

The Group's shopping malls embrace the traditional retail peak with festive decorations to drive foot traffic and business opportunities



APM, Kwun Tong
观塘 APM



IFC Mall, Central
中环国际金融中心商场



Landmark North, Sheung Shui
上水广场



Metroplaza, Kwai Fong
葵芳新都会广场

Uniting global artists to create an artistic Christmas

Young consumers enjoy experiencing diversified festive vibes, and artistic themes have always been popular. Various shopping malls have therefore collaborated with local and worldwide artists to create festive installations with differentiated artistic vibes. MOKO, in Mong Kok, partnered with Hong Kong street-weaving art group La Belle Époque to set up a giant Christmas installation, with multiple Christmas trees scattered around Forest Town to spread warm and fuzzy Christmas vibes all around, together with an outdoor leisure spot, MOKO GARDEN, adorned with festive florals. APM, in Kwun Tong, has become a Christmas Aurora Winter Town, in collaboration with Eastern European illustrator Zhenya Tkach. Inspired by winter in the Arctic, the mall features a 3,000-square-foot Aurora Snowland, where visitors can enjoy an exotic Christmas together. Tai Po Mega Mall, in association with internationally renowned illustrator Mila Marquis, is displaying a 1,500-square-foot Sparkling Christmas HappyLand, with joyful fairies, life-sized polar bears and a penguin army, taking visitors on a dreamy journey of joy. Harbour North, in North Point, cooperated with local illustration brand Dustykid to launch the "Have a Hug" Exhibition, showcasing a series of healing illustrations and warm words to convey the message of embracing life. The exhibition also featured a photo-taking zone, themed pop-up stores, meet & greet and free-hug event with "Giant Dust", to bring warmth and care to every visitor.

Partnering with merchants to enhance in-store and off-premises experience

To celebrate the festive Christmas, many of the Group's malls have created ambiance that closely mimicking those in the European towns, and the malls were brimmed with Christmassy vibes. East Point City, in Tseung Kwan O, created a 6,000-square-foot European Christmas Town this year, featuring six vintage European train station attractions, with classic European street scenes. The European Christmas village also introduces a first-of-its-kind collaboration between two key retailers to offer a delightful array of popular festive delicacies and home decorations that exude the joyful holiday atmosphere for customers. Park Central, in Tseung Kwan O, launched the first-ever Pretty Cure

pop-up store in Hong Kong, letting the anime character celebrate the Christmas festival together with every citizen.

Maximizing the use of outdoor spaces for festive installations

To maximize the use of outdoor spaces, various shopping malls have extended festive decorations from indoor to outdoor areas. New Town Plaza, in Sha Tin, presented a 35,000-square-foot Dino Park featuring the world of dinosaurs, at level five. The 14 dinosaurs-themed leisure facilities can train arm strength, visual acuity, as well as balance and coordination, parents were keen to take their children to burn off some energy, while also benefiting the mall's foot traffic. In association with renowned British artist Edward Monaghan, the shopping mall presented a Christmas Fairy Town, coupled with nine picturesque fairy photo spots, and the cutest fairy to spread love and wishes. Millions of shimmering Christmas lights light up the Fancy Outdoor Garden of Streamlight on the mall's level seven Starlight Garden, Phase 1, with a three-metre-tall fairy bringing a romantic Christmas to lovebirds. Metroplaza, in Kwai Fong, maximized the use of its outdoor spaces to present the first outdoor snowfall ice-skating rink in New Territories West, with basic kit offered for children and adults to have fun. Also at the mall are a seven-metre-tall Christmas tree and a giant crystal ball for photo-taking. Landmark North, in Sheung Shui, which is the first pet-friendly shopping mall in Northern District. The Sky Garden of the shopping mall has installed special Furry Pawty pets facilities while a pet winter market has been held. An outdoor rest and dining area have been set up as well so that owners can dine al fresco with their furiends.

Leveraging the Group's retail network to expand consumer base

The Group from time to time reorganizes its tenant mix and increases the number of shops to provide more diversified consumer choices. The Group continued to install electric vehicle rapid chargers in the car parks of its shopping malls, to expand the customer base to electric vehicle drivers. In order to offer local customers and mainland visitors' consumption and leisure privileges in Hong Kong, a series of dining and entertainment offers were launched at various SHKP shopping malls, including New Town Plaza and YOHO Mall. Members of The Point and Parc Central, in Guangzhou, can redeem one-way cross-border tickets and

Hong Kong

Unveiling a mesmerizing Christmas experience with trending digital technology

The Group's various shopping malls offered customers an immersive experience with digital technology, presenting a distinctive Christmas ambiance. For instance, IFC Mall, in Central, presented "SnowPark", an enchanting snowy white Christmas installation. The mall's oval atrium has transformed into a European ski resort. In addition to an impressive 8.5-metre-tall Christmas tree, visitors could discover multiple snow-themed photo-worthy spots and interactive digital installations, embarking on a multi-sensory journey in the winter wonderland. YOHO Mall, in Yuen Long, unveiled the captivating Galaxy & Astrology, an immersive Christmas installation with a zodiac theme. The mall featured interactive installations decoding astrological signs for photo-taking and fun games. Also, a magnificent six-metre-tall Evergreen Stardust Christmas tree and a romantic Starry Sky Interactive Corridor nestled in the atrium of YOHO Mall II created an enchanting festive ambiance. wwwtc mall in Causeway Bay invited French illustrator Marion Arbona to craft a captivating large-scale art installation in the mall's atrium. The artist took inspiration from a fantasy garden, bringing visitors sensory stimulation amidst the Christmas trees and flowers of different shapes. Bright, dazzling and rare forest birds take flight and stop in front of you, while fairies are dancing in the forest and elves are preparing Christmas gifts. The art installation intertwined the realms of enchanting fairy tales and the tangible world, offering customers an



wwwtc mall, Causeway bay
铜锣湾世贸中心

extraordinary sensory experience. VWalk, in West Kowloon, and V City, in Tuen Mun, jointly collaborated with The Adventures of Paddington to present over 23 British-inspired Christmas hotspots and interactive games. These included a giant 6.8-metre-long traditional British steam Christmas train, providing visitors with a chance to be a train conductor, and an indoor interactive carousel of bicycles, bringing customers a warm and joyous Christmas. Tsuen Wan Plaza featured a three-metre-tall Orange Cat Zhong Zhong, which is the top photo spot because of its iconic melancholic face. In addition, other not to be missed attractions include the Warm Knitting Garden, built with cats' beloved knitting lines, a 20-metre-long cat photo display wall, and digital interactive fun-game booths.

V City, Tuen Mun
屯門V City



YOHO Mall, Yuen Long
元朗形点

shopping vouchers upon spending a designated amount of e-currency, and enjoy free locker and mobile phone recharging services on the date of reward redemption.

Mainland

Creating a fascinating winter with art and technology

The Group's shopping malls on the mainland offered equally captivating experiences. Shanghai IFC Mall presented a large-scale Christmas carnival with the theme A Metauniverse of Joy. Created by renowned Japanese artist Kota Yamaji, the metauniverse Christmas fun park featured a variety of interactive festive installations, including VR spaceships, a zero-gravity zone, and an AI Santa Claus, allowing visitors to experience a warm and joyous Christmas journey filled with creativity. In Puxi Shanghai, IAPM collaborated with Spanish illustrator Antonio Uve to create six unique charming carton figures. Coupled with a variety of creative and interactive installations, as well as vibrant art performances, the mall offers customers a kaleidoscope of winter merriment. Parc Central, in Guangzhou, has introduced the first AI-created interstellar journey themed exhibition in the Greater Bay Area. Using AI to create immersive fantasy planets, the exhibition combines real-time interactive experiences with sound and visual effects, unleashing the imagination and novel experiences for a futuristic lifestyle.

Dazzling festive installations for a unique Christmas

One ITC's theme, Shining 4 You, set the stage for a dazzling fourth-anniversary winter party. The nearby Huashan Road and Guangyuan West Road have been turned into sparkling crystal-like avenues, adorned with shining crystal bears. The mall came alive with dance performances and merchants' festive floats, making it a lively and whimsical carnival. In addition, as part of its 65th anniversary celebrations, IGC, in Guangzhou, was ornamented with the Paddington Bear, presenting a British Winter Village Adventure, the first national exhibition of its kind. Visitors can take photos at the six vintage British Christmas installations and engage in a thrilling ski treasure hunt. Every Sunday, Paddington Bear would made appearance to interact with visitors, along with the mall's Winter Wonderland Carnivals and dazzling live events, called Snowy British Nights, to foster a festive ambience. Beijing APM invited a number of internationally renowned artists to



MOKO, Mong Kok
旺角MOKO新世纪广场

turn the mall into a colourful party. With four themed scenes and multiple installations, the mall offered customers a marvellous winter experience filled with wonder and delight.

13,000 sets of free consumption vouchers given out to support the Night Vibes Hong Kong campaign

In order to promote Hong Kong's retail sales, the government launched the Night Vibes Hong Kong campaign in the third quarter of this year to incentivize citizens' spending. The Group also launched a promotional campaign to ignite the night-time economy for the Mid-Autumn Festival and National Day holidays with 13,000 sets of shopping and dining vouchers worth more than HK\$1.5 million at its 12 major malls to encourage more people to stay out after 8pm. In addition to distributing consumption vouchers, the Group's shopping malls rolled out a variety of promotional offers and events, including special night parking offers, discounted movie tickets, bazaars, performances, food-and-wine tasting, night concerts and more, with encouraging responses. Leveraging the geographical advantages of its malls, coupled with The Point, which is the largest integrated loyalty programme for shopping malls in Hong Kong, as a platform for offering discounts, the campaign was sought after by visitors, successfully driving footfall and business at the malls during Mid-Autumn Festival and National Day holidays.

集团商场迎接传统零售旺季 大型节日布置促人流与商机



New Town Plaza, Sha Tin
沙田新城市广场



V Walk, West Kowloon
西九龙V Walk

集团在香港持有多元化及优质的零售物业组合，一直秉持积极的租务管理策略，不断优化行业和商户组合，提供更丰富的休闲、购物和娱乐零售选择，以配合不时转变的顾客需要，致力提升人流及租户销售额。适逢圣诞节是传统零售业旺季，加上今年是香港全面复常后首个圣诞档期。集团更为旗下香港和内地的主要商场增添不同主题的冬日布置，同时通过举办各式推广活动和推出消费奖赏优惠，力求为顾客带来焕然一新的体验。

香港

以崭新数码技术 带来沉浸式圣诞体验

集团多个商场利用数码技术，为顾客带来沉浸式体验，感受不一样的圣诞气氛。例如中环国际金融中心商场便呈献“SnowPark”雪感白色圣诞，把商场一楼中庭变成欧洲滑雪胜地，除了8.5米巨型圣诞树，场内也特设多个雪地打卡位及多媒体互动装置，让顾客以多重感官体验雪地旅程。元朗形点设置沉浸式星座主题圣诞装置“星语夜”，场内设有星座互动装置，供拍照及玩游戏，另有六米高的“星砂圣诞树”及置于形点中庭的“浪漫星空互动长廊”，极具节日气氛。铜锣湾wwwtc mall则特别邀请法国插画艺术家Marion Arbona，为商场中庭打造一座以奇幻花卉丛林为灵感的大型沉浸式体验艺术装置，不同形状的圣诞树和圣诞花带来多变有趣的观感。顾客置身其中即可体验童话梦境与现实世界的交错，例如珍稀的飞鸟于繁花间穿梭，仙女们在林间舞动，精灵们正在准备圣诞礼物，有趣独特。西九龙V Walk及屯门V City则与The Adventures of Paddington合作，呈献逾23个充满英伦风情的圣诞打卡位及体感互动游戏，包括6.8米长巨型英式传统蒸汽圣诞列车、化身车长模拟驾驶火车，及室内互动单车旋转木马等，让市民共享温馨快乐的圣诞节。荃湾广场则以“厌世脸”而广受欢迎的“橘猫重重”为主题。除了三米高的超巨型“橘猫重重”是打卡位首选外，还包括以猫咪最爱的毛线球而建的“暖暖织园”、20米长“喵星打卡墙”，以及好玩的数码互动圣诞游戏

联合各地艺术家 营造文艺圣诞气息

年轻的消费者喜欢感受不同的节日体验，而文艺主题向来深受该客群的欢迎。多个商场都与本地以至国际艺术家合作，打造出不同艺术气息的节目装置。其中旺角MOKO新世纪广场联合香港街头编织艺术团体La Belle Époque，设置了巨型圣诞打卡布置，

多棵圣诞树更散布在“森林小镇”周围，让访客零距离欣赏全部由人手一针一线所编出的“温暖牌”场景；三楼的户外休憩空间MOKO GARDEN则铺上一片圣诞花海。至于观塘APM为迎接圣诞，在这个冬天摇身变成“圣诞极光冬日小镇”，联同东欧插画师Zhenya Tkach，以充满冬日色彩的极地文化为设计灵感，特别打造出914.4米(3,000呎)的“梦幻极光雪国”，与顾客创造一个异国风情的圣诞。大埔超级城邀请了国际著名插画师Mila Marquis设计了面积达139.35平方米(1,500平方呎)的“闪耀圣诞HappyLand”，同时一众快乐仙子、1:1大小的北极熊，以及企鹅军团，为游客带来一个充满奇幻和欢乐的世界。北角汇则联同本地插画品牌Dustykid举办圣诞限定大型“拥抱展”，通过治愈系插画和暖心文字，分享拥抱生命的信息等，场内更设有拥抱心灵打卡区、主题精品小店，加上抱抱“巨尘”快闪活动，为大家送上佳节暖意。



East Point City, Tseung Kwan O
将军澳东港城

与商户合作 提升店外店内体验

为了让市民也可以有一个充满欧陆冬日风情的圣诞节，集团多个商场均以欧洲小镇为主题，营造不同风貌的节日气氛。将军澳的东港城今年打造557.4平方米(6,000平方呎)的欧洲圣诞小镇，特设六大复古欧洲火车站打卡装置，包括欧洲旧式街景等。欧洲圣诞小镇更首度联手两大商户合作，让顾客挑选应节食品与家居装饰欢度佳节。此外，将军澳中心则开设了首次登陆香港的“光之美少女”Pop Up Store，让这位动漫人物与大家共度圣诞。

善用户外空间 增添节日装置

多个商场善用户外空间，节日装置由室内延伸到户外，沙田新城市广场在五楼增设占地逾3251.5平方米(3.5万平方呎)、恐龙主题公园 Dino Park。公园的14项恐龙游乐设施，可同时训练臂力、眼力、平衡力及协调能力，吸引一众家长带小朋友前去玩耍，带动商场人流。商场更与英国著名艺术家Edward Monaghan合作，带来“水滴精灵梦幻圣诞小镇”。九大打卡场景遍布可爱和充满祝福的水滴精灵。其中位于商场一期七楼星光花园的“圣诞流光后花园”，由逾万颗灯饰组成，三米高的水

滴精灵为情侣们送上浪漫圣诞。葵芳新都会广场利用其户外平台，打造了新界西首个户外飘雪溜冰场，商场还会借出基本装备供大小朋友享受溜冰乐趣。场内另设有七米高圣诞树、巨型“幻彩水晶球”等打卡装置。至于作为北区第一个宠物友善商场的上水广场，其晴空花园特设“梦幻圣诞小镇”宠物专用玩乐设施，还会举办宠物冬日市集，并设户外休憩区及用餐区，方便主人可以和宠物一同在户外用餐。

善用集团零售网络 扩大消费客群

商场不时重整租户组合，增加商铺数量，提供更多元的消费娱乐选择。另外，集团继续在商场停车场加设快速电动车充电器，扩大客源至驾驶电动车的消费客群。为了让本地客及内地旅客在港消费时尽享休闲礼遇，新城市广场、形点等多个新地商场推出系列餐饮娱乐优惠。The Point及天环会员于广州天环以电子货币消费满指定金额，即可在商场换取单程跨境车票及购物优惠券；顾客更可于换领奖赏当天可免费享用商场储物柜及手机充电服务，尽享购物便利。



Harbour North, North Point
北角汇



Park Central, Tseung Kwan O
将军澳中心



Tai Po Mega Mall, Tai Po
大埔超级城



Beijing APM
北京市 APM



Shanghai IFC Mall
上海市上海国金中心商场



Shanghai IAPM
上海市 IAPM



Parc Central, Guangzhou
广州市天环



IGC, Guangzhou
广州市 IGC

内地

以艺术与科技打造缤纷冬日体验

集团旗下位于内地的商场亦同样精彩。上海国金中心商场以“乐享多元宇宙”为主题举办大型圣诞庆典活动，由日本著名艺术家Kota Yamaji打造的多元宇宙圣诞乐园，设有多项互动节庆装置场景，包括VR宇宙太空船、失重空间和AI圣诞老人等。为顾客带来一个温暖欢乐、多元创意的圣诞之旅。上海环贸 IAPM则与西班牙插画艺术家Antonio Uve合作，特别设计六个独一无二的可爱卡通角色。商场更结合创意的体感互动装置，并配合一系列丰富且多元的艺术演出，为顾客带来一个缤纷欢乐的冬日。广州天环则打造了大湾区首个AI创作星际之旅的主题展，以AI人工智能智慧创作的主题场景，利用实景互动与声光视效，建构沉浸式奇幻星球，点亮未来感生活的无界想像与新奇体验。

璀璨节日装置 营造独特圣诞气氛

上海One ITC商场以“Shining 4 You”为主题，呈现四周年璀璨冬日派对。除了将商场附近的华山路和广元西路打造成水晶炫彩大道，也有璀璨夺目的水晶小熊。加上其他活动如舞蹈表演、充满节日气氛的商户花车装置等，令商场成为热闹奇趣的嘉年华。此外，帕丁顿熊也藉65周年之际到访广州IGC，呈

献“英伦冬日小镇游”全国首展，顾客可尽情打卡六大复古英伦圣诞装置、畅玩滑雪寻宝体感游戏；每逢周日帕丁顿熊现身与顾客互动之余，商场还会举办冬日奇想嘉年华、雪亮英伦夜飘雪等精彩现场活动，营造满满节日氛围。北京APM邀请多位国际知名艺术家，令商场变成色彩丰富的“派对现场”，场内设有四个主题场景及多个装置，为顾客带来奇妙的冬日体验。

响应“香港夜缤纷”活动 送出13,000套现金消费券

此外，为促进香港零售业，香港政府于今年第三季推出“香港夜缤纷”，鼓励市民消费，集团当时也趁国庆和中秋假期期间，推出“新地夜行赏”，于旗下12大商场免费派发共13,000套购物餐饮消费券，总值超过150万元，以鼓励市民在晚上八时后继续“行街”消费。除了派发消费券，新地各商场也推出多项优惠及推广活动，包括晚上泊车优惠、以优惠价换领电影票、市集、表演、美酒佳肴试吃、晚间音乐会等，刺激夜间经济，反应理想。集团凭借旗下商场的地利优势，加上利用全港最大型的商场综合会员计划The Point作为派送优惠的平台，市民积极响应“新地夜行赏”活动，成功刺激国庆及中秋假期期间商场的人流和营业额。