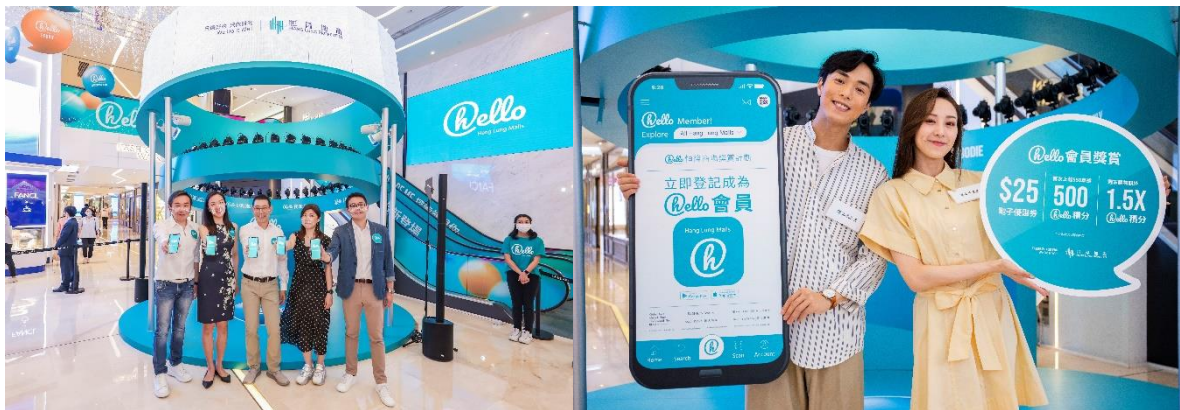


## Press Release

### Launch of hello Hang Lung Malls Rewards Program and Hang Lung Malls App Creating Extraordinary Shopping Experience for Consumers

A Digitalized Membership System that Allows You to Access an Array of Latest Merchants' Promotions with Just One Click



Please [click here](#) to download high-res photos

**(Hong Kong, March 30, 2021)** Hang Lung Properties has always endeavoured to stay true to their service philosophy of customer-centricity.

In its constant effort to provide more intimate and convenient shopping experiences to customers, the Company today announced the launch of hello Hang Lung Malls Rewards Program and Hang Lung Malls App, a strategic rewards program that integrates all respective offers and promotions onto one single platform. With over 600 merchants across its shopping malls including Fashion Walk, Grand Plaza, Hollywood Plaza, Gala Place, Amoy Plaza, Kornhill Plaza, Peak Galleria, and the commercial buildings in Central (including 1 Duddell Street, Printing House, Baskerville House and Standard Chartered Bank Building), the Hang Lung Malls App allows members to shop and spend across Hang Lung properties to earn unlimited points redeemable for attractive gifts. Additionally, customers can enjoy personalized shopping experiences and excitement that only Hang Lung Malls can bring.

頁1 (共12頁)



## **Deepened customer engagement with personalised yet extraordinary experience**

The new reward program is titled as hello, as suggested by its name, “Hello” is a universal greeting that conveys not only cordial hospitality but also connects people to one another that, echoes to the objective of this reward program. Ms. Helen Lau, Deputy Director (Head of Hong Kong Leasing and Management) of Hang Lung Properties said, “We always put customer-centricity at the heart of our operations and we have been enhancing our tenant mix with the goal of creating compelling spaces that cater various needs of our customers. The launch of hello Hang Lung Malls Rewards Program and Hang Lung Malls App together can better engage our loyal customers and also boost footfall. Unlike other discount-based rewards programs seen in the market, we work closely with our brand partners on personalized experiences for our loyal customers.”

## **Extensive launch promotions to engage our members with an uplifting shopping experience**

To celebrate the launch of the hello Hang Lung Malls Rewards Program and Hang Lung Malls App, Hang Lung Properties has launched a series of time-limited offers and welcome promotions to drive member sign-up. Within the promotion period, members can enjoy below offers upon successful registration:

- 1) HK\$25 e-voucher of designated merchants;
- 2) 500 hello points for the first upload of electronic payment receipts of HK\$50 or above at mall merchants onto the app;
- 3) Redeem e-Cash Vouchers from designated merchants with hello points at discounted rate;
- 4) Redeem various limited offers on the app, including e-Cash Vouchers of various merchants. For instance, Monopoly Dreams Hong Kong™, Grand Kornhill Cinema, Masterbeef and many more dining privileges

## **Earn 1.5 times hello points and experience unique lifestyle rewards**

hello members can also earn 1.5 times hello points upon spending of HK\$1,000 or above during weekends and public holidays from March 30 to June 30, 2021.

From April to June 2021, Hang Lung Properties will also collaborate with selected merchants for members to redeem unique experiences ranging from admission Private tour with Mr.



Monopoly of Monopoly Dreams Hong Kong™ with admission tickets for four guests; personal styling service and an afternoon tea set at Vivienne Westwood; private reservation service at Masterbeef; private movie party booking at Grand Kornhill Cinema, to name but a few.

### **Digitalize membership system to take customer experience to new heights**

The hello Hang Lung Malls Rewards Program and Hang Lung Malls App took nearly a year to develop. "We hope to optimize the data management of shopping malls through this program so as to better understand customers' spending behaviours and deliver bespoke customer services through more targeted marketing strategies. We will continue to enhance our app features in the coming months, and these include parking and event reservation features for a more convenient customers' shopping experience," Mr. Joseph To, Director – Customer Franchise of Hang Lung Properties.

### **Special camera device set-up for members' trial with rewards**

From now on till April 18, Hang Lung Properties has set up a playful and innovative 360° panoramic camera device at Fashion Walk in Causeway Bay for customer engagement. Unlike traditional photo devices, this is capable of capturing every unique angle of our guests. Visitors can take a snap by signing up as hello members and win a HK\$25 e-Cash Voucher of designated merchant as reward.

— END —

### **About Hang Lung Properties**

About Hang Lung Properties Hang Lung Properties Limited (stock code: 00101), a constituent stock of the Hang Seng Index, Hang Seng SCHK High Dividend Low Volatility Index, Hang Seng Low Volatility Index, Hang Seng Corporate Sustainability Index in Hong Kong, and a member of the Dow Jones Sustainability Asia Pacific Index, is a leading real estate developer operating in Hong Kong and Mainland China. Boasting a diversified portfolio of investment properties in Hong Kong, the company has progressively branched out into the Mainland since the 1990s, with our distinctive footprint now fully established in Shanghai, Shenyang, Jinan, Wuxi, Tianjin, Dalian, Kunming, Wuhan and Hangzhou, with all the Mainland projects carrying the "66" brand. As Hang Lung's business continues to grow, the company is set to develop into a highly admired national commercial real estate company.



### **About hello Hang Lung Malls Rewards Program**

hello Hang Lung Malls Rewards Program, along with the Hang Lung Malls App, will bring you the latest promotions and event information of over 600 merchants within our malls, including Fashion Walk, Peak Galleria, Grand Plaza, Hollywood Plaza, Gala Place, Kornhill Plaza, Amoy Plaza and Central Properties (including 1 Duddell Street, Printing House, Baskerville House and Standard Chartered Bank Building). Members can earn 1 hello point for every HK\$1 spent and redeem exclusive privileges and extraordinary experiences available at our malls. Discover a world of excitement on one platform – brought to you by Hang Lung malls.

Explore now:

<https://www.hanglungmalls.com>

Download register as hello member now! Start exploring every side of you.



### **About Fashion Walk**

In a unique fusion of indoor and outdoor elements at the heart of Causeway Bay, embracing three vibrant streets – Paterson, Kingston and Food Street – Fashion Walk is a distinctive shopping destination, offering the latest trends in fashion, gastronomy, and lifestyle in a magnificent setting. Fashion Walk has its finger firmly on the pulse of fashion trends, allowing connoisseurs of style to discover popular international brands and rising stars, including the first CHANEL Beauty Studio, SkinCeuticals and per FACE 's global first one-stop skincare flagship, legendary French perfume label GOUTAL's first flagship store in Asia, the biggest 2-story flagship of kapok, the first overseas store of Japanese fashion retailer STUDIOUS, the first pet-friendly beauty and event venue Private i Concept Store, the first Vivienne Westwood Café-boutique, and trendy label select shops including D-mop, DELstore, HER, I.T, JUICE, OKURA, SHINE and WANDERS\*. Fashion Walk is also home to a diverse array of culinary delights. Highlights include America's lobster-themed chain Red Lobster, Asia's best female chef May Chow's burger joint Little Bao Diner flagship store, the only patisserie with a savory menu Lady M from New York, and many more. Fashion Walk is obviously the home of Fashion and Lifestyle Intelligence, and the coming together of ideas and insights.

Please visit:

Website : [www.fashionwalk.com.hk](http://www.fashionwalk.com.hk)

Facebook : [www.facebook.com/HK.FashionWalk](http://www.facebook.com/HK.FashionWalk)



WeChat : hongkongfashionwalk  
Instagram : [instagram.com/hkfashionwalk](https://www.instagram.com/hkfashionwalk)  
Youtube : [www.youtube.com/user/hkfashionwalk](https://www.youtube.com/user/hkfashionwalk)

### **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, lifestyle and sports labels. The dedicated Dining Floor features over 20 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.

Please visit:

Facebook : <http://www.facebook.com/GrandPlazaHK>  
Instagram : <http://instagram.com/grandplazahk>  
WeChat : grandplazahk

### **About Gala Place**

Located at the junction of Dundas Street and Nathan Road with affluent footfall. Gala Place houses the Starbucks thematic store, spanning over 4,500 square feet, as well as the 20,000-square-foot Foot Locker Store. It also houses a potpourri of diversified services and products including professional yet fashionable sports & outdoor gears, chic fashion & accessories, healthcare, lifestyle products, as well as beauty centers and a home design house. The dedicated Dining Floor on 8/F featuring stylish specialty restaurants. Gala Place also equipped with a car park which offers close to 500 car parking spaces, providing a convenient, one-stop shopping and dining experience for customers.



### **About Kornhill Plaza**

Conveniently located at East of Hong Kong Island and atop MTR Taikoo Station, Kornhill Plaza houses a quality lifestyle shopping arcade anchored by AEON STYLE, serviced apartments with superior management and services, an office tower and the Kornhill Learnscape, offering leisure-learning facilities for youngsters. From exquisite gourmet food and relaxing cafes to cinemas and bookstores, Kornhill Plaza caters to the desires of every family looking for a kaleidoscopic lifestyle and sheer enjoyment.

Please visit:

Facebook: <https://www.facebook.com/KornhillPlaza/>

Instagram: <https://instagram.com/kornhillplaza>

### **About Amoy Plaza**

Pamper yourself in an unexpected world of delight and extravagance at Amoy Plaza, an entirely unique mall experience. Located at the Kowloon East transportation hub, Amoy Plaza is highly accessible, with parking spaces available for your added convenience. The elegant three-story mall may seem large in scale but it is fully integrated so as to provide an ideal one-stop shopping, dining and entertainment hub with nearly 300 shops. Adding to the charm, open pedestrian areas offer a pleasant outdoors ambience.

Please visit:

Facebook : [www.facebook.com/AmoyPlazaHK](http://www.facebook.com/AmoyPlazaHK)

Instagram : [instagram.com/amoyplazahk](http://instagram.com/amoyplazahk)



### **About Peak Galleria**

Peak Galleria, an iconic trademark in Hong Kong, is reopening after the completion of a more than two-year-and-a-half redesign and modernization program. The fresh new look is encapsulated by the gleaming new, gem-like, curved exterior of the main entrance. The all-glass modernist façade serves as a conduit for natural light into the interior of the mall, where a richly curated merchant portfolio with personalized experiences and festive celebrations awaits visitors. Highlights include the world's first Monopoly-themed experiential pavilion, Monopoly Dreams Hong Kong™; Candylicious, the internationally acclaimed sweet shop from Singapore; and Japanese gourmet experience, 37 Steakhouse and Bar, among the over 50 new signature retail and dining brands together with the pet-friendly facilities and rooftop lawn that join Peak Galleria to create a truly invigorating branded shopping and unparalleled leisure experience for all.

Please visit:

Facebook	: <a href="http://www.facebook.com/HKPeakGalleria">www.facebook.com/HKPeakGalleria</a>
Instagram	: <a href="https://www.instagram.com/HKPeakGalleria">instagram.com/HKPeakGalleria</a>
WeChat	: <a href="https://www.wechat.com/qrcode/index?qr=HKPeakGalleria">hkpeakgalleria</a>



## Appendix

### Membership Tiers

	Ruby	Amber	Crystal
Required accumulated spending in a calendar year	HK\$80,000	HK\$20,000	Sign up for free
Welcome offers	● 12,000 hello points	● 5,000 hello points	● 500 hello points (first upload of electronic payment receipts of HK\$50 or above at mall merchants onto the app)
Birthday offers	● 3X hello points (max. 45,000 hello points)	● 3X hello points (max. 45,000 hello points)	● 2X hello points (max. 30,000 hello points)
Parking offers	● 1-hr free parking (max. 5 times per month and 1-hr per day) or extra 1-hr free parking upon designated spending amount*	● Extra 1-hr free parking upon designated spending amount	
Year-round privilege	●	●	●
Point Rewards	●	●	●
Member-limited experience	●	●	

\*Members have to reach a designated spending amount accordingly to parking offers of designated malls to enjoy an extra 1-hr free parking





Issued on behalf of Hang Lung Properties by MSL Group. For media enquiries, please contact:

**MSL Group**

Annette Wong

+852 2804 8112 / 9728 4749

[annette.wong@mslgroup.com](mailto:annette.wong@mslgroup.com)

Jessica Mok

+852 2804 8132 / 6680

9023

[jessica.mok@mslgroup.com](mailto:jessica.mok@mslgroup.com)



Caption 1: Management of Hang Lung Properties officiated the Grand Launch of 'hello Hang Lung Malls Rewards Program' and Hang Lung Malls App (From Left to Right - Mr. William Chan - General Manager - Customer Innovation, Ms. Carmen Law - Head of Marketing Operation (HK) & CRM, Mr. Joseph - To Director – Customer Franchise, Ms. Helen Lau - Deputy Director (Head of Hong Kong Leasing and Management), Mr Victor Ng - General Manager - Leasing & Management)



Caption 2: Extensive launch promotions engaging our members with an uplifting shopping experience





Caption 3: Hang Lung Malls App integrates respective offers and promotions of 600+ merchants onto one platform



Caption 4: hello members can earn 1 hello point for every HK\$1 spent and redeem an array of unique experiences as rewards





Caption 5: Customers can take their own 360° panoramic shot by simply signing up as hello members

