

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

「齊齊打疫苗 日日有獎抽」 集團鼓勵及早接種疫苗



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
香港特區政府公務員事務局局長聶德權 (後排, 右六) 親臨新鴻基中心, 與集團主席兼董事總經理郭炳聯 (後排, 右五) 一起為接種疫苗的新地員工打氣

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
在會計師行代表見證下, 「齊齊打疫苗 日日有獎抽」將連續62日, 每日抽獎, 每日送出112份豐富獎品

為響應香港政府的「全城起動 快打疫苗」運動, 集團鼓勵市民和集團員工盡快接種疫苗, 推出了總值超過1,000萬港元的大抽獎。獎品由集團和郭氏家族一同出資。

千萬港元大抽獎

「齊齊打疫苗 日日有獎抽」活動現正接受登記, 所有在香港完成接種兩劑新冠疫苗年滿18歲的香港永久性居民即可參加。在今年7月1日至8月31日期間, 連續62日每日抽獎, 每日送出112份豐富獎品, 得獎幸運兒接近7,000人, 由公眾及集團員工各佔一半。獎品包括iPhone 12連SmarTone 5G SIM only 12個月月費計劃、新地酒店宅度假住宿套票及餐飲現金券、The Point by SHKP積分及一田現金禮券。

首家地產發展商參與政府外展疫苗接種

另外, 集團參與政府外展疫苗接種服務, 成為首家參與服務的地產發展商。在首個接種日, 近200名員工在集團總部灣仔新鴻基中心接種疫苗。員工可於接種當天和翌日留家休息。為了讓員工安心接種疫苗, 集團早前更為員工及其直系家屬安排免費新冠疫苗注射前檢查。

The Group is named Asia Pacific's Best Real Estate Company for the 15th time 集團第15年榮獲「亞太區最佳地產公司」殊榮

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.

在財經雜誌《FinanceAsia》舉辦的「2021年度亞洲最佳公司」選舉中, 集團憑著整體卓越表現, 第15年獲投資者及分析員評選為「亞太區最佳地產公司」, 足證實力雄厚, 管理團隊表現出色。在香港區評選中, 集團繼續獲取「香港最致力於環境管理」大獎。

大會每年舉辦「亞洲最佳公司」選舉, 邀請投資者及分析員根據區內上市公司的整體管理、與投資者關係, 以及在環保、社會責任及企業管治方面的表現作出評分, 以表揚在年內表現最突出的上市公司。



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*
集團再獲《FinanceAsia》頒發「亞太區最佳地產公司」及「香港最致力於環境管理」兩大獎項

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

東港城、上水廣場及天晉滙榮獲「手機市場推廣卓越大獎—年度最佳品牌」大獎

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.

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.



The Crazy Sale eStore campaign, jointly held by East Point City, Landmark North and PopWalk, receives 20 prizes from *Marketing Magazine*
東港城、上水廣場及天晉滙的「折上折瘋搶Online Sale」活動獲《Marketing Magazine》頒發共20個獎項

新地商場近年致力應用科技, 為顧客帶來更優質的服務, 屢獲業界表揚。東港城、上水廣場及天晉滙憑藉聯手推出的「折上折瘋搶Online Sale」活動, 在市場推廣雜誌《Marketing Magazine》主辦的「手機市場推廣大獎2021」、「亞洲電子商務大獎2021」及「忠誠度與聯繫大獎2021」中, 成績優異, 獲頒20個獎項, 當中包括最高榮譽「手機市場推廣卓越大獎—年度最佳品牌」大獎。

在疫情下, 東港城、上水廣場及天晉滙把握網上營銷機遇, 聯手推出「折上折瘋搶Online Sale」優惠網, 透過新地商場綜合會員計劃的會員平台, 讓顧客安在家中都能以超抵價瘋狂掃電子優惠券再到店購物。商場同時運用Facebook直播及其他各種宣傳渠道, 推介產品優惠, 全方位吸引目標客群。Facebook直播創出合共超過100萬瀏覽人次的紀錄, 九成電子優惠券即日售罄, 成功吸引顧客在線上預購並把人流引到線下購物及取貨, 刺激消費意慾, 帶動商戶生意上升, 成功打造全渠道營銷活動。

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

「ICC聲光耀維港」母親節和父親節特別版

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聲光耀維港」自2013年起，每晚在ICC外牆上演不同主題的音樂表演，為香港發放正能量。早前母親節和父親節時，更特別加插播放感謝母親和父親的溫馨語句和圖案，向每一位爸爸媽媽致敬。



Group former Executive Director Kwong Chun passes away

集團前執行董事鄭準辭世

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.

集團前執行董事鄭準於今年五月與世長辭。鄭先生自1962年起服務於永業有限公司，為集團已故創辦人郭得勝工作；並於1972年新鴻基地產集團發展有限公司上市時加盟公司。鄭先生於1992年成為集團執行董事，領導集團在華南地區的地產開發業務工作，協助集團在內地建立優質品牌。此外，鄭先生於1967年創立康業服務有限公司，擔任主席一職，多年來銳意創新，致力推動本地物業管理發展，屢獲專業團體頒發獎項及其他形式的嘉許。

鄭先生服務集團近49年，期間更出任執行董事超過28年，對推動集團發展貢獻良多。集團全人將會永遠懷念鄭先生。

Sun Hung Kai Real Estate Agency Limited appoints Director

新鴻基地產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.

新鴻基地產代理有限公司宣佈，委任劉德揚為董事，自2021年5月3日起生效。

劉德揚於內地市場擁有近30年的豐富營運經驗。自2017年加入集團後，劉德揚為新鴻基地產（中國）有限公司執行董事，負責內地物業投資發展業務、項目開發及營運管理。