

# The Point launches Instant Point Earn

## The Point 推出全新“即赚分”服务



Officiating at the launch ceremony of The Point's Instant Point Earn service are Group Executive Director Christopher Kwok (third left), The Point Chief Executive Officer May Ng (third right), Sun Hung Kai Real Estate (Sales and Leasing) Agency Limited Director Fiona Chung (second left), Sun Hung Kai Real Estate (Sales and Leasing) Agency Limited General Manager – Leasing Judy Chow (second right), Sun Hung Kai Real Estate Agency Limited General Manager – Leasing Michelle Lee (first left), and Sun Hung Kai Real Estate (Sales and Leasing) Agency Limited Deputy General Manager – Leasing Evelyn Suen (first right) 集团旗下 The Point 商场综合会员计划推出全新“即赚分”服务。集团执行董事郭基泓(左三)、The Point 行政总裁吴秀美(右三)、新地(销售及租赁)代理有限公司董事锺秀莲(左二)、新地(销售及租赁)代理有限公司租务部总经理(租务)周淑雯(右二)、新地代理有限公司租务部总经理(租务)李碧琪(左一)及新地(销售及租赁)代理有限公司租务部副总经理(租务)孙雅茵(右一)一同主持启动礼

10 The Group's integrated loyalty programme for its malls, The Point, has officially launched the new Instant Point Earn service across its extensive network of shopping malls in Hong Kong. With the aim of enhancing the customer shopping experience, the Instant Point Earn service offers customers an effortless way to earn points instantly when making purchases. As at 15 March 2024, over 1,700 stores across 25 major malls of the Group had signed up to provide the Instant Point Earn service. They encompass a wide range of establishments, including food and beverage groups, jewellery chains and apparel stores. During the five-month trial period, the service received an overwhelmingly positive response, with members earning over 100 million points.

The Group's Executive Director Christopher Kwok said at the launch ceremony: "This year marks the 5th anniversary of The Point, which has now garnered over 2.5 million members. As part of our ongoing commitment to enhancing the overall shopping experience for our customers, we are excited to introduce the new Instant Point Earn service. This service not only covers the largest network of shopping malls in Hong Kong, but also offers the greatest variety of participating merchants among similar schemes in the market. With this service, customers can simply scan their member QR codes at any of the participating merchants when making electronic purchases and earn points instantly." Mr Kwok said the Instant Point Earn service creates a "win-win-win" situation for members, merchants and shopping malls. Members can earn points instantly without the hassle of visiting the Customer Care Centre of the malls or uploading receipts on to The Point App. Merchants stand to benefit from increased sales, as members can immediately convert their earned points into Point Dollar for further purchases. Lastly, in the long run, the service is expected to boost sales revenue and foot traffic for the Group's malls.

The Group has always placed great emphasis on enhancing the customer shopping experience and improving service quality by

adopting new technologies and innovative ideas. In June 2023, the Group launched Hong Kong's first rewards-redeemable EV Super Charging service, which has received an overwhelming response from The Point members, accumulating over three million charging minutes by December 2023. Furthermore, the member-exclusive contactless parking service has been extended to over 100 car parks managed by the Group or Wilson Parking, providing great convenience for The Point members.

集团旗下 The Point 商场综合会员计划，推出覆盖全港最大商场网络、且拥有最多吃喝玩乐商户参与的全新“即赚分”服务，进一步提升顾客消费体验。截至2024年3月15日，集团旗下25个主要商场逾1,700间店铺已报名参与“即赚分”服务，其中包括大型饮食集团、连锁珠宝店及服装店等。在短短五个月的试营运阶段，会员已通过“即赚分”成功积超过一亿积分，反应热烈。

集团执行董事郭基泓在此前“即赚分”启动礼致辞时表示：“The Point 今年踏入第五年，会员人数已超过250万。集团一直致力优化 The Point，全方位提升顾客的消费体验。The Point 再献新猷，为全港覆盖面最大的商场网络引入崭新的“即赚分”服务，参与商户的类别众多，是同类计划之冠。顾客以任何电子方式消费时，均可于商户简单地‘扫’其会员二维码，‘一唛’就得，即买即赚分，方便快捷。”郭基泓续指，“即赚分”服务能为会员、商户及商场创造三赢局面。第一，会员无须亲自前往客户服务中心或拍照上传单据，即可积分，省去不少时间及手续；第二，会员赚取积分后，可转换成 Point Dollar 作现金使用，直接带动商户生意。长远而言，“即赚分”将有助增加商场的营业额及人流。

集团一直重视顾客的消费体验，通过创新科技，不断提升服务质量。去年六月推出全港首创的以积分换领电动车特快充电服务，获得会员一致好评，截至2023年12月止，会员已合计累积逾300万分钟的充电时间。另外，会员专享的免触式泊车服务也已扩展至超过100个集团及威信停车场，出行和生活更轻松便利。