

The Point launches VIP programme The Point 推出VIP会员计划



The Point VIP members can enjoy EV Super Charging reservation service free of charge
The Point VIP 会员可免费享有电动车特快充电预约服务

The Point, since its launch in 2019, has attracted more than three million members. To reward its most loyal members and provide them with exceptional services, The Point launched a VIP programme earlier this year for members who accumulate HK\$100,000 or more in eligible spending within 12 months. VIP members can enjoy 12 months of exclusive privileges, including 50% more bonus points, parking privileges, an Electric Vehicle (EV) Super Charging reservation service, and gold member privileges of YATA and Go Royal memberships.

In 2023, The Point launched the city's first rewards-redeemable, super-fast 60kW EV charging service. The Group has so far installed 80 super-fast EV chargers in 25 of its properties under management, including malls, commercial buildings and GO PARK Sai Sha. The EV charging network will continue to expand. The Point's Contactless Parking service, which is very popular among car-owner members, has been extended to over 100 car parks, allowing members contactless entry to car parks and auto payment upon departure.

The Point mobile app was upgraded in December 2024 with a new interface for more user-friendly access. The Instant Point Earn service has allowed members to earn

points instantly by simply getting their membership QR code scanned, saving them the hassle of visiting the Customer Care Centre or uploading receipts to The Point app.

The Point 自2019年推出至今，已有逾300万登记会员。为回馈特选会员及提供更优越的服务，The Point于今年初推出VIP会员计划。会员于12个月内累积消费满港币10万元，即可升级成为VIP，并享有12个月的专属礼遇，包括1.5倍积分赏、额外免费泊车、电动车(EV)特快充电预约服务、一田及Go Royal金会籍礼遇等。

此外，The Point于2023年设立全港首创「以积分换领特快电动车60kW充电」服务，现时已扩展至新地旗下商场、商业大厦及西沙GO PARK等合共25个在管物业，共设80个特快充电桩，未来新地亦会继续扩展特快充电网络。The Point免触式泊车服务亦深受车主会员欢迎，会员可于超过100个停车场体验免触式泊车，包括入场自动起闸、出闸自动缴费等功能。

The Point手机应用程序于2024年12月推出新界面，提供更贴心的浏览体验。加上The Point「即赚分」服务，消费时让商户直接扫描会员二维码即可马上赚分，免却前往客务中心或上传收据的步骤，快捷省时。