

## SHKP Malls App delivers a brand new shopping and leisure experience

### “新地商场”综合手机应用程序尽享休闲购物新体验

Putting customers first, the Group's shopping malls apply advanced technology to enhance service with most of the malls having their own apps to complement in-mall promotions. To help integrate each individual mall's latest information, the SHKP Malls App has been launched with dining, parking, shopping and promotion updates of the Group's major malls to strengthen the total shopping experience.

The SHKP Malls App will gradually feature different information and functions in phases. The App now covers 11 SHKP malls and will expand to 26 malls later this year. Following that, the membership programmes of different malls will be integrated. This means that members can earn and redeem reward points on one single platform.

#### Eat E-asy

The SHKP Malls App offers the Eat E-asy e-ticket and e-table booking, which allow customers to plan their dining arrangements ahead and

save time queuing at restaurants. Over 60% of restaurants now provide the Eat E-asy feature, which will add a pre-order function later this year for a complete dining experience.

#### Park E-asy

Park E-asy provides real-time car lot vacancy information at malls' car parks as well as nearby car parks, plus intelligent parking navigation and a car search system. Park E-asy will be enhanced to allow customers to redeem free parking using their reward points, thereby saving time queuing for free parking

redemptions at customer care centres, and queuing at car park gate exits. In future, customers will be able to enter and leave car parks without any tickets, Octopus cards or credit cards, a truly helpful innovation for added convenience.

#### Promotions

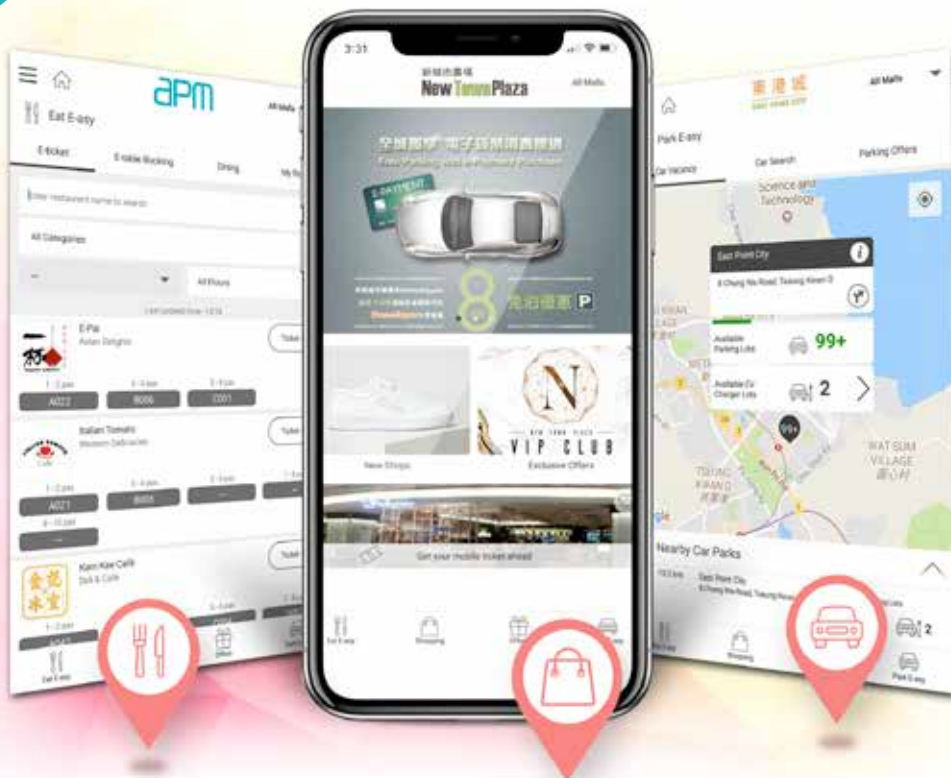
Customers can get the latest promotional offers at malls and merchants through the integrated platform with nearly 400 offers at over 140 merchants available right now. Other features include instant movie ticket purchases, electric vehicle charging payment service, a way finder and much more.

#### Privileges

With the SHKP Malls App, customers can select their preferred interface and bookmark favourite shops and restaurants as well as the most often used functions to get updates and promotions from their favourite malls and merchants. For i-Beacon-enabled malls, customers will receive push notification offers from those merchants they have marked as favourite on the App when they get near to the shop.

#### Integrated Membership Programme

Members can register reward points themselves, redeem reward points across SHKP malls and reserve redemption gifts. They can also directly use their reward points as instant cash or for gift redemptions at various merchants and enjoy VIP services and privileges at major SHKP malls.



The SHKP Malls App features a wide array of services all in one “新地商场”综合手机应用程序集多重功能于一身，一站式照顾顾客所需



Group Executive Director Christopher Kwok (right) and Sun Hung Kai Real Estate Agency Limited General Manager (Leasing) Henry Lam (left) officiate at the SHKP Malls App launch ceremony  
集团执行董事郭基泓(右)及新鸿基地产代理有限公司租务部总经理林家强(左)主持“新地商场”综合手机应用程序启用仪式

凭借以客为先的信念，集团旗下商场不时运用新兴科技提升服务，大部分商场均设有专属手机应用程序配合推广宣传。为综合各商场的最新信息，集团不久前推出“新地商场”综合手机应用程序，以庞大综合平台，集结集团主要商场的用餐、泊车、购物及推广活动信息多重功能于一身，全面提升客群的购物体验。

“新地商场”综合手机应用程序分阶段推出不同信息和功能，目前涵盖共11个新地商场，并将于年内全面汇聚合共26个商场，随后更会综合各商场的会员制度，让会员统一行使积分换取优惠。

#### 搵食易

“新地商场”综合手机应用程序现设有“搵食易”通过手机实现餐厅取票、预约订座功能，方便顾客提早安排行程，省去排队等候餐厅的时间。目前已有超过六成餐厅提供“搵食易”功能；于今年下旬，“搵食易”还将增设预先点菜功能，全方位体贴顾客的餐饮体验。

#### 泊车易

“泊车易”为顾客提供商场停车场及邻近停车场的实时车位数量信息、泊车导航及车辆搜寻。“泊车易”的功能将于

稍后加强，让顾客以积分缴付停车场费用，免除在商场顾客服务中心排队办理免费泊车及在闸前等候出车的时间。将来更会发展至毋须再以停车场票、八达通卡或信用卡进出停车场，出入车场无须拍卡，畅通无阻。

#### 推广优惠

顾客可于一个综合平台获取最新商场及商户推广优惠，现阶段已有超过140个商户提供近400项优惠。其他功能包括影院实时购票、电动车充电付款及商场导航等。

#### 专享优惠

顾客使用“新地商场”综合手机应用程序时，可按个人喜好和习惯选择界面，标记最喜爱的商店餐饮及最常用的功能等，方便获取喜爱商场及商店的最新信息及优惠。在配备i-Beacon技术的商场，顾客可先在手机应用程序卷标喜爱的商店，抵达附近时随即可收到相关店铺的优惠推送。

#### 综合会员计划

会员可自助登记积分、统一行使积分换取优惠及预留礼品，同时可直接以积分于商店当现金使用或兑换礼品，甚至享用新地各个商场的贵宾服务及礼遇。

The SHKP Malls App now covers 11 malls:  
“新地商场”综合手机应用程序

目前包括11个商场：

APM	
East Point City	东港城
Metroplaza	新都会广场
MOKO	新世纪广场
New Town Plaza	新城市广场
Tai Po Mega Mall	大埔超级城
Tsuen Wan Plaza	荃湾广场
V City	
WTC	WTC世贸中心
YOHO MALL	
Yuen Long Plaza	元朗广场

A total of 26 malls with the addition of the 15 malls listed below will be covered by late this year:

今年稍后将集结以下15个商场，合共覆盖26个商场：

Chelsea Heights	卓尔广场
Chi Fu Landmark	置富南区广场
Harbour North	北角汇
HomeSquare	
K-Point	锦荟坊
Landmark North	上水广场
life@KCC	活@KCC
Metropolis Plaza	新都广场
Mikiki	
New Jade Shopping Arcade	新翠商场
Park Central	将军澳中心
PopWalk	天晋汇
The Sun Arcade	新太阳广场
Tsuen Kam Centre	荃锦中心
Uptown Plaza	新达广场



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