



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

### 新地推出全新貴賓會員計劃 The Point Gold 盡享全方位優惠及優越體驗



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)代理有限公司租務部總經理(租務)周淑雯(右二)、新地(銷售及租賃)代理有限公司董事鍾秀蓮(左二)、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「The Point Gold」啟動禮。

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.

新地一直秉持以客為先的理念，持續優化購物體驗。集團旗下的商場綜合會員計劃The Point，推出全新的貴賓會員計劃「The Point Gold」，為忠實會員提供一系列專屬禮遇和體驗，答謝他們長久以來的支持。

#### 打通各業務範疇 提供全方位專屬禮遇

新地執行董事郭基泓在The Point Gold啟動禮上表示：「這個貴賓會員計劃的最大亮點，在於打通新地各個業務範疇，突破傳統商場會員計劃的框架，整合集團旗下商場、酒店、超市、電訊公司等資源，為會員提供全方位的專屬禮遇。這些優惠方案都是吸納會員意見後精心設計，務求切合他們的生活所需。」



The Point Gold VIP lounge  
The Point Gold 貴賓室

會員於指定12個月內累積消費滿10萬港元，即可升級成為The Point Gold會員，盡享12個月的專屬禮遇，包括：

- 消費享1.5倍積分、生日月享2倍積分
- 額外一小時免費泊車、電動車特快充電免費預約服務
- 商場櫃台優先專線、指定餐廳優先排隊
- 免費升級至YATA GOLD、Go Royal Gold Premium及SmarTone PriorityPlus™ Premium會籍
- 享用設於沙田新城市廣場的首個The Point Gold貴賓室
- 新地旗下10間星級酒店獨家禮遇、TOWNPLACE WEST KOWLOON會所及北角匯VIPet Lounge的預約服務
- 限時快閃禮遇、專屬消費賞及抽獎

#### 首個The Point Gold貴賓室於新城市廣場啟用

為了向The Point Gold會員提供更貼心的服務，新地特意於沙田新城市廣場打造首個The Point Gold貴賓室，貴賓室於今年七月正式啟用，提供多項貼心設施與服務，包括充電設施、儲物空間及精緻小食飲品等，確保Gold會員在商場購物期間，可享有高私隱度且舒適的休息空間。新地未來將聯同多個國際頂級品牌及商戶，於貴賓室舉辦Gold會員專屬活動，例如紅酒品鑑會、美妝工作坊等等，讓他們獲得更優質的消閒與娛樂體驗。



The Point Gold members enjoy priority lane access at concierges  
The Point Gold 會員可享櫃台優先專線服務