

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



APM, Kwun Tong
觀塘 APM



IFC Mall, Central
中環國際金融中心商場



Landmark North, Sheung Shui
上水廣場



Metroplaza, Kwai Fong
葵芳新都廣場

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

The Group holds a diverse and quality retail portfolio in Hong Kong and adheres to its proactive leasing management strategy, making considerable efforts to refine the trade-and-tenant mix to meet changing customer needs, enriching leisure and shopping, as well as 'retailtainment' offerings to drive footfall and tenant sales. Christmas has been a traditional peak season in the retail industry, and this year marks the first Christmas holiday after Hong Kong's full removal of COVID-19 restrictions. Under this backdrop, the Group aims to bring customers a refreshing experience with diversified winter-themed installations, as well as a series of promotional campaigns and spending rewards in its shopping malls in Hong Kong and on the mainland.

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



wwwtc mall, Causeway bay
銅鑼灣世貿中心

an extraordinary sensory experience. **V Walk**, 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
元朗形點

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新世紀廣場

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.

集團商場迎接傳統零售旺季 大型節日佈置促人流與商機



New Town Plaza, Sha Tin
沙田新城市廣場



V Walk, West Kowloon
西九龍V Walk

集團在香港持有多元化及優質的零售物業組合，一直秉持積極的租務管理策略，不斷優化行業和商戶組合，提供更豐富的消閒、購物和娛樂零售選擇，以配合不時轉變的顧客需要，致力提升人流及租戶銷售額。適逢聖誕節是傳統零售業旺季，加上今年是香港全面復常後首個聖誕檔期。集團更為旗下本港和內地的主要商場增添不同主題的冬日佈置，同時透過舉辦各式推廣活動和推出消費獎賞優惠，務求為顧客帶來煥然一新的體驗。

香港

以嶄新數碼技術 帶來沉浸式聖誕體驗

集團多個商場利用數碼技術，為顧客帶來沉浸式體驗，感受不一樣的聖誕氣氛。例如**中環國際金融中心商場**便呈獻「SnowPark」雪感白色聖誕，把商場一樓中庭變成歐洲滑雪勝地，除了8.5米巨型聖誕樹，場內亦特設多個雪地打卡位及數碼互動裝置，讓顧客以多重感官體驗雪地旅程。元朗**形點**設置沉浸式星座主題聖誕裝置「星語夜」，場內設有星座互動裝置，供拍照及玩遊戲，另有六米高的「星砂聖誕樹」及置於**形點**中庭的「浪漫星空互動長廊」，極具節日氣氛。**銅鑼灣wwwtc mall**則特別邀得法國插畫藝術家 Marion Arbona，為商場中庭打造一座以奇幻花卉叢林為靈感的大型沉浸式體驗藝術裝置，不同形狀的聖誕樹和聖誕花帶來多變有趣的觀感。顧客置身其中即可體驗童話夢境與現實世界的交錯，例如珍稀的飛鳥於繁花間穿梭，仙女們在林間舞動，精靈們正預備聖誕禮物，有趣獨特。西九龍**V Walk**及屯門**V City**則與The Adventures of Paddington合作，呈獻逾23個充滿英倫風情的聖誕打卡位及體感互動遊戲，包括6.8米長巨型英式傳統蒸汽聖誕列車、化身車長模擬駕駛火車，及室內互動單車旋轉木馬等，讓市民共享溫馨快樂的聖誕節。**荃灣廣場**則以「厭世臉」而廣受歡迎的「橘貓重重」為主題。除了三米高的超巨型「橘貓重重」是打卡位首選外，其他包括以貓咪最愛的冷線球而建的「暖暖織圍」、20米長「喵星打卡牆」，以及好玩的數碼互動聖誕遊戲。

聯乘各地藝術家 營造文藝聖誕氣息

年輕的消費者喜歡感受不同的節日體驗，而文藝主題向來深受該客群的歡迎。多個商場都與本地以至國際藝術家合作，打造出不同藝術氣息的節目裝置。其中旺角**MOKO新世紀廣場**聯乘香港街頭編織藝術團體La Belle Époque，設置了巨型聖誕打

卡佈置，多棵聖誕樹更散佈在「森林小鎮」周圍，讓訪客零距離欣賞由全人手一針一線所編出的「溫暖牌」場景；三樓的戶外休憩空間**MOKO GARDEN**則鋪上一片聖誕花海。至於觀塘**APM**為迎接聖誕，在這個冬天搖身變成「聖誕極光冬日小鎮」，聯同東歐插畫師 Zhenya Tkach，以充滿冬日色彩的極地文化為設計靈感，特別打造出3,000呎的「夢幻極光雪國」，與顧客創造一個異國風情的聖誕。**大埔超級城**邀請了國際著名插畫家Mila Marquis設計了面積達1,500平方呎的「閃耀聖誕HappyLand」，同時一眾快樂仙子、1:1大小的北極熊，以及企鵝軍團，為遊客帶來一個充滿奇幻和歡樂的世界。**北角匯**則聯同本地插畫品牌Dustykid舉辦聖誕限定大型「擁抱展」，透過治愈系插畫和窩心文字，分享擁抱生命的信息等，場內更設有擁抱心靈打卡區、主題精品小店，加上抱抱「巨塵」快閃活動，為大家送上佳節暖意。



East Point City, Tseung Kwan O
將軍澳東港城

與商戶合作 提升店外店內體驗

為了讓市民也可以有一個充滿歐陸冬日風情的聖誕節，集團多個商場均以歐洲小鎮為主題，營造不同風貌的節日氣氛。將軍澳的**東港城**今年打造6,000平方呎的歐洲聖誕小鎮，特設六大復古歐洲火車站打卡裝置，包括歐洲舊式街景等。歐洲聖誕小鎮更首度連結兩大商戶合作，讓顧客挑選應節食品與家居裝飾歡度佳節。此外，**將軍澳中心**則開設了首次登陸香港的「光之美少女」Pop Up Store，讓這位動漫人物與大家共度聖誕。

善用戶外空間 增添節日裝置

多個商場善用戶外空間，節日裝置由室內延伸到戶外，沙田**新城市廣場**在五樓增設佔地逾3.5萬平方呎、以恐龍為主題的恐龍公園 Dino Park。公園的14項恐龍遊樂設施，可同時訓練臂力、眼力、平衡力及協調能力，吸引一眾家長帶同小朋友去放電，帶動商場人流。商場更與英國著名藝術家Edward Monaghan合作，帶來「水滴精靈夢幻聖誕小鎮」。九大打卡場景遍佈可愛和充滿祝福的水滴精靈。其中位於商場一期七樓星光花園的「聖誕流光後花園」，由逾萬顆燈飾組成，三米高的水滴精靈為情侶們

送上浪漫聖誕。葵芳**新都會廣場**利用其戶外平台，打造了新界西首個戶外飄雪溜冰場，商場還會借出基本裝備供大小朋友享受溜冰樂趣。場內另設有七米高聖誕樹、巨型「幻彩水晶球」等打卡裝置。至於作為北區第一個寵物友善商場的上水**廣場**，其晴空花園特設「夢幻聖誕小鎮」寵物專用玩樂設施，亦會舉辦毛孩冬日市集，並設戶外休憩區及用餐區，方便主人可以和毛孩一同戶外用餐。

善用集團零售網絡 擴大消費客群

商場不時重整租戶組合，增加商舖數量，提供更多元的消費娛樂選擇。另外，集團繼續在商場停車場加設快速電動車充電器，擴大客源至駕駛電動車的消費客群。為了讓本地客及內地旅客在港消費時盡享消閒禮遇，**新城市廣場**、**形點**等多個新地商場推出連串餐飲娛樂優惠。The Point及天環會員於廣州**天環**以電子貨幣消費滿指定金額，即可在商場換取單程跨境車票及購物優惠券；顧客更可於換領獎賞當天可免費享用商場儲物櫃及手機充電服務，盡享購物便利。



Harbour North, North Point
北角匯



Park Central, Tseung Kwan O
將軍澳中心



Tai Po Mega Mall, Tai Po
大埔超級城



Beijing APM
北京市 APM



Shanghai IFC Mall
上海市上海國金中心商場



Shanghai IAPM
上海市 IAPM



Parc Central, Guangzhou
廣州市天環



IGC, Guangzhou
廣州市 IGC

內地

以藝術與科技打造繽紛冬日體驗

集團旗下位於內地的商場亦同樣精采。**上海國金中心商場**以「樂享多元宇宙」為主題舉辦大型聖誕慶典活動，由日本著名藝術家Kota Yamaji打造的多元宇宙聖誕樂園，設有多項互動節慶裝置場景，包括VR宇宙太空船、失重空間和AI聖誕老人等。為顧客帶來一個溫暖歡樂、多元創意的聖誕之旅。**上海環貿 IAPM**則與西班牙插畫藝術家Antonio Uve合作，特別設計六個獨一無二的可愛卡通角色。商場更結合創意的體感互動裝置，並配合一系列豐富且多元的藝術演出，顧客帶來一個繽紛歡樂的冬日。廣州**天環**則打造了大灣區首個AI創作星際之旅的主題展，以AI人工智慧創作的主題場景，利用實景互動與聲光視效，建構沉浸式奇幻星球，點亮未來感生活的無界想像與新奇體驗。

璀璨節日裝置 營造獨特聖誕氣氛

上海**One ITC**商場以「Shining 4 You」為主題，呈現四周年璀璨冬日派對。除了將商場附近的華山路和廣元西路打造成水晶炫彩大道，也有璀璨奪目的水晶小熊。加上其他活動如舞蹈表演、充滿節日氣氛的商戶花車裝置等，令商場成為熱鬧奇趣的嘉年華。此外，柏寧頓熊也藉65周年之際到訪廣州**IGC**，呈

獻「英倫冬日小鎮遊」全國首展，顧客可盡情打卡六大復古英倫聖誕裝置、暢玩滑雪尋寶體感遊戲；每逢週日柏寧頓熊現身與顧客互動之餘，商場更舉辦冬日奇想嘉年華、雪亮英倫夜飄雪等精彩現場活動，營造滿滿節日氛圍。**北京 APM**邀請多位國際知名藝術家，令商場變成色彩豐富的「派對現場」，場內設有四個主題場景及多個裝置，為顧客帶來奇妙的冬日體驗。

響應「香港夜繽紛」活動 送出 13,000 套現金消費券

此外，為促進香港零售業，香港政府於今年第三季推出「香港夜繽紛」，鼓勵市民多作消費，集團當時亦趁國慶和中秋假期期間，推出「新地夜行賞」，於旗下12大商場免費派發共13,000套購物餐飲消費券，總值超過150萬元，以鼓勵市民在晚上八時後繼續「行街」消費。除了派發消費券，新地各商場亦推出多項優惠及推廣活動，包括晚上泊車優惠、以優惠價換領電影戲票、市集、表演、美酒佳餚試食、晚間音樂會等，刺激夜間經濟。反應理想。集團憑藉旗下商場的地利優勢，加上利用全港最大型的商場綜合會員計劃The Point作為派送優惠的平台，市民積極響應「新地夜行賞」活動，成功刺激國慶及中秋假期期間商場的人流和營業額。