

The Point launches VIP programme The Point 推出 VIP 會員計劃



The Point VIP members can enjoy EV Super Charging reservation service free of charge
The Point VIP 會員可免費享有電動車特快充電預約服務

The Point, since its launch in 2019, has attracted more than three million members. To reward its most loyal members and provide them with exceptional services, The Point launched a VIP programme earlier this year for members who accumulate HK\$100,000 or more in eligible spending within 12 months. VIP members can enjoy 12 months of exclusive privileges, including 50% more bonus points, parking privileges, an Electric Vehicle (EV) Super Charging reservation service, and gold member privileges of YATA and Go Royal memberships.

In 2023, The Point launched the city's first rewards-redeemable, super-fast 60kW EV charging service. The Group has so far installed 80 super-fast EV chargers in 25 of its properties under management, including malls, commercial buildings and GO PARK Sai Sha. The EV charging network will continue to expand. The Point's Contactless Parking service, which is very popular among car-owner members, has been extended to over 100 car parks, allowing members contactless entry to car parks and auto payment upon departure.

The Point mobile app was upgraded in December 2024 with a new interface for more user-friendly access. The Instant Point Earn service has allowed members to earn

points instantly by simply getting their membership QR code scanned, saving them the hassle of visiting the Customer Care Centre or uploading receipts to The Point app.

The Point 自 2019 年推出至今，已有逾 300 萬登記會員。為回饋特選會員及提供更優越的服務，The Point 於今年初推出 VIP 會員計劃。會員於 12 個月內累積消費滿港幣 10 萬元，即可升級成為 VIP，並享有 12 個月的專屬禮遇，包括 1.5 倍積分賞、額外免費泊車、電動車 (EV) 特快充電預約服務、一田及 Go Royal 金會籍禮遇等。

此外，The Point 於 2023 年設立全港首創「以積分換領特快電動車 60kW 充電」服務，現時已擴展至新地旗下商場、商業大廈及西沙 GO PARK 等合共 25 個在管物業，共設 80 個特快充電樁，未來新地亦會繼續擴展特快充電網絡。The Point 免觸式泊車服務亦深受車主會員歡迎，會員可於超過 100 個停車場體驗免觸式泊車，包括入場自動起閘、出閘自動繳費等功能。

The Point 手機應用程式於 2024 年 12 月推出新介面，提供更貼心的瀏覽體驗。加上 The Point「即賺分」服務，消費時讓商戶直接掃描會員二維碼即可馬上賺分，免卻前往客務中心或上傳收據的步驟，快捷省時。