

## The Group's shopping malls are well-positioned to capitalize on opportunities from the Hong Kong-mainland border reopening



New Town Plaza, Sha Tin  
沙田新城市广场

The Group has a retail portfolio with an attributable gross floor area of some 12 million square feet in Hong Kong. The gradual lifting of Hong Kong's anti-pandemic measures and the Hong Kong-mainland border reopening in early January this year, coupled with Chinese New Year being the traditional peak season for consumption, created blossoming opportunities for the Hong Kong retail market. The Group's key shopping malls were well-equipped to capture these business opportunities. The Group's initiatives included the launch of targeted and timely promotion campaigns, such as a debut cross-boundary spending reward scheme, and the distribution of welcome packs, electronic coupons and cross-border bus tickets, to attract mainland tourists to shop in the Group's shopping malls, thus boosting footfall in the malls. As a result, the Group's retail portfolio in Hong Kong recorded double-digit growth in both footfall and tenant sales for the first two months of this year compared to the same period last year.

### Debut of reciprocal spending privileges between Guangzhou and Hong Kong to leverage the synergy

To capitalize on the first phase of the border reopening, coupled with the long Chinese New Year holiday, the Group's shopping mall teams quickly organized diversified festive campaigns and launched a series of tourist consumption privileges to attract local and mainland consumers. The Group debuted a cross-boundary spending reward scheme in Hong Kong and Guangzhou, leveraging the synergistic effect of its retail portfolios in the two cities. The Group's six shopping malls in Hong Kong, including **New Town Plaza** in Sha Tin, **YOHO Mall** in Yuen Long, and **MOKO** in Mong Kok, collaborated with **Parc Central** in Guangzhou to launch Fabulous Tourist Privilege, with a total of HK\$10 million in spending rewards offered to mainland visitors for spending in Hong Kong and vice versa. The spending rewards consisted of consumption vouchers, welcome packs and shopping privileges at premium brands, providing a range of dining, shopping and entertainment experiences for customers. Meanwhile, **V City**

in Tuen Mun and **V Walk** in West Kowloon, joined hands with **IGC** in Guangzhou to launch mutual spending privileges on the mainland and in Hong Kong and to invite retail brands in their malls that are popular among mainland consumers to offer exclusive privileges, allowing mainland visitors and local consumers to enjoy the unique consumption experience between two cities, thus promoting cross-border spending.

### Optimizing the product mix and launching a series of privileges to drive footfall and tenant sales in the Group's shopping malls

Foreseeing opportunities arising from the spending power of mainland visitors in the first phase of the Hong Kong-mainland border reopening, the Group's key shopping malls took the initiative to maintain close communication and cooperation with their tenants. Stores that are especially popular with tourists, such as pharmacies, healthcare, sportswear, watch and jewellery stores, stocked up in advance for anticipated strong sales. Various shopping malls also refined their trade-and-tenant mix to cater for border reopening. For instance, **APM**, Kwun



APM, Kwun Tong  
观塘 APM

Tong, not only introduced multiple new tenants, including luxury watch retailers, healthcare brands and pharmacy chains, but also brought together the latest overseas professional sports brands to create an attraction of over 10,000 square feet for sportswear fashion cluster, meeting the needs of mainland consumers and stimulating consumption.

To strengthen the synergistic effect among our retail portfolio and the effectiveness of the promotional campaigns, in mid-2019, the Group launched The Point, an integrated loyalty programme covering 25 major shopping malls. The program now has over two million members. Participating shopping malls grasped the business opportunities arising from the border reopening. The malls offered a variety of electronic vouchers via The Point mobile app to mainland tourists, with triple privileges for dining, shopping and leisure, together with buy-one, get-one-free coupons for visiting the Group's sky100 Hong Kong Observation Deck, situated in ICC, West Kowloon, enabling visitors to revel in the comprehensive joy of leisure shopping.

In addition, some of the Group's major shopping malls doubled up privileges for mainland visitors. **APM** in Kwun Tong, **Tai Po Mega Mall**, **Yuen Long Plaza** and **Metropolis Plaza** in Sheung Shui gave out a total of HK\$15 million in spending rewards, including e-coupons,

cross-border bus e-tickets, and welcome packs for visitors travelling to Hong Kong. After the reopening of the Lo Wu and Huanggang Control Point in early February, the adjacent **Landmark North** in Sheung Shui launched promotional programmes offering premium privileges, aimed at attracting more mainland visitors to visit the shopping mall.

### Attentive and innovative initiatives to enrich the shopping experience for customers

In view of consumer's demand for special leisure and shopping experiences, the Group's malls attentively crafted large-scale Spring Festival decorations of various themes, drawing visitors from local and overseas to take social-media worthy photos, in order to spur footfall. The Group's malls also proactively organized a wide range of interactive performances and workshops, further enriching consumers' leisure and shopping experiences, translating into increased tenant sales. For instance, **IFC Mall** in Central set up splendid floral festive installations during Chinese New Year, while **New Town Plaza** in Sha Tin brought the flower seas of Seoul, Kyoto and Taipei to the mall to enrich mall's ambience.

The Point, the Group's online platform and integrated loyalty programme for malls  
集团的网上平台及综合会员计划 The Point

V City, Tuen Mun  
屯门 V City







IFC Mall, Central  
中环国际金融中心商场

The Group's multiple regional malls, such as **Harbour North** in North Point and **Metropia** in Kwai Fong opened creative workshops and pop-up stores, adding to the charm of the shopping malls and successfully attracting a lot of consumers to visit and shop.

During the fight against the pandemic in the past three years, the Group invested a lot of resources in introducing innovative technology and ongoing optimization to its retail portfolio, ensuring its shopping malls' software and hardware are of premium quality and preparing for the return to normal. Reinforcing its strength of being a "retailtainment" hub, a brand new 60,000-square-foot indoor entertainment zone Play Park housing family-friendly shops was opened in **New Town Plaza** in Sha Tin in the second half of last year. It also introduced the first flagship overseas store of "Kiztopia", which is the largest indoor playground in Singapore, a one-of-a-kind and the first flagship experience hub for children, "Yum Me Play", the World's largest escape room experiential brand, "LOST", and a vintage theme playground, "The Wonderful World Of Whimsy". Following its strategic rebranding and reconfiguration, **wwwtc mall** in Causeway Bay, home to young luxury brands and new-concept restaurants, is opened in phases since the beginning of the year, coinciding with the Hong Kong-mainland border reopening schedule.



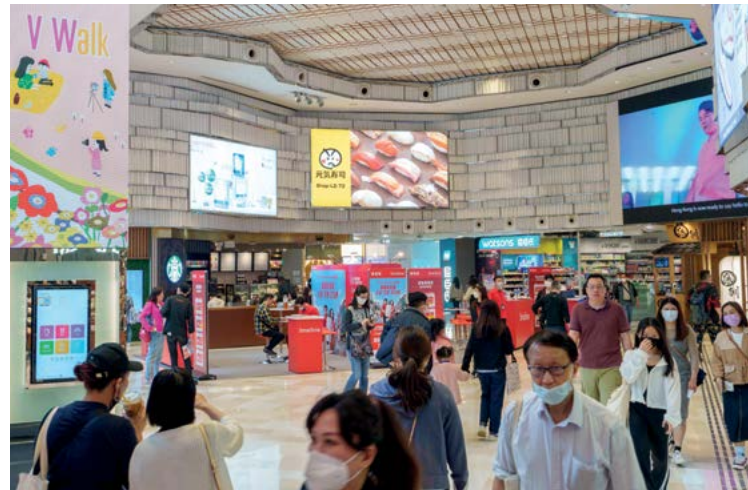
MOKO, Mong Kok  
旺角MOKO新世纪广场

The Group has also strengthened its use of smart technology and digital solutions to optimize management efficiency and service quality in its shopping malls, such as introducing multifunctional smart robots to conduct extra cleaning and disinfection, adopting nanotech for escalator and lift disinfection, and installing touch-free devices and 5G smart utilities. For instance, customers can enjoy contactless parking service and automatic fee settlement in the Group's parking lots via The Point mobile app. Real-time occupancy information of smart restrooms, nursery rooms and customer service centres can be easily accessed via mobile phones, providing customers with a more comfortable shopping environment.

The full border reopening with the mainland in early February and the lifting of the mask mandate, the last social-distancing measure, in early March, mean that Hong Kong is on the path to normalcy. The Group's shopping malls recorded further recovery in footfall amid faster-than-expected rebound in local retail market, driven by significant increase in mainland tourist arrivals. Looking ahead, the Group will continue to launch timely initiatives and promotions that cater to the preferences of local consumers and visitors travelling to Hong Kong, solidifying the strengths of its shopping malls and enhancing their business performance, creating a win-win situation for tenants, consumers and the overall Hong Kong retail market.



Tai Po Mega Mall  
大埔超级城



V Walk, West Kowloon  
西九龙V Walk

## 集团商场准备就绪 把握与内地通关的机遇



Landmark North, Sheung Shui  
上水广场

集团在港拥有应占楼面面积达111.48万平方米(1,200万平方呎)的零售物业组合。随著香港防疫措施逐步撤销,以及于今年一月初开始与内地通关,加上农历新年属传统消费旺季,为香港零售市场带来新机遇。集团旗下各个主要商场早已做好准备,瞄准商机,适时推出针对性的推广活动,包括首个跨境消费奖赏计划、送出欢迎访港礼包、电子优惠券及跨境巴士车票等礼遇,以吸引再赴香港的内地旅客到集团的商场消费,提高商场的人流。集团旗下商场在今年一、二月份的人流及租户营业额皆较去年同期录得两位数增长。

### 首推穗港互惠消费礼遇 促进相互引流的协同效应

与内地通关初期,恰逢农历新年长假期,集团商场团队迅速举办多元化的节庆活动,并推出一系列的旅客消费礼遇,进一步吸纳本地和内地消费者。集团于香港及广州推行首个跨境消费奖赏计划,发挥两地零售物业组合的协同效益,其中**沙田新城市广场**、**元朗形点**、**旺角MOKO新世纪广场**等六个在港商场,连同广州天环携手推出“好赏·同游”礼遇,分别向来港内地旅客和北上消费的港人送出总值高达1,000万港元的消费奖赏,通过派发购物优惠券、迎新礼包及星级品牌商户购物礼遇,为顾客提供一系列的食、买、玩体验。同时,屯门**V City**、西九龙**V Walk**则与广州市**IGC**,携手推出一系列“中港互通消费礼

遇”,邀请受内地顾客欢迎的品牌租户,提供专属优惠,务求让内地访港旅客及本地消费者享受两地循环消费圈的独特体验,推动跨境消费。

### 优化商品组合及推出多项礼遇 带动集团商场人流及租户营业额

为迎接首阶段通关后的内地旅客消费力,集团主要商场洞悉先机,于通关前夕已与租户紧密沟通及合作,一些较受旅客欢迎的商户如药妆、保健品、运动服饰、钟表珠宝等,提早增加店铺的货量;各商场也因应情况调整租户及行业组合,例如观塘**APM**不仅引入多个新租户,包括名表、保健品牌、药妆连锁店等,还特意汇集最新的海外专业运动品牌,打造超过929平方米(10,000平方呎)的时尚运动消费圈,以迎合内地消费者的需求,刺激他们的消费欲。

为加强商场组合的联动和推广活动的效益,集团自2019年中推出“商场综合会员计划The Point”,现已涵盖集团旗下25个主要商场,会员人数超过200万。为把握这次通关带来的商机,有关商场通过The Point的手机应用程序,特别推出“食买玩通关三重赏”,向内地旅客送出多款电子礼券,同时送出集团旗下位于西九龙环球贸易广场天际100香港观景台“买一送一”优惠券,让旅客全方位体验休闲购物乐。

此外,集团部分主要商场接连推出更多礼遇予访港内地旅客,例如观塘的**APM**、**大埔超级城**、**元朗广场**及上水的**新都广场**送出价值1,500港元的消费奖赏,包括电子优惠券、跨境巴士电子车票及欢迎访港礼包包;自二月初罗湖和皇岗口岸重新运作后,邻近的**上水广场**还推出“来港劲赏礼”活动,以吸引更多内地旅客前往该商场消费。



Metropolis Plaza, Sheung Shui  
上水新都广场





East Point City, Tseung Kwan O  
将军澳东港城

#### 贴心和创新的举措 丰富顾客休闲购物的体验

因应消费者期望得到具特色的休闲购物体验，集团各大商场悉心打造不同主题的大型春节布置，吸引本地及外地顾客“打卡”，借此刺激商场人流，并积极举办多元化的互动表演及工作坊，进一步丰富消费者的休闲购物体验，从而带动商户的营业额。以中环的**国际金融中心商场**为例，在农历新年期间，便设有华丽的大型新春花艺装置，而沙田的**新城市广场**把首尔、京都和台北的花海搬到商场，多个区域性商场如北角汇、葵芳的**新都会广场**等则开设富有创意的工作坊和期间限定店，为商场增添吸引力，相关商场均成功吸引大量顾客到访及购物。

在过去三年的抗疫期间，集团投放大量资源，为零售物业组合引进创新科技及持续进行优化工程，以保持商场的软硬件质量处于高水平，为恢复常态作好准备。其中沙田的**新城市广场**的全新室内娱乐体验区 Play Park 于去年下半年开幕，新设施楼面面积达5,574平方米(60,000平方呎)，设有多家适合一家大小的商店，并引入新加坡最大型亲子游乐中心“Kiztopia”的首间海外旗舰店、儿童体验平台“Yum Me Play”全港首家实体店、全球最大网络密室逃脱品牌“LOST”及元祖级主题游乐场“欢乐天地”，加强该商场作为“娱乐零售体验”热点的优势。位于铜锣湾的**wwwtc**



IGC, Guangzhou  
广州市 IGC

mall 商场经重新定位及优化工程后，场内的高级年轻品牌和新式餐饮等商户也由今年初起分期开业，刚好配合与内地通关的时间表。

此外，集团积极利用智能科技和数码化方案，以提升商场管理效率及服务水平。例如引入多功能智能机器人进行额外的清洁及消毒、采用纳米光触技术消毒扶手梯及升降机、加装免触式装置，以及打造5G智能化公共设施，譬如，顾客可通过The Point应用程序，在商场停车场使用免触式泊车及“无感泊车支付”服务，也可在手机轻松浏览智能洗手间、智能育婴室及顾客服务中心的即时使用情况等，为顾客提供更舒适及安心的购物环境。

自今年二月初与内地全面通关，最后一项社交距离措施——口罩令也于三月初解除，意味著香港已踏上全面恢复常态之路。随著内地访港旅客显著上升，本地零售市场反弹的速度也较预期快，集团多个商场的人流进一步回升。展望未来，集团将继续适时推出迎合本地顾客及访港旅客喜好的举措及推广活动，以强化旗下商场的优势，提升商场业务表现，为租户、消费者，以至整体香港零售市场缔造“多赢”局面。



APM, Kwun Tong  
观塘 APM



Tsuen Wan Plaza  
荃湾广场



The Group clinches over 20 awards in the 2022 Service Talent Award  
集团在去年底举办的「2022杰出服务」中获得逾20个奖项

## The Group's shopping malls clinch multiple international and local awards 集团商场屡获国际及本地殊荣

The Group has always placed great emphasis on the consumer shopping experience. In addition to the ongoing upgrades of its hardware facilities, it is committed to providing premium management services. After the Hong Kong-mainland border reopening, the Group enhanced crowd control and stepped up hygiene in the public areas particularly at its major shopping malls to ensure smooth operations in view of the anticipated surge in footfall in the Group's shopping malls. The Group's shopping malls have attained multiple international and local service awards over the years, demonstrating that the Group's service quality is recognized by the industry.

The Group's customer service teams were affirmed by consumers and the retail industry for their attentive premium services over the years, achieving outstanding results, with over 20 awards in the 2022 Service Talent Award, organized by the Hong Kong Retail Management Association at the end of last year. In the Elite Brand Awards 2022, recently organized by a reputable local newspaper, both of the Group's property management companies received honours. Kai Shing won the Elite Property Management Award, and Hong Yip won the Elite Innovative Smart Property Management Award, further demonstrating the outstanding performance of the two companies in property management.

The Group has proactively launched interesting and innovative promotional programmes to draw consumers and increase footfall in its shopping malls. The Group's shopping malls portfolio in Hong Kong achieved outstanding results, with one gold and three silver awards in the "2022 MAXI Awards", an international award for shopping malls organized by the International Council of Shopping Centers (ICSC) last year, and the Group is the only winning Hong Kong operator among a crowd of global participants. The Group's two malls in Guangzhou, Parc Central and IGC, also received gold and silver awards respectively.

The Group's shopping malls also spared no effort to promote sustainable development and green management, taking the initiative to introduce green, eco-friendly elements in various areas, such as management, design and promotion. Many of the Group's shopping malls in Hong Kong received gold, bronze and merit awards in Best Green Practice in Malls, as well as Excellent Green Product Advocate in the Hong Kong Green Shop Alliance Award 2022, affirming the Group's efforts and achievements in building a green shopping environment.

集团重视商场顾客的体验，除了持续优化硬件配套外，还致力提供优质的管理服务。在与内地通关后，集团特别加强各主要商场的人流管理、公共区域清洁等，以确保通关后商场人流大增仍能运作顺畅。多年来，集团商场获得多个国际和本地的重要奖项，足见服务质量得到市场广泛认同。

集团商场的客户服务团队，多年来凭借优质贴心的服务，一直得到顾客和业界的称许。在去年底举办的香港零售管理协会举办的“2022杰出服务奖”中，集团获颁发逾20个奖项，成绩骄人。最近由本地知名报章筹办的“超卓品牌大奖2022”中，集团属下两家管理公司均夺得大奖，启胜获得“超卓物业管理服务大奖”，而康业荣获“超卓创新智能物管大奖”，彰显两家公司在物业管理方面的理想表现。

集团积极通过推出有趣和创新的推广活动吸引客人，带动商场人流。于去年国际购物中心协会(International Council of Shopping Centers, ICSC)举办的国际性商场大奖“2022 MAXI Awards”评选中，集团在港的商场组合勇夺一金三银的佳绩，也是全球众多参赛者中唯一获奖的香港运营商；集团位于广州的两个商场项目天环广场及IGC也分别获得金奖及银奖殊荣。

此外，集团商场对推动可持续发展及绿色管理一直不遗余力，积极把绿色环保元素融入在管理、设计、推广等各范畴。集团多个在港商场于“香港绿建商铺联盟大奖2022”获颁最绿模范商场的金奖、铜奖和优异奖以及卓越绿色产品推动奖，肯定了集团在构建绿色购物环境的努力和成就。