



Shanghai malls jointly introduce the 'SHKP i club' premium integrated-loyalty programme

上海商場聯手推出「新地尊享會」高端綜合會員計劃

The Group's Shanghai shopping malls have joined together to start the 'SHKP i club' programme. The aim of the premium integrated-loyalty programme is to deliver a superior, more convenient cross-mall consumption and shopping experience to customers, covering Shanghai IFC Mall, IAPM, One ITC mall, Two ITC mall and Shanghai Central Plaza. The participating malls consolidated their individual membership programmes into an upgraded, integrated-loyalty programme across malls, to strengthen the synergy among the landmark commercial integrated projects.



Shanghai IFC Mall, IAPM, One ITC mall, Two ITC mall and Shanghai Central Plaza join hands to roll out the 'SHKP i club' premium integrated-loyalty programme, creating a better business environment for merchants and building closer ties with customers

上海國金中心商場、環貿IAPM、One ITC商場、Two ITC商場和上海中環廣場聯手推出「新地尊享會」高端綜合會員計劃，為商戶創造更佳的營商環境，與顧客建立更緊密的連繫

Earn bonus points and redeem privileges for shopping across malls via a one-stop self-service platform

'SHKP i club' members can earn bonus points at over 600 merchants in the five participating malls, and enjoy year-round privileges from over 100 brands. Customers can register as members with spending receipts at the participating malls through the malls' WeChat mini-programme, where members can register for bonus points and redeem their bonus points for rewards. Members can also pay parking fees, enjoy free parking, or use their bonus points to reduce parking fees through their mobile phones.

The five malls also kicked off 'cloud shopping' at their online stores, presenting popular merchandise from quality merchants. Customers can therefore enjoy shopping with bonus points earned for both online and offline shopping.

Privileged membership offers personalized member's benefits

To provide personalized service and privileges for attentive service, the 'SHKP i club' programme membership is divided into five tiers, based on the member's accumulated spending in the calendar year. Personalized privileges include previews of new products and VIP shopping, reservations for queue-jumping entry, reserved parking lots and valet parking service, gift ordering, and more. Members will also have the opportunity to participate in various brand events in the malls, new product launch parties, art exhibitions and other privileged interactions.

最近，集團位於上海的商場聯手推出「新地尊享會」高端綜合會員計劃，為顧客帶來更優質、更便捷的跨商場消費購物體驗。參與計劃的上海國金中心商場、環貿IAPM、One ITC商場、Two ITC商場和上海中環廣場將各自的會員制度整合為一，升級為跨商場的綜合會員計劃，加強各地標商業綜合項目的協同效應。

跨商場消費·賺取積分·換領獎賞 一站式自助平台

「新地尊享會」會員可在參與計劃的五大商場內逾600個商戶統一賺取積分，享用逾100個品牌提供的全年專屬禮遇。顧客只需於參與計劃的商場消費，透過商場的微信小程序平台，登記成為會員，即可在系統內自助登記積分及換領獎賞。會員亦可透過手機自助辦理「停車繳費」、享用免費泊車或以積分扣減泊車費用等優惠。

五大商場更與優質商戶合作，在網上商城展示熱賣商品，供顧客線上「雲購物」，讓顧客的線上、線下消費均可賺取積分，盡情享受購物樂趣。

尊尚會籍 會員禮遇個人化

「新地尊享會」計劃根據會員於日歷年內的累積消費金額，劃分五個會籍等級，提供個人化的服務及禮遇，建立貼心的服務體驗。個人化的禮遇包括新產品預覽及優先購物、預約免排隊入店、享用專屬泊車位與代客泊車服務以及禮品訂製等。會員更有機會參與商場品牌的各類活動、新品發布會以及藝術展覽等專屬互動體驗。