

SHKP Club 20th anniversary Ultima parties Thanking 360,000 members and looking to a brighter future together

The SHKP Club passed a new milestone in 2016 marking 20 years of growth, so it threw two anniversary parties at the grand Ultima residential development to thank members for their long-term support. Members, relatives and friends gathered to commemorate this important event for the Club and then toured the clubhouse of Ultima to see the exquisite workmanship in the residential development. There was also a classical music performance so guests could sample a sophisticated lifestyle.

SHKP Deputy Managing Director Victor Lui said, "Sun Hung Kai Properties Limited's SHKP Club was the first membership club for customers set up by a Hong Kong developer. It provides a wide range of services to members in the spirit of "Building Homes with Heart". The Club's various activities build long-term relationships with clients and promote two-way communication. The Club has grown from the original 20,000 members at its founding 20 years ago to more than 360,000 today thanks to their trust. The SHKP Club is the largest developer club in Hong Kong and we are committed to providing more personal service to members as we look to a brighter future together."

Home-related service

The Club has concentrated on home-related service and benefits to members since its inception, and its property visits, homebuyer incentives, talks on property conveyancing, home improvement workshops and more address the diverse interests of members. The Club celebrated its 20th anniversary with member-buyer incentive programmes and discounts on eight new residential developments by SHKP to reward members. Members additionally got special invitations to visit residential developments, attend carnivals and tour residential units to take in the grand views. The Club's carnival video on its "Cherish Your Family" facebook page has had over 100,000 views to date. Members also got special 20th anniversary gifts for visiting selected show flats on designated days.

The Club started its "Love in SHKP Tour" activities at the beginning of this year to give members fun and entertainment. Participants visited different SHKP businesses, explored the history of Hong Kong, discovered the latest technology and more. Everyone enjoyed the range of experiences offered.

Loving home spirit connects members

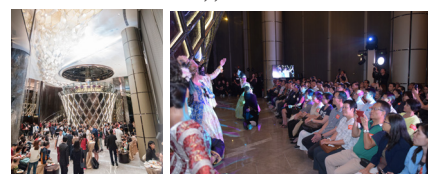
The Club promotes the spirit of loving homes in addition to its property and leisure activities, building ties with members with theme activities every year. At first there were sharing of loving home stories and charity sales in early years, and then there were cartoon family tales, theme surveys, mall exhibitions and circulating of stories online in recent years. A total of three million counts of people have participated to date, showing the importance people attach to a loving home life.

Internet communication with members

The Club will keep exploring new channels in the two-way communication spirit it was founded upon. The Club provides the latest SHKP news and offers, and listens to members to promote communication. Its "Cherish Your Family" facebook page and "SHKP E-mails" let members get information on activities, discounts and updates on SHKP malls, as well as exchange opinions to build closer relationships.



SHKP Deputy Managing Director Victor Lui (third right), Sun Hung Kai Real Estate Agency Executive Director Jimmy Wong (second right) and SHKP Club Managing Director Winnie Tse (first right) pose for a photo with Mr Lai and his family. Mr Lai has been an SHKP Club member for twenty years.



The above images were taken on 31 October 2016 at the Development. They have been processed with computerized imaging techniques and are for reference only.

Name of the Phase of the Development: Phase 1 ("Phase 1") of Ultima Development ("the Development")
(Towers 6, 7 and 8 and Houses 1 to 8 (with House 4 omitted) of the residential development in Phase 1 are called "Ultima")
District: Ho Man Tin Name of Street and Street Number of Phase 1 of the Development: 23 Fat Kwong Street
The website address designated by the vendor for Phase 1 of the Development: www.ultima.com.hk/p1

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Name of the Phase of the Development: Phase 2 ("Phase 2") of Ultima Development ("the Development")
(Towers 1, 2, 3 and 5 (with Tower 4 omitted) of the residential development in Phase 2 are called "Ultima")
District: Ho Man Tin Name of Street and Street Number of Phase 2 of the Development: 23 Fat Kwong Street
The website address designated by the vendor for Phase 2 of the Development: www.ultima.com.hk/p2 Enquiries: (852) 3119 0008

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