



SHKP Malls App enhances overall shopping experience

新地商場App全面提升消費體驗

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 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 新地商場會員計劃 WeChat official account. Bonus point self-registration can be made through the SHKP Malls App or 新地商場會員計劃 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 新地商場會員計劃 WeChat mini-programme for rewards redemption. 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消費積分，並透過「新地商場」App及「新地商場會員計劃」微信小程序自行登記積分，換領獎賞。

集團致力透過高新科技提升現有零售物業的資產價值，同時為顧客提供更優質的服務。「新地商場」App自2018年初推出以來，結集24個新地商場的最新資訊，匯聚超過2,900個商舖，提供多項實用功能，涵蓋用餐、泊車、購物及推廣活動資訊等，讓顧客一點盡享消費便利。截至2019年5月底，「新地商場」App的下載量已突破500,000，而其中一個熱門功能「搵食易」的用餐取票頁面使用量更超過2,160,000次。

新地商場綜合會員計劃

為使顧客享受到更便捷的消費體驗，「新地商場」App於今年第一季提升功能，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，透過「新地商場」App即可統一登記積分、憑積分換領精美獎賞及免費泊車、優先參與VIP活動及工作坊，以及專享免觸式時租泊車服務及其他尊尚禮遇。

全天候電子化自助積分管理系統

The Point by SHKP商場綜合會員計劃會員現時在新地14個主要商場*消費，即可統一賺取獎賞積分，並運用全天候電子化自助積分管理系統登記積分，以換領集



A series of promotions has been held for The Point by SHKP integrated loyalty programme. The Point by SHKP商場綜合會員計劃早前舉辦了一系列宣傳活動。



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商場綜合會員計劃會員可專享全港首個免觸式時租泊車服務，省時省力。

合14個商場的多元化獎賞及優惠。顧客在The Point by SHKP商場綜合會員計劃網站、「新地商場」App或「新地商場會員計劃」微信官方賬號免費登記成為會員後，即可在消費14日內，透過「新地商場」App或「新地商場會員計劃」微信小程序自行登記積分，加倍方便輕鬆。

全港首個免觸式時租泊車服務

The Point by SHKP商場綜合會員計劃會員可享用全港首個免觸式時租泊車服務。會員登記及驗證車牌號碼後，登記車輛在進出任何提供有關服務的新地商場停車場時，毋須拍卡或將車輛在閘前停留，全程自動化。會員更可使用手機移動支付系統支付泊車費，甚至憑積分換領免費泊車。現時，共有七個商場提供免觸式時租泊車服務：東港城、上水廣場、MOKO新世紀廣場、新城市廣場、將軍澳中心、V City及WTC世貿中心。其他商場亦預計於年內陸續加入有關服務。

深受顧客歡迎

The Point by SHKP商場綜合會員計劃自2019年三月底推出以來反應熱烈，會員數目預期可於今年底超逾400,000。在未來半年，參與商場將加入V Walk及北角匯，讓顧客在更多購物點享受到優越的消費體驗。



* 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商場綜合會員計劃參與商場：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形點及元朗廣場。