

## For Immediate Release

### **Grand Plaza and Gala Place Present “Kumamon Summer Fest”**

#### *Meet the Giant Kumamon at the Pop-Up Store*

(Hong Kong, June 30, 2017) Grand Plaza, Hollywood Plaza and Gala Place are thrilled to present the “Kumamon Summer Fest” to bring bear hugs and smiles to customers. Kumamon, the highly popular mascot of the Kumamoto Prefecture of Kyushu in Japan, is ready to meet and greet his fans at the Kumamon pop-up store at Gala Place in Mongkok. Dressed in his famous Yamaga Lantern Festival costume, Kumamon will welcome visitors with an exciting range of themed dishes and exclusive merchandise at his very own pop-up store, which is going to be a hive of activity as fans of the beaming bear clamor for a cuddle.

The “Where Trends Meet” positioning has been adopted as the marketing strategy to enhance the profile of Hang Lung’s malls in Mongkok. The past year has seen the introduction of an array of international brands and a smorgasbord of new, tasty dining options at the malls, as well as collaborations with a number of brands to set up pop-up stores in the area next to Gala Place. The exciting buzz created by these initiatives has truly made Hang Lung’s Mongkok malls the place “Where Trends Meet”. Going forward, Decathlon, a world-famous sports brand from France, will open its first flagship in Hong Kong at Grand Plaza this summer. Goji Studios, a trendy fitness and wellness center, has also selected Grand Plaza as the home of its new flagship spanning an area of 35,000 square feet. Together with the series of exciting activities presented by “Kumamon Summer Fest”, customers for sure will enjoy an energetic and fun-filled summer.

From tomorrow till August 31, Kumamon-themed gourmet treats will be available to tantalize the taste buds of visitors to the pop-up store. These include chicken and pork burgers in the shape of bear paws presented in Kumamon lunch boxes, and Kumamon summer fruit tea. Kumamon fans will surely love the exclusive selection of limited edition merchandise, such as Japanese handmade wooden chairs, Kumamon cotton coin pouches, Kumamon masks, stylish apparel, wooden-handled bags, and more, which will be available at the pop-up store.

During the promotion period, customers who spend over a designated amount and pay using an electronic payment method at Grand Plaza, Hollywood Plaza, or Gala Place, can redeem complimentary Kumamon gifts such as phone cases and silicon coin pouches. Customers will also be entitled to join the lucky draw and stand a chance to win a return air-

ticket and hotel package to Kumamoto, and other fabulous prizes.

In a fun twist, Kumamon will be hiding in various locations at Grand Plaza, Hollywood Plaza, and Gala Place, and customers can try to catch him by downloading the interactive mobile game app “Finding Kumamon”, with a same-day purchase over HK\$200 at the Kumamon pop-up store, shoppers can redeem a Kumamon keychain or a Kumamon fan.

For more program details, please refer to the appendix.

### **About Grand Plaza**

Enviably located right next to the MTR Mongkok Station on Nathan Road where commerce and transport converge, Grand Plaza houses two office towers and a commercial podium. It is home to a stellar line-up of international watch and jewelry brands, concept stores as well as fashion and lifestyle labels. The dedicated Dining Floors feature 20-plus gourmet dining venues where international cuisine is served in stylish surroundings. The Grand Plaza Office Tower One showcases the region’s most prominent healthcare centers. It has further been subtly zoned into Beauty and Travel floors, providing visitors a one-stop leisure and lifestyle experience.

For further information, please visit:

Facebook : <http://www.facebook.com/GrandPlazaHK>

Instagram : <http://instagram.com/grandplazahk>

WeChat : id= grandplazahk

### **About Gala Place & Park-In Commercial Centre**

Located in the vibrant Mongkok district, Gala Place houses the largest single-story Starbucks in Hong Kong, spanning over 4,500 square feet, as well as the triple-story H&M full-concept flagship store, the largest H&M store in Kowloon, and has become a hotspot for the trendy and fashionable. Park-In Commercial Centre houses a potpourri of diversified services and products including outdoor gear, chic fashion, skincare and cosmetics, lifestyle products, audio and digital gadgets, as well as beauty and fitness centers. Park-In Commercial Centre Carpark offers nearly 500 parking spaces, providing a convenient, one-stop shopping experience for its customers.

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**Photo Caption (1)**



The adorable Kumamon will greet visitors at the Kumamon pop-up store in Gala Place.

**Photo Caption (2)**



Kumamon-themed gourmet treats will be available to tantalize the taste buds of visitors to the pop-up store.

**Photo Caption (3)**



During the promotion period, customers who spend over a designated amount and pay using an electronic payment method at Grand Plaza, Hollywood Plaza, or Gala Place, or who join the “Finding Kumamon” interactive game can stand a chance to win limited edition Kumamon prizes.

**Appendix: Program Details**

<p>Kumamon Pop-up Store</p>	<p>Date: From July 1 till August 31          Time: 12nn – 10pm          Venue: G/F, Gala Place          Details: A range of Kumamon-themed dishes and merchandise will be available at the pop-up store.</p>							
<p>“Finding Kumamon” Mobile Interactive Game</p>	<p>Date: From July 1 till August 31          Time: 1pm – 9pm          Venue: 1/F, Grand Plaza          Details: Customers can download the interactive mobile game app “Finding Kumamon” to catch the Kumamon hiding in Grand Plaza, Hollywood Plaza and Gala Place, with a same-day purchase over HK\$200 at Kumamon pop-up store to redeem a Kumamon keychain or a Kumamon fan. (Gifts are limited in stock and are available for redemption on a first-come-first-served basis)</p>							
<p>Gift Redemption</p>	<p>Date: From Jul 1 till August 31          Time: 1pm – 9pm          Venue: 1/F, Grand Plaza          Details: Customers who spend a designated amount and pay using an electronic payment method at Grand Plaza, Hollywood Plaza, or Gala Place can redeem complimentary Kumamon gifts. Customers are also entitled to join the lucky draw and stand a chance to win a return air-ticket and hotel package to Kumamoto, and other fabulous prizes.</p>							
	<table border="1"> <thead> <tr> <th data-bbox="521 1234 971 1276"><u>Spending</u></th> <th data-bbox="971 1234 1438 1276"><u>Privileges</u></th> </tr> </thead> <tbody> <tr> <td data-bbox="521 1276 971 1528"> <p>From July 1 till August 31:                      HK\$800 or above                      (Maximum of two same-day electronic receipts)</p> </td> <td data-bbox="971 1276 1438 1528"> <p>Redeem a limited-edition phone case or a silicon coin bag (Gifts are limited in stock and are available for redemption on a first-come-first-served basis)</p> </td> </tr> <tr> <td data-bbox="521 1528 971 1776"> <p>From Jul 15 till August 31:                      HK\$200 or above                      (Maximum of two same-day electronic receipts)</p> </td> <td data-bbox="971 1528 1438 1776"> <p>Redeem a “Kumamon Summer Fest” lucky draw ticket (Each set of receipts can redeem a maximum of 10 tickets)</p> </td> </tr> </tbody> </table>	<u>Spending</u>	<u>Privileges</u>	<p>From July 1 till August 31:                      HK\$800 or above                      (Maximum of two same-day electronic receipts)</p>	<p>Redeem a limited-edition phone case or a silicon coin bag (Gifts are limited in stock and are available for redemption on a first-come-first-served basis)</p>	<p>From Jul 15 till August 31:                      HK\$200 or above                      (Maximum of two same-day electronic receipts)</p>	<p>Redeem a “Kumamon Summer Fest” lucky draw ticket (Each set of receipts can redeem a maximum of 10 tickets)</p>	
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Terms & Conditions:

- Each original, same-day, machine-printed receipt and its e-payment counterfoil can be used only once for the purpose of redemption and participation in the luck draw.
- Gifts are limited in stock and redemption is on a first-come, first-served basis, while stock lasts.
- For detailed terms and conditions, please refer to the Facebook fan page of Grand Plaza or in-mall promotion materials.
- In case of any dispute, Hang Lung Real Estate Agency Limited and Lasonic Limited reserve the right to make all final decisions.