

# The Group launches the brand-new "SHKP Malls Gift Card" 集团推出全新「新地商场礼品卡」



The SHKP Malls Gift Card is accepted by over 1,900 shops in the Group's 24 major malls 「新地商场礼品卡」适用于集团旗下24家主要商场逾1,900间商铺

To offer customers flexible and convenient gift ideas for every occasion, the Group launched the brand-new "SHKP Malls Gift Card". With its extensive acceptance, gift card receivers can choose their favourite gifts from over 1,900 participating shops in the Group's 24 major malls, spanning Hong Kong Island, Kowloon and the New Territories, for a one-stop, diversified 'shoptainment' journey.

The gift card is available in five pre-determined values (HK\$200 [for corporate purchase and promotion use only], HK\$500, HK\$1,000, HK\$5,000 and HK\$8,000). The Gift Card is stylishly designed, with five gorgeous gemstone colours (pink morganite, rubellite, yellow topaz, maroon garnet and emerald) as the background and decorated with a satin ribbon bow motif to provide givers with the feeling that the gifts they are presenting to their loved ones are as precious as gemstones. The Gift Card is now available for sale at eight designated Group malls: APM in Kwun Tong, East Point City in Tseung Kwan O, Harbour North in North Point, Landmark North in Sheung Shui, New Town Plaza in Sha Tin, Tai Po Mega Mall in Tai Po, V City in Tuen Mun, and YOHO Mall in Yuen Long.

**General Manager of Sun Hung Kai Real Estate Agency Limited, Leasing – Retail Marketing & Customer Relations, Cris Fung,** said: "The SHKP Malls Gift Card initiative reinforces our commitment to put the customer shopping experience first. With the belief "Gifting you all the best", we are pleased to introduce the SHKP Malls Gift Card to meet customers' need to provide the best gift for every occasion, while card receivers have freedom of choice to use it to select the gifts they like. In addition, SHKP malls will distribute the Gift Card as rewards in promotional campaigns, which will stimulate further consumption and boost the sales of our tenants."

The Point members can earn bonus points and/or participate in mall promotions by making eligible purchases with the SHKP Malls Gift Card and enjoy a series of exciting benefits. For details of the SHKP Malls Gift Card, please click <https://www.shkp.com/en-US/our-business/hong-kong-properties/shopping-mall/gift-card>.

为提供给顾客灵活便捷的送礼方案，集团推出全新的“新地商场礼品卡”。礼品卡的适用范围广，涵盖集团旗下在港九新界的24间主要商场逾1,900间商铺。持卡人能轻松在集团旗下相关商场选购称心满意的礼物，体验一站式的多元购物乐趣。

礼品卡备有五个预设面值 (HK\$200 [仅供企业订购及推广之用]、HK\$500、HK\$1,000、HK\$5,000及HK\$8,000)，卡片设计时尚，分别采用五种绚丽宝石 (粉红摩根石、红碧玺、黄托帕石、枣红石榴石及祖母绿) 作为底色，配以缎带蝴蝶结图案，让送礼者将犹如宝石般珍贵的礼物赠送挚爱亲朋。礼品卡现于八家指定集团商场公开发售，包括观塘 APM、将军澳东港城、北角汇、上水广场、沙田新城市广场、大埔超级城、屯门 V City、元朗形点。

新鸿基地产代理有限公司租务部 (商场市务及客户关系) 总经理冯翊琳表示：“新地商场一直以顾客的购物体验为先。凭借 ‘Gifting you all the best’ 的理念，我们特别推出 ‘新地商场礼品卡’，一方面满足客人送礼所需，同时收卡人又能够尽情选购心头好。另一方面，新地商场亦会于推广活动中以礼品卡作为奖品，吸引顾客消费，进一步带动商场生意，为商户创造商业效益。”

The Point 会员凭“新地商场礼品卡”满足条件的消费交易，即可赚取 The Point 积分及/或参与商场内的推广活动，尽享多重精彩奖赏。有关“新地商场礼品卡”的详情，可浏览 <https://www.shkp.com/zh-HK/our-business/hong-kong-properties/shopping-mall/gift-card>。

