



# The Group and Tencent join hands to facilitate smart living

## 集团与腾讯携手提升顾客的智慧生活体验

Putting the 'Customers First' philosophy into practice, the Group continuously strengthens its product quality and delivers premium, caring services. The Group leverages rapid developments in the latest new technologies and proactively applies these innovations across various businesses to facilitate smart living. The increasing use of mobile payment has motivated the Group's latest collaboration with Tencent, introducing the mobile payment platform WeChat Pay HK to the retail and telecommunications businesses in order to enhance the overall consumer experience.

### Live smart, all the way

Customers can now pay through WeChat Pay HK at participating merchants of 23 SHKP malls\* as well as at the Group's subsidiaries SmarTone and YATA, allowing users to enjoy a seamless mobile payment solution. The Group and Tencent will together bring innovative smart living experiences to consumers in phases.

During phase one of the promotion period, customers can redeem WeChat e-vouchers when they scan a specific QR code at participating SHKP malls\* even without making any purchases. Customers spending

above a certain amount using WeChat Pay HK or WeChat Pay at designated merchants of participating SHKP malls\* will receive WeChat e-vouchers. Moreover, WeChat Pay HK users can redeem SmarTone prepaid SIM top-up cash coupons without any purchases. SmarTone customers will receive SmarTone prepaid SIM top-up cash coupons or WeRemit e-cash coupons when they recharge their SIM cards or remit above a certain amount to specific countries through WeChat Pay HK during the promotion period.

Going forward, the Group and Tencent will explore co-operative opportunities on cross-

border mobile payment services while offering even more innovative smart services and products. It is hoped that Hong Kong users can enjoy seamless mobile payment services and smart shopping, dining and entertainment options for leisure or business when visiting the mainland in future.

\* Participating SHKP malls include APM, Chelsea Heights, East Point City, HomeSquare, K-Point, Landmark North, Metroplaza, Metropolis Plaza, Mikiki, MOKO, New Jade Shopping Arcade, New Town Plaza, Park Central, PopWalk, Tai Po Mega Mall, The Sun Arcade, Tsuen Kam Centre, Tsuen Wan Plaza, Uptown Plaza, V City, WTC, YOHO MALL and Yuen Long Plaza.



Group Executive Director Christopher Kwok (left) and Vice President of Tencent and Head of Tencent Financial Technology Group Jim Lai (right) announce the co-operation

集团执行董事郭基泓(左)及腾讯副总裁、腾讯金融科技负责人赖智明(右)宣布合作计划



Customers who spend through WeChat Pay HK at participating SHKP malls will receive e-vouchers  
 顧客在參與活動的新地商場消費，使用WeChat Pay HK付款，即可获赠電子現金券

集團秉持“以客為先”的宗旨，不斷優化產品質量，為顧客帶來優質且貼心的服務。近年新興科技持續發展，集團積極在各業務範疇引進創新科技，提升顧客的智慧生活體驗。隨著流動支付日益普及，集團最近與騰訊結為合作夥伴，在零售及電訊業務引入流動支付平台WeChat Pay HK，提升顧客的整體消費體驗。

#### 智消費 享兩地

現時，顧客在23間新地商場\*的參與商戶以及集團旗下的SmarTone與一田均可使用WeChat Pay HK付款，享受暢通無阻的流動支付解決方案。集團與騰訊更會分階段為消費者帶來嶄新的智慧生活體驗。

在首階段推廣期間內，顧客在參與活動的新地商場\*內掃描指定二維碼，無需任何消費，即可获赠WeChat體驗金電子券。顧客以WeChat Pay HK或微信支付在參與活動的新地商場\*指定商戶消費滿指定金額，更可获赠WeChat電子現金券。另外，WeChat Pay HK用戶無需任何消費，即可获赠SmarTone儲值咭電子現金券。SmarTone顧客在推廣期間內，通過WeChat Pay HK為SmarTone儲值咭增值或匯款滿指定金額至指定國家，即可获赠SmarTone儲值咭電子現金券或WeRemit電子現金券。

今後，集團將與騰訊就“双向跨境支付”服務研究合作機會，以便推出更多結合領先科技的服務及產品，讓香港用戶到內地旅遊或出差時，無論是購物、飲食或娛樂，均可享受暢通無阻的流動支付服務及智慧消費體驗。

\*參與活動的新地商場包括APM、卓爾廣場、東港城、HomeSquare、錦蔭坊、上水廣場、新都會廣場、新都廣場、Mikiki、MOKO新世紀廣場、新翠商場、新城市廣場、將軍澳中心、天晉汇、大埔超級城、新太陽廣場、荃錦中心、荃灣廣場、新達廣場、V City、WTC世貿中心、YOHO MALL形點及元朗廣場。



SmarTone (top) and YATA (bottom) customers can now pay through WeChat Pay HK  
 顧客現時惠顧SmarTone (上) 與一田 (下) 均可使用WeChat Pay HK付款