

The Point launches Instant Point Earn The Point 推出全新「即賺分」服務



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) 集團旗下 The Point 商場綜合會員計劃推出全新「即賺分」服務，集團執行董事郭基泓（左三）、The Point 行政總裁吳秀美（右三）、新地（銷售及租賃）代理有限公司董事鍾秀蓮（左二）、新地（銷售及租賃）代理有限公司租務部總經理（租務）周淑雯（右二）、新地代理有限公司租務部總經理（租務）李碧琪（左一）及新地（銷售及租賃）代理有限公司租務部副總經理（租務）孫雅茵（右一）一同主持啟動禮

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.

集團旗下 The Point 商場綜合會員計劃，推出覆蓋全港最大商場網絡、兼有最多食買玩商戶參與的全新「即賺分」服務，進一步提升顧客消費體驗。截至2024年3月15日，集團旗下25個主要商場逾1,700間店舖已報名參與「即賺分」服務，當中包括大型飲食集團、連鎖珠寶店及服裝店等。在短短五個月的試營運階段，會員已透過「即賺分」成功儲得超過一億積分，反應熱烈。

集團執行董事郭基泓在早前「即賺分」啟動禮致辭時表示：「The Point 今年踏入第五年，會員人數已超過250萬。集團一直致力優化 The Point，全方位提升顧客的消費體驗。The Point 再獻新猷，為全港覆蓋面最大的商場網絡引入嶄新的『即賺分』服務，參與商戶的類別眾多，是同類計劃之冠。顧客以任何電子方式消費時，均可於商戶簡單地『掃』其會員二維碼，『一必』就得，即買即賺分，方便快捷。」郭基泓續指，「即賺分」服務能為會員、商戶及商場創造三贏局面。第一，會員毋須親身前往客戶服務中心或拍照上載單據，即可儲分，省卻不少時間及手續；第二，會員賺取積分後，可轉換成 Point Dollar 作現金使用，直接帶動商戶生意。長遠而言，「即賺分」將有助增加商場的營業額及人流。

集團一直重視顧客的消費體驗，透過創新科技，不斷提升服務質素。去年六月推出全港首創以積分換領電動車特快充電服務，獲得會員一致好評，截至2023年12月止，會員已合共累積逾300萬分鐘的充電時間。另外，會員專享的免觸式泊車服務亦已擴展至超過100個集團及威信停車場，出行和生活更輕鬆便利。