

SHKP Malls App enhances overall shopping experience

新地商场App全面提升消费体验

The Group is committed to introducing innovative technologies to strengthen the value of its existing retail assets while extending exceptional service to customers. Following its launch in early 2018, the SHKP Malls App has integrated the latest information from over 2,900 merchants in 24 SHKP malls. Practical features covering dining, parking, shopping and promotions are made convenient all in one fingertip tap. By late May 2019, the SHKP Malls App recorded more than 500,000 downloads while the e-ticket page of its popular function Eat E-as-y saw over 2,160,000 hits.

SHKP malls' integrated loyalty programme

To create an even greater convenience for customers, the SHKP Malls App has upgraded its functionality with the release of its second phase – The Point by SHKP integrated loyalty programme during the first quarter of this year. With it, the individual membership programmes of 14 SHKP major malls* are now consolidated into one, creating the largest cross-mall loyalty programme in Hong Kong, covering a combined retail floor area of over 650,300 square metres (seven million square feet) and over 2,200 merchants.

Members of The Point by SHKP integrated loyalty programme can earn bonus points, redeem fabulous rewards and free parking with bonus points, enjoy priority access to VIP events and workshops, as well as experience the privileged contactless hourly parking service and other exclusive benefits all on the SHKP Malls App.

All-weather electronic bonus point self-registration system

Members of The Point by SHKP integrated loyalty programme are entitled to earn bonus points for their spending across 14 SHKP major malls*. Earned points can then be registered using the all-weather electronic bonus point self-registration system to redeem a variety of rewards and privileges across 14 malls. Free membership registration is available at The Point by SHKP integrated loyalty programme website, the SHKP Malls App or 新地商场会员计划 WeChat official account. Bonus point self-registration can be made through the SHKP Malls App or 新地商场会员计划 WeChat mini-programme within 14 days of purchase for greater flexibility.

The first-ever contactless hourly parking service in Hong Kong

The Point by SHKP integrated loyalty programme members can enjoy the first-ever contactless hourly parking service in Hong Kong. Members are required to register and

validate their vehicle plate number to enjoy the fully automated benefits. After that, they can access any SHKP mall car parks that offer this service without any tapping or waiting in front of a gate. Parking fees can be settled through mobile payment. Redemption for free parking with bonus points is also available. Currently, there are seven malls that offer contactless hourly parking service: East Point City, Landmark North, MOKO, New Town Plaza, Park Central, V City and WTC. Other malls are expected to add this service by end of this year.

Well received by customers

The Point by SHKP integrated loyalty programme has received enthusiastic response since its launch in late March 2019. The membership is expected to exceed 400,000 by end of this year. After V Walk and Harbour North join the programme over the coming six months, customers can enjoy this premium experience at even more shopping destinations.

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Members of The Point by SHKP integrated loyalty programme are entitled to earn bonus points across 14 SHKP major malls* and register bonus points via the SHKP Malls App and 新地商场会员计划 WeChat mini-programme for rewards redemption. The Point by SHKP商场综合会员计划使会员可在新地14个主要商场*统一赚取消费积分，并通过“新地商场”App及“新地商场会员计划”微信小程序自行登记积分，换领礼遇。

集团致力于通过高新科技提升现有零售物业的资产价值，同时为顾客提供更优质的服务。“新地商场”App自2018年初推出以来，集合24个新地商场的最新信息，汇聚超过2,900个商铺，提供多项实用功能，涵盖用餐、泊车、购物及推广活动信息等，让顾客一点尽享消费便利。截至2019年5月底，“新地商场”App的下载量已突破500,000，而其中一个热门功能“搵食易”的用餐取票页面使用量更超过2,160,000次。

新地商场综合会员计划

为使顾客享受到更便捷的消费体验，“新地商场”App于今年第一季提升功能，推出第二阶段计划：The Point by SHKP商场综合会员计划，将新地14个主要商场*的独立会员制度进行整合，目前已成为本港最大的商场综合会员计划，零售面积总计逾650,300平方米（700万平方呎），汇聚逾2,200间商铺。

The Point by SHKP商场综合会员计划使会员通过“新地商场”App即可统一登记积分、凭积分换领精彩礼遇及免费泊车、优先参与VIP活动与工作坊，以及专享免触式时租泊车服务及其他尊享礼遇。

全天候电子化自助积分管理系统

The Point by SHKP商场综合会员计划使会员在新地14个主要商场*消费，即可统一获取礼遇积分，并利用全天候电子化自助积分管理系统登记积分，以换领集合14个商



A series of promotions has been held for The Point by SHKP integrated loyalty programme. The Point by SHKP商场综合会员计划日前举办了一系列宣传活动。



Members of The Point by SHKP integrated loyalty programme can enjoy the first-ever contactless hourly parking service in Hong Kong for greater convenience. The Point by SHKP商场综合会员计划会员可专享全港首个免触式时租泊车服务，省时省力。

场的多元化礼遇及优惠。顾客在The Point by SHKP商场综合会员计划网站、“新地商场”App或“新地商场会员计划”微信官方账号免费登记成为会员后，即可在消费14日内，通过“新地商场”App或“新地商场会员计划”微信小程序自行登记积分，更加轻松便捷。

全港首个免触式时租泊车服务

The Point by SHKP商场综合会员计划使会员可享受全港首个免触式时租泊车服务。会员登记及验证车牌号码后，登记车辆在进出任何能够提供有关服务的新地商场停车场时，无需拍卡或将车辆在闸前停留，全程自动化。会员更可使用手机移动支付系统支付泊车费，甚至凭积分换领免费泊车。现在，共有七个商场提供免触式时租泊车服务：东港城、上水广场、MOKO新世纪广场、新城市广场、将军澳中心、V City及WTC世贸中心。其他商场亦预计于年内陆续加入相关服务。

深受顾客欢迎

The Point by SHKP商场综合会员计划自2019年三月底推出以来反应热烈，会员数目预计可于今年底超400,000。在未来半年，V Walk及北角汇也将加入活动商场之列，让顾客在更多购物点享受到优越的消费体验。



* The Point by SHKP integrated loyalty programme participating malls: 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.

* The Point by SHKP商场综合会员计划参与商场：APM、东港城、上水广场、新都会广场、Mikiki、MOKO新世纪广场、新城市广场、将军澳中心、大埔超级城、荃湾广场、V City、WTC世贸中心、YOHO MALL形点及元朗广场。