



Shopping mall enhancements

create an exceptional shopping and leisure experience

Regular renovations and tenant-mix refinements are carried out in existing SHKP malls to boost their attractiveness and to strengthen the Group's retail portfolio. One of the latest examples is Metroplaza, which saw a significant growth in overall traffic and sales revenue after its major revamp last year. Meanwhile, New Town Plaza III and Park Central are working on their second phase of renovations and tenant mix refinements, which are expected to attract greater number of shoppers when work is completed later this year. In terms of technology application, the SHKP Malls App has just released its second major upgrade: The Point by SHKP integrated loyalty programme.

Wider shopping and leisure choices at Metroplaza

Adjacent to MTR Kwai Fong Station, Metroplaza's major reconfiguration brought about additional leisure facilities, a more diversified tenant mix and an expanded outdoor green space, creating a comprehensive experience overall for customers.

Metroplaza's Level 3 to Level 5 have now been fitted with floor-to-ceiling window facades, making it brighter and more spacious. The number of retailers has also increased to 230 with a broader tenant mix covering beauty, food and beverage, as well as fashion and sportswear. More than half of the shops are their only outlets in the district.

In addition, there are five new facilities at the piazza including an alfresco dining area, seasonal sea of flowers, starlight walkway, urban farm and fun park. The outdoor garden features seasonal flowers with floral selfie walls and staircases. The starlight walkway is decorated with LED lights for a romantic setting. Both places are very popular spots for photo ops in the mall. The urban farm, which is open to the public, is planted with over 40 types of crops annually. Farm-themed activities are organized and VIP members can redeem their reward points for admission to green workshops. The fun park is equipped with colourful giant vegetable play facilities from Finland including a 3.5-metre tall turbo-tube slide, roundabouts, adult-toddler swings and fitness machines that use motion to charge mobile phones. The fun park has quickly become a great place for kids to burn off their excess energy.

Metroplaza also organizes a wide variety of promotions to draw young people and families. As a result, the mall recorded significant growth in traffic and retail sales.

New movie tower at New Town Plaza

As a leading regional mall in the eastern New Territories, New Town Plaza in Sha Tin enjoys strong footfall and solid sales results. The mall completed the movie tower relocation and finished the first phase of the New Town Plaza III renovation last year, adding more elements that appeal to young people and families.

Opened in mid-2018, the new Movie Town provides more than 1,700 seats in seven theatre houses, making it the largest cinema in the New Territories. It features the first 4K ultra high definition Onyx Cinema LED in Hong Kong as well as the first RealD Cinema technology in Hong Kong, and boasts the



Members of The Point by SHKP integrated loyalty programme can earn bonus points across 14 SHKP major malls to redeem a variety of gifts and privileges.

The Point by SHKP商場綜合會員計劃會員可在新地14個主要商場統一賺取積分，換領多元化獎賞及優惠。



Visitors can experience farming from the farm-themed activities at Metroplaza's urban farm 新都會廣場都市農莊的農耕體驗活動，讓遊人於城市中享受大自然田園風。



Movie Town at New Town Plaza offers over 1,700 seats, making it the largest cinema in the New Territories
新城市廣場Movie Town提供逾1,700個座位，為新界區最大規模影院



More shopping and leisure options will become available at Park Central following the soon-to-be-completed second phase of renovation
將軍澳中心第二期翻新工程快將完工，為顧客帶來更多購物消閒選擇

most advanced display technology with state-of-the-art audio and visual systems, providing an exceptional visual experience to movie lovers.

New Town Plaza III is currently under the second phase of renovation, which mainly involves Level 3 and part of Level 2, with scheduled completion expected by the end of the year. The first phase was completed in mid-2018, adding a facelift to Level 1 and Level 2. Level 2 is now a children's wear and lifestyle zone while YATA Department Store has taken up the entire area of Level 1, which is much closer to the car park and more convenient for shoppers who drive.

Park Central set to complete its renovation soon

Located at a prime site, Park Central is connected to the nearby MTR station and sits close to major residential projects and hotels. The mall enjoys heavy pedestrian traffic, attracting nearby residents and those beyond the district as well as tourists staying at hotels in the Tseung Kwan O town centre.

To help provide a more comprehensive shopping experience throughout the neighbourhood, the mall has been undergoing a major renovation in recent years. The first phase was completed in late 2017 in which about 150,000 square feet of floor area had

been refurbished. Over 50 new tenants have moved in mostly comprising specialty food and beverage operators and retailers. Other new shops to Tseung Kwan O include a 20,000-square-foot Japanese health concept supermarket, bringing greater convenience to the residents there.

The second phase of Park Central's renovation covers about 200,000 square feet, and has now been handed over to retailers with a grand facelift expected during this second quarter. The number of shops will then increase from the original 141 to 221 with a broader tenant mix, adding more retailers for sporting goods, toys and games, stationary and household wares, audio-visual and electrical appliances, lifestyle goods and home decorations. The revamped Park Central will also become the one and only venue of choice for car shows in the district, drawing even more residents. Full year pedestrian traffic is expected to grow by 40%, while monthly sales revenue will rise by 60%.

SHKP Malls App functions upgrade

Technology investments have also been made to enrich the customer service. The SHKP Malls App was launched in early 2018 to better suit the spending habits of mobile phone lovers. The app integrates the latest dining, parking, shopping and promotion information for 24 SHKP malls, covering over 2,900 merchants.

The SHKP Malls App has just released its second phase: The Point by SHKP integrated loyalty programme. The individual membership programmes of 14 SHKP major malls* have now been consolidated into one, creating the largest cross-mall loyalty programme in Hong Kong with a retail floor area of over seven million square feet, housing over 2,200 merchants. The Point by SHKP integrated loyalty programme offers shopping benefits beyond district boundaries. Members can enjoy more shopping destinations and register bonus points conveniently and easily. Bonus points can now also be used to redeem a variety of gifts and privileges across 14 SHKP malls. Members of The Point by SHKP integrated loyalty programme can enjoy the first ever contactless hourly parking in Hong Kong.

Following the launch of The Point by SHKP integrated loyalty programme, membership is expected to jump significantly, attracting more customer visits and enhancing the business environment for merchants.

* The Point by SHKP integrated loyalty programme covers APM, East Point City, Landmark North, Metroplaza, Mikiki, MOKO, New Town Plaza, Park Central, Tai Po Mega Mall, Tsuen Wan Plaza, V City, WTC, YOHO MALL and Yuen Long Plaza.



Phase one of New Town Plaza III's reconfiguration has been completed with 100% occupancy
新城市廣場第三期翻新工程第一階段已經完工，出租率達100%

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商場優化工程提升購物消閒體驗

集團定期為現有商場進行翻新工程及優化租戶組合，為顧客創造具吸引力的購物地點，同時提升集團零售物業組合的競爭力。最新例子是新都會廣場，商場於去年全面完成大型優化工程後，整體人流及營業額均錄得顯著升幅。另外，新城市廣場第三期及將軍澳中心現正進行第二階段翻新工程，並將引入更多元化的商戶組合，預期可在年內稍後時間竣工，勢將吸引更多消費者到訪。在科技應用上，新地商場App剛剛升級，推出第二階段計劃：The Point by SHKP商場綜合會員計劃。

新都會廣場購物消閒更精彩

毗鄰港鐵葵芳站的新都會廣場完成優化後，增添休閒設施，強化商戶組合，開放更多戶外綠化空間，為顧客帶來更多元化的體驗。

新都會廣場三至五樓現時採用全落地玻璃幕牆設計，光亮舒適，空間感大增。商戶數目現時達230間，商戶組合較以往豐富，匯聚美容、餐飲以至時尚服飾與運動服裝三大範疇，當中過半數品牌屬區內獨有。

此外，戶外露天廣場亦增加了五個全新設施，包括戶外露天餐飲區、季節主題花海、星光長廊、都市農莊及歷奇公園。露天花園以季節花海為主題，設有花系自拍牆及花海階梯。星光長廊以漫天燈海佈置，氣氛浪漫寫意。兩者均深

受歡迎，成為場內「打卡」熱點。都市農莊全天候開放，全年種有超過40種農作物，更推出農耕體驗主題活動，VIP會員更可憑積分換領入場券參與綠色生活工作坊。歷奇公園的遊樂設施源自芬蘭，以色彩繽紛的巨型蔬果作造形，設有3.5米超高滑梯筒、氹氹轉、親子繩索及親子健身充電設施等，火速成為小朋友的「放電」好去處。

新都會廣場亦不時舉辦多姿多采的推廣活動，吸引年輕人及一家大小到訪，商場人流及銷售金額均錄得顯著升幅。

新城市廣場新增戲院大樓

沙田新城市廣場為新界東具領導性的區域商場，人流暢旺，營業額理想。商場去年完成戲院大樓重置及第三期翻新工程第一階段，進一步提升年輕人及家庭

客群的元素。

全新戲院大樓Movie Town於2018年中投入服務，設有七間影院，提供逾1,700個座位，為新界區最大規模影院，設有全港首個LED 4K超高清Onyx螢幕影院、全港首間全制式RealD Cinema影院，配備嶄新放映技術及頂尖影音系統，為電影愛好者帶來精彩的視覺體驗。

新城市廣場第三期現正進行第二階段優化工程，主要涉及三樓及二樓部分位置，預計於本年底完成。第一階段已於2018年中旬完成，主要涉及一樓和二樓。二樓特別打造為兒童用品及生活時尚主題區。一田百貨則進駐一樓全層，地理上更鄰近停車場，方便駕駛人士日常購物。



The first phase of Park Central's renovation brought in new specialty food and beverage operators. 將軍澳中心第一期優化工程為居民帶來多間全新特色餐飲食肆。

將軍澳中心翻新工程快將竣工

將軍澳中心位置優越，連接鄰近港鐵站，毗鄰多個大型住宅項目及酒店，人流暢旺，吸引區內外客人以至住宿將軍澳市中心酒店的遊客前來購物消閒。

商場近年進行大型翻新工程，以便為區內居民提供更全面的購物體驗。第一期工程已於2017年底完成，涉及約150,000平方呎樓面。新增商戶逾50間，以特色餐飲食肆及零售為主，部分屬於首次進駐將軍澳。商場更增設了一間面積達20,000平方呎的日式健康概念超級市場，令居民購物加倍方便。

將軍澳中心第二期翻新工程涉及約200,000平方呎樓面，各商舖現已交予租戶進行店內工程，商場將於今年第二季以全新面貌出現。屆時，店舖總數將由翻新前的141間增至221間，商戶組合更全面，包括體育用品、兒童遊戲、文具及家具、影音電器、生活品味及家居佈置將進一步加強，並增設區內唯一可容納車展的展覽場地，勢將吸引更多區內人士前來。預期全年人流可錄得40%增長，每月營業額則可提升60%。

新地商場App功能升級

集團亦透過軟件方面，為顧客提供更佳服務。新地商場App自2018年初推出以來，結集24個新地商場的最新资讯，匯聚超過2,900個商戶，提供實用功能，涵蓋用餐、泊車、購物及推廣活動資訊等，配合一眾手機不離手的顧客的消費模式。

新地商場App剛剛推出第二階段計劃：The Point by SHKP商場綜合會員計劃，將新地14個主要商場*的獨立會員制度整合為一，成為本港目前最大型的商場綜合會員計劃，零售面積合共逾700萬平方呎，匯聚逾2,200間商舖。The Point by SHKP商場綜合會員計劃會員可不受地域限制，於更多購物點、更方便、更輕鬆地登記積分，以積分換領集14個商場的多元化獎賞及優惠，同時更可享受全港首個免觸式時租泊車服務。

預期The Point by SHKP商場綜合會員計劃推出後，商場的會員數目將大幅增長，為商場吸引更多人流，為商戶營造更佳的營商環境。

* The Point商場綜合會員計劃適用商場：APM、東港城、上水廣場、新都會廣場、Mikiki、MOKO新世紀廣場、新城市廣場、將軍澳中心、大埔超級城、荃灣廣場、V City、WTC世貿中心、YOHO MALL及元朗廣場。



Members of The Point by SHKP integrated loyalty programme can enjoy the first contactless hourly parking in Hong Kong for greater convenience. MOKO and V City are the first malls to provide such a service. The Point by SHKP商場綜合會員計劃會員可享受全港首個免觸式時租泊車服務，出入商場加倍方便。服務現率先在MOKO新世紀廣場及V City提供。



Enjoying quality time with your kids at the play facilities from Finland at fun park of Metroplaza. 新都會廣場的歷奇公園設有多種源自芬蘭的遊樂設施，適合親子時光。