

30 April 2024

CLP Power Distributes HK\$58 Million of Coupons to Boost Local Consumption

CLP Power Hong Kong Limited (CLP Power) has set aside HK\$58 million from the **CLP Community Energy Saving Fund (CESF)** to launch a **CLP Retail and Catering Coupons Programme** to distribute consumption coupons to nearly 580,000 households to boost consumer spending and inject vitality into Hong Kong’s retail and catering sectors. We launch various community programmes through CESF to promote energy saving and support the underprivileged.

Following the success of the programme in 2021 and 2022, CLP Power is organising the **CLP Retail and Catering Coupons Programme** for the third time and providing consumption coupons to beneficiary households, including residential customers with low electricity consumption and elderly customers receiving tariff concessions. From mid-April, each eligible household has been receiving two coupons worth a total of HK\$100 which can be used at over 2,500 participating retail and catering outlets, including restaurants, bakeries, grocery stores, electronics stores, pharmacies, hair salons, and retail shops operated by social enterprises.

Dr Billy Mak, Associate Professor of the Department of Accountancy, Economics and Finance of Hong Kong Baptist University, pointed out that as the economy has yet to fully recover, the retail and catering sectors are striving to attract citizens to stay and spend in Hong Kong. He believed that the HK\$58 million **CLP Retail and Catering Coupons Programme** would stimulate the local consumer market. “Consumption coupons can attract beneficiary households to patronise participating merchants and boost their consumption, thereby generating a multiplier effect to energise the economy,” he said.

Mrs Annie Yau Tse, the Chairman of the Hong Kong Retail Management Association, expressed her gratitude to CLP Power for its unwavering support to the retail and catering sectors, especially for launching the consumption coupons programme in such a challenging business environment. She expected the CLP consumption coupons,

combined with the festive atmosphere of May, would help stimulate consumption sentiment among local customers and generate promising business opportunities for participating merchants.

Mr Man King Lung, founder of The Forest Bakery who has taken part in the **CLP Retail and Catering Coupons Programme** for the third time, said, “Many of the customers who use the coupons are new customers. After their first visit, they return and become our regular customers. I am very pleased that our bakery has gained broader recognition and attracted more customers by joining the programme.”

CLP Power Managing Director Mr Joseph Law said the programme was launched in 2021 and 2022 to encourage residents to shop and dine out during the pandemic. “With the resumption of overseas travel by Hong Kong citizens and the changing consumption patterns of tourists visiting Hong Kong, the retail and catering sectors face many challenges,” he explained. “We are launching the **CLP Retail and Catering Coupons Programme** for a third time to stimulate local consumption, alleviate the pressure faced by small and medium-sized enterprises in operating their business, and add momentum to the Hong Kong economy.”

In addition, leveraging on the coupons programme, CLP Power will promote energy-saving and decarbonisation tips through social media, websites, and other platforms, encouraging the public to adopt a low-carbon lifestyle.

The consumption coupons can be used at more than 2,500 participating shops and restaurants until 31 October 2024. Participating outlets will display a **CLP Retail and Catering Coupons Programme** sticker at their premises, and customers can scan the QR code on the coupon or visit the programme website <https://clp.to/coupon> to check the list of outlets and find out more about the programme.

About CLP Power Hong Kong Limited

CLP Power Hong Kong Limited (CLP Power) is the Hong Kong utility subsidiary wholly owned by CLP Holdings Limited, a company listed on the Hong Kong Stock Exchange and one of the largest investor-owned power businesses in Asia. CLP Power operates a vertically integrated electricity supply business in Hong Kong, and provides a highly reliable supply of electricity and excellent customer services to more than six million people in its supply area.

Photo Captions:

Photo 1



CLP Power Managing Director Mr Joseph Law says the **CLP Retail and Catering Coupons Programme** is being launched for the third time to stimulate local consumption, alleviate the pressure faced by small and medium-sized enterprises in operating their business, and add momentum to the Hong Kong economy.

Photo 2



Representatives from major catering industries and small-to-medium enterprise associations were present at the launch ceremony joining hands with CLP Power to boost consumer sentiment in Hong Kong.

From left to right: CLP Power Chief Corporate Development Officer Ms Quince Chong, Association of Restaurant Managers Chairman Mr Samuel Yeung, Institute of Dining Professionals Chairman Mr Maurice Kong, The Association of Hong Kong Catering Services Management Chairman Mr Michael Leung, CLP Power Managing Director Mr Joseph Law, Hong Kong Federation of Restaurants and related Trades Chairman Mr Winston Yeung, Hong Kong Small and Medium Enterprises Association President Mr Andrew Kwok, The Hong Kong General Chamber of Small and Medium Business Vice President & Honorary Treasurer Mr Michael Lau.

Photo 3



Dr Billy Mak, Associate Professor of the Department of Accountancy, Economics and Finance of Hong Kong Baptist University considers that the HK\$58 million **CLP Retail and Catering Coupons Programme** would stimulate local consumption and generate a multiplier effect, thereby boosting the economy.

Photo 4



Founder of The Forest Bakery Mr Man King Lung, who is taking part in the programme for the third time, says the consumption coupons attract new customers who return and become regulars. He is pleased that his bakery has gained broader recognition and attracted more customers by participating in the programme.

Photo 5



CLP Power has set aside HK\$58 million for the 2024 **CLP Retail and Catering Coupons Programme** to distribute coupons worth HK\$100 to nearly 580,000 eligible households. The coupons are being sent out from mid-April and can be used in more than 2,500 shops and restaurants with stickers on their premises to show they are participating.

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