

Consumption voucher stimulates retail market Significant rebound in the Group's shopping mall business performance



With the easing of the pandemic in Hong Kong, the relaxation of the social-distancing measures, and the launch of a new round of the Government's consumption voucher scheme this year, the performance of Hong Kong's retail market has continuously improved. In light of the latest market situation, the Group has offered targeted loyalty programmes and leveraged Point Dollar, a new payment feature of The Point by SHKP. These measures led to a significant increase in footfall and tenant sales in SHKP malls in April and May.

SHKP shopping malls roll out various rewards to stimulate consumption

To encourage shoppers to enjoy spending and shopping with consumption vouchers, New Town Plaza and HomeSquare in Sha Tin jointly organized a rewards game with a raft of prizes and distributed mall e-vouchers. MOKO in Mong Kok, YOHO Mall in Yuen Long and Metroplaza in Kwai Fong provided shopping rewards and dining offers worth HK\$15 million, and featured outdoor installations with various themes to attract the public to have fun and take photos. Tsuen Wan Plaza and Uptown Plaza in Tai Po offered rewards worth over HK\$2.5 million, and set up a themed market to further boost traffic and stimulate consumption.

To embrace the opportunities provided by the consumption vouchers, 15 SHKP malls, including Kwun Tong APM, Tai Po Mega Mall, Causeway Bay World Trade Centre, Tsim Sha Tsui's The Sun Arcade and Yuen Long Plaza, rolled out a series of benefits in April, including offering a limited "Early Bird Privilege Pass" to members to earn extra Point Dollar. The malls also offered other rewards to increase traffic, including free parking without any spending requirement, double points rewards, dining coupons, a collaborative 3% point rebate offered by malls and banks, HK\$10,000 Point Dollar specifically for the

member with the highest spend, and up to a 200% rebate.

Effective promotional activities boost footfall and merchants sales revenue

When the government disbursed the first phase of consumption vouchers in April, 12 SHKP malls, including East Point City in Tseung Kwan O, Harbour North in North Point, Landmark North in Sheung Shui, Park Central, PopWalk in Tsuen Kwan O and Mikiki in San Po Kong, jointly launched a Triple Rewards programme, collaborating with over 200 merchants and offering multiple consumption rewards and Point Dollar. In addition to rewards covering dining, clothing and lifestyle products, members spending with designated electronic payment tools enjoyed up to a 100% rebate. These promotional activities, along with the successive major festivals in April and May, successfully elevated consumer sentiment.

V City in Tuen Mun and V Walk in West Kowloon launched a series of consumption voucher reward programmes in early April, offering spending rewards worth over HK\$6.8 million, targeting different types of customers. During the specified period, members spending over HK\$2,000 in electronic consumption vouchers in one day could redeem the certificates or

vouchers of designated malls and merchants worth HK\$3,000 to enjoy up to a 150% rebate.

Driven by various promotional activities proactively launched by SHKP malls, footfall at the malls returned to the level prior to the fifth wave of the pandemic, with satisfactory growth in tenant sales.

Point Dollar launched to capture opportunities from the recovered retail market

Additionally, The Point by SHKP, which has nearly 2 million members, recently launched a new payment feature, called Point Dollar. Through this feature, members can not only earn points by registering their electronic payment record, but also convert their points to Point Dollar, which can be spent as cash at 25 SHKP malls and over 2,000 merchants. Point Dollar has been well received by members and strongly supported by merchants. When the government disburses the second phase of consumption vouchers in early August, the consumers are expected to continue to use electronic payment tools, which will help popularize the use of Point Dollar. The Group's malls are planning to launch corresponding promotional programmes to simulate consumption and capture business opportunities.



消費券刺激零售市道 集團商場業務顯著回升

隨著香港疫情漸趨平穩，社交距離措施逐步放寬，加上政府今年續推出消費券計劃，本港零售市道持續改善。因應市況，集團推出針對性的獎賞計劃，配合The Point by SHKP 的全新支付功能Point Dollar，令新地商場的人流和租戶營業額於四、五月份錄得顯著升幅。

各大商場推出多項獎賞刺激消費

為鼓勵市民盡情消費，沙田新城市廣場及HomeSquare合辦有獎遊戲，送出豐富獎品，及派發商場電子禮券，鼓勵市民以消費券購物。至於旺角MOKO新世紀廣場、元朗形點及葵芳新都會廣場則推出總值1,500萬元的購物獎賞及餐飲優惠，並設有不同主題的戶外裝置，吸引市民遊玩「打卡」，而荃灣廣場及新達廣場除送出總值超過250萬元的獎賞外，亦特設主題市集，進一步吸引人流及刺激消費。

觀塘APM、大埔超級城、銅鑼灣世貿中心、尖沙咀新太陽廣場、元朗廣場等15個新地商場，於四月推出一系列優惠，以迎接消費券的機遇，例如推出限量「早鳥優惠證」，讓會員可以賺取額外Point Dollar；商場亦提供無須消費免費泊車優惠、大額回贈雙倍積分、美食優惠券、與銀行合作提供3%積分回贈，以及向消費額最高的會員送出10,000元Point Dollar，回贈率高達200%等吸客。

推廣活動奏效 人流及商戶營業額齊升

將軍澳東港城、北角匯、上水廣場、將軍澳中心、PopWalk天晉匯、新蒲崗Mikiki等12個新地商場，在政府於四月派發第一期消費券時，聯場推出「消費券賞上賞」三重優惠，聯合200多個商戶亦同步推出多重消費優惠及Point Dollar等。除了提供涵蓋餐飲、服飾、生活百貨等獎賞外，使用指定電子支付工具消費，回贈率最高更可達100%。在這些推廣活動刺激下，加上四月及五月接連有重要節日，成功帶動顧客的消費意欲。

位於屯門的V City及西九龍的V Walk在四月初開展一系列消費券獎賞活動，送出總值逾680萬元禮遇，優惠全面覆蓋不同類型的顧客。會員於限定日期內，以電子消費券即日消費滿2,000元，即可換領總值3,000元的指定商場及商戶贈券或禮券，盡享高達150%回贈。

集團旗下各商場積極推出不同的推廣活動帶動下，整體商場人流已回復至第五波疫情前的水平，商戶營業額亦錄得理想增長。

推出Point Dollar 把握零售市道復甦機遇

此外，擁有近200萬會員的The Point by SHKP，早前正式推出全新付款功能Point Dollar，讓會員透過登記電子消費賺取積分，並可以在25個新地主要商場、逾2,000個商戶將積分當作現金消費。Point Dollar不僅深受會員喜愛，亦得到商戶熱烈支持。隨著八月初政府將派發第二期消費券，預計市民會繼續使用電子支付的習慣，將有助Point Dollar的使用更趨普及。集團各商場亦將會推出相應的推廣活動，刺激消費，把握當中的商機。

