

The Club and K11 Group join hands to expand digital retail realm
*Unlocking swift and easy access to
 one-of-a-kind retailtainment experiences*



(From left to right) Mr Larry Leung, Vice President, Operations, K11 Concepts Limited, Mr Clive Chow, Chief Operating Officer, The Club and Mr Jay Liu, General Manager, Strategic Alliances of New World Development announce a two-year partnership between The Club and K11 starting from today.

HKT (SEHK: 6823) – HONG KONG, 10 January 2023 – HKT and New World Development Company Limited ("NWD"; SEHK: 00017) announce a two-year partnership between their respective group companies The Club and K11 starting from today. A selection of K11 special-edition products and privileges, including one-of-a-kind retailtainment experiences at 11 SKIES, Hong Kong's largest one-stop destination for retail, dining and entertainment, will be on offer to members of The Club, the digital commerce platform of HKT. Leveraging the enterprises' respective strengths in the digital and retail sectors, the partnership offers an enhanced online-to-offline (O2O) experience for our prestigious members.

The partnership enables The Club members to enjoy a wide array of cultural experiences and lifestyle privileges offered by K11 Group, while provides a wider distribution channel for K11's selected products and experiences, supported by The Club's large membership base. The launch of this partnership is set to take both companies' businesses to the next level.

Through The Club's user-friendly online platform, members can enjoy a range of eclectic K11 experiences in art, culture and entertainment at their fingertips, and will be able to redeem tickets to themed attractions at 11 SKIES. Operated by K11 Group and invested by New World Development, the HK\$20 billion project is a brand-new landmark and an integral part of the SKYCITY development adjacent to the Hong Kong International Airport, and also home to Hong Kong's largest indoor entertainment hub.

The first phase of attractions will gradually be unveiled from end of 2023 to early-2024, including the city's first 4D motion flying theatre, "Timeless Flight Hong Kong", the new Paddington-themed indoor family play experience, "Paddington™ Play Adventures", and the first "KidZania" for occupational role-play in Greater China.



The city's first 4D motion flying theatre, "Timeless Flight Hong Kong"



The first "KidZania" for occupational role-play in Greater China



The new Paddington-themed indoor family play experience, "Paddington™ Play Adventures"

The Club members can also purchase tickets for other K11 attractions and previews, such as "The Love of Couture: Artisanry in Fashion Beyond Time" exhibition, Asia's pre-eminent annual fashion exhibition that started on 8 December at K11 MUSEA. Co-presented by the V&A and Hong Kong's revered production designer William Chang Suk-ping, the exhibition will showcase a historical collection of British and French womenswear and bespoke couture from six emerging Asian fashion designers inspired by the V&A archival pieces. The Club members can also purchase Ruinart x Guangcai Limited-Edition champagne by K11 Craft & Guild Foundation and other selected festive merchandise.



Clive Chow, Chief Operating Officer of The Club, said, “The Club is dedicated to seeking out quality brands to offer our members more comprehensive experiences that complement their lifestyle pursuits. We are pleased to join hands with NWD to present a series of artistic, cultural and entertainment offerings to members, further expanding and enhancing the customer experience. We will continue to explore new partnerships to bring even more exceptional privileges to our members.”

Jay Liu, General Manager, Strategic Alliances of New World Development, said, “NWD is delighted to elevate our long-term partnership with HKT. This collaboration further unlocks our O2O ecosystems of both organisations to benefit our customers. We aim to leverage a wide range of contents and experiences curated by K11 to form more exclusive and high-valued base privileges and shopping experiences to members of The Club.”

The Club and K11 will continue to explore more potential privileges under the partnership to become the top-of-mind retailtainment destination for our customers.

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About HKT

HKT is a technology, media, and telecommunication leader with more than 150 years of history in Hong Kong. As the city’s true 5G provider, HKT connects businesses and people locally and globally. Our end-to-end enterprise solutions make us a market-leading digital transformation partner of choice for businesses; whereas our comprehensive mobile communication and smart living offerings enrich people’s lives and cater for their diverse needs for work, entertainment, education, well-being, and even a sustainable low-carbon lifestyle. Together with our digital ventures which support digital economy development and help connect Hong Kong to the world as an international financial centre, HKT endeavours to contribute to smart city development and help our community tech forward.

For more information, please visit www.hkt.com.
LinkedIn: [linkedin.com/company/hkt](https://www.linkedin.com/company/hkt)

About The Club

The Club, an HKT Digital Ventures arm, is an integrated loyalty and digital commerce online platform. Its services include online shopping, travel, insurance and charitable contributions. The Club members can earn Clubpoints on their spending at The Club, designated HKT services and merchant partners to redeem rewards and privileges. For more information about The Club, please visit www.theclub.com.hk or call The Club's hotline on +852 183 3000.

About K11 Group

K11 Group is a unique concept brand that combines culture and commerce, sustaining an ecosystem that caters to all walks of life. Founded in 2008 by renowned entrepreneur Adrian Cheng, the Group encourages a deeper look at the interconnectivity between creativity, culture and innovation. Through K11 Group, Cheng's aim is to enrich the daily lives of next-generation consumers and create a new global identity for Chinese millennials, as well as cultivate opportunities for communities to thrive, connect, work and shop.

K11 Group is based in Hong Kong SAR with operations in Greater China and investments in Europe and the US. By 2026, K11 Group will have gained a footprint of 38 projects (GFA 2.80 million sq m) in 10 cities across Greater China. In addition to its flagship K11 MUSEA, 11 SKIES and K11 Art Malls, the Group operates K11 ATELIER, K11 ARTUS and K11 Select. In addition, it cultivates cultural richness through the Hong Kong non-profit K11 Art Foundation and the K11 Craft & Guild Foundation, alongside educational platforms like K11 KULTURE ACADEMY & K11 Future Taskforce.

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