

SHKP Malls App delivers a brand new shopping and leisure experience

「新地商場」綜合手機應用程式盡享消閒購物新體驗

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 rewards 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
「新地商場」綜合手機應用程式集多重功能於一身，一站式照顧顧客所需



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
集團執行董事郭基泓(右)及新鴻基地產代理有限公司租務部總經理林家強(左)主持「新地商場」綜合手機應用程式啟用儀式

憑藉以客為先的信念，集團旗下商場不時運用新興科技提升服務，大部分商場均設有專屬手機應用程式配合推廣宣傳。為綜合各商場的最新資訊，集團早前推出「新地商場」綜合手機應用程式，以龐大綜合平台，集結集團主要商場的用餐、泊車、購物及推廣活動資訊多重功能於一身，全面提升客群的購物體驗。

「新地商場」綜合手機應用程式分階段推出不同資訊和功能，現時涵蓋共11個新地商場，並將於年內全面匯聚合共26個商場，隨後更會綜合各商場的會員制度，讓會員統一行使積分換取優惠。

搵食易

「新地商場」綜合手機應用程式現設有「搵食易」遙距餐廳取票、預約訂座功能，方便顧客預早安排行程，省卻排隊輪候餐廳的時間。現時已有超過六成餐廳提供「搵食易」功能；於今年下旬，「搵食易」將增設預先點菜功能，全方位體貼顧客的餐飲體驗。

泊車易

「泊車易」為顧客提供商場停車場及鄰近停車場的實時車位數量資訊、泊車導航及車輛搜尋。「泊車易」的功能將於

稍後加強，讓顧客以積分繳付停車場費用，免除在商場顧客服務中心輪候辦理免費泊車及在閘前等候出車的時間。將來更會發展至毋須再以停車場票、八達通卡或信用卡進出停車場，出入車場毋須拍卡，暢通無阻。

推廣優惠

顧客可於一個綜合平台獲取最新商場及商戶推廣優惠，現階段已有超過140個商戶提供近400項優惠。其他功能包括戲院即時購票、電動車充電付款及商場導航等。

專享優惠

顧客使用「新地商場」綜合手機應用程式時，可按個人喜好和習慣選擇界面，標記最喜愛的商店食肆及最常用的功能等，方便獲取喜愛商場及商店的最新資訊及優惠。在配備i-Beacon技術的商場，顧客可先在手機應用程式標籤喜愛的商店，抵達附近時隨即可收到相關店舖的優惠推送。

綜合會員計劃

會員可自助登記積分、統一行使積分換取優惠及預留禮品，同時可直接以積分於商店當現金使用或兌換禮品，甚至享用新地不同商場的貴賓服務及禮遇。

The SHKP Malls App now covers 11 malls:
「新地商場」綜合手機應用程式
現時包括11個商場：

APM	
East Point City	東港城
Metroplaza	新都會廣場
MOKO	新世紀廣場
New Town Plaza	新城市廣場
Tai Po Mega Mall	大埔超級城
Tsuen Wan Plaza	荃灣廣場
V City	
WTC	WTC世貿中心
YOHO MALL	
Yuen Long Plaza	元朗廣場

A total of 26 malls with the addition of the 15 malls listed below will be covered by late this year:
今年稍後將集結以下15個商場，合共覆蓋26個商場：

Chelsea Heights	卓爾廣場
Chi Fu Landmark	置富南區廣場
Harbour North	北角滙
HomeSquare	
K-Point	錦薈坊
Landmark North	上水廣場
life@KCC	活@KCC
Metropolis Plaza	新都廣場
Mikiki	
New Jade Shopping Arcade	新翠商場
Park Central	將軍澳中心
PopWalk	天晉滙
The Sun Arcade	新太陽廣場
Tsuen Kam Centre	荃錦中心
Uptown Plaza	新達廣場



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