



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)

新地商場推出「消費券加碼賞」現金獎賞活動及多個獎賞活動，為商戶帶來可觀的人流及營業額 (圖左:東港城;圖右:V City)



Tai Po Mega Mall's Cute Pets Creative Market offers autumnal photo spots for pet owners to take snapshots with their pets
大埔超級城的「萌寵手作市集」設有秋日「打卡」場景，供主人與毛孩合照



Kids and kidults can take their furry friends to Kids & Pets Park in New Town Plaza for fun
大小朋友可帶同寵物到新城市廣場「兒童及寵物同樂園」遊玩

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.

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.



新地商場藉多元化措施 吸引人流及刺激消費

隨著香港疫情逐步受控及市民消費意欲回升，新地商場結合實體和線上平台，積極推出多元化的措施及推廣活動，以協助零售租戶把握商機，同時為消費者締造更好的購物體驗。為應對2019冠狀病毒帶來前所未有的挑戰，集團因時制宜，適時作出合適及嶄新的安排，除了在疫情爆發初期，推行多項防疫舉措外，新地商場亦引進創新科技、提升商場硬件，以及持續進行物業優化工程，以提高衛生標準和服務質素。近期，還藉著政府的「消費券計劃」推出全面的市場推廣活動，為消費者增添購物樂趣。

集團透過其商場綜合會員計劃The Point by SHKP及「新地商場」App，直接與超過150萬名會員聯繫，並設立多種獎賞活動。新地商場亦與主要支付平台、業務夥伴和商場租戶合作，推出「消費券加碼賞」現金獎賞活動，協助租戶把握政府「消費券計劃」所帶來的商機；更於十月在「新地商場」App加推「消費券限時任務」，以創新形式刺激會員消費。隨著市民對在舒適的場地進行活動的興趣大增，集團屬下多間商場善用其空間，增設室內外運動、康樂及寵物友善設施。新地商場繼續推出多元化、精彩好玩的佈置及活動，以帶動人流及刺激消費。

「消費券加碼賞」派發逾1,700萬港元現金券

因應政府「消費券計劃」於八月發放第一期消費券，新地商場馬上推出為期五個月的「消費券加碼賞」現金獎賞活動，派發總值逾1,700萬港元的現金券，以鼓勵市民使用消費券，刺激零售消費市場。

由8月1日至12月31日，市民在新地22間商場使用電子消費券消費滿指定金額，即可每日獲贈指定商場或商戶的贈券。新地商場更與儲值支付工具營運商合作，為選用不同儲值支付工具領取消費券的市民提供不同的額外優惠或獎賞。The Point by SHKP會員換領以上獎賞時，除可賺取基本積分外，每月更可賺取額外積分。

自第一期消費券於八月份發放後，新地商場人流較七月份明顯增長，餐飲食肆及其他零售商的營業額亦見提升，The Point by SHKP會員的消費金額更錄得顯著升幅，區域性商場的表現尤其突出。政府第二期消費券於十月發放，繼第一期消費券的成功經驗，新地商場乘勢推出消費券加碼獎賞第二浪，送上更多消費優惠。市民除可繼續參與「消費券加碼賞」現金獎賞活動，更可以同一單據參與「新地商場」App內的「消費券限時任務」活動，輕鬆賺取獎賞。

「新地商場」App新增5G智慧服務

部分新地商場於今年初引入5G智慧洗手間後，顧客可於洗手間走廊入口的電子顯示屏閱覽洗手間的即時使用情況，讓顧客掌握輪候時間，並有效分流顧客到使用率較低的洗手間，同時帶動商場人流。為進一步提升服務質素，「新地商場」App最近為設施及服務新增5G即時資訊，顧客可在手機輕鬆閱覽智慧洗手間、智慧育嬰室及智慧顧客服務中心的即時使用情況。

「智慧服務」透過高速5G網絡及連接多個裝置於有關設施鄰近的感應器，通過「新地商場」App為顧客提供即時使用情況。顧客只需在「新地商場」App，選擇身處商場，



V Walk and a number of SHKP malls have bike parking and self-service repair stations to serve bike tour lovers
V Walk及多個新地商場均設有單車停泊處及自助維修設施，方便熱愛單車遊的朋友



APM introduced the first digital Sportcation Hub among local malls, offering customers a glamping experience
APM推出全港首個商場數碼運動度假「型」，讓顧客體驗星級戶外度假營



Cat owners are welcome to bring their pets to take instagrammable photos in front of the five-metre-tall giant cat installation at Metroplaza
新都會廣場設有五米高巨貓裝置，歡迎一眾貓奴帶同主子前往「打卡」



Harbour North is exhibiting 50 dog-themed multimedia artworks, created by the US artist Michel Keck
北角匯展出美國藝術家Michel Keck的50幅狗主題多媒體藝術作品

再點選「洗手間/育嬰室」或「顧客服務中心」圖示，即可馬上閱覽場內不同樓層相關設施的使用情況、大概輪候時間及位置，方便顧客前往使用率較低的洗手間或育嬰室/哺乳室，或好好安排行程，善用時間購物消閒。

現時，APM、新都會廣場、新世紀廣場、V City及V Walk已率先提供智慧洗手間、智慧育嬰室及智慧顧客服務中心的5G即時使用狀況閱覽服務。有關服務將陸續拓展到其他新地商場，預期此項「智慧服務」可於2021年底在所有主要新地商場推出。

室內外康樂設施

有見大眾對戶外活動的興趣日增，在過去一年，多間新地商場加入多項結合綠色及健康生活概念的康樂設施。以新城市廣場為例，商場於五樓戶外平台增設了「躍動悠園」，設施屬全港首個空中草地運動公園，設有七大戶外運動專區：攀岩牆、無器械健身區、籃球場、草地緩跑徑、五米高滑草梯、17米長懸吊式平衡木走道和休閒小山坡。商場三樓戶外平台設有「兒童及寵物同樂園」，讓大小朋友可攜同寵物到來遊玩多個設施。目前，商場更設置全港首個寵物露營主題裝置，打造主寵露營風尚。

APM於七樓特設星級豪華戶外度假營，以舒適休閒度假概念為主題，設有室內外玩樂區域，健體悠閒配套設施，成為一眾山型人的打卡潮聖地。



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
新都會廣場為首個引入5G智慧洗手間的新地商場，顧客只需在「新地商場」App輕鬆一按，即可閱覽場內不同樓層洗手間/育嬰室的即時使用情況，掌握輪候時間

多間新地商場增設單車停泊處，部分甚至提供單車自助維修設施及單車遊攻略，為熱愛單車遊的朋友以及喜歡踏單車在區內購物的居民帶來方便。有關商場包括新城市廣場、海天晉滙、大埔超級城、將軍澳中心、V City、V Walk、YOHO MALL及元朗廣場。

另外，APM及MOKO新世紀廣場現正優化室外休閒設施。新城市廣場則正在進行空間活化工程，分階段優化商場不同樓層，一樓羅馬廣場兩側樓梯已優化成綠化空間，成為「打卡」熱點，並添置座位增加悠閒氣氛。

精彩好玩活動

新地商場同時推出一連串精彩活動，吸引顧客到場親身參與、遊玩或「打卡」。早前，APM推出全港首個商場數碼運動度假「型」，將數碼科技、運動及流行的宅度假結合為「Sportcation Hub」，鼓勵大家多做運動。顧客可嘗試體感VR單車競賽、接受籃球挑戰、在互動數碼跑道上彈跳以及體驗戶外豪華度假營。

北角匯現正舉行全港首個狗狗專屬藝術館「愛犬•美術館」，供市民免費參觀，展出美國藝術家Michel Keck共50幅極具特色的狗狗主題多媒體畫作及裝置藝術品，以不同狗品種為題材，讓愛狗人士可以與狗狗一同投入視覺藝術世界。

新都會廣場現正舉辦「喵喵遊園會」，露天廣場設有五米高巨貓裝置，附近佈滿毛線球等巨型貓玩具，晚上更有夢幻彩光於空中舞動。空中花園的天空小屋擺放了25隻貓貓，配合炫彩光影燈效，吸引愛貓人士帶同自家毛孩到場拍照留念。

大埔超級城於今個秋日，為愛錫毛孩的顧客帶來「萌寵手作市集」。場內除售賣各式各樣的寵物精品，更設有毛孩障礙玩意及秋日「打卡」場景，供毛孩玩樂。