

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



New Town Plaza, Sha Tin
沙田新城市廣場

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**,



APM, Kwun Tong
觀塘 APM

Kwun 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
集團的網上平台及綜合會員計劃 The Point



V City, Tuen Mun
屯門 V City



IFC Mall, Central
中環國際金融中心商場

The Group's multiple regional malls, such as **Harbour North** in North Point and **Metroplaza** 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.



Tai Po Mega Mall
大埔超級城



MOKO, Mong Kok
旺角MOKO新世紀廣場

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.



V Walk, West Kowloon
西九龍V Walk

集團商場準備就緒 把握與內地通關的機遇



Landmark North, Sheung Shui
上水廣場

集團在港擁有應佔樓面面積達1,200萬平方呎的零售物業組合。隨著香港防疫措施逐步撤銷，以及於今年一月初開始與內地通關，加上農曆新年屬傳統消費旺季，為香港零售市場帶來新機遇。集團旗下各個主要商場早已做好準備，瞄準商機，適時推出針對性的推廣活動，包括首個跨境消費獎賞計劃、送出歡迎訪港禮品包、電子優惠券及跨境巴士車票等禮遇，以吸引重臨香港的內地旅客到集團的商場消費，提高商場的人流。集團旗下商場在今年一、二月份的人流及租戶營業額皆較去年同期錄得雙位數字增長。

首推穗港互惠消費禮遇 促進相互引流的協同效應

與內地通關初期，適逢農曆新年長假期，集團商場團隊迅速舉辦多元化的節慶活動，並推出一連串的旅客消費禮遇，進一步吸納本地和內地消費者。集團於香港及廣州推行首個跨境消費獎賞計劃，發揮兩地零售物業組合的協同效益，當中沙田**新城市廣場**、元朗**形點**、旺角**MOKO新世紀廣場**等六個在港商場，連同廣州**天環**攜手推出「好賞•同遊」禮遇，分別向來港內地旅客和北上消費的港人送出總值高達1,000萬港元的消費獎賞，透過派發購物優惠券、迎新禮包及星級品牌商戶購物禮遇，為顧客提供一系列的食、買、玩體驗。同時，屯門**V City**、西九龍**V Walk**則與廣州市**IGC**，攜手推出連串「中港互通消費禮遇」，

邀請受內地顧客歡迎的品牌租戶，提供專屬優惠，務求讓內地訪港旅客及本地消費者享受兩地循環消費圈的獨特體驗，推動跨境消費。

優化商品組合及推出多項禮遇 帶動集團商場人流及租戶營業額

為迎接首階段通關後的內地旅客消費力，集團主要商場洞悉先機，於通關前夕已與租戶緊密溝通及合作，一些較受旅客歡迎的商戶如藥妝、保健品、運動服飾、鐘錶珠寶等，提早增加店鋪的貨量；各商場亦因應情況調整租戶及行業組合，例如觀塘**APM**不僅引入多個新租戶，包括名錶、保健品牌、藥妝連鎖店等，還特意匯集最新的海外專業運動品牌，打造超過10,000平方呎的時尚運動消費圈，以迎合內地消費者的需求，刺激他們的消費意欲。

為加強商場組合的聯動和推廣活動的效益，集團自2019年中推出「商場綜合會員計劃The Point」，現已涵蓋集團旗下25個主要商場，會員人數超過200萬。為把握是次通關帶來的商機，有關商場透過The Point的手機應用程式，特別推出「食買玩通關三重賞」，向內地旅客送出多款電子禮券，同時送出集團旗下位於西九龍環球貿易廣場天際100香港觀景台「買一送一」優惠券，讓旅客全方位體驗消閒購物樂。

此外，集團部份主要商場疊加推出更多禮遇予訪港內地旅客，例如觀塘的**APM**、**大埔超級城**、元朗**廣場**及上水的**新都廣場**送出價值1,500萬港元的消費獎賞，包括電子優惠券、跨境巴士電子車票及歡迎訪港禮品包；自二月初羅湖和皇崗口岸重新運作後，鄰近的**上水廣場**亦推出「來港勁賞禮」活動，以吸引更多內地旅客前往該商場消費。



Metropolis Plaza, Sheung Shui
上水新都廣場



East Point City, Tseung Kwan O
將軍澳東港城

貼心和創新的舉措 豐富顧客消閒購物的體驗

因應消費者期望得到具特色的消閒購物體驗，集團各大商場悉心打造不同主題的大型春節佈置，吸引本地及外地顧客「打卡」，藉以刺激商場人流，並積極舉辦多元化的互動表演及工作坊，進一步豐富消費者的消閒購物體驗，從而帶動商戶的生意額。以中環的**國際金融中心商場**為例，在農曆新年期間，便設有華麗的大型新春花藝裝置，而沙田的**新城市廣場**把首爾、京都和台北的花海搬到商場，多個區域性商場如**北角匯**、葵芳的**新都會廣場**等則開設富有創意的工作坊和期間限定店，為商場增添吸引力，有關商場均成功吸引大量顧客到訪及購物。

在過去三年的抗疫期間，集團投放大量資源，為零售物業組合引進創新科技及持續進行優化工程，以保持商場的軟硬件質素處於高水平，為復常作好準備。其中沙田的**新城市廣場**的全新室內娛樂體驗區 **Play Park** 於去年下半年開幕，新設施樓面面積達60,000平方呎，設有多家適合一家大小的商店，並引入新加坡最大型親子遊樂中心「Kiztopia」的首間海外旗艦店、兒童體驗平台「Yum Me Play」全港首家實體店、全球最大網絡密室逃脫品牌「LOST」及元祖級主題遊樂場「歡樂天地」，加強該商場作為「娛樂零售體驗」熱點的優勢。位於銅鑼灣的**wwwtc mall**商場經重新



IGC, Guangzhou
廣州市 IGC

定位及優化工程後，場內的高級年輕品牌和新式食肆等商戶也由今年初起分期開業，剛好配合與內地通關的時間表。

此外，集團積極利用智能科技和數碼化方案，以提升商場管理效率及服務水平。例如引入多功能智能機械人進行額外的清潔及消毒、採用納米光觸技術消毒扶手梯及升降機、加裝免觸式裝置，以及打造5G智能化公共設施，譬如，顧客可透過The Point應用程式，在商場停車場使用免觸式泊車及「無感泊車支付」服務，亦可在手機輕鬆閱覽智能洗手間、智能育嬰室及顧客服務中心的即時使用情況等，為顧客提供更舒適及安心的購物環境。

自今年二月初與內地全面通關，最後一項社交距離措施——口罩令也於三月初解除，意味著香港已踏上全面復常之路。隨著內地訪港旅客顯著上升，本地零售市場反彈的速度亦較預期快，集團多個商場的人流進一步回升。展望未來，集團將繼續適時推出迎合本地顧客及訪港旅客喜好的舉措及推廣活動，以強化旗下商場的優勢，提升商場業務表現，為租戶、消費者，以至整體本港零售市場締造「多贏」局面。



APM, Kwun Tong
觀塘 APM



Tsuen Wan Plaza
荃灣廣場



The Group clinches over 20 awards in the 2022 Service Talent Award
集團在去年底舉辦的「2022傑出服務」中獲得逾20個獎項

The Group's shopping malls clinch multiple international and local awards 集團商場屢獲國際及本地殊榮

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.

集團重視商場顧客的體驗，除了持續優化硬件配套外，亦致力提供優質的管理服務。在與內地通關後，集團特別加強各主要商場的人流管理、公共區域清潔等，以確保通關後商場人流大增仍能運作暢順。多年來，集團商場獲得多個國際和本地的重要獎項，足見服務質素得到市場廣泛認同。

集團商場的客戶服務團隊，多年來憑藉優質貼心的服務，一直得到顧客和業界的稱許。在去年底舉辦的香港零售管理協會舉辦的「2022傑出服務」中，集團獲頒發逾20個獎項，成績驕人。最近由本地知名報章籌辦的「超卓品牌大獎2022」中，集團屬下兩家管理公司均奪得大獎，啟勝獲得「超卓物業管理服務大獎」，而康業榮獲「超卓創新智能物管大獎」，彰顯兩家公司在物業管理方面的理想表現。

集團積極透過策動有趣和創新的推廣活動吸引客人，帶動商場人流。於去年國際購物中心協會 (International Council of Shopping Centers, ICSC) 舉辦的國際性商場大獎「2022 MAXI Awards」，集團在港的商場組合勇奪一金三銀的佳績，亦是全球眾多參賽者中唯一獲獎的香港營運商；集團位於廣州的兩個商場項目天環廣場及IGC亦分別獲得金獎及銀獎殊榮。

此外，集團商場對推動可持續發展及綠色管理一直不遺餘力，積極把綠色環保元素融入在管理、設計、推廣等各範疇。集團多個在港商場於「香港綠建商舖聯盟大獎2022」獲頒最綠模範商場的金獎、銅獎和優異獎以及卓越綠色產品推動獎，肯定了集團在建構綠色購物環境的努力和成就。