

A new generation of high-tech malls at SHKP

Putting the philosophy of 'Customers First' into practice, the Group continuously enhances its operations to deliver premium products and services to customers. Leveraging the rapid development of new technologies in recent years, the Group has increased the use of high-tech innovations in malls to offer the most appealing, interactive experiences to customers while at the same time upgrading mall facilities for added convenience. Closer online and offline ties with Generation Z shoppers have been a success in increasing their stickiness to SHKP malls. These initiatives will further enhance the competitiveness of the Group's retail portfolio to help maintain its leading position in the retail market.



4 APM uses MR technology in its Easter egg hunt, allowing customers to play in a setting that combines real and virtual worlds
APM运用MR科技·让顾客在现实与虚拟世界兼备的场景中搜寻复活彩蛋

SHKP Malls App

The SHKP Malls App was officially launched this past January to integrate each individual mall's latest information. It features dining, parking, shopping and promotions of the Group's major malls to strengthen the total shopping experience. The SHKP Malls App has been well received with over 220,000 downloads recorded by the end of June.

The SHKP Malls App currently covers 11 malls[#] and will add another 12 malls[@] by mid-July and expand to 25 malls^{*} by the end of this year. There will also be more upgrades coming later this year. Additionally, the Integrated Membership Programme will be ready early next year, allowing members to redeem reward points on one single platform.

No more queuing for restaurants

After downloading the free SHKP Malls App, shoppers can make use of the Eat E-as-y e-ticket function in over 60% of the restaurants at 11 major SHKP malls for better use of time. Users can also make pre-orders via the app while carrying out e-table bookings for a complete, marvelous dining experience.

The first ticketless parking in town

People can use Park E-as-y to get real-time car lot vacancy information at SHKP mall car parks as well as other car parks nearby, or they can use the intelligent parking navigation and car search system to save time. Park E-as-y will be further upgraded, allowing users to redeem free parking with their reward points, or even enter and leave car parks without any tickets, Octopus cards or credit cards for a quick and easy parking experience.

More updates and promotions

For updates and promotions, there are now about 450 offers at over 150 merchants on the integrated platform with an increasing number of participating merchants. At iBeacon-enabled malls, customers can receive push notification offers from those merchants they have marked as their favourite on the app when they get near the shop. During this year's World Cup championships, V City customers can use the iBeacon registration function themselves to watch televised live matches at V City.

Integrated Membership Programme

The membership programmes of 14 major SHKP malls[^] will be integrated early next year. Afterwards, customers will be able to register reward points themselves, redeem reward points across SHKP malls and reserve redemption gifts. They will also be able to use their reward points as instant cash or for SHKP Mall Gift Certificate redemption or gift redemptions at merchants and even enjoy VIP services and privileges.

[#] Now covers the 11 malls listed below: APM, East Point City, Metroplaza, MOKO, New Town Plaza, Tai Po Mega Mall, Tsuen Wan Plaza, V City, WTC, YOHO MALL and Yuen Long Plaza

[@] The 12 malls listed below will be added by mid-July: Chelsea Heights, Chi Fu Landmark, K-Point, HomeSquare, Landmark North, Metropolis Plaza, Mikiki, New Jade Shopping Arcade, Park Central, PopWalk, The Sun Arcade and Tsuen Kam Centre

^{*} A total of 25 malls, with the addition of the remaining Harbour North and life@KCC to be covered later this year

[^] Membership programmes for the 14 malls listed below will be integrated early next year: 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



East Point City's exciting VR playground has move motion effects and vibration guns
东港城的VR虚拟实境乐园·配合震动地板及震动枪支·刺激感十足



The making of New Town Plaza's giant dancing lion filmed in a hyper time-lapse video has gone viral on its Facebook page
新城市广场在Facebook分享巨型鸿运醒狮的整个制作过程·以高动态缩时摄影技术制作的影片获粉丝疯传



V City's VR underwater treasure hunt game is very popular among kids
V City的VR海底寻宝历险游戏深受小朋友欢迎



YOHO MALL VIC CLUB is the first WeChat online system among Hong Kong malls
YOHO MALL推出全港首个商场微信在线会员系统·YOHO MALL VIC CLUB

A brand new shopping, entertainment and interactive experience

Malls have introduced virtual reality (VR), augmented reality (AR), mixed reality (MR), 3D holograms, face detection, iBeacon and other technologies to bolster promotional campaigns so that customers can experience the latest new technologies while shopping, which helps enhance mall interactions with them.

APM deployed MR technology in its egg hunt game. New Town Plaza used iBeacon technology in its treasure hunt game. East Point City presented a VR playground. V City had a VR underwater treasure hunt game.

IAPM deployed 3D hologram technology to project the movie character's suit, while customers played VR shooting games. Shanghai IFC Mall introduced a floor video to its promotions. Beijing APM set up an interactive football field for fans with move motion and projection effects. IGC held Guangzhou's first B.Duck VR Happy Farm game.

Interactions with Generation Z

Malls post regular updates on popular social networks such as Facebook, Instagram, Weibo and WeChat pages for more speedy and convenient interaction with Generation Z

shoppers. APM's Weibo page has attracted over 3.9 million fans, topping Hong Kong's major shopping mall list. Separately, the number of Weibo fans of Shanghai IFC Mall has long remained number one among all mainland commercial properties.

Landmark North and WeChat Hong Kong jointly presented the world's first digital café last year. YOHO MALL launched its YOHO MALL VIC CLUB as the first WeChat online system among Hong Kong malls, providing one-stop navigation, store locator, restaurant booking and movie ticket purchase functions. Shanghai IFC Mall and IAPM have fashion bloggers run live broadcasts there and the number of views for a single live broadcast once exceeded 17 million.

New Town Plaza arranged a LEGO Chinese New Year park during the Lunar New Year, featuring a hand-made giant dancing lion constructed from 150,000 LEGO bricks. The making-of a hyper time-lapse video of this piece appeared on its Facebook page has since gone viral.

Smart value-added service

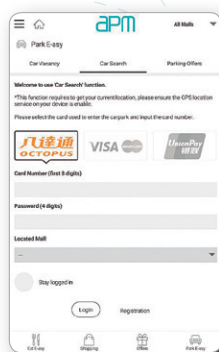
New technology is being used to enhance mall facilities and service for improved comprehensive convenience. The Group's first shopping mall app – the New Town Plaza app was launched in 2011. Later, the E-table

booking system along with the Car Searching system were introduced to the public. Both systems, which were the first of their kind in Hong Kong, have become hugely popular. They have also been applied to different malls and upgraded since then.

For leisure offers, New Town Plaza has recently launched a service charge waiver for movie tickets purchased through its app, which is the first of its kind among mall apps in town. Movie ticket purchases and payments can all be done through the New Town Plaza app. Customers no longer have to queue for ticket printing and can be admitted to the theatre via the QR code.



Digital café co-hosted by Landmark North and WeChat
上水广场与微信合办互动数码café



Customers can get e-tickets and make e-table bookings through Eat E-easy with the SHKP Malls App

顾客可通过“新地商场”综合手机应用程序“搵食易”远程餐厅拿号及预约订座



SHKP Malls App's Park E-easy offers real-time car lot vacancy information at mall car parks as well as car parks nearby, and includes an intelligent parking navigation and car search system

“新地商场”综合手机应用程序“泊车易”提供商场停车场及邻近停车场的实时车位状况信息、停车导航及车辆搜寻功能

At APM and V City, customers receive push notification offers from those merchants they have marked as favourite on their SHKP Malls App 顾客到达APM及V City时,即可收到在“新地商场”综合手机应用程序内标记为喜爱商店的优惠推送

集团商场进入高科技新世代

集团秉持“以客为先”的宗旨,不断提升品质,致力为顾客提供优质产品及服务。随着新兴科技近年持续发展,集团商场加强使用各种高新科技,为顾客提供好玩有趣的互动新体验,提升服务设施的方便及快捷程度,增进与新世代的在线及线下交流,提升他们对新地商场的喜爱度。此举有助进一步提升集团的零售物业组合竞争力,保持集团在商场业界的领导地位。

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“新地商场”综合手机应用程序

为综合各商场的最新信息,集团于今年一月正式推出“新地商场”综合手机应用程序,整合了集团主要商场的用餐、停车、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。截至六月底,“新地商场”综合手机应用程序已吸引逾220,000次下载,反响良好。

目前,“新地商场”综合手机应用程序涵盖共11个商场[#],至七月中将加入另外12个商场[@],并将于年底全面汇聚共25个商场*。今年内,多个功能陆续升级,而商场综合会员计划将于明年初隆重推出,届时会员可以统一行使积分换取优惠。

省却排队等候餐厅时间

顾客免费下载“新地商场”综合手机应用程序后,即可通过“搵食易”功能,在11个新地商场内超过六成餐厅,使用远程餐厅拿号,好好计划行程。顾客使用手机应用程序预约订座时,更可预先点菜,全方位体贴顾客的餐饮体验。

全港首创“无卡支付”停车服务

驾驶人士可利用“泊车易”功能,查询商场停车场及邻近停车场的实时车位数量信息,使用停车导航和车辆搜寻功能,省回不少时间。“泊车易”功能将

继续升级,顾客将可以积分缴付停车场费用,甚至无需再以停车场票、八达通卡或信用卡出入车场,带领驾驶人士享受畅通无阻的泊车体验。

信息优惠不断增加

在信息和优惠方面,顾客现在可在平台上找到超过150个商户达450项优惠,参与商户陆续增加。在配备iBeacon技术的商场,顾客可预先在手机应用程序标记为喜爱商店,待抵达附近时,即可收到相关店铺的优惠推送,方便实用。在今年世界杯赛事期间,V City顾客可在场内使用“iBeacon登记功能”,自助登记,在商场内观赏直播赛事。

综合会员计划

共14个主要新地商场[^]的会员制度将于明年初全面整合,届时会员可以自助登记积分,并且统一行使积分换取优惠及预留礼品,亦可直接以积分于商店当现金使用、兑换新地商场赠券或于商店换领礼品,甚至享用贵宾服务及礼遇。

[#]目前包括以下11个商场: APM、东港城、新都会广场、MOKO新世纪广场、新城市广场、大埔超级城、荃湾广场、V City、WTC世贸中心、YOHO MALL及元朗广场

[@]七月中将加入以下12个商场: 卓尔广场、置富南区广场、锦荟坊、HomeSquare、上水广场、新都广场、Mikiki、新翠商场、将军澳中心、天晋汇、新太阳广场及圣锦中心

*年内将集结旗下的北角汇及活@KCC, 总共覆盖25个商场

[^]明年初将综合以下14个商场的会员制度: 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及元朗广场

购物、娱乐、互动全新体验

商场在推广活动中引入虚拟实境(VR)、扩增实境(AR)、混合实境(MR)、3D全息投影技术、面部识别及iBeacon等科技元素,让顾客一边购物,一边体验高端潮流科技,加强与顾客互动。

APM运用MR科技举办寻蛋游戏,新城市广场将iBeacon科技应用在寻宝游戏,东港城曾举办VR虚拟实境乐园,V City亦有VR海底寻宝历险游戏。

环贸IAPM商场运用3D全息投影技术,将电影主角的盔甲投空浮影;顾客亦可参与VR枪战对决。上海国金中心商场开创新河,将地面视频影像装置加入推广活动中。北京APM采用体感投影技术,为球迷带来动感场馆。天汇广场IGC亦曾推出广州首个B.Duck VR农场大作战游戏。

与新世代互动

商场不时在流行社交平台Facebook、Instagram、微博及微信等专页发放最新动态,与新世代顾客进行更快捷、方便的互动。APM的微博粉丝逾390万名,在全港主要购物中心类别中排行第一;上海国金中心商场的微博粉丝数,则长期保持在内地商业地产粉丝的榜首。



Customers play the role of Superheros in VR shooting games at IAPM
环贸IAPM商场顾客可在VR互动体验中，扮演超级英雄，与对手枪战对决



Children play Happy Farm with the yellow duck at IGC
小朋友与小黄鸭在天汇广场IGC的农场进行大作战



A giant crocodile swimming close to Shanghai IFC Mall customers through the use of floor video technology
上海国金中心商场在地面加入视频影像装置，让顾客近距离观看巨型鳄鱼畅泳



Football fans passing the lighted ball with their hands and feet across the indoor climbing wall at Beijing APM, creating an exciting match
球迷在北京APM的攀岩墙上凭手或脚传送“光影球”，与敌方一较高下

上水广场去年与微信香港合作，打造全球首个互动数码café。YOHO MALL开创全港首个商场微信在线会员系统：YOHO MALL VIC CLUB，提供一站式导航、店铺搜索、餐厅订位及购买电影票等服务。上海国金中心商场和环贸IAPM商场曾邀请知名时尚博主莅临现场直播，当中单次直播浏览量曾突破1,700万人次。

新城市广场在新春期间推出LEGO新春游乐园，并以高动态缩时摄影技术记录由150,000颗LEGO积木全人手砌成的巨型鸿运醒狮的整个制作过程，放在Facebook專頁分享，吸引粉丝疯传影片。

智能增值服务

商场运用高新科技提升场内设施及服务，让顾客可以全方位享受到更优质的生活便利。早于2011年，集团已推出首个商场手机应用程序：新城市广场手机应用程序。集团随后全港首创“电子订台服务”及“车辆搜寻系统”功能，备受顾客欢迎；继而陆续应用于不同商场，功能亦被多次提升。

在休闲优惠方面，新城市广场刚推出全港首个以商场手机应用程序购买电影门票，免收手续费的优惠。顾客可在新城市广场手机应用程序内，一次过购买电影门票及完成付款，无需排队打印门票，并且凭QR code即可进场，方便快捷。

Recognition for exceptional performance 表现出色 业界肯定

Interactive technology has been incorporated into SHKP mall promotions to enhance the overall shopping and leisure experience. These efforts have earned the malls various awards and recognitions:

集团商场致力在推广活动中加入互动科技，提升顾客的整体购物休闲体验，备受业界赞赏，最近获颁多个奖项：

APM	2018 ICSC China Shopping Centre and Retailer Awards: Emerging Technology (Silver) 2018 ICSC中国购物中心大奖：“新兴技术”组别银奖
	2018 MARKies Awards: Best Idea – Mobile (Bronze) 2018 MARKies Awards：“最佳创意手机应用程序”组别铜奖
	2018 Mob-Ex Awards: Best Mobile-Based Launch/Relaunch (Gold), Best Mobile Solution – Events (Silver), Best Location-Based Marketing (Bronze) 2018 Mob-Ex Awards：“最佳流动装置推出/革新”组别金奖、“最佳流动应用程序-活动”组别银奖、“最佳位置定位推广”组别铜奖
	Shine Like a Star 2017 – Top 10 Most Influential Hong Kong Enterprise Award 微博之星2017 – 10大影响力香港企业
East Point City 东港城	2018 ICSC Asia-Pacific Shopping Center Awards: Emerging Digital Technology (Gold) 2018 ICSC亚太区购物中心大奖：“新兴技术”组别金奖
	2017 ICSC Asia-Pacific Shopping Center Awards: Integrated Digital Campaigns (Silver) 2017 ICSC亚太区购物中心大奖：“整合数位行销”组别银奖
Landmark North 上水广场	2018 ICSC Asia-Pacific Shopping Center Awards: Emerging Digital Technology (Silver) 2018 ICSC亚太区购物中心大奖：“新兴技术”组别银奖
Metroplaza and Tsuen Wan Plaza 新都会广场及荃湾广场	2018 Mob-Ex Awards: Best App – Property (Bronze) 2018 Mob-Ex Awards：“最佳应用程序—地产”组别铜奖
YOHO MALL	2018 MARKies Awards: Best Use of Mobile (Silver), Best Use of Apps (Silver), Best Use of Technology (Bronze) 2018 MARKies Awards：“最佳手机应用”组别银奖、“最佳应用程序应用”组别银奖、“最佳技术应用”组别铜奖
	2018 Mob-Ex Awards: Best Use of Interactive Media (Bronze) 2018 Mob-Ex Awards：“最佳互动媒体应用”组别铜奖
IAPM 环贸IAPM商场	2017 ICSC China Shopping Centre and Retailer Awards: Emerging Technology (Silver) 2017 ICSC中国购物中心大奖：“新兴技术”组别银奖
Shanghai IFC Mall 上海国金中心商场	2017 ICSC Asia-Pacific Shopping Center Awards: Emerging Digital Technology (Silver) 2017 ICSC亚太区购物中心大奖：“新兴技术”组别银奖
	2017 ICSC China Shopping Centre and Retailer Awards: Emerging Technology (Gold) 2017 ICSC中国购物中心大奖：“新兴技术”组别金奖