

The Group rolls out the Day Day Lucky Draw to encourage the public to get the jab soon

“齐齐打疫苗 日日有奖抽” 集团鼓励及早接种疫苗



Patrick Nip, Secretary for the Civil Service of the Government of the HKSAR, (back, sixth right) visits Sun Hung Kai Centre and joins Group Chairman & Managing Director Raymond Kwok (back, fifth right) to show their support for the SHKP employees receiving the vaccines
香港特区政府公务员事务局局长聂德权(后排,右六)亲临新鸿基中心,与集团主席兼董事总经理郭炳联(后排,右五)一起为接种疫苗的新地员工打气

To support the Hong Kong Government's Early Vaccination for All campaign, the Group is offering over HK\$10 million in lucky draw prizes to encourage the public and SHKP staff to receive vaccines early, with prizes funded by the Group and the Kwok family.

Lucky draws worth HK\$10 million

The Day Day Lucky Draw is now open for registration. All Hong Kong permanent residents who are 18 or older and have received two doses of a COVID-19 vaccine in Hong Kong can join. For 62 days in a row, from 1 July to 31 August 2021, 112 fabulous prizes will be awarded each day. In other words, there will be nearly 7,000 winners, which will be equally split between the public and SHKP staff. The prizes include iPhone 12 with SmarTone 5G SIM only 12-month plans, SHKP Hotels staycation packages and dining vouchers, The Point by SHKP bonus points and YATA cash coupons.

The first property developer to join the Government's outreach vaccination service

The Group was the first property developer to participate in the Government's outreach vaccination service. On the first vaccination day, nearly 200 staff received a vaccine at Sun Hung Kai Centre, the Group's head office in Wan Chai. Staff were offered time off for rest after the vaccination and the following day. To better address concerns about getting the vaccine, the Group earlier provided free COVID-19 pre-vaccination medical examinations for staff and their immediate families.



In the presence of a representative of a CPA firm, the Day Day Lucky Draw will run each day for 62 days in a row, with 112 fabulous prizes given out each day
在会计师事务所代表见证下,“齐齐打疫苗 日日有奖抽”将连续62日,每日抽奖,每日送出112份丰富奖品

为响应香港政府的“全城启动 快打疫苗”运动,集团鼓励市民和集团员工尽快接种疫苗,推出了总值超过1,000万港元的大抽奖。奖品由集团和郭氏家族一同出资。

千万港元大抽奖

“齐齐打疫苗 日日有奖抽”活动现正接受登记,所有在香港完成接种两剂新冠疫苗年满18岁的香港永久性居民即可参加。在今年7月1日至8月31日期间,连续62日每日抽奖,每日送出112份丰富奖品,得奖幸运儿接近7,000人,由公众及集团员工各占一半。奖品包括iPhone 12连SmarTone 5G SIM only 12个月月费计划、新地酒店度假住宿套票及餐饮现金券、The Point by SHKP积分及一田现金礼券。

首家地产发展商参与政府外展疫苗接种

另外,集团参与政府外展疫苗接种服务,成为首家参与服务的地产发展商。在首个接种日,近200名员工在集团总部湾仔新鸿基中心接种疫苗。员工可于接种当天和翌日居家休息。为了让员工安心接种疫苗,集团此前更为员工及其直系家属安排免费新冠疫苗注射前检查。

The Group is named Asia Pacific's Best Real Estate Company for the 15th time

集团第15年荣获“亚太区最佳地产公司”殊荣

In the Asia's Best Companies 2021 survey, organized by financial magazine *FinanceAsia*, the Group's overall excellence was recognized by investors and analysts, who named it Asia Pacific's Best Real Estate Company for the 15th time, a testament to the Group's solid foundation and seasoned management team. In the Hong Kong region, the Group continued to be recognized with the Hong Kong's Most Committed to Environmental Stewardship award.

The annual Asia's Best Companies survey invites investors and analysts to evaluate Asia's listed companies in terms of overall management, investor relations, and commitment to environmental, social and corporate governance policies. Listed companies with the most outstanding performance during the year are recognized for their efforts.

在财经杂志《FinanceAsia》举办的“2021年度亚洲最佳公司”选举中,集团凭着整体卓越表现,第15年获投资者及分析员评选为“亚太区最佳地产公司”,足证实力雄厚,管理团队表现出色。在香港区评选中,集团继续获取“香港最致力于环境管理”大奖。

主办方每年举办“亚洲最佳公司”选举,邀请投资者及分析员根据区内上市公司的整体管理、与投资者关系,以及在环保、社会责任及企业管治方面的表现做出评分,以表扬在年内表现最突出的上市公司。



The Group again receives the Asia Pacific's Best Real Estate Company and the Hong Kong's Most Committed to Environmental Stewardship awards from *FinanceAsia*
集团再获《FinanceAsia》颁发“亚太区最佳地产公司”及“香港最致力于环境管理”两大奖项

East Point City, Landmark North and PopWalk receive the Best of Mob-Ex – Brand of the Year grand award

东港城、上水广场及天晋汇荣获“手机市场推广卓越大奖—年度最佳品牌”大奖

In recent years, SHKP Malls have leveraged technology to provide a more premium customer service experience and have received various forms of recognition from the industry. The latest winning campaign was Crazy Sale eStore, which was a joint promotion launched by East Point City, Landmark North and PopWalk. The campaign achieved remarkable results at the Mob-Ex Awards 2021, Asia e-Commerce Awards 2021, and Loyalty & Engagement Awards 2021, organized by the marketing publication *Marketing Magazine*, taking home 20 accolades, including the top honour Best of Mob-Ex – Brand of the Year.



The Crazy Sale eStore campaign, jointly held by East Point City, Landmark North and PopWalk, receives 20 prizes from *Marketing Magazine*
东港城、上水广场及天晋汇的“折上折疯抢Online Sale”活动获《Marketing Magazine》颁发共20个奖项

Seizing the online sales and marketing opportunities amid the pandemic, East Point City, Landmark North and PopWalk rolled out the Crazy Sale eStore with the support of The Point by SHKP members' platform. Customers bought e-coupons at big bargains at home and went shopping later at the malls. The three malls made use of Facebook Live and a variety of other channels to promote the offers and attract target customers. Its Facebook Live platform recorded over one million views. About 90% of the e-coupons were sold out on the launch day. Online customers were converted to offline, generating more shopping and retail sales, resulting in a successful omnichannel marketing campaign.

新地商场近年致力应用科技,为顾客带来更优质的服务,屡获业界表扬。东港城、上水广场及天晋汇凭借联手推出的“折上折疯抢Online Sale”活动,在市场推广杂志《Marketing Magazine》主办的“手机市场推广大奖2021”、“亚洲电子商务大奖2021”及“忠诚度与联系大奖2021”中,成绩优异,获颁20个奖项,其中包括最高荣誉“手机市场推广卓越大奖—年度最佳品牌”大奖。

在疫情下,东港城、上水广场及天晋汇把握网上营销机遇,联手推出“折上折疯抢Online Sale”优惠网,通过新地商场综合会员计划的会员平台,让顾客在家中都能以超低价疯狂扫电子优惠券,之后再到店购物。商场同时运用Facebook直播及其他各种宣传渠道,推介产品优惠,全方位吸引目标客群。Facebook直播创出共超过100万浏览人次的纪录,九成电子优惠券即日售罄,成功吸引顾客从线上预购,再把人流引到线下购物及取货,刺激消费欲,带动商户生意上升,成功打造全渠道营销活动。

ICC Light and Music Show presents Mother's Day and Father's Day specials

“ICC声光耀维港”母亲节和父亲节特别版

Since 2013, the ICC Light and Music Show has been running different themed music shows on the ICC facade every evening to spread positive vibes in Hong Kong. Earlier, during Mother's Day and Father's Day, the ICC facade displayed additional messages and patterns of love to give thanks for moms and dads.

“ICC声光耀维港”自2013年起，每晚在ICC外墙上演不同主题的音乐表演，为香港传递正能量。此前母亲节和父亲节时，更特别加入播放感谢母亲和父亲的温馨语句和图案，向每一位爸爸妈妈致敬。



Group former Executive Director Kwong Chun passes away

集团前执行董事邝准辞世

The Group's former Executive Director Kwong Chun passed away in May. Mr. Kwong worked for Kwok Tak-seng, the late founder of the Group, in Eternal Enterprises Limited from 1962 to 1972. He joined Sun Hung Kai Properties Limited in 1972 when the company was listed. He became an Executive Director of the Group in 1992, spearheaded the development of the Group's property business in southern China, and helped build the Group's premium brand on the mainland. In addition, Mr. Kwong established Hong Yip Service Company Ltd. in 1967 and was the Chairman. He introduced pioneering services and innovations to boost the development of Hong Kong's property management industry, and received numerous awards and other forms of recognition from professional organizations.

Mr. Kwong made a valuable contribution to the Group's development during his dedicated service of nearly 49 years to the Group, in particular for serving as an Executive Director for more than 28 years. Mr. Kwong will be remembered by all the members of the Group.

集团前执行董事邝准于今年五月与世长辞。邝先生自1962年起服务于永业有限公司，为集团已故创办人郭得胜工作；并于1972年新鸿基地产集团发展有限公司上市时加盟公司。邝先生于1992年成为集团执行董事，领导集团在华南地区的地产开发业务工作，协助集团在内地建立优质品牌。此外，邝先生于1967年创立康业服务有限公司，担任主席一职，多年来锐意创新，致力推动本地物业管理发展，屡获专业团体颁发奖项及其他形式的嘉许。

邝先生服务集团近49年，期间更出任执行董事超过28年，对推动集团发展贡献良多。集团同仁将会永远怀念邝先生。

Sun Hung Kai Real Estate Agency Limited appoints Director

新鸿基地产代理有限公司委任董事



Sun Hung Kai Real Estate Agency Limited announced that Albert Lau has been appointed as a Director of the company with effect from 3 May 2021.

Mr. Lau has almost 30 years of extensive experience in the mainland market. He joined the Group in 2017 as the Executive Director of Sun Hung Kai Properties (China) Limited. Mr. Lau is responsible for the property investment and development, as well as the operations management on the mainland.

新鸿基地产代理有限公司宣布，委任刘德扬为董事，自2021年5月3日起生效。

刘德扬于内地市场拥有近30年的丰富营运经验。自2017年加入集团后，刘德扬为新鸿基地产（中国）有限公司执行董事，负责内地物业投资发展业务、项目开发及运营管理。