活動月月有

自二月起，集團推出了一連串商場優惠及消費獎賞計劃，吸引顧客到商場消費。至今差不多每個月都有舉辦消費獎賞計劃，包括「心意分享 人人有獎」抽獎活動、「萬元狂賞」活動、「The Point Days 積分倍賞大日子」及好「賞」購物消費禮遇活動等。多個新地商場更與商戶合作，推出專屬消費購物優惠予顧客。年內，集團預計將最少送出7,000萬港元消費獎賞，以刺激消費，協助商戶增加銷售額。