

For Immediate Release
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"360 FILA Sports Fest"

**Ngong Ping 360 and FILA join hands to present HK's 1st FILA outdoor sports festival
Two companies drive an innovative concept combining eco-tourism, sports and fashion**



Mr. Andy Lau, Managing Director, Ngong Ping 360 (centre) and Mr PY Liu, General Manager, FILA Hong Kong, Macau & Singapore (left 2) are drawing on their respective strengths to create what will be a win-win situation

(Hong Kong, 24 September, 2020) The Covid-19 pandemic, which began in early 2020, has dealt an unprecedented blow to Hong Kong's tourism and apparel retail sectors. For businesses to weather through the challenging time, it takes creativity and a lot of thinking outside the box. With this in mind, Ngong Ping 360 and FILA are having a cross-sectoral collaboration for the first time to launch Hong Kong's first "360 FILA Sports Fest", an exciting "sports check-in tour" campaign that combines local eco-tourism,



outdoor sports and fashion. To be held between 25 September and 15 November 2020, "360 FILA Sports Fest" will feature a variety of offers and fun programmes, including the "360 FILA Pass", "Candy-coloured Sports Day" themed installations, FILA Global Ambassador "BTS-themed Cable Car Cabin", Hong Kong's first-ever "FILA Tennis-themed Snapshot Gallery", and "Take The Challenge" interactive games, which will give out 30,000 NP360 • FILA Souvenirs with a total value of more than HK\$5 million. Ngong Ping 360 and FILA are drawing on their respective strengths to create what will be a win-win situation while bringing a refreshing experience to young couples, friends and families and encouraging Hong Kong people to do more outdoor sports for both physical health and spiritual well-being.

Synergy of two companies under the pandemic: "Sports check-in tour", a social media-worthy sports event to attract locals through

The fickle pandemic has forced Ngong Ping 360 to suspend operation twice this year. Meanwhile, the future of the tourism industry remains uncertain. Yet despite all the challenges faced by Ngong Ping 360, one of the most important tourist attractions in Hong Kong, Mr Andy Lau, Managing Director, Ngong Ping 360, remains positive and cautiously optimistic, as he leads his team to cope with the changes of strategies in the types of Ngong Ping 360 visitors. In view of Hongkongers' new way of travelling, the team is seeking to broaden Ngong Ping 360's local client base. "360 FILA Sports Fest", which marks Ngong Ping 360's first cross-sectoral collaboration with a globally renowned sports apparel brand, is designed to promote local eco-tourism and outdoor activities while taking into account young people's "check-in" penchant for posting photos on social media. Young Hongkongers and families will take a shine to this new travel experience.

"Ngong Ping 360's choice of FILA as the partner in its first collaboration with a sports apparel brand is a well-thought-out move that aims to generate new energy through the dynamic FILA and its popularity among young people. "360 FILA Sports Fest" will feature FILA's signature candy-coloured theme and outdoor sports theme extensively on cable car cabins, installations and interactive games, enlivening and adding an interactive aspect to outdoors while encouraging people to go to nature and make the most of the outdoor fun brought by Ngong Ping 360," said Andy.

"Due to the impact of the pandemic, our cable car services have been temporarily suspended twice this year. We resumed our full services in mid September. With the easing of the pandemic tension, we hope our innovative cross-sectoral collaboration with FILA can increase the capacity in the fourth quarter. We expect that the number of local guests will increase by double digits when compared to the full resumption of services in May. While inbound tourism is still suspended, we believe that local citizens will



occupy a major market share in Hong Kong's tourism in the short run. The Company expects that different hot spots and corporations in the industry can support each other continuously in the future in order to revitalize Hong Kong's economy and tourism development," he said.

FILA's first foray to outdoor sports and great effort on strengthening physical stores and expanding online shop

As a high-end sports apparel brand from Italy, FILA has been making an effort to strengthen its presence in the youth market in recent years. Meanwhile, Mr PY Liu, General Manager, FILA Hong Kong, Macau & Singapore is aware that as a result of the pandemic, many people in Hong Kong like outdoor activities. This has led to greater demand for sports apparel. At the same time, market competition is intensifying as sportswear designs are getting more fashionable and the boundary between fashion brands and sports apparel brands is getting blurred. All these mean sportswear brands have to be creative in order to stand out. Recently, FILA invited BTS as its global ambassador. That was coupled with the launch of a more diversified range of products, including candy-coloured designs and children's sportswear.

"Under the pandemic, consumer habits are gradually changing from in-store shopping to online shopping. To grasp the chance, FILA has strengthened its physical stores and expanded its online shop at the same time. Recently, FILA Hong Kong official online store has been launched with a view to broadening our retail channels and to maximizing the growth opportunities," said Mr Liu

"Being one of the key tourist attractions in Hong Kong, Ngong Ping 360 is always dedicated to promote eco-tourism. It is also an outdoor hot spot for local citizens. It is our pleasure to have Ngong Ping 360 as our first choice of partner. Our collaboration with Ngong Ping 360 marks the brand's first foray into the outdoor areas in Hong Kong. "360 FILA Sports Fest", a large-scale promotion event, is set to attract the city's hikers and families and will further boost FILA's online and offline market presence. We believe that citizens can gently return to their normal lives when the epidemic is slowing down. Driven by the opening of our online store, we expect a significant sales recovery in the fourth quarter. We are looking forward to the dawn," he said.

For more details about "360 FILA Sports Fest", please visit www.np360.com.hk.

Appendix : About “360 FILA Sports Fest”

“360 FILA Sports Fest”

Period: 25 September - 15 November 2020

Time: 10am – 6pm (9:00am – 6:30pm, 1 - 4 October)

Venue: Ngong Ping Village, 111 Ngong Ping Road, Lantau Island

Ngong Ping 360 and FILA have joined forces to present Hong Kong's first FILA outdoor sports festival, the “360 FILA Sports Fest”, which integrates local eco-tourism, outdoor sports and trendy clothing concepts. The dynamic event will feature a multitude of social media-worthy elements, including “Candy-coloured Sports Day” themed installations, FILA Global Ambassador “BTS-themed Cable Car Cabin” and Hong Kong's first-ever “FILA Tennis-themed Snapshot Gallery” with not-to-be-missed BTS photo-taking spots. Sweat out through “Take The Challenge” interactive games, which will give out 30,000 NP360 FILA Souvenirs with a total value of more than HK\$5 million.

Campaign hashtag: #NP360 #FILAHK #360FILASports



“Candy-coloured Sports Day”

Venue: Ngong Ping Village's Stupa Square

Snap your meme photos with the four pastel-coloured IGable outdoor installations, namely Pink Tennis Court, Turbo Basketball Backboard, Surreal Mustard Skateboarding Track and Mint-Green Climbing Wall. Both skateboarding and sport climbing will make their debut at the sports event in Tokyo in 2021. Let's also take that as a warm-up!



Giant Bowling Match



Reaction Fencing



Speedy Cycle



"Take The Challenge" interactive games

Guests with Ngong Ping 360 tickets and spending HK\$100 in one go at any merchant in Ngong Ping Village can redeem a "Take The Challenge" interactive game card. With the game card or 360 FILA Pass, you can play all three interactive games and have a chance to win a gold medal stamp.

Guests who win one gold medal stamp and post a picture featuring any of the themed installations on social media, completing with the hashtags #NP360、#FILAHK and #360FILASports, will win a limited-edition NP360·FILA folder. Winners of two gold medals can enter the NP360·FILA Fantasy Lucky Draw and have the opportunity to win limited-edition NP360·FILA Souvenirs.

Trade promotion competition license no. 053687

Giant Bowling Match

Earn different points by knocking over different pins with the giant ball

Game venue: Ngong Ping Village - Pavilion

Reaction Fencing

Touch the dots that light up randomly on the electronic target with the tip of your toy sabre. It's a game that tests your reaction time.

Game venue: Holidays 360 Information Centre

Speedy Cycle

As soon as the gun goes off, climb as many steps as you can. Target speed is 360km/hour. Checkpoint: You will win

	<p>when all flash indicators, “3”, “6” and “0” are on. Game venue: Ngong Ping Village - Bodhi Square</p>
 	<p>Hong Kong’s first-ever “FILA Tennis-themed Snapshot Gallery” Venue: Ngong Ping Village – Shop 19</p> <p>Go wild over the candy-coloured snapshot gallery designed with FILA Global Ambassador BTS themed photo scenes, for posting snapshots on social media. You will take a shine to the FILA Lovey Dovey Wall and Tennis Cart, the Fantasy K-pop Stage and the Mauve Coach Area. “Take The Challenge” interactive game card holders will have the privilege to access the gallery. Seize the great selfie moment!</p>
	<p>An exclusive scenic K-pop journey on the “BTS-themed Cable Car Cabin”</p> <p>During the promotion period, there are 6-8 BTS-themed cable car cabins around. Get up close to their “idols” by getting a 360 FILA Pass to enjoy a wonderful free ride. This is going to be a great opportunity to have chic snapshots taken at the pop band’s photo-taking spots. The scenic views out there will also keep your eyes busy.</p> <p>Note: On-site reservation is required with a daily quota of 300 persons on a first-come-first-served basis.</p>
	<p>Discount of HK\$348 on 360 FILA Pass on Ngong Ping 360’s official website</p> <p>During the promotion period, guests purchasing a 360 FILA Pass on Ngong Ping 360’s official website a day before their trip can enjoy a discount of HK\$348 (Original Price: HK\$388).</p> <p>It includes HK\$1,800 worth of products and services: - 2 round-trip cable car rides* (standard cabin) of Ngong</p>

	<p>Ping 360</p> <ul style="list-style-type: none"> - 5 pieces # of FILA HK\$100 coupons - 1 set of NP360 FILA Souvenirs (2 color options available – pink or blue) - 2 pieces of “Take The Challenge” game cards - You can enjoy exclusive rides[^] on the “BTS-themed Cable Car Cabin” on or before 15 November , 2020 <p>*Only the same cardholder is eligible. Validity: from 25 September, 2020 until 24 January, 2021.</p> <p>#FILA shopping coupons are not applicable to socks, hats, caps or designated products. Only one coupon can be used on each product.</p> <p>[^]On-site reservation is required with a daily quota on a first-come-first-served basis.</p>
	<p>Hong Kong residents Exclusive Offer:</p> <p>20%off round-trip cable car ticket</p> <p>Hong Kong residents can enjoy a 20% discount upon purchasing any round-trip cable car tickets at ticket office at Ngong Ping 360 Tung Chung or Ngong Ping Cable Car Terminal or official website.</p> <p>Promotion Period: From now on until 15 November 2020</p>

Please refer to the Terms & Conditions on-site for details of the event.

Please download the high-res photo:

<https://drive.google.com/drive/folders/1KmmWA9WdTOdsaA0ZcMAXgOX8i8d27I3T>



About Ngong Ping 360

As an important tourist attraction located on Lantau Island in Hong Kong, Ngong Ping 360 offers an exciting opportunity for guests to experience a unique natural and cultural experience. The Ngong Ping Cable Car stretches 5.7 km from Tung Chung to Ngong Ping. Guests can visit the Chinese architecturally designed Ngong Ping Village, where they can enjoy a wide range of dining, shopping and entertainment options and culturally themed attractions, including Motion 360 and Walking with Buddha.

The Ngong Ping Cable Car is a rare example of a bi-cable gondola circulating lift system, and is the longest aerial cable car system of its kind in Asia. It offers a visually spectacular 25-minute journey with panoramic views of the flora and fauna of North Lantau Country Park, Tung Chung Bay and the Hong Kong International Airport.

The Ngong Ping cable car experience and the itinerary of the Tai O culture tour, along with the Big Buddha and Po Lin Monastery, ranked second in the "Top 10 Experiences in Asia" category of the Travellers' Choice Awards for Experiences announced by the world renowned travel website TripAdvisor in 2018. Ngong Ping 360 also ranked among TripAdvisor's "Top 25 Experiences in the World" and received its "Certificate of Excellence 2018". In 2017, Ngong Ping 360 was recognised as one of "The world's 10 best cable cars" by USA Today. It was also selected as amongst "10 of the world's best cable car rides" by CNN.com in the USA in 2015. In 2014, the Company received the CILT Award 2013 - Enterprise Award presented by the Chartered Institute of Logistics and Transport in Hong Kong (CILTHK). It was also selected as one of the "Cable cars: 10 amazing rides around the world" by The Daily Telegraph in the UK.

ABOUT FILA

From its humble beginnings in Biella, Italy in 1911 to its historic introduction of color on the tennis court in 1973, FILA has always believed that beyond activity, sport is an ever-expanding identity fuelled by passions for excellence, adventure, competition, and pleasure. And so, over the last half-century, the brand has been there for iconic moments, accompanying extraordinary individuals in pursuit of true sport – those who courageously challenge limits and defy expectations through a seamless combination of power and grace. With a philosophy of innovation and a commitment to performance and style, FILA continues to make a statement with styles that are novel in aesthetic, effective in function and as bold and breakthrough as its wearers.