

The Group launches the brand-new "SHKP Malls Gift Card" 集團推出全新「新地商場禮品卡」



The SHKP Malls Gift Card is accepted by over 1,900 shops in the Group's 24 major malls [新地商場禮品卡] 適用於集團旗下24家主要商場逾1,900間商舖

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>.

為提供靈活便捷的送禮方案予顧客，集團推出全新的「新地商場禮品卡」。禮品卡的適用範圍廣，涵蓋集團旗下在港九新界的24間主要商場逾1,900間商舖。持卡人能輕鬆在集團的有關商場選購稱心滿意的禮物，體驗一站式的多元購物樂趣。

禮品卡備有五個預設面值 (HK\$200 [僅供企業訂購及推廣之用]、HK\$500、HK\$1,000、HK\$5,000及HK\$8,000)，卡片設計時尚，分別採用五種絢麗寶石 (粉紅摩根石、紅碧璽、黃托帕石、棗紅石榴石及祖母綠) 作為底色，配以緞帶蝴蝶結圖案，讓送禮者猶如將寶石般珍貴的禮物送贈摯愛親朋。禮品卡現於八家指定集團商場公开发售，包括觀塘 APM、將軍澳東港城、北角匯、上水廣場、沙田新城市廣場、大埔超級城、屯門 V City、元朗形點。

新鴻基地產代理有限公司租務部 (商場市務及客戶關係) 總經理馮翊琳表示：「新地商場一直以顧客的購物體驗為先。藉著 "Gifting you all the best" 的理念，我們特意推出『新地商場禮品卡』，一方面滿足客人送禮所需，同時收卡人又能夠盡情選購心頭好。另一方面，新地商場亦會於推廣活動中以禮品卡作為獎賞，吸引顧客消費，進一步帶動商場生意，為商戶創造商業效益。」

The Point 會員憑「新地商場禮品卡」的合資格消費交易，即可賺取 The Point 積分及 / 或參與商場內的推廣活動，盡享連串精彩獎賞。有關「新地商場禮品卡」的詳情，可瀏覽 <https://www.shkp.com/zh-HK/our-business/hong-kong-properties/shopping-mall/gift-card>。

