



SHKP launches The Point Gold VIP membership programme Exclusive privileges and experiences await Gold members

新地推出全新贵宾会员计划 The Point Gold 尽享全方位优惠及优越体验



SHKP 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 General Manager - Leasing Judy Chow (second right), Sun Hung Kai Real Estate (Sales And Leasing) Agency Limited Director Fiona Chung (second left), 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) officiate at the launch ceremony of The Point Gold VIP programme.

新地执行董事郭基泓(左三)、The Point行政总裁吴秀美(右三)、新地(销售及租赁)代理有限公司租务部总经理(租务)周淑雯(右二)、新地(销售及租赁)代理有限公司董事钟秀莲(左二)、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“The Point Gold”启动礼。

In line with SHKP's commitment to putting customers first and elevating the retail experience, SHKP's integrated shopping mall loyalty programme, The Point, has launched an exclusive VIP membership, The Point Gold. Designed to reward loyal customers, The Point Gold offers a selection of privileges and unique experiences as a token of appreciation for their continued support.

All-around exclusive privileges across diverse business portfolio

SHKP Executive Director Christopher Kwok said at the launch ceremony, “The Point Gold distinguishes itself by leveraging SHKP's diverse business portfolio. We combine resources from the Group's malls, hotels, supermarkets, telecommunications services, and more to provide The Point Gold members with a unique array of privileges, thereby breaking the traditional boundaries of mall membership programmes.”

The Point members who accumulate HK\$100,000 in spending within a designated 12-month period will

be upgraded to The Point Gold membership, enjoying exclusive privileges for 12 months, including:

- Earn 1.5x points on spending and 2x points during birthday month
- Extra one-hour free parking, free EV super-charging reservations
- Express lanes at mall customer care centres, priority queues at selected restaurants
- Complimentary upgrade to YATA GOLD, Go Royal Gold Premium, and SmarTone PriorityPlus™ Premium memberships
- Access to the first The Point Gold VIP lounge at New Town Plaza in Sha Tin
- Exclusive offers at 10 premium hotels under the Group, reservation privileges at TOWNPLACE WEST KOWLOON social club and Harbour North VIPet Lounge
- Limited-time flash offers, exclusive spending rewards and lucky draws

The Point Gold VIP lounge debuts in New Town Plaza

SHKP also rewards its Gold members with access to the first The Point Gold VIP lounge at New Town Plaza in Sha Tin. Officially launched in July this year, the lounge offers thoughtful amenities such as charging stations, storage space, and complimentary refreshments. Gold members can relax and unwind in this private and comfortable space while shopping. SHKP will also partner with top international brands and tenants to host exclusive events for Gold members in the lounge, such as wine tasting and beauty workshops, providing them with an enhanced leisure and entertainment experience.

新地一直秉持以客为先的理念，持续优化购物体验。集团旗下的商场综合会员计划The Point，推出全新的贵宾会员计划“The Point Gold”，为忠实会员提供一系列专属礼遇和体验，答谢他们长久以来的支持。

打通各业务范畴 提供全方位专属礼遇

新地执行董事郭基泓在The Point Gold启动礼上表示：“这个贵宾会员计划的最大亮点，在于打通新地各个业务范畴，突破传统商场会员计划的框架，整合集团旗下商场、酒店、超市、电信公司等资源，为会员提供全方位的专属礼遇。这些优惠方案都是吸纳会员意见后精心设计，务求切合他们的生活所需。”



The Point Gold VIP lounge
The Point Gold 贵宾室

会员于指定12个月内累积消费满10万港元，即可升级成为The Point Gold会员，尽享12个月的专属礼遇，包括：

- 消费享1.5倍积分、生日享2倍积分
- 额外一小时免费泊车、电动车特快充电免费预约服务
- 商场柜台优先专线、指定餐厅优先排队
- 免费升级至YATA GOLD、Go Royal Gold Premium及SmarTone PriorityPlus™ Premium会籍
- 享用设于沙田新城市广场的首个The Point Gold贵宾室
- 新地旗下10间星级酒店独家礼遇、TOWNPLACE WEST KOWLOON会所及北角汇VIPet Lounge的预约服务
- 限时快闪礼遇、专属消费赏及抽奖

首个The Point Gold贵宾室于新城市广场启用

为了向The Point Gold会员提供更贴心的服务，新地特意于沙田新城市广场打造首个The Point Gold贵宾室，贵宾室于今年七月正式启用，提供多项贴心设施与服务，包括充电设施、储物空间及精致小食饮品等，确保Gold会员在商场购物期间，可享有高隐私度且舒适的休息空间。新地未来将联动多个国际顶级品牌及商户，于贵宾室举办Gold会员专属活动，例如红酒品鉴会、美妆工作坊等等，让他们获得更优质的消闲与娱乐体验。



The Point Gold members enjoy priority lane access at concierges
The Point Gold 会员可享柜台优先专线服务