

SHKP malls boost traffic and shopping through comprehensive initiatives

With the gradually subdued pandemic in Hong Kong and rising consumer sentiment, SHKP malls have leveraged their offline and online platforms to proactively launch comprehensive measures and marketing campaigns to help retail tenants seize opportunities and enhance the shopping experience for consumers. To address the unprecedented challenges presented by the COVID-19 pandemic, the Group has adapted to the evolving circumstances with appropriate and innovative measures. At the beginning of the outbreak, the Group introduced various anti-pandemic measures. In addition, SHKP malls deployed innovative technologies, upgraded their hardware, and continued their asset-enhancement works to raise hygiene standards and service quality. Following the disbursement of the Government's Consumption Voucher Scheme, SHKP malls launched comprehensive marketing campaigns to add shopping fun for consumers.

Through The Point by SHKP, the integrated loyalty programme for its malls, and the SHKP Malls App, the Group directly communicates with over 1.5 million members for various reward campaigns. SHKP malls partnered with major payment gateways, business partners and mall tenants to roll out the More Rewards, Double Joy cash rewards promotion to help tenants capture business opportunities from the Government's Consumption Voucher Scheme. In addition, the time-limited Consumption Voucher Mission was launched on the SHKP Malls App in October, using an innovative approach to boost shopping among members. To meet the growing interest for activities in comfortable venues, a number of SHKP malls have revitalized their space with new indoor and outdoor sports, recreational and pet-friendly facilities. SHKP malls continue to arrange comprehensive, exciting installations and events to boost traffic and shopping.

More Rewards, Double Joy distributes cash vouchers worth over \$17 million

The Government disbursed the first consumption vouchers under the Consumption Voucher Scheme in August. In response, SHKP malls swiftly launched the More Rewards, Double Joy cash rewards promotion. Cash vouchers worth over HK\$17 million are being distributed over five months to encourage shoppers to use their consumption vouchers and boost the retail market.

From 1 August to 31 December, shoppers spending a designated amount of consumption vouchers in 22 SHKP malls will receive designated mall or merchant certificates every day. In collaboration with stored value facility operators, SHKP malls offer various additional benefits or rewards to shoppers choosing to receive consumption vouchers through different

stored-value facilities. Upon redemption of the vouchers for rewards, The Point by SHKP members will receive extra bonus points monthly on top of the basic bonus points.

Following the disbursement of the first consumption voucher in August, traffic in SHKP malls has seen remarkable growth compared to that in July. Sales revenue at food and beverage outlets and other retailers has also increased. Spending of The Point by SHKP members has recorded a noticeable upswing, in particular in regional malls. The Government disbursed the second consumption vouchers in October. Riding on the success of the first consumption voucher promotion, SHKP malls rolled out the second wave consumption voucher rewards promotion with more spending benefits. Shoppers may continue to participate in the More Rewards, Double Joy cash rewards promotion. They can also use the same receipts to complete the time-limited Consumption Voucher Mission on the SHKP Malls App to earn rewards.

SHKP Malls App launches new 5G smart service

Early this year, certain SHKP malls introduced 5G Smart Restrooms, with real time occupancy of restrooms shown on a digital signage at the restroom entrances for customers to estimate the queuing time, which effectively diverts customers to less busy restrooms. The service has also helped stimulate foot traffic in the malls. To further enhance customer service, the SHKP Malls App provides 5G real-time information for certain facilities and services. Customers can now conveniently view the real-time occupancy of Smart Restrooms, Smart Baby Care and Nursery Rooms, and Smart Customer Care Centres on their mobile phones.



SHKP malls' More Rewards, Double Joy cash rewards promotion and various reward campaigns have drawn considerable traffic and sales revenue for tenants (Photo on left: East Point City; photo on right: V City)

新地商场推出“消费券加码赏”现金奖赏活动及多个奖赏活动，为商户带来可观的人流及营业额（图左：东港城；图右：V City）



Tai Po Mega Mall's Cute Pets Creative Market offers autumnal photo spots for pet owners to take snapshots with their pets
大埔超级城的“萌宠手作市集”设有秋日“打卡”场景，供主人与宠物合照

The Smart Service is provided by facilities equipped with a high-speed 5G network and multiple sensors to provide customers with real-time occupancy information through the SHKP Malls App. Customers simply tap on the SHKP Malls App, select the mall they are in and choose the Restroom/Baby Care or Customer Care Centre button to view the availability, approximate waiting time and location of the facilities on different floors of the mall. Customers can then go to less busy restrooms, or baby care and nursery rooms, or plan their journey ahead to better utilize their shopping and leisure time.

Currently, the 5G real-time occupancy information about Smart Restrooms, Smart Baby Care and Nursery Rooms, and Smart Customer Care Centres is available in APM, Metroplaza, MOKO, V City and V Walk, with other SHKP malls in the pipeline. It is expected that this Smart Service would be available at all major SHKP malls by the end of 2021.

Indoor and outdoor recreational facilities

To meet the growing interest in outdoor activities, a number of recreational amenities incorporating green and wellness concepts were added in selected SHKP malls in the past year. New Town Plaza, for example, has a new SportZone on the L5 outdoor platform. The facility is Hong Kong's first outdoor grass sports park and includes seven outdoor sport zones: a rock-climbing zone, a freestyle fitness zone, a basketball court, a grass jogging trail, five-metre high grass slides, 17-metre-long hanging balance beams and a mountain-themed rest zone. The mall has a Kids & Pets Park on the L3 outdoor platform, where kids and kidults can take their furry friends for fun. There is also a pet camping themed installation, which is the first of its kind in local malls, for pet owners to enjoy camping with their pets.

APM set up an outdoor glamping site on L7. To showcase a comfortable, leisure holiday concept, the glamping site is equipped with indoor and outdoor fun zones, as well as fitness and leisure facilities, making it a popular photo spot for hiking enthusiasts.

A number of SHKP malls have introduced bike-parking facilities. Some even have bike repair self-service stations and cycling guides. The added service is very convenient for bike tour lovers and residents going shopping nearby by bicycle. The service is available at New Town Plaza, Ocean PopWalk, Tai Po Mega Mall, Park Central, V City, V Walk, YOHO MALL and Yuen Long Plaza.



Kids and kidults can take their furry friends to Kids & Pets Park in New Town Plaza for fun
大小朋友可带同宠物到新城市广场“儿童及宠物同乐园”游玩

Separately, APM and MOKO are enhancing their outdoor leisure facilities. New Town Plaza is working on an enlivening project to renovate different floors in phases. The staircases on both sides of the L1 entrance arena are now decorated with greenery, becoming a nice photo hotspot. More seats are now available for a leisurely atmosphere.

Exciting campaigns

SHKP malls have also organized a series of exciting campaigns, attracting customers to participate, play, and take instagrammable photos. APM integrated digital technology, sports and the popular staycation concept into the first digital Sportcation Hub among local malls, encouraging people to exercise more. Customers can try the motion cycling race, take the basketball challenge, jump on the interactive digital running track, and even experience glamping.

Harbour North is holding the first complimentary art exhibition dedicated to dogs in Hong Kong. The Dog Art Gallery presents 50 pieces of dog-themed multimedia paintings and art installations, created by the US artist Michel Keck, with different dog breeds as the subject. Dog lovers are welcome to tap into the visual arts world with their pets.

Metroplaza is featuring a Meow Plaza. A five-metre tall giant cat installation, with yarn balls and other giant cat toys, is displayed in the Piazza. The outdoor area is adorned with magical light shows in the evening. At the Sky Garden, colourful lighting effects are cast over 25 cat installations in the Sky House, making it a must-visit spot for cat lovers to take snapshots with their furry friends.

This Autumn, Tai Po Mega Mall has organized a Cute Pets Creative Market for pet lovers, where pet owners can find a great variety of pet accessories. Their furry friends will be excited about the obstacle games and autumnal photo spots.

新地商场藉多元化措施 吸引人流及刺激消费

随着香港疫情逐步受控及市民消费欲回升，新地商场结合实体和在线平台，积极推出多元化的措施及推广活动，以协助零售租户把握商机，同时为消费者缔造更好的购物体验。为应对2019冠状病毒带来前所未有的挑战，集团因时制宜，适时作出合适及崭新的安排，除了在疫情爆发初期，推行多项防疫举措外，新地商场也引进创新科技、提升商场硬件，以及持续进行物业优化工程，以提高卫生标准和服务品质。近期，还借助政府的“消费券计划”推出全面的市场推广活动，为消费者增添购物乐趣。

集团通过其商场综合会员计划The Point by SHKP及“新地商场”App，直接与超过150万名会员联系，并设立多种奖赏活动。新地商场亦与主要支付平台、业务伙伴和商场租户合作，推出“消费券加码赏”现金奖赏活动，协助租户把握政府“消费券计划”所带来的商机；更于十月在“新地商场”App加推“消费券限时任务”，以创新形式刺激会员消费。随着市民对在舒适的场地进行活动的兴趣大增，集团属下多间商场善用其空间，增设室内外运动、康乐及宠物友善设施。新地商场继续推出多元化、精彩好玩的特色布置及活动，以带动人流和刺激消费。

“消费券加码赏”派发逾1,700万港元现金券

为响应政府“消费券计划”于八月发放第一期消费券，新地商场即刻推出为期五个月的“消费券加码赏”现金奖赏活动，派发总值逾1,700万港元的现金券，以鼓励市民使用消费券，刺激零售消费市场。

由8月1日至12月31日，市民在新地22间商场使用电子消费券消费满指定金额，即可每日获赠指定商场或商户的赠券。新地商场更与储值支付工具营运商合作，为选用不同储值支付工具领取消费券的市民提供不同的额外优惠或奖赏。The Point by SHKP会员换领以上奖赏时，除可赚取基本积分外，每个月更可赚取额外积分。

自第一期消费券于八月份发放后，新地商场人流较七月份明显增长，餐饮美食及其他零售商的营业额亦见提升，The Point by SHKP会员的消费金额更录得显著升幅，区域性商场的表现尤其突出。政府第二期消费券于十月发放，继第一期消费券的成功经验，新地商场顺势推出消费券加码赏第二浪，送上更多消费优惠。市民除可继续参与“消费券加码赏”现金奖赏活动，更可以同一单据参与“新地商场”App内的“消费券限时任务”活动，轻松赚取奖赏。

“新地商场”App新增5G智慧服务

部分新地商场于今年初引入5G智慧洗手间后，顾客可于洗手间走廊入口的电子显示屏浏览洗手间的实时使用情况，让顾客掌握轮候时间，并有效分流顾客到使用率较低的洗手间，同时带动商场人流。为进一步提升服务品质，“新地商场”App最近为设施及服务新增5G实时信息，顾客可在手机轻松浏览智慧洗手间、智能育婴室及智能顾客服务中心的实时使用情况。

“智慧服务”通过高速5G网络及连接多个装置于有关设施邻近的传感器，通过“新地商场”App为顾客提供实时使用情况。顾客只需在“新地商场”App，选择身处商场，



V Walk and a number of SHKP malls have bike parking and self-service repair stations to serve bike tour lovers
V Walk及多个新地商场均设有单车停泊处及自助维修设施，方便热爱单车游的朋友



APM introduced the first digital Sportcation Hub among local malls, offering customers a glamping experience
APM推出全港首个商场数码运动度假“型”，让顾客体验星级户外度假营



Cat owners are welcome to bring their pets to take instagrammable photos in front of the five-metre-tall giant cat installation at Metroplaza
新都会广场设有五米高巨猫装置，欢迎一众猫奴带同主子前往“打卡”



Harbour North is exhibiting 50 dog-themed multimedia artworks, created by the US artist Michel Keck
北角汇展出美国艺术家Michel Keck的50幅狗狗主题多媒体艺术作品

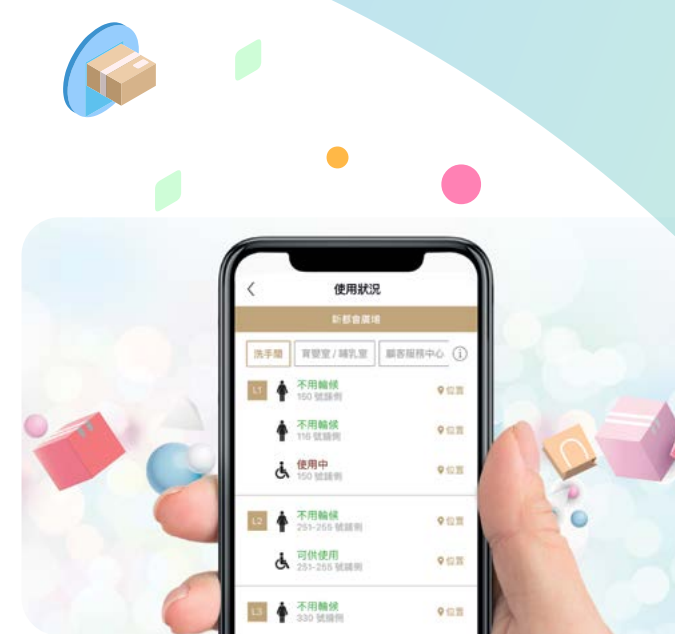
再点选“洗手间/育婴室”或“顾客服务中心”图示，即可马上浏览场内不同楼层相关设施的使用情况、大概轮候时间及位置，方便顾客前往使用率较低的洗手间或育婴室/哺乳室，或好好安排行程，善用时间购物休闲。

现在，APM、新都会广场、新世纪广场、V City及V Walk已率先提供智慧洗手间、智慧育婴室及智能顾客服务中心的5G实时使用状况浏览服务。有关服务将陆续拓展到其他新地商场，预期此项“智慧服务”可于2021年底在所有主要新地商场推出。

室内外康乐设施

发现大众对户外活动的兴趣日增，在过去一年，多间新地商场加入多项结合绿色及健康生活概念的康乐设施。以新城市广场为例，商场于五楼户外平台增设了“跃动悠园”，设施为全港首个空中草地运动公园，设有七大户外运动专区：攀石墙、无器械健身区、篮球场、草地缓跑径、五米高滑梯、17米长悬吊式平衡木走道和休闲小山坡。商场三楼户外平台设有“儿童及宠物同乐园”，让大小朋友可携同宠物到来游玩多个设施。目前，商场更设置全港首个宠物露营主题装置，打造主宠露营风尚。

APM于七楼特设星级豪华户外度假营，以舒适悠闲度假概念为主题，设有室内外玩乐区域，健体休闲配套设施，成为一众徒步爱好者的打卡潮圣地。



Metroplaza was the first SHKP mall to introduce 5G Smart Restrooms. With just a tap on the SHKP Malls App, customers can check the real-time occupancy of restrooms, and smart baby care and nursery rooms on different floors to estimate the waiting time
新都会广场为首个引入5G智慧洗手间的商场，顾客只需在“新地商场”App轻松一按，即可浏览场内不同楼层洗手间/育婴室的实时使用情况，掌握轮候时间

多间新地商场增设单车停泊处，部分甚至提供单车自助维修设施及单车游戏攻略，为热爱单车游的朋友以及喜欢骑自行车在区内购物的居民带来方便。有关商场包括新城市广场、海天晋汇、大埔超级城、将军澳中心、V City、V Walk、YOHO MALL及元朗广场。

另外，APM及MOKO新世纪广场现正优化室外休闲设施。新城市广场则正在进行空间活化工程，分阶段优化商场不同楼层，一楼罗马广场两侧楼梯已优化成绿化空间，成为“打卡”热点，并添置座位增加悠闲气氛。

精彩好玩活动

新地商场同时推出一系列精彩活动，吸引顾客到场亲身参与、游玩或“打卡”。此前，APM推出全港首个商场数码运动度假“型”，将数码科技、运动及流行的宅度假结合为“Sportcation Hub”，鼓励大家多做运动。顾客可尝试体感VR单车竞赛、接受篮球挑战，在互动数码跑道上弹跳以及体验户外豪华度假营。

北角汇现正举行全港首个狗狗专属艺术馆“爱犬•美术馆”，供市民免费参观，展出美国艺术家Michel Keck共50幅极具特色的狗狗主题多媒体画作及装置艺术品，以不同狗狗品种为题材，让爱狗人士可以与狗狗一同投入视觉艺术世界。

新都会广场现正举办“喵喵游园会”，露天广场设有五米高巨猫装置，附近布满毛线球等巨型猫玩具，晚上更有梦幻彩光于空中舞动。空中花园的天空小屋摆设了25只猫咪，配合炫彩光影灯效，吸引爱猫人士带同自家爱宠到场拍照留念。

大埔超级城于今秋，为喜爱宠物的顾客带来“萌宠手作市集”。场内除售卖各式各样的宠物精品，更设有宠物障碍玩具及秋日“打卡”场景，供爱宠玩乐。