

SHKP

 新鴻基地產
Sun Hung Kai Properties

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SHKP malls boost traffic and shopping through comprehensive initiatives

新地商場藉多元化措施 吸引人流及刺激消費





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1. APM
2. New Town Plaza
新城市廣場
3. East Point City
東港城
4. V Walk

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Editor's Note 編者按 :

The *SHKP Quarterly* serves to provide updates on the Group's different businesses, with the aim of maintaining transparency and high standards of corporate governance. It is not intended as a promotional material.

本刊旨在為投資者提供集團業務的最新資訊，維持企業高透明度及良好的企業管治。本刊內容涵蓋集團業務的不同範疇，相關資料陳述並非用作宣傳推廣。

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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

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 adults 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 adults 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

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、精彩好玩的特色佈置及活動，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，



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

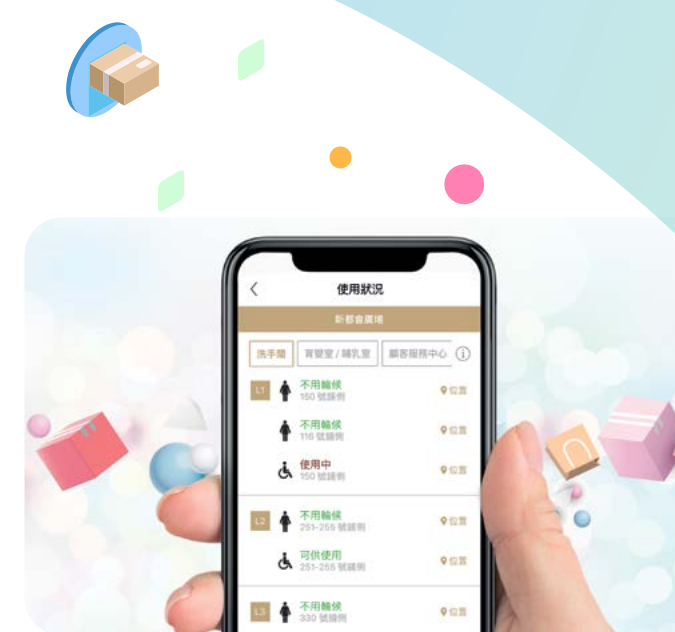
再點選「洗手間/育嬰室」或「顧客服務中心」圖示，即可馬上閱覽場內不同樓層相關設施的使用情況、大概輪候時間及位置，方便顧客前往使用率較低的洗手間或育嬰室/哺乳室，或好好安排行程，善用時間購物消閒。

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，以舒適優閒度假概念為主題，設有室內外娛樂區域，健體悠閒配套設施，成為一眾山系型人的打卡潮聖地。



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，附近布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設了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。



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

The Ocean PopWalk mall in Tseung Kwan O is now open 將軍澳海天晉滙商場現已開幕

Ocean PopWalk, which is the last phase of the PopWalk mall series, officially opened in July this year. The opening of this seafront mall in Tseung Kwan O South marks the full operation of the PopWalk mall series. The entire PopWalk series has 136 retail shops in four malls, spanning a gross floor area of over 240,000 square feet. The retail series provides the community with a comprehensive, versatile leisure and shopping experience.



Ocean PopWalk has over 50 retailers, of which some have opened, and the rest will open soon
海天晉滙設有逾 50間商戶，現正陸續開業

Situated near the waterfront promenade, Ocean PopWalk embraces a panoramic sea view, overlooking both the Tseung Kwan O Cross Bay Link and Lei Yue Mun Channel. The PopWalk series has a seamless connection to the Tseung Kwan O Town Park in the future. Upon completion of the park, shoppers at the mall will have convenient access to the park, enjoying nature outdoors and returning indoors for shopping in just a few seconds, experiencing 'In and Out' fun.

One stop 'dining, shopping, fun' experience

Ocean PopWalk houses a comprehensive tenant mix in over 80,000 square feet of retail space. A number of food and beverage outlets

are sea view restaurants with alfresco dining zones, which is an attraction for couples and pet lovers. There are European, American, Japanese and Korean restaurants, highly sought-after tea shops, relaxing cafés, a bakery and more. Other merchants include a specialty supermarket, a 24-hour sea-view gym, lifestyle stores, pet grooming shops, children's education centres and other stores for daily necessities. With more new openings coming up, the new retail phase is set to provide a new 'dining, shopping, fun' experience for the community.

Ocean PopWalk provides various auxiliary facilities to fulfil local leisure needs. For the benefit of residents going to the mall by bicycle and cycle track riders, the mall offers the only one-stop bike

station in the district. Customers can leave their bikes in the mall's bike lockers, and enjoy dining, shopping and fun. The bike station also has a self-service maintenance depot and bike-cleaning equipment for bike lovers to tune up their bike, wash it or pump up the tyres.

Ocean PopWalk welcomes pets. There are pet-friendly facilities to cater for the all-round needs of pet owners, including a free pet cart rental service, pet latrines and the first-ever pet parking facility. There is also a 100-metre-long rainbow-coloured running track. Residents can bring their kids and pets along for fun and take lively photos to share their happy moments.

位於將軍澳南臨海位置的海天晉滙於今年七月正式開幕，為天晉滙系列商場的最後一期，標誌著天晉滙系列商場全面投入服務。整個天晉滙系列共有四個商場，總樓面面積逾240,000平方呎，合共提供136間商舖，為區內居民帶來多元化的精彩休閒及購物體驗。

海天晉滙臨近海濱長廊，坐擁壯闊海景，可遠眺將軍澳跨灣大橋與鯉魚門海峽的景色。天晉滙系列將無縫連接未來的將軍澳市鎮公園。屆時，遊人可以在商場與公園之間隨意遊走，感受戶外大自然氣息後，瞬間返回室內購物，體驗「In and Out」的樂趣。

一站式「食、買、玩」體驗

海天晉滙佔地逾80,000平方呎，提供多元化商戶組合。商場多間餐飲食肆均為海景餐廳，擁有露天座位，備受情侶及愛寵人士歡迎。餐飲食肆包羅歐、美、日、韓美食、人氣茶飲店、休閒咖啡店及麵包店等。其他商戶包括特色超級市場、24小時海景健身中心、家居佈置、寵物美容、兒童教育及其他生活所需的商店。其他商店將相繼投入服務，為區內居民提供全新的「食、買、玩」體驗。

海天晉滙提供多種輔助設施，體貼居民的休閒需要。為方便居民踏單車前來購物，同時照顧於單車徑遊樂的人士，商場特別設有區內唯一的一站式單車服務站。顧客可將單車停泊在商場的單車停泊站後，安心用餐、購物及玩樂。服務站同時設有自助維修站及清洗單車設備，單車愛好者可自行修理單車、清潔單車或為車胎充氣。

海天晉滙歡迎顧客帶同寵物前來購物，設有多項寵物友善設施，包括免費借用寵物手推車、寵物廁所及首創的寵物停泊處，全面照顧寵物主人所需。商場更設有100米長的彩虹跑道，讓居民可以與小朋友帶同寵物來玩樂，更可拍攝充滿活力的照片，分享開心時刻。



Ocean PopWalk has a wide variety of international cuisines, including European, American, Japanese and Korean dishes, highly sought-after tea shops, relaxing cafés and a bakery
海天晉滙提供環球美食、餐飲食肆包羅歐、美、日、韓美食、人氣茶飲店、休閒咖啡店及麵包店等



A number of restaurants have alfresco dining zones, where customers can enjoy the cool sea breeze while savouring international cuisines under the blue sky
多間餐飲食肆擁有露天座位，顧客可一邊享受清爽海風，一邊於藍天白雲下品嚐各國美食



Residents can bring their pets to Ocean PopWalk for shopping and fun
居民可與寵物一同來海天晉滙購物及玩樂



At the one-stop bike station, bike lovers can lock their bikes or help themselves to a bike wash or bike tune-up
專為單車愛好者而設的一站式單車加油站，可供泊車、自助洗車及自助修車



Ocean PopWalk has organized several weekend fairs, providing more new shopping and leisure experiences in the neighbourhood
海天晉滙舉辦了多個周末市集，為居民帶來更多購物、消閒新意

Phase 1 Wetland Seasons Bay reports brisk sales

Wetland Seasons Bay 第1期銷情熾熱



The above image was taken from some height above the Phase of the Development on 19 December 2020 and has been processed with computerized imaging techniques. The general appearance of the Phase of the Development has been merged and added by computer rendering techniques and processed with computerized imaging techniques, in order to illustrate the general appearance of the environment, structures and facilities surrounding the Phase. The image does not illustrate the final appearance or view of or from the Phase or any part thereof and is for reference only. The Phase was still under construction when the image was taken. The approved building plans of the Phase might be revised from time to time and the details of the Phase upon completion may be different from the information contained in this image and are subject to the plans finally approved by the relevant Government departments. There will be other completed and/or uncompleted buildings and facilities surrounding the Phase and the district and surrounding environment, buildings and facilities might change from time to time. The Vendor does not give any offer, representation, undertaking or warranty whatsoever, whether express or implied as to the environment, structures and facilities in the district or surrounding the Phase. The fittings, finishes, appliances, decorations, plants, landscaping and other objects in the image may not appear in or the view may not be seen in or from the Phase or its surrounding area. They are for reference purpose only and do not constitute any offer, undertaking, representation or warranty whatsoever, whether express or implied, on the part of the Vendor regarding the Development or the Phase, its surrounding environment, structures and facilities. The Vendor also advises prospective purchasers to conduct on-site visit(s) for a better understanding of the development site, its surrounding environment and the public facilities nearby.

以上相片於2020年12月19日於發展項目期數附近上空拍攝，並經電腦修飾處理，發展項目期數之大概外觀以電腦模擬效果合成加入並經電腦修飾處理，以展示發展項目期數大約之周圍環境、建築物及設施，並非作展示發展項目期數或其任何部分最後完成之外觀或其景觀，一切僅供參考。拍攝時，發展項目期數仍在興建中。發展項目期數的批准建築圖則會不時修改，落成後之詳情亦可能與本相片所述者不同，一切以政府相關部門最後批准之圖則為準。發展項目期數四周將會有其他建成及／或未建成之建築物及設施，且區內及周邊環境、建築物及設施會不時改變，賣方對發展項目期數區內及周邊環境、建築物及設施並不作出不論明示或隱含之要約、陳述、承諾或保證。相片內的裝置、裝修物料、設備、裝飾物、植物、園景及其他物件及其展示之景觀不一定會在本發展項目期數或其附近環境出現，一切僅供參考，且不構成任何賣方就發展項目或期數、其周邊環境、建築物及設施不論明示或隱含之要約、承諾、陳述或保證。賣方亦建議準買家到有關發展地盤作實地考察，以對該發展地盤、其周邊地區環境及附近的公共設施有較佳了解。

Wetland Lot No. 33 Development ("the Development") is the Group's latest residential development, next to Hong Kong Wetland Park. Adjoining Hong Kong's only wetland park, the Development provides a low-density living environment while overlooking the bustling Shenzhen Bay and Nanshan¹. The Development is within walking distance of Light Rail Wetland Park Stop and is supported by a full range of community facilities and amenities². It is also in close proximity to Hung Shui Kiu³, the future core business district of the Northwest New Territories, currently under planning.

Wetland Seasons Bay, Phase 1 of the Development, has seen an encouraging response since its launch in August this year. As at 30 September 2021, over 90% of the released residential units were sold, registering contracted sales of over HK\$8,000 million.⁶

Wetland Seasons Bay, Phase 1 of the Development, will provide 1,224 residential units, comprising six blocks of nine-to 10-storey low-density residential towers and 10 blocks of six-storey villas. Typical floor units will vary from about 270 to about 800 square feet⁴ in terms of saleable area, ranging from studios to four-bedroom units with one en-suite and a utility room⁵, to suit the needs of different buyers. Special units will also be available.

Prime clubhouse facilities coupled with indoor and outdoor co-sharing spaces

The residents' clubhouse⁶ and outdoor landscape at Wetland Seasons Bay will span over 303,000 square feet⁷, over 265,000 square feet⁷ of which will be outdoor landscaped areas⁷. The residents' clubhouse⁶ will have comprehensive facilities, including a sky clubhouse⁶ which overlooks scenic and seasonal views of Wetland Park¹, an approximately 50-metre-long outdoor swimming pool⁶, an approximately 25-metre-long heated swimming pool⁶, a jacuzzi⁶, sauna rooms⁶, steam rooms⁶ and banquet rooms⁶. Fitness and sports facilities will include a 24-hour gym^{6,8}, a multi-purpose ball court⁶ and a yoga room⁶ with an extension to an outdoor yoga platform⁶. The clubhouse⁶ will also provide co-sharing spaces, including a game room⁶, piano room⁶, theatre room⁶, electric game room⁶, children's play room⁶, outdoor BBQ area⁶ and much more.

Smart technology drives green, healthy living

The Development incorporates innovative technology and green living to provide customized thoughtful facilities for residents. The residents' clubhouse⁶ restaurant will have a smart food delivery robot, with removable food trays. Guided by a camera and an obstacle detection system, the robot can directly deliver the food ordered by residents to their seats. The residents' clubhouse⁶ will also introduce a smart people counting system, which automatically detects the footfall in each facility. Residents can get to know the real-time usage of each facility anytime and book a suitable time slot.

Residents can access the estate with their mobile phone instead of the traditional resident's card. A visitors' e-pass will streamline the complicated visitors' registration procedures. Residents can also contact the estate's management service office through the mobile phone application, Smart Community Plus⁹, anytime. Smart Community Plus⁹ will feature a new VR-powered virtual tour with estate views to help visitors find their way around.

To promote smart and green living, Smart Community Plus⁹ will have health facts and tips provided by a professional health information platform. The residents' clubhouse⁶ will run a 'plastic-free' programme, and organize waste reduction and recycle competitions to help create a sustainable living environment.

集團現正於香港濕地公園旁興建全新住宅發展項目Wetland Lot No. 33 Development 發展項目（「發展項目」）。發展項目毗鄰香港唯一濕地公園，盡享低密度的生活空間，遠眺深圳灣及南山的繁華盛景¹。發展項目信步可達輕鐵濕地公園站，社區生活配套完善²，更與規劃中的新界西北核心商業區洪水橋³為鄰。

發展項目第1期Wetland Seasons Bay自今年八月開售以來，市場反應熱烈。截至2021年9月30日，已售出已推出發售的住宅單位逾90%，合約銷售總額逾80億港元。⁶

發展項目第1期Wetland Seasons Bay由六座九至10層高的低密度住宅大樓及10幢六層高的別墅組成，合共提供1,224個住宅單位。標準分層單位實用面積由約270至約800平方呎⁴不等，涵蓋開放式至四房一套及工作間間隔⁵，照顧不同買家需求；另備有特色單位以供選擇。

極尚會所設施 室內外共享空間
Wetland Seasons Bay住客會所⁶連戶外綠化園林總面積逾303,000平方呎⁷，當中逾265,000平方呎⁷為戶外綠化園林面積⁷。住客會所⁶設施配備一應俱全，包括可俯瞰濕地公園四季怡人景致¹的空中會所⁶、約50米長室外游泳池⁶、約25米長恆溫游泳池⁶、水力按摩池⁶、桑拿室⁶、蒸氣室⁶及宴會廳⁶。健體運動設施則有24小時健身室^{6,8}、多用途運動場⁶及接連戶外瑜伽平台的瑜伽室⁶。會所⁶同時提供共享空間，設有遊戲室⁶、鋼琴室⁶、影視室⁶、電子競技室⁶、兒童遊樂室⁶及戶外燒烤區⁶等。

以智慧科技引領綠色健康生活
發展項目匯聚創新科技及綠色健康元素，為住戶度身打造多種貼心配套。住客會所⁶的餐廳將添置智能送餐機械人，其機身內設可拆式托盤供放置食物，配備鏡頭及障礙物偵測系統，直接運送住戶所點選的菜式到其座位。住客會所⁶亦將引入智能人流統計系統，自動偵測各設施的人流，讓住戶可隨時了解各設施的實時使用狀況及預約合適時段。

住戶可利用手機代替傳統住戶證進出屋苑範圍，並推行電子訪客通行證，全面簡化繁複的探訪手續。住戶可透過手機應用程式「Smart Community Plus」⁹隨時與屋苑管理處聯絡。「Smart Community Plus」⁹更新增VR技術，為訪客提供實境導航。

在綠色智慧生活方面，發展項目與專業健康資訊平台合作，於「Smart Community Plus」⁹內分享健康知識小貼士。住客會所⁶全面實行「走塑」計劃，並推行減廢及資源回收比賽，協助締造可持續生活環境。



IGC mall in Guangzhou celebrates its fifth anniversary 廣州IGC商場五周年誌慶

The IGC mall in Tianhui Plaza, Zhujiang New Town, Guangzhou central business district, is celebrating its fifth anniversary with a series of campaigns that was rolled out in September. The major event is the IGC x COSMOS Bears Interactive Art Exhibition, jointly organized with a prominent international IP owner. Featuring a giant COSMOS Bear and COSMOS Bears art installations, the exhibition has drawn numerous fans and fashionistas to visit and share their photos on social media.

IGC x COSMOS Bears Interactive Art Exhibition

The IGC x COSMOS Bears Interactive Art Exhibition features a four-metre tall 2021 edition Flame Nebula COSMOS Bear, which greets customers at the door before they explore the COSMOS Bears universe inside. The exhibits include the debut of six Cosmic Energy series COSMOS Bears cross-over art installations, created by renowned visual artist Daniel Kocев Pazamat. IGC members can use smart technology to take photos with the COSMOS Bear.

In the opening ceremony, the visual artist and IP owner shared their inspiration for creating the COSMOS Bears art installations, followed by an art jamming activity in which over 100 IGC members, fans and guests happily painted on the board.

To show its appreciation for the tremendous support of its members, IGC has provided a number of benefits for its fifth anniversary celebrations, including a limited-time 90% discount for bestselling products, lucky draws, limited-time half-priced luxury products, dining coupons and shopping coupons.

位於廣州中央商務區珠江新城天匯廣場的IGC商場今年開業五周年，於九月份展開一連串慶祝活動。當中最備受注目的是與國際知名授權創作機構合辦的「星際熊漫遊IGC」互動藝術展，展出巨型星際熊及藝術星際熊，吸引眾多粉絲及潮流愛好者來「打卡」。

「星際熊漫遊IGC」互動藝術展

「星際熊漫遊IGC」互動藝術展以四米高的2021年版炎星雲星際熊在門外引領顧客進場，探索充滿星際熊的宇宙漫步空間。展品由著名視覺藝術家Daniel Kocев Pazamat聯乘創作，首次展出共六款「宇宙能量」系列的藝術版星際熊。IGC會員更可透過智能科技與星際熊拍攝照片。

在開幕活動上，參與創作的視覺藝術家及授權創作機構到場分享藝術版星際熊的靈感來源。隨後，有過百位IGC會員、粉絲和嘉賓參與「百人潮繪」儀式，合力為板畫繪色，氣氛熱鬧。

IGC商場為慶祝開業五周年，特別提供多個優惠，包括推出限時一折熱賣產品、幸運大抽獎、五折精品秒殺、美食賞及購物賞等，以答謝會員一直以來的熱烈支持。



IGC kicks off its fifth anniversary celebrations with the IGC x COSMOS Bears Interactive Art Exhibition
IGC商場以「星際熊漫遊IGC」互動藝術展揭開五周年慶祝活動



At the opening of the IGC x COSMOS Bears Interactive Art Exhibition, an art jamming activity was held, with over 100 IGC members, fans and guests happily participating
「星際熊漫遊IGC」互動藝術展開幕活動「百人潮繪」有過百位IGC會員、粉絲和嘉賓參與，氣氛熱鬧

Notes

1. The above is only a general description of the surrounding environment of the Phase of the Development and does not represent that all units will enjoy the relevant views. The views described are subject to the floor on which the unit is located, the orientation of the unit and the surrounding structures and environment. They are not applicable to all units and the surrounding structures and environment may change from time to time. The Vendor does not make any offer, representation, undertaking or warranty whatsoever, whether express or implied, as to the views and the surrounding environment.
2. The surrounding environment, structures and facilities of the Phase of the Development may change from time to time. The Vendor does not make any offer, undertaking, representation or warranty whatsoever, whether express or implied, as to the surrounding environment, structures and facilities of the Phase of the Development. The Vendor advises prospective purchasers to conduct an on-site visit for a better understanding of the development site, its surrounding environment and the public facilities nearby.
3. Source of Hung Shui Kiu Development: Hung Shui Kiu New Development Area Planning and Engineering Study website of the Planning Department <https://www.hsknda.gov.hk/big5/> (Information retrieved on 1 March 2021) and Hung Shui Kiu New Development Area website of the Development Bureau <http://hsknda.hk/> (Information retrieved on 1 March 2021).
4. The saleable area and the floor area of a balcony, a utility platform and a verandah (if any) are calculated in accordance with Section 8 of the Residential Properties (First-hand Sales) Ordinance. The saleable area excludes the area of every one of the items specified in Part 1 of Schedule 2 of the Residential Properties (First-hand Sales) Ordinance. The areas as specified in square feet above are converted at a rate of 1 square metre=10.764 square feet and rounded off to the nearest square foot. Figures shown in square feet may be slightly different from those shown in square metres. Please refer to the sales brochure for details.
5. The layouts of the units in the Development are subject to the final plans approved by relevant Government departments. Please refer to the sales brochure for details.
6. The clubhouse/recreational facilities may not be immediately available for use at the time of handover of the Phase of the Development. Some of the facilities and/or services belong to or are situated at other Phase(s) of the Development and shall not be available for use before completion of construction of such Phase(s) and all the necessary preparations for such use. Some of the facilities and/or services may be subject to the consents or licenses from the Government departments, or additional payments may be chargeable to the users. The names of the facilities described in this advertisement/promotional material are subject to confirmation, and such names might be different when the clubhouse facilities are open for use. The Vendor reserves the rights to amend the aforesaid and any facilities, design, fees or usage not yet set out without prior notice to any purchaser. The purchaser shall not rely on this advertisement for any use or purpose. The Vendor reserves the right to revise and alter the clubhouse facilities and its layouts, materials, furniture, design, floor plans, usage, specifications and colour thereof, without prior notice. Uses and opening hours (including change in usage, if any) of the clubhouse facilities are subject to the restrictions set out in the relevant stipulations of legislation, land grants and the deed of mutual covenant (DMC), as well as actual site constraints.
7. The actual area of the clubhouse and landscapes is subject to the final plans and/or documents approved by relevant Government departments. The Vendor reserves the rights to amend and revise the area of the clubhouse and landscapes.
8. Opening hours and uses (including change in usage, if any) of the different clubhouse facilities are subject to the restrictions set out in the relevant stipulations of legislations, land grants and the deed of mutual covenant, and actual site constraints. The clubhouse and different recreational facilities may require additional payments from the users.
9. The management services and other abovementioned services will be provided by the manager of the Development or other contract-engaged third party companies. The manager or contract-engaged third party companies may solely determine the fees, terms of use, operation hours and service period of the managed service or other abovementioned services, but subject to the terms in the Deed of Mutual Covenant, service contract or other relevant legal documents. Catering services will only be provided after issue of the relevant licences. The "Smart Community Plus" is a smartphone application in the course of development; its functionalities and services may be modified, increased, deleted or adjusted from time to time without prior notice to any purchaser. The "Smart Community Plus" application may not be available for immediate use at the time of handover of the residential properties in the Phase. The abovementioned information does not constitute and shall not be construed as any offer, representation, undertaking or warranty whatsoever, whether express or implied, of the usage, operations and/or provisions of any relevant facilities and/or services on the part of the Vendor.
8. The figure refers to: 21 August 2021 to 30 September 2021. The information provided in the Register of Transactions shall prevail.

Name of the Phase of the Development: Phase 1 (“the Phase”) of Wetland Lot No.33 Development (“the Development”) (T2A, T2B, T3A, T3B, T5A and T5B, RV10 and RV11, WV1 to WV3 and WV5 to WV9 of the residential development in the Phase are called “Wetland Seasons Bay”)

District: Tin Shui Wai

Name of Street and Street Number of the Phase: 1 Wetland Park Road#

The website address designated by the Vendor for the Phase: www.wetlandseasonsbay.com.hk

The photographs, images, drawings or sketches shown in this advertisement/promotional material represent an artist’s impression of the development concerned only. They are not drawn to scale and/or may have been edited and processed with computerized imaging techniques. Prospective purchasers should make reference to the sales brochure for details of the development. The Vendor also advises prospective purchasers to conduct an on-site visit for a better understanding of the development site, its surrounding environment and the public facilities nearby.

Vendor: Jet Group Limited
Holding companies of the Vendor: Silver Wind Developments Limited, Time Effort Limited, Sun Hung Kai Properties Limited
Authorized Person for the Phase: Lai Chi Leung Henry
The firm or corporation of which the Authorized Person for the Phase is a proprietor, director or employee in his professional capacity: Archiplus International (HK) Limited
Building contractor for the Phase: Chun Fai Construction Company Limited
The firms of solicitors acting for the owner in relation to the sale of residential properties in the Phase: Woo Kwan Lee & Lo, Mayer Brown, Vincent T.K. Cheung, Yap & Co.
Authorized institution that has made a loan, or has undertaken to provide finance, for the construction of the Phase: The Hongkong and Shanghai Banking Corporation Limited
Any other person who has made a loan for the construction of the Phase: Sun Hung Kai Properties Holding Investment Limited
The estimated material date for the Phase as provided by the Authorized Person for the Phase to the best of the Vendor’s knowledge: 30th June 2022 (“Material date” means the date on which the conditions of the land grant are complied with in respect of the Phase. The estimated material date is subject to any extension of time that is permitted under the agreement for sale and purchase.)
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Prospective purchasers are advised to refer to the sales brochure for any information on the Phase.
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發展項目期數名稱：Wetland Lot No. 33 Development發展項目（「發展項目」）的第1期（「期數」）（期數中住宅發展項目的第2A座、第2B座、第3A座、第3B座、第5A座及第5B座、別墅RV10及別墅RV11、別墅WV1至別墅WV3及別墅WV5至別墅WV9稱為「Wetland Seasons Bay」）

區域：天水圍

期數的街道名稱及門牌號數：濕地公園路1號#

賣方就期數指定的互聯網網站的網址：www.wetlandseasonsbay.com.hk

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Group Chairman & Managing Director Raymond Kwok (centre) and top management respond to questions from analysts
集團主席兼董事總經理郭炳聯(中)連同管理團隊解答分析員提問

The Group announces 2020/21 annual results 集團公布2020/21年度全年業績

The Group's underlying profit attributable to the company's shareholders for the year ended 30 June 2021, excluding the effect of fair-value changes on investment properties, amounted to HK\$29,873 million. Underlying earnings per share were HK\$10.31. The directors have recommended the payment of a final dividend of HK\$3.70 per share. Together with the interim dividend of HK\$1.25 per share, the dividend for the full year will be HK\$4.95 per share, the same as last year.

During the year under review, profit generated from property sales was HK\$20,994 million. The Group achieved contracted sales of about HK\$29,000 million for the year in attributable terms. During the year, the Group's gross rental income, including contributions from joint-ventures and associates, rose 2% year-on-year to HK\$24,791 million, and net rental income increased by 3% year-on-year to HK\$19,149 million. Rental income growth from the mainland more than offset the negative impact from its Hong Kong rental portfolio.

Prospects

The Group will continue to strengthen its core businesses by acquiring land selectively for development both in Hong Kong and major cities on the mainland when opportunities arise. In particular, the Group will speed up the conversions of agricultural land into buildable sites in Hong Kong as always. It will also continue to provide more housing units and help alleviate the housing problem in Hong Kong. The Group

will continue to build large-scale integrated projects in a bid to strengthen its property investment business. Additionally, the Group promotes and adopts the latest technologies in different businesses to enhance the quality of its products, boost operating efficiency and provide a better experience to customers, tenants and residents.

The Group also works hard to fulfil its Environmental, Social and Governance commitments. Its residential projects will be developed into cross-generational communities with a wide range of facilities to meet different age groups' needs for living, work, shopping and recreation. It also makes every effort to integrate the concepts of green building and wellness into its office buildings and retail premises, offering unique work and shopping experience in tune with the new era. The Group aims to achieve Leadership in Energy and Environmental Design (LEED) certification for all its new investment properties. In particular, the Group has targeted to obtain LEED Gold or Platinum ratings for its core commercial projects under development.

集團公布截至2021年6月30日止年度，在撇除投資物業公平值變動的影響後，可撥歸公司股東基礎溢利為298.73億港元；每股基礎溢利為10.31港元。董事局議決派發末期股息每股3.7港元，連同中期股息每股1.25港元，全年每股派息4.95港元，與上年度全年派息相同。

回顧年內，來自物業銷售的溢利為209.94億港元。按所佔權益計算，集團在年內錄得合約銷售額約290億港元。連同所佔合營企業及聯營公司的租金收入計算，集團年內的總租金收入按年上升2%至247.91億港元，淨租金收入按年上升3%至191.49億港元。年內，由其內地租金收入增加抵銷來自香港出租物業組合的影響。

展望

集團將持續加強其核心業務，於適當時機在香港及內地主要城市，選擇性購入土地作物業發展，更會一如以往，加快將在香港的農地轉換成可供發展用地。集團亦會繼續提供更多住宅單位，協助紓緩香港的住屋問題。集團將繼續興建多個大型綜合項目，以擴大其物業投資業務。另外，集團透過不同層面，應用和推動創新科技，提升產品質素和營運效率，為顧客、商戶和住戶提供更佳的用戶體驗。

集團致力履行在環境、社會及企業管治方面的承諾。旗下住宅項目發展將提供多元化的生活設施，滿足不同年齡層在居住、工作、購物和康樂方面的需要，打造跨代共融的社區。集團亦會積極於寫字樓和商場物業注入綠色建築與健康環境元素，打造新時代工作與購物體驗。集團定下目標，力爭旗下所有新落成的投資物業均可獲取能源與環境設計先鋒評級（LEED）認證，尤其是集團在發展中的核心商業項目，均以獲得LEED金級或鉑金級認證為目標。

SUNeVision announces 2020/21 annual results 新意網公布2020/21年度全年業績

SUNeVision Holdings Ltd. announced its final results for the year ended 30 June 2021. During the year under review, revenue from continuing operations increased 9% year-on-year to HK\$1,874 million. EBITDA from continuing operations rose 15% year-on-year to HK\$1,360 million. Underlying profit for the year attributable to owners of the company increased 11% year-on-year to HK\$788 million. The directors have proposed the payment of a final dividend of HK19.4 cents per share, 11% increase year-on-year.

The COVID-19 pandemic has accelerated the process of digitalisation for both businesses and consumers, and together with an increasing adoption of cloud services in Hong Kong, have led to a higher demand for SUNeVision's data centre services. There are two areas in particular where the company sees continued growth for data centre services. Firstly, the increased need for video conferencing, e-commerce, gaming and other online applications during the pandemic has increased the demand for

'connectivity' capacity. Secondly, the demand for 'hyperscale' capacity has increased, primarily because cloud adoption has stepped up in Asia.

Looking ahead, SUNeVision has a robust pipeline for growth. The first phase of the new MEGA IDC data centre in Tseung Kwan O (TKOTL 131), the new MEGA Gateway data centre in Tsuen Wan (TWTL 428), and the first phase of the new MEGA Fanling data centre in Fanling will be ready-for-service in 2022. MEGA Fanling, SUNeVision's eighth data centre, is already fully committed and will be occupied by a single cloud customer. SUNeVision's footprint will grow from the current 1.4 million square feet to nearly 3 million square feet of gross floor area over the next few years. In terms of power capacity, it will quadruple from 70MW now to 280MW when the facilities in all three new sites are fully opened.

新意網集團有限公司公布截至2021年6月30日止全年業績。年內來自持續經營業務的收入按年上升9%至18.74億港元。持續經營業務的EBITDA按年上升15%至13.6億

港元。年內公司股東應佔基礎溢利按年上升11%至7.88億港元。董事會建議派發末期股息每股19.4港仙，按年上升11%。

疫情加速了企業及消費者的數碼化進程。同時，香港的雲端服務應用逐漸普及，帶動新意網旗下數據中心服務的需求，其中兩大範疇錄得持續增長。其一是疫情期間對視像會議、電子商務、遊戲及其他網上應用程式的需求增加，帶動網絡連接容量的需求攀升。其次，亞洲地區的雲端服務應用日益盛行，大力推動「超大規模容量」的需求。

展望未來，新意網有穩健的發展規劃以推動增長。將軍澳新數據中心MEGA IDC（TKOTL 131）第一期、荃灣新數據中心MEGA Gateway（TWTL 428）及粉嶺新數據中心MEGA Fanling第一階段可於2022年投入服務。MEGA Fanling為新意網第八個數據中心，設施已由一間雲端服務公司全面承租。未來數年，新意網的總樓面面積會由現時的140萬平方呎擴充至近300萬平方呎。待三個新項目的設施全面啟用後，電力容量將由目前的70兆瓦增至四倍，達280兆瓦。

SmarTone announces 2020/21 annual results 數碼通公布2020/21年度全年業績

SmarTone Telecommunications Holdings Limited reported results for the year ended 30 June 2021. During the year under review, profit attributable to equity holders was HK\$445 million, largely driven by a resilient core local business, productivity enhancements and enhanced network efficiency. Local service revenue (excluding roaming) increased by 2% year-on-year, as a result of several key factors. Firstly, the uptake on SmarTone's 5G services was encouraging, with 5G commanding a premium over 4G services. Secondly, the Enterprise Solutions business started to rebound as corporates increasingly adopted digital services. Thirdly, SmarTone's 5G Home Broadband enjoyed considerable growth. Meanwhile, customer base was steady at 2.7 million. Postpaid churn rate remained at a low 0.8%.

SmarTone launched 5G services in May 2020. As of now, its 5G network covers 99% of the population, including all MTR lines, major roads, highways and tunnels, and with ongoing rollout across country parks and hiking trails. According to the international testing agency nPerf, SmarTone's

5G network was the best in Hong Kong for coverage. In May 2021, SmarTone launched the 5G Lab to raise awareness on 5G development and demonstrate how the 5G infrastructure will support development. Significant future business opportunities are expected as more applications leveraging 5G become available.

The operating environment in Hong Kong for the coming months will remain challenging. Despite this, SmarTone sees new revenue opportunities from the accelerating upgrade of customers to 5G, quickening growth in enterprise solutions, as well as new services and solutions such as cyber-security and 5G Home Broadband.

數碼通電訊集團有限公司公布截至2021年6月30日止年度的業績。回顧年度內，股東應佔溢利為4.45億港元，主要由於核心本地業務穩健、提升生產力，以及改善網絡效益。本地服務收入（不包括漫遊業務）比上年度增長2%，主要受多項因素推動。首先，客戶轉用數碼通5G服務的反

應令人鼓舞，而當中5G服務收費較4G為高。此外，隨著企業日趨數碼化，企業應用方案業務亦開始回升。第三，數碼通5G家居寬頻業務錄得可觀增長。另外，客戶人數維持於270萬人，月費計劃客戶流失率處於0.8%的低位。

數碼通於2020年5月推出5G服務。時至今日，其5G網絡覆蓋全港99%人口及所有港鐵路線、主要道路、高速公路及隧道，並繼續擴大至郊野公園及遠足徑。根據國際測試機構nPerf，數碼通的5G網絡覆蓋為全港最佳。於2021年5月，數碼通開設5G Lab，以加強各界對5G技術發展的認識，並展示5G基建如何推動發展。隨著更多運用5G技術的應用程式面世，預期未來將有重大的商機湧現。

儘管未來數月本地的營商環境仍然充滿挑戰，數碼通仍預見許多帶來收入的新機遇，包括客戶逐步升級至5G服務的趨勢加快、企業應用方案的增長亦持續加快，以及其他新服務及方案的推出，如網絡安全及5G家用寬頻等。

The Group honoured as the best overall developer in Hong Kong

集團獲香港最佳地產公司稱譽

The Group is dedicated to building premium developments and offering excellent customer service. It is also committed to maintaining high standards of corporate governance and communicating proactively with stakeholders. Under the pandemic new normal, the Group stepped up its precautionary measures in its properties and strengthened its Environmental, Social and Governance (ESG) initiatives. Recently, the Group attained major awards from two leading financial publications, namely *Euromoney* and *Asiamoney*, which serves as recognition of its overall excellence from stakeholders.



The Group develops different types of premium properties, including landmark projects IFC and ICC in Hong Kong
集團用心發展各類優質物業，包括在港地標項目國際金融中心及環球貿易廣場

***Euromoney* – Best Overall Developer in Hong Kong for the eighth time**

In the Real Estate Survey 2021 organized by *Euromoney* magazine, the Group clinched 15 awards. It was named the Best Overall Developer in Hong Kong for the eighth time, and attained remarkable results in the new Best Developer, Data Centre category.

The Group swept all the nine real estate awards in Hong Kong, including the Best Innovation Developer; Best Sustainability Developer; Best Office/Business Developer; Best Retail/Shopping Developer; and Best Residential Developer. Additionally, the Group excelled in the brand new Best Developer, Data Centre category, taking home Global's Best Data Centre Developer; Asia Pacific's Best Data Centre Developer; China's Best Data Centre Developer; and the Best Data Centre Developer

in Hong Kong. The Group stood out in the Best Developer, Mixed-Use Sector category as well, winning Global's Best Mixed-Use Developer; the Best Mixed-Use Developer in China; and the Best Mixed-Use Developer in Hong Kong.

The *Euromoney* Real Estate Survey has been held annually for 17 straight years and is recognized as one of the benchmark awards for the real estate sector. Over 3,300 valid responses were received from representatives from advisers, developers, investment managers, banks and corporate end-users of real estate worldwide in this year's survey.

***Asiamoney* – Most Outstanding Company in Hong Kong – Real Estate Sector honour for the third time**

In the 2021 Asia's Outstanding Companies Poll, organized by *Asiamoney* magazine, the

Group's overall excellence continued to be recognized by the investment community, who voted it number one in the real estate sector in Hong Kong. The remarkable results earned it the Most Outstanding Company in Hong Kong – Real Estate Sector award for the third time.

The annual Asia's Outstanding Companies Poll is designed to acknowledge listed companies in Asia that have excelled in areas such as financial performance, management team excellence, investor relations activities and corporate social responsibility initiatives. Over 5,700 votes were received from fund managers, analysts, bankers and rating agencies from 13 Asian countries or regions this year.



The Group receives the Most Outstanding Company in Hong Kong – Real Estate Sector award from *Asiamoney* for the third time
集團第三度獲《Asiamoney》頒發「香港最佳公司 – 地產」大獎

集團致力用心發展優質物業，為客戶提供卓越服務，恪守高水平的企業管治，積極與持份者維持緊密聯繫。在疫情新常態下，集團加強物業防疫工作，同時積極履行環境、社會及企業管治方面的責任。最近，集團分別獲兩本權威財經雜誌《Euromoney》及《Asiamoney》頒發主要獎項，足證質素卓越，備受各持份者認可。

第八次勇奪《Euromoney》「香港最佳地產公司」大獎

在《Euromoney》雜誌發表的「2021年度地產選舉」結果中，集團囊括15個大獎，更第八次成為「香港最佳地產公司」，並在今年新增設的「最佳數據中心發展商」組別獲取佳績。

在香港物業組別中，集團全取九個物業組別獎項，包括「香港最佳創新發展商」、「香港最佳可持續發展發展商」、「香港最佳寫字樓/商業項目發展商」、「香港最佳零售項目/商場發展商」及「香港最佳住宅項目發展商」等。另外，集團於今年新增設的「最佳數據中心發展商」組別表現尤其突出，獲得「環球最佳數據中心發展商」、「亞太區最佳數據中心發展商」、「中國最佳數據中心發展商」及「香港最佳數據中心發展商」。集團在「最佳綜合項目發展商」組別亦表現優異，獲得「環球最佳綜合項目發展商」、「中國最佳綜合項目發展商」及「香港最佳綜合項目發展商」。

由《Euromoney》主辦的「年度地產選舉」為房地產業指標大獎之一，已連續第17年舉辦。今年，選舉由全球物業顧問公司、發展商、投資經理、銀行及企業用戶的代表參與評選，有效回覆逾3,300份。

第三年獲《Asiamoney》頒發「香港最佳公司 – 地產」殊榮

在《Asiamoney》雜誌舉辦的「2021年度亞洲最佳公司選舉」中，集團在不同範疇均表現優異，繼續獲投資界票選為香港區地產界別之首，第三年獲頒「香港最佳公司 – 地產」大獎。

每年一度的「亞洲最佳公司選舉」旨在表揚在財務表現、管理團隊表現、投資者關係及企業社會責任等方面表現出眾的亞洲上市公司。今年，選舉共吸引了來自13個亞洲國家或地區的基金經理、分析員、銀行家及評級機構參與，投票總數逾5,700票。



In the *Euromoney* Real Estate Survey 2021, the Group receives 15 accolades, including Best Overall Developer in Hong Kong; Global's Best Data Centre Developer; and Global's Best Mixed-Use Developer in *Euromoney*「2021年度地產選舉」中，集團獲得15個大獎，包括「香港最佳地產公司」、「環球最佳數據中心發展商」及「環球最佳綜合項目發展商」殊榮

Awards received by the Group in the *Euromoney* Real Estate Survey 2021

集團於《Euromoney》「2021年度地產選舉」所獲獎項

Best Developer, Overall – Hong Kong 香港最佳地產公司
Best Developer, Innovation – Hong Kong 香港最佳創新發展商
Best Developer, Sustainability Sector – Hong Kong 香港最佳可持續發展發展商
Best Developer, Data Centre – Hong Kong 香港最佳數據中心發展商
Best Developer, Mixed-Use Sector – Hong Kong 香港最佳綜合項目發展商
Best Developer, Residential Sector – Hong Kong 香港最佳住宅項目發展商
Best Developer, Retail/Shopping Sector – Hong Kong 香港最佳零售項目/商場發展商
Best Developer, Office/Business Sector – Hong Kong 香港最佳寫字樓/商業項目發展商
Best Developer, Industrial/Warehouse Sector – Hong Kong 香港最佳工業/倉庫發展商
Best Developer, Mixed-Use Sector – China 中國最佳綜合項目發展商
Best Developer, Data Centre – China 中國最佳數據中心發展商
Best Developer, Industrial/Warehouse Sector – China 中國最佳工業/倉庫發展商
Best Developer, Data Centre – Asia Pacific 亞太區最佳數據中心發展商
Best Developer, Data Centre – Global 環球最佳數據中心發展商
Best Developer, Mixed-Use Sector – Global 環球最佳綜合項目發展商

Cris Fung 馮翊琳

Group Retail Marketing and
Customer Relations General Manager
集團租務部總經理
(商場市務及客戶關係)



18 Cris Fung: Smart management helps SHKP malls navigate pandemic challenges

Amid the pandemic, the absence of tourists and the changes in consumption patterns of local residents have resulted in a new normal for the retail market. Group Retail Marketing and Customer Relations General Manager Cris Fung remarked that in the face of the changing market environment, the Group promptly implemented a number of comprehensive anti-pandemic measures, offering customers peace of mind, while continuing to drive smart management in its malls to optimize the level of service. The Group also joined hands with tenants to provide customers with a more refined leisure and shopping experience.

Introducing anti-pandemic measures to win customer confidence

Cris mentioned that the most important thing for malls is to increase footfall, but social distancing has to be maintained to avoid local outbreaks. Tackling this conundrum has been the greatest challenge for the team. She recalled that at the beginning of the pandemic, the Group decisively introduced a number of anti-pandemic measures, and recruited hundreds of Caring Ambassadors to open doors for visitors, press lift buttons and provide hand sanitizers. "All these anti-pandemic measures were pivotal to let the public know that the Group attaches great importance to raising the malls' hygiene standards, and as always, putting our customers' safety first. We firmly believe that every step we take to minimize the risk of virus spread will make the customers feel more at ease when shopping in SHKP malls," she explained.

Controlling footfall through smart management

Cris exclaimed that the early sudden outbreak of the pandemic definitely caught everyone off guard, but the Group had strategically planned ahead years ago to drive facility intelligence and automation in its malls, allowing the team to more swiftly cater to market needs under the new normal. In addition to installing automatic doors and touch-free lift buttons, the Group introduced a contactless parking service in its 19 major SHKP malls to help with social distancing. "To minimize physical contact with others, many customers prefer to drive to the mall instead of taking public transport, leading to a notable increase in demand for our contactless parking service. The number of members registered for this service continues to increase, and these customers tend to have higher consumption ability in particular," she said.

The Group also implemented a number of smart measures which effectively reduced customer waiting time. For example, multiple sensors and digital signs recently installed at restroom entrances indicate the occupancy of the various restrooms and help effectively allocate customers to restrooms that are not as busy to shorten the wait. Since 2019, the malls have offered Eat E-as-y e-ticket and e-table bookings, which allow customers to plan their dining arrangements ahead, thus reducing the risk of crowding and encouraging them to make good use of the time saved to shop in the mall.

Changing needs of consumers and tenants under the new normal

As time goes by, malls are not only for shopping and leisure; they are also a popular meeting point. "In the wake of the pandemic, people

prefer having outdoor activities in safe and comfortable venues, and malls become a popular choice," said Cris. In response to this demand, the Group revitalized its outdoor space, adding urban farms in its major malls and developing outdoor themed areas for children, young people and pet lovers, for example, to provide more leisure and entertainment facilities for mall visitors.

Cris remarked that these outdoor spaces help attract young people and families, further demonstrating the Group's belief in putting customers first with sincerity. "The malls always facilitate the evolution of community, and add outdoor facilities in the venue benefitting our customers and nearby residents. For example, in view of the prevailing cycling trend in recent years, bike-parking lots and repair stations are available in some of our malls to welcome bike lovers."

Under the new normal, many mall tenants are facing challenges, so the Group actively helps to create opportunities for them. "In the early days of the pandemic, the catering industry was severely affected by the strict government restrictions on dining, especially the restaurants that do not provide takeaway services. In view of this, the team developed a pick-up platform in two and a half months, allowing tenants to maintain their business on a commission-free basis. Because of its great efficiency, the platform is still widely used by tenants and customers," said Cris.

Leveraging customer loyalty with The Point by SHKP

Cris pointed out that the pandemic has accelerated the pace of smart management

in the malls, an irreversible trend. One smart programme is The Point by SHKP, an integrated loyalty programme, connected with the SHKP Malls App to provide members with services such as electronic queuing and contactless parking, and rewards redemption with bonus points, etc. Since its launch in 2019, the number of members has steadily continued to increase, with over 1.5 million registered members to date.

Customers in general have provided positive feedback on The Point by SHKP and the unrivalled shopping rewards programme has further increased their loyalty. "The team has been paying attention to what extent customers have developed the habit of uploading shopping receipts to register bonus points, and the total upload this year is a double that of the same period last year," said Cris, showing that The Point by SHKP is an effective way to encourage members to shop at SHKP malls.

Empowering customised services with smart technology to increase the Group's competitiveness

In recent years, despite the increasing popularity of online shopping, Cris believes the importance of malls will not diminish in the future because of the dense population in Hong Kong and the social function that malls provide. "In addition to shopping and dining, malls are an important venue for leisure, entertainment and social life," she said. "With the attentive services we provide, empowered by smart technology, the social function of our malls is difficult to replace."

To consolidate the competitive edge of SHKP in the market, the Group drives smart management in its malls and places great emphasis on the training of frontline mall staff to ensure that every one of them can provide professional and attentive services. "At the beginning of the year, our malls participate in



The Group actively drives smart management in SHKP malls, by introducing the smart restrooms 集團積極在新地商場推動智能化管理·如陸續在旗下商場引入智慧洗手間系統

the Service & Courtesy Award, organized by the Hong Kong Retail Management Association, which is hailed as the Oscars of the retail trade. This year, we scooped over 15 awards. This proves that the premium service of the SHKP malls is recognized in the industry," said Cris. The Group also values customer feedback by adding enquiry and complaint functions to the SHKP Malls App, and responds promptly to continuously optimize the service.

Cris pointed out that since many tenants have tapped into the online shopping channel, they place greater importance on the location, supporting facilities, marketing promotion and services of physical stores – which is precisely the strength of SHKP malls: "We have been working closely with our tenants to enhance shoppers' In-store experience, by encouraging retailers to offering exclusive discounts in their physical stores, for example. We continuously enrich the In-Mall experience of our customers through diversified promotions, innovative services, outdoor space revitalization, and so forth. This multifaceted approach definitely provides our customers with a more refined shopping experience," she said.



The Group strives to optimize the premium service provided by the mall staff, and scooped over 15 awards in the Service & Courtesy Award, organized by the Hong Kong Retail Management Association at the beginning of the year 集團致力提升商場團隊的專業服務水平·年初在零售管理協會主辦的「傑出服務獎」獲得15個獎項

馮翊琳：智能化管理 助商場跨越新常態的挑戰

“The Group continues to drive smart management in its malls, together with its professional frontline colleagues and management teams, to provide more multifaceted and attentive services to our customers, affirming the competitive edge of SHKP malls under the new normal amid the pandemic. 集團持續推動商場管理智能化，加上專業的前線同事和管理團隊，為顧客提供更多方位和人性化的服務，確立了新地商場在新常態下的優勢。”



Cris points out that the pandemic has accelerated the pace of smart management in SHKP malls, while reinforcing the malls' function as a social gathering place for the public

馮翊琳認為疫情加速了商場智能化管理的步伐，同時強化了商場成為大眾社交聚會場所的功能

在疫情影響下，旅客近乎絕跡加上市民的消費模式改變，令零售市場進入了新常態。集團租務部總經理（商場市務及客戶關係）馮翊琳表示，面對市場環境轉變，集團一方面迅速推行全面的防疫措施，令顧客安心到新地商場消費；同時持續推進商場管理智能化以優化服務水平；另外更與商戶攜手合作，為顧客帶來更豐富的消閒購物體驗。

推出抗疫措施贏得消費者信心

馮翊琳直言，商場最重要是吸引人流，可是疫情下卻要減少社交接觸和人群聚集——要化解這看似矛盾的難題，成為團隊最大的挑戰。她憶述疫情初期，集團果斷地推出一連串防疫措施，以及招聘數百位「關懷大使」為訪客開門、按升降機按鈕和提供消毒搓手液。「這些措施目的只有一個，就是讓市民親身感受到，集團十分重視商場的防疫工作和顧客安全。大家看到我們多行一步加強場內的公共衛生，自然更放心到新地商場消費。」

商場智能化助人流管理

回想疫情在年多前驟然出現，所有人都措手不及。馮翊琳表示，可喜的是集團高瞻遠矚，近年策略性地推動商場設施智能化和自動化，令團隊在新常態下，能迅速回應市場需要。各商場除加裝了自動門和免觸式升降機按鈕等，以減少訪客接觸公共設施的機會外，集團更在19個新地主要商場引入免觸式泊車系統。「疫情下不少人選擇駕車出入，避免乘坐公共交通工具與他人接觸，商場的免觸式泊車服務自然深受車主歡迎。我們發現疫情後駕車到新地商場消費的顧客有明顯增幅，登記該服務

的會員人數亦持續上升，而這類顧客往往有更高的消費力。」

此外，商場不少智能化項目亦有效減少顧客輪候時間，例如新引入的智慧洗手間系統，讓市民可以透過新地商場手機應用程式及現場的顯示屏，清楚知悉各樓層洗手間的使用情況，從而選擇到較少人的洗手間，以達分流之效。此外，自2019年開始，顧客還可以利用手機應用程式的遙距取票功能，輪候入座商場食肆，既可讓顧客在等候期間放心在商場消閒購物，疫情期間更有助減低人流聚集的風險。



At the beginning of the pandemic, the Group recruited hundreds of Caring Ambassadors to open doors for visitors, press lift buttons, provide hand sanitizers, and so forth

疫情初期，集團聘請數百位「關懷大使」，為訪客開門、按升降機按鈕和提供消毒搓手液等



The Group introduced a contactless parking service in its 19 major malls, which has been well received by car owners and is effective in driving footfall in its malls

集團在19個主要新地商場引進了免觸式泊車系統，深受車主們歡迎，對促進人流有正面作用

新常態下消費者與商戶需求改變

時至今日，商場不僅有消閒購物的功能，更成為社交聚會的主要場所。「特別在疫情下，人們更珍惜社交機會，並崇尚方便舒適的戶外空間，安心地與家人朋友相聚，商場便成為了大家的好選擇。」所以集團會根據客群的需要，持續改造商場戶外公共地方，例如在多個主要商場增設都市農莊，以及開拓適合兒童、年輕人和養寵物人士的戶外主題區，為顧客帶來更豐富的消閒娛樂。

馮翊琳表示，這些戶外公共空間不僅帶動年輕一族及家庭客群增長，同時也體現集團以客為先的信念。「商場一直配合社區發展需要，適時在場內增設相關設施，方便顧客和附近居民。例如近年單車風氣盛行，我們便在商場增設單車停泊處，以及提供簡單維修工具，締造一個單車友善的環境。」

新常態下，各商戶面對不同程度的挑戰，集團亦積極協助他們創造機會。「疫情初期，因為政府對堂食有嚴格限制，令飲食業大受影響，當中沒有提供外賣服務的食肆更首當其衝。有見及此，團隊僅用了兩個半月時間，便開發商場食肆外賣自取服務平台，讓相關租戶可以免佣金使用這平台開拓業務。至今這功能仍得到商戶和消費者廣泛使用。」

The Point by SHKP增加顧客對商場的黏性

馮翊琳認為，疫情加速了商場智能化管理的步伐，而且趨勢已不可逆轉。其中結合手機應用程式的新地商場綜合會員計劃The Point by SHKP，為會員提供電子輪候、非接觸式泊車、積分換領禮遇等服務。自2019年推出以來，會員人數不斷上升，至今已超過150萬名登記會員，而且增長趨勢持續。

顧客對The Point by SHKP的反應正面，亦增加了對商場的黏性。「團隊一直注意顧客有否建立起上傳帳單以儲存積分的習慣，而今年『上單』數目已是去年同期的一倍！」馮翊琳認為，這些數字正好反映The Point by SHKP，能夠有效促進會員持續到新地商場消費。

新科技結合人性化服務 增商場競爭力

近年，儘管網購日漸盛行，惟考慮到香港人口密集的特性，加上商場具有社交聚會的功能，馮翊琳相信未來實體商場的重要性不會降低。「商場除了供訪客購物飲食外，更是消閒娛樂和滿足社交生活的重要場地，加上能提供人性化的服務，這都是商場難以被取代的原因。」

為了鞏固新地商場在市場上的優勢，提升競爭力，集團除推動商場智能化管理外，也十分著重前線員工的培訓，確保每位同事能夠提供專業而貼心的服務。「年初我們多個商場在零售管理協會主辦、有零售業『奧斯卡』之稱的『傑出服務獎』中獲得逾15個獎項，足證新地商場的专业服務水平，得到市場和業界肯定。」同時，集團亦十分重視顧客的意見，更在新地商場手機應用程式增設提交意見和投訴功能，以收集他們的意見，並迅速作出回應，務求不斷優化商場服務。

馮翊琳坦言，不少商戶也有開拓網購市場，所以他們在實體店的選址上，更加重視商場的位置、配套設施、市場推廣和服務——這正正是新地商場的優勢。「我們一直與商戶緊密合作，協助他們提升店內體驗（In-store experience），例如提供實體店專享優惠等；同時我們亦透過多元化推廣活動、推出創新服務，優化戶外公共空間等，持續提升客人的In-Mall experience，多管齊下為他們帶來更豐富的購物體驗。」

The Group is ranked among the top five in three business sustainability indexes

集團在三大企業可持續發展指數中位列頭五名

In the 6th Hong Kong Business Sustainability Index (HKBSI), the 2nd Greater Bay Area Business Sustainability Index (GBABSI) and the 1st Greater China Business Sustainability Index (GCBIS), organized by The Chinese University of Hong Kong Business School's Centre for Business Sustainability, the Group performed favourably in all assessment areas. Its overall scores ranked among top five in the three business sustainability indexes, achieving the Pace-setter level.

The Group received a boost in the HKBSI and GBABSI results compared to the previous year, in particular the Process — Management category, for which it received full marks. Its overall scores in these two indexes were much higher than the overall average of the 50 Hang Seng Index constituent companies and the 66 constituent companies of the Hang Seng Stock Connect Hong Kong Greater Bay Area Index, ranking fourth and third in the HKBSI and GBABSI, respectively. In the debut GCBIS, the Group ranked fifth, with a much higher overall score than the overall average of the listed companies in the Hang Seng Index, FTSE TWSE Taiwan 50 Index, Shenzhen 100 Index and Shanghai Stock Exchange SSE 50 A Share Index.

The Group has continued to excel in other sustainability-related indexes. Currently, it is a constituent company in the London FTSE4Good Index Series and a constituent company of the Hong Kong Hang Seng Corporate Sustainability Index ('AAA' rating). Its rating in the MSCI ESG raised from 'BBB' to 'A'.

在香港中文大學商學院商業可持續發展中心發布的第六屆香港企業可持續發展指數、第二屆大灣區企業可持續發展指數及首屆大中華企業可持續發展指數中，集團在各評選範疇均表現良好，總分數名列三大企業可持續發展指數頭五名，達到「前驅者」級別。



The Group ranks fourth in the 6th Hong Kong Business Sustainability Index, third in the 2nd Greater Bay Area Business Sustainability Index and fifth in the 1st Greater China Business Sustainability Index, achieving the Pace-setter level
集團在第六屆香港企業可持續發展指數、第二屆大灣區企業可持續發展指數及首屆大中華企業可持續發展指數中，分別名列第四位、第三位及第五位，屬於「前驅者」級別

集團在香港企業可持續發展指數及大灣區企業可持續發展指數的表現均較去年提升，在「過程 — 管理」範疇更同時獲滿分；兩者的總分數遠高於兩個指數中50家恒生指數及66家恒生港股通大灣區指數成份股公司的總平均分，分別名列第四及第三位。在首度推出的大中華企業可持續發展指數中，集團名列第五位，總分數遠高於恒生指數、富時台灣50指數、深證100指數和上證50 A股指數成份股公司的總平均分。

在其他可持續發展相關指數中，集團繼續表現優異。目前，集團為倫敦「富時社會責任全球指數系列」成份股及香港「恒生可持續發展企業指數」成份股（「AAA」級別）。在MSCI ESG評級中，更從「BBB」級晉升至「A」級*。

* Please refer to MSCI disclaimer: <https://www.shkp.com/html/sustainable-development/mscidisclaimer.html>

* 請參閱MSCI免責聲明: <https://www.shkp.com/html/sustainable-development/mscidisclaimer.html>

Sun Hung Kai Properties Hong Kong 10K Championships completed successfully amid the pandemic

「新鴻基地產香港十公里錦標賽」在疫情下順利完成

The Group promotes healthy and sustainable living and encourages people to exercise more for healthy, balanced lives. In view of the stable pandemic situation in the city, the Group collaborated with the Hong Kong Association of Athletics Affiliates to become the title sponsor of the Sun Hung Kai Properties Hong Kong 10K Championships.

The race took part in Tin Shui Wai in late August. The runners started on Wetland Park Road and ran along Tin Ying Road and Hung Tin Road, and then back to the starting point to finish the 10K race. A series of precautionary measures were implemented this year, but it did not affect the runners' passion. The athletes were excited to get back to running in an in-person race and gave it their all.

集團提倡健康及可持續生活，鼓勵大眾多做運動，實踐健康平衡生活。在本地疫情緩和的情況下，集團與香港田徑總會合作，冠名贊助「新鴻基地產香港十公里錦標賽」。

比賽於8月底在天水圍舉行，由濕地公園路出發，途經天影路和洪天路，再折返起點，全程10公里。雖然今年賽事設有一系列的防疫措施，但仍然無損跑手的熱情。參賽健兒對於可以重返實體賽事均表現雀躍，奮力作賽。



Group Deputy Managing Director Mike Wong (front, centre), Executive Director Eric Tung (front, third right) and guests, with the overall champions for the Men's and Women's races – Wong Tsz-to (back, right) and Vut Tsz-ying (back, left)
集團副董事總經理黃植榮（前排·中）、執行董事董子豪（前排·右三）及一眾嘉賓與男、女子組全場總冠軍黃子圖（後排·右）和屈旨盈（後排·左）合照留念

SHKP Greater Bay Area Youth Employment Scheme helps graduates start their career in the Greater Bay Area

新地「大灣區青年就業計劃」助畢業生在大灣區開展事業

To support the Government's Greater Bay Area Youth Employment Scheme, the Group recruited 15 university graduates through the scheme. The Group trusts that it is the biggest intern recruitment among property developers under the scheme. The Group was also one of the first employers to kick off the programme.

The SHKP Greater Bay Area Youth Employment Scheme received an overwhelming response, with over 300 applications from graduates of renowned universities. The Group hired 15 fresh graduates, following a stringent selection process. They started their 18-month internship in various departments in the Guangzhou or Zhongshan offices, including the Construction Department, the Leasing Department and the Project Management Department. The new staff will strengthen

their skills through on-the-job training and rotations. Experienced staff in the Greater Bay Area have volunteered as mentors to help the new staff adapt to the life and work culture in the Greater Bay Area.

集團積極支持政府的「大灣區青年就業計劃」，已通過計劃錄取共15名大學畢業生，集團相信是計劃中已招聘人數最多的地產發展商，亦是首批展開計劃的僱主之一。

新地「大灣區青年就業計劃」反應熱烈，收到超過300位知名大學的畢業生申請。經過嚴格甄選後，15位大學應屆畢業生獲得聘用。他們現正在廣州或中山的辦事處展開為期18個月的實習，參與部門包括建築部、租務部及項



Group Executive Director Adam Kwok (back row, fourth left) encourages the new staff to seize this golden opportunity and start their career in the Greater Bay Area
集團執行董事郭基輝（後排·左四）為新同事打氣，勉勵各人把握良機，在大灣區好好開展事業

目管理部等。新同事透過在職培訓及在不同部門作輪崗實習，得以提升工作技能。駐大灣區的資深同事更會擔任導師，協助新同事適應大灣區的生活和職場文化。

SHKP Reading Club presents the Read to Dream programme in a brand-new format for students to enjoy reading fun this summer

新閱會「新地齊讀好書」計劃以全新形式與學生度過喜閱暑假



In the kick-off ceremony for the Read to Dream 2021 programme, writer Yau Yan-ni (left) and travel writer and yoyo pro Yoyo Wing (centre) share with students how to stimulate learning and curiosity through reading
在「新地齊讀好書2021」計劃啟動禮上，作家游欣妮（左）及旅遊作家兼搖搖達人張志榮（中）與在場學生分享如何透過閱讀激發學習興趣與好奇心

The SHKP Reading Club switched its Read to Dream programme to a brand-new online format this summer. With the Federation of New Territories Youth Foundation and Tai Po Youths Association as its new community partners, the programme brought its Read to Dream spirit into the community, reaching more young people than ever.

The Read to Dream programme was held on the Group's Read For More online reading platform for the whole summer holiday this year, much longer than just a few days in previous years. Young people enjoyed the videos of student ambassadors and celebrities sharing their reading joy on Read For More. They also experienced reading fun through physical events, like drama performances and field trips. As in previous years, the Group provided a cash allowance to 1,500 participating primary and secondary students to buy books for extra-curricular reading. Collaborating with St. James' Settlement and the Hong Kong Trade Development

Council, the programme has reached over 28,000 upper primary to junior secondary students from underprivileged areas since its launch in 2008, helping them develop good reading habits from an early age.

新閱會今年暑假將「新地齊讀好書」計劃以全新形式移師網上舉行，並邀請了新界青聯發展基金會和大埔青年協會為社區夥伴，將「齊讀好書」的風氣帶進社區，惠及更多青少年。

今年「新地齊讀好書」計劃於集團的網上閱讀平台《點讀》展開，活動由往年一連數天延長至整個暑假。青少年可在《點讀》上觀賞學生大使及名人分享的喜「閱」短片，更可從話劇表演及深度遊等實體活動體驗閱讀樂趣。一如以往，集團為參與計劃的1,500名中小學生提供買書津貼，資助他們選購心儀課外讀物。自2008年，集團與聖雅各福群會及香港貿易發展局攜手推出計劃以來，共有超過28,000名來自基層地區的高小至初中學生參與，從小培養閱讀好習慣。

Building Homes with Heart Caring Initiative celebrates the Mid-Autumn Festival with love and sharing

「以心建家送暖行動」中秋送暖 佳節共享

To prepare for the Mid-Autumn Festival, the Group's Building Homes with Heart Caring Initiative distributed goodie bags to underprivileged families in Kwun Tong and Yuen Long in late August, with over 10,000 beneficiaries. The goodie bags contained mooncakes and anti-epidemic items. There were also stationery packs for children returning to school.

Separately, the Redevelopment of Pak Tin Estate – Neighbourhood Support Programme, which has been supported by SHKP volunteers for three years, started to hand over the properties in mid-August. The SHKP volunteers provided a home-inspection service and basic renovation work for the elderly affected by the redevelopment. They also taught the relevant techniques to the student volunteers. Before the Mid-Autumn Festival, the volunteer team visited elderly residents who will soon move to their new homes under the programme. The volunteers gave them goodie bags. Even though they only had a quick chat at the door amid the pandemic, the volunteers could feel the elderly were excited and full of hope for a new beginning.

八月尾，集團透過「以心建家送暖行動」為觀塘及元朗基層家庭送上福袋，迎接中秋佳節，逾10,000人受惠。



To celebrate the Mid-Autumn Festival, the Building Homes with Heart Caring Initiative distributes mooncakes and anti-epidemic items to underprivileged families. Stationery packs are also available to encourage the children to work hard in the new academic year 「以心建家送暖行動」與基層家庭共慶中秋，送上月餅及防疫物品，並為小朋友帶來精美文具包，鼓勵他們新學年努力學習



The SHKP volunteer team offers a home-inspection service and basic renovation work for elderly residents affected by the redevelopment of Pak Tin Estate. They also teach the relevant techniques to the student volunteers 義工隊為受白田邨重建影響的長者，提供驗樓及基本裝修，更傳授有關技巧給學生義工

福袋內載有月餅及防疫物品，更準備了文具包，為小朋友重回校園上課打氣。

另外，集團義工隊已服務了三年的「白田邨重建 – 友情人鄰里」計劃在八月中開始進行入伙程序，義工為受重建影響的長者提供驗樓及基本裝修外，更傳授有關技巧給學生義工。中秋節前夕，義工隊探望即將搬遷的長者，送上福袋之餘，在疫情下雖然只可於門外探訪，仍感受到他們對即將遷入新居既期待又興奮。

SHKP-Kwoks' Foundation signs new donation agreement with Hunan University

新地郭氏基金與湖南大學簽訂新一期捐贈協議

The SHKP-Kwoks' Foundation signed the fourth donation agreement for the Hunan University scholarship, which was set up almost 20 years ago. Total donations exceed RMB16 million, benefitting nearly 3,000 students. The scholarship alumni initiated the New Wing Fund donation project in 2018 to pass on the spirit of helping others. In line with this, Hunan University will soon set up a Hunan University – SHKP-Kwoks' Foundation Scholarship Programme sponsored student team to develop the students' ability, and explore opportunities for internships and exchanges.

Since its establishment in 2002, the SHKP-Kwoks' Foundation has actively engaged in charitable projects, in particular in education and training. The Foundation has set up scholarships in various tertiary education institutes on the mainland and abroad, helping promising students from low-income families complete their studies.

新地郭氏基金早前與湖南大學簽訂第四期獎助學金捐贈協議。基金與湖南大學合作近20年，捐款額累計逾人民幣1,600萬元，受惠人次近3,000。繼2018年受助校友發起「新翼基金」捐贈項目，傳承行善



Hunan University Education Foundation Chairman Zhang Qiang (front, fourth left) and SHKP-Kwoks' Foundation Executive Director Amy Kwok (projector screen, centre) sign the fourth donation agreement for scholarships via video conference 湖南大學教育基金會理事長張強（前·左四）與新地郭氏基金執行董事郭婉儀（投影屏幕·中）透過視像會議，簽訂第四期獎助學金捐贈協議

精神後，湖南大學即將成立「湖南大學新鴻基地產郭氏基金獎助學金」受助學生團隊，以加強學生的能力、拓展工作實習及交流機會。

新地郭氏基金自2002年成立以來，積極投入慈善項目，其中對教育培訓項目尤其重視，先後在國內外多家高等院校設立獎助學金項目，資助貧困但優秀的學生完成學業。

The Group donates RMB20 million for flood relief in Henan

集團向河南捐款賑災人民幣2,000萬元

The extreme rainfall that took place in Henan earlier broke historical records. To support the relief work and those affected by the floods, the Group donated RMB20 million to Henan to support frontline relief operations and post-disaster recovery work, helping the province fight the disaster. The Group sends its deepest regards to all those affected by the floods and pays tribute to all the frontline rescuers. The Group joins the rest of the community in sending hope and assistance to those affected by the floods.

早前，河南遭遇歷史罕見的特大暴雨，集團深切關注當地災情及災民的生活，撥款人民幣2,000萬元，捐贈河南支援災區前線的救援工作及災後重建，與河南同胞一同抗洪救災。集團衷心慰問所有受影響的災民，並向每一位救援人員致敬，希望與社會各界齊心協力，向受災民眾傳遞守護相助的希望與力量。

The Group's office building, hotel and mall join the Government's outreach vaccination service

集團旗下寫字樓、酒店及商場參與政府外展疫苗接種服務



Patrick Nip, Secretary for the Civil Service of the Government of the HKSAR, joins Group Executive Director Adam Kwok (photo on left, left) and Christopher Kwok (photo on right, left) to show their support for those receiving the vaccines in ICC (photo on left) and APM (photo on right) respectively 香港特區政府公務員事務局局長聶德權分別親臨ICC（圖左）及APM（圖右），連同集團執行董事郭基輝（圖左·左）及郭基泓（圖右·左）為接種疫苗的人士打氣



The Group was the first property developer in Hong Kong to participate in the Government's outreach vaccination service. ICC, The Ritz-Carlton, Hong Kong and APM followed suit, supporting the Government's Early Vaccination for All campaign by offering the outreach vaccination service on-site to help staff and tenants get vaccinated against COVID-19.

In June, ICC and The Ritz-Carlton, Hong Kong together participated in the outreach vaccination service. This was the first time that a property management company took the lead to help building tenants participate in the outreach vaccination programme. Participating companies included Kai Shing which is ICC's management service company, The Ritz-Carlton, Hong Kong and various international financial institutions in the building. In addition to staff and tenants, family members participated, resulting in about 250 people getting vaccinated.

In August, APM became the first shopping mall to participate in the outreach vaccination service. Participants came from more than 50 companies and organizations, including staff of Kai Shing which manages APM, tenants of APM and major office buildings in Kwun Tong, mall customers and civil servants in the nearby Government offices. Over 300 people received the vaccines.

繼集團成為本港首家地產發展商參與外展疫苗接種服務後，集團旗下環球貿易廣場、香港麗思卡爾頓酒店及APM均響應政府的「全城起動 快打疫苗」運動，在物業內提供外展接種疫苗服務，方便員工及租戶接種2019冠狀病毒病疫苗。

環球貿易廣場聯同香港麗思卡爾頓酒店於六月參與外展疫苗接種服務，為首次由物業管理公司牽頭，集合大廈不同租戶參與外展疫苗接種。參與公司包括管理環球貿易廣場的啟勝、香港麗思卡爾頓酒店及大廈內多間國際金融機構等。參與人士除員工及租戶外，更有員工及租戶的家屬，約有250人接種疫苗。

APM於八月成為首個商場參與外展疫苗接種服務。參與者來自超過50間公司和機構，包括管理APM的啟勝員工、APM及觀塘區主要商廈的租戶、商場客戶以及附近政府部門職員。接種疫苗人數逾300名。

Day Day Lucky Draw attracts over 1.7 million participants

「齊齊打疫苗 日日有獎抽」吸引逾170萬人參加

To support the Hong Kong Government's Early Vaccination for All campaign, the Group organized a Day Day Lucky Draw to encourage the public and SHKP staff to receive vaccines early to fight the pandemic with the community.

The lucky draw was open to all Hong Kong permanent residents 18 or above and had received two doses of a COVID-19 vaccine in Hong Kong. The campaign lasted for 62 consecutive days, from July to August, with 112 fabulous prizes given away each day, amounting to over HK\$10 million in total. The lucky draw received an overwhelming response. Over 1.7 million people participated in it, and there were nearly 7,000 winners. Prizes included 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.

為響應香港政府的「全城起動 快打疫苗」運動，集團早前舉辦了「齊齊打疫苗 日日有獎抽」活動，鼓勵市民和集團員工盡快接種疫苗，與社會各界齊抗疫。

在香港完成接種兩劑新冠疫苗以及年滿18歲的香港永久性居民可以參加抽獎。活動橫跨七月及八月，在連續62日內每日進行抽獎，每日送出112份豐富獎品，總值超過1,000萬港元。市民反



Presenting prizes to 18 Day Day Lucky Draw winners are Patrick Nip, Secretary for the Civil Service of the Government of the HKSAR, (front, fifth right), Group Executive Director Christopher Kwok (front, centre) and Sun Hung Kai Real Estate Agency Limited Executive Director Maureen Fung (front, fifth left) 香港特區政府公務員事務局局長聶德權（前排，右五）、集團執行董事郭基泓（前排，中）及新鴻基地產代理有限公司執行董事馮秀炎（前排，左五）頒獎予18位「齊齊打疫苗 日日有獎抽」活動的得獎者

應熱烈，共有超過170萬人參加，接近7,000名得獎者。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。

The Group wins the top Platinum Trusted Brand Award for the 16th consecutive year

集團連續16年榮獲「信譽品牌白金獎」最高殊榮

Putting customers first, the Group caters for its customers' diverse lifestyle, work and leisure needs through premium developments and superb service offerings. It also actively fulfils its corporate social responsibility commitments. All these attributes make it a premium brand trusted by consumers. In the 2021 *Reader's Digest* Trusted Brand Awards, the Group and its subsidiaries continued to receive a consumer vote of confidence, taking home five honours.

Sun Hung Kai Properties continued to be named the most trusted property developer in Hong Kong by consumers, seizing the top Platinum Trusted Brand accolade for the 16th straight year. Wilson Parking won a platinum award in the car park category for the ninth year running. APM took a gold award in the shopping mall category for the seventh straight year. And Hong Yip and Kai Shing each earned a gold award in the property management category for the 10th consecutive year.

The *Reader's Digest* Asia Trusted Brand Awards invite consumers from Hong Kong, Singapore, Malaysia, the Philippines and Taiwan to rate the brands they trust most according to six criteria: trustworthiness and credibility, quality, value, understanding of customer needs, innovation and social responsibility.

集團一直以客為先，透過興建優質物業，提供周全服務，全面照顧客戶在居住、工作及消閒生活的需要，並積極履行企業社會責任，優質品牌深受信賴。在《讀者文摘》「信譽品牌2021」選舉中，集團連同旗下公司繼續獲消費者投下信心一票，合共囊括五項殊榮。

新鴻基地產持續獲消費者推選為香港地產發展商界別中最具信譽的優質品牌，連續16年榮獲「信譽品牌白金獎」最高殊榮。威信



The Group and its subsidiaries receive two platinum and three gold awards in the *Reader's Digest* Trusted Brand Awards (From left: Representatives of Wilson Parking, Hong Yip, SHKP Corporate Communications Department, APM and Kai Shing)

在《讀者文摘》「信譽品牌」選舉中，集團連同旗下公司共囊括兩個白金獎及三個金獎（左起：威信停車場、康業、新地公司傳訊部、APM及啟勝代表）

停車場在停車場組別中連續第九年勇奪白金獎，APM於商場組別連續第七年獲頒金獎，而康業及啟勝則連續10年獲頒物業管理組別金獎。

《讀者文摘》亞洲品牌調查邀請來自香港、新加坡、馬來西亞、菲律賓及台灣的受訪者，根據品牌的信用和公信力、品質、價值、了解客戶需求、創新及社會責任六大標準，選出心目中最具信譽的公司品牌。

第二浪消費券10月1日到手

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Sun Hung Kai Properties

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by SHKP

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累積消費滿
HK\$500 送 2,500分

累積消費滿
HK\$2,000 加送 12,500分

累積消費滿
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累積消費滿
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累積消費滿HK\$5,000以累積賺取合共100,000分⁺，即可兌換HK\$400新地商場電子贈券

⁺獎賞將以積分形式存入會員帳戶

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消費券加碼賞 即日起至31/12

高達
HK\$70
贈券

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其他儲值支付工具

消費滿
HK\$300 送 HK\$20 指定贈券

消費滿
HK\$800 送 HK\$50 指定贈券

消費滿
HK\$500 送 HK\$20 指定贈券

消費滿
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八達通滋味賞 即日起至31/12

HK\$30
贈券

消費滿HK\$600（包括最少一套餐飲食肆單據）送 HK\$30新地商場電子贈券

● 所有優惠數量有限，先到先得，換完即止，並須受有關條款及細則約束，詳情請瀏覽參與商場之網頁或向商場顧客服務中心查詢。 ● 如有任何爭議，新鴻基地產代理有限公司及參與商場保留最終決定權。

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成為會員，賺盡多重獎賞



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