

Introducing Point Dollar – a new feature for more flexible spending rewards

推出全新功能Point Dollar 消费奖赏更具弹性



The Point enhances members' user experience by continuously optimizing the interface and adding new functions. Point Dollar was recently launched and is applicable to the Group's 25 malls, offering greater flexibility in the use of points.

Spending points as cash under the Point Dollar programme

In addition to redeeming points accumulated from spending at The Point for various privileges and offers, members can now use its mobile app to convert points to Point Dollar, which can be used directly as cash (Every 250 points can be used as HK\$1 Point Dollar; at least HK\$10 Point Dollar must be converted, with no maximum cap). Converting and using Point Dollar is easy. Just key in the amount to be converted in the mobile app prior to every transaction. A QR code will be issued that can be used for payment within a limited time, offering convenience for dining, shopping and leisure.

Over 1,600 participating merchants

This new function has been welcomed by members and supported by merchants. 25 SHKP malls and over 1,600 merchants currently accept Point Dollar, and more merchants are expected to successively join the programme, providing members with greater choices, convenience and pleasure when shopping at SHKP malls.

The Point通过不断优化界面和加入新功能，提升会员的使用体验。最近推出Point Dollar，适用于集团旗下25个商场，使用积分时更具灵活性。

Point Dollar可作现金使用

会员除了利用消费所累积的The Point积分，换领不同的礼遇和优惠外，现在还可以通过The Point手机应用程序，将积分转换成Point Dollar，直接当成现金使用（每250分可兑换1元Point Dollar，每次最低兑换金额为10元Point Dollar，不设上限）。兑换和使用方法十分简单，只要在交易前，在手机应用程序内输入兑换金额，凭限时二维码便可用作付款之用，无论食、买、玩都可以尽情享受，十分方便。

逾1,600间商户参与

这项新功能不仅得到会员欢迎，亦获得商户支持。现在全港25个新地商场、逾1,600间商户接受Point Dollar，预计会有更加多商户陆续加入，让会员在新地商场无论休闲购物都更加尽兴。