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The Great Singapore Sale 2017 Goes Digital!

24th edition takes on digital transformation with new event period

Singapore, 15 May 2017 — The Great Singapore Sale (GSS) returns with the 24th edition to commence on Friday 9 June and ends Sunday 13 August 2017. Organised by Singapore Retailers Association (SRA), GSS 2017 is supported by Singapore Tourism Board (STB) and UnionPay - the Official Card for the 2nd year running.

GSS 2017 will see to several 'firsts' and new initiatives to bring the fun and buzz back into shopping and keep the tills ringing.

Going Digital! with GoSpree Mobile App

For the first time, GSS will ride on GoSpree mobile app to:

- Leverage on technology and mobile/smartphone devices to disrupt traditional consumer purchasing habits with offers of greater savings;
- Offer retailers and F&B operators located outside of malls an opportunity to reach out and draw footfall and spending in their stores;
- Provide retailers within malls an added platform to reach out and extend differentiated offers to generate increased sales;
- Provide mall owners an additional platform in their omni-channel marketing to extend creative and tempting offers to help draw shopper traffic and boost shopper spending for its retailers; and
- Reach out to younger and technology-savvy consumers through the use of Facebook and other social media platforms.

Making it Fun!

Another first is that SRA will launch GSS with a big bang:

- GSS 2017 goes 'LIVE' on air with OneFM91.3 at its official launch on Friday 9 June 2017 at Paragon, followed by Marina Bay and Bugis precincts and shopping enclaves on Saturday 1 July 2017 and Saturday 22 July 2017 respectively;
- Tempt locals and tourists to go on a hunt for QR Codes to scan barcodes on clothings, walls and shopfronts to receive and be rewarded with 'eCoupons';
- Shoppers can catch themselves on RingsTV, YouTube, the giant electronic screens at 313 Somersets and Chevron House@Raffles Place, and also online at www.greatsingapore.com.sg; and
- F&B operators, hotels, attractions are onboard GSS 2017 to ensure tourists and locals enjoy the sale season without denting their wallets.

The Fun Begins in June and stretches to August!

- Most residents would have returned to Singapore in the 2nd half of the local June school holidays to enjoy their second wave of shopping pleasure;

- Coincide with the **regional holidays** in our key visitor-generating markets including Indonesia (mid-June – mid-July) & China (July – August) to ensure that tourists can enjoy ‘fresh picks’ of the sale season; and
- Sale period ends on 13 August to embrace the **National Day Celebrations** to give the retail industry the opportunity to hold National Day themed promotions during GSS 2017

What is the 'GoSpree' Shopping App?

GoSpree is SRA's mobile app which brings retail and service stores, shopping malls, dining outlets, attractions, leisure activities and hotels located island-wide all 'under one App'. GoSpree shoppers can browse for value-for-money deals and exclusive offers to enjoy savings in the form of 'eCoupons' which can be downloaded directly from their smartphone devices for redemption at designated stores – thereby helping to drive footfalls and spending whole year round. GoSpree shoppers can also have fun scanning QR Codes embedded with special rewards for more savings. GoSpree can be downloaded free on Apple Store and Google Playstore from 9 June 2017.

There are some good reasons for shoppers to download the GoSpree app:

- 1) Takashimaya** – One of Singapore's most successful department store located at Ngee Ann City at Orchard Road since 1993. Their offer:
 - A \$5 Takashimaya 'GoSpree eCoupon' * for the 1st 3,000 GoSpree downloads
 - \$1 Deals (wait for the surprise to be dished on Fridays)
- 2) Millenia Walk** - Located within the Marina Centre, it offers a distinct blend of affordable lifestyle brands and gastronomic indulgences including a 280-metre-long private street which offers Singapore's only Park and Dine service. Exclusively on GoSpree:
 - A \$5 Millenia Walk 'GoSpree' eCoupon*
 - FREE Millenia Walk 'GoSpree' Parking eCoupon every Friday during GSS 2017
- 3) Naiise** – A hub for designers to promote and showcase their products. It currently stocks more than 15,000 products from 890+ emerging and established brands from Singapore, and around the world. Look out for:
 - \$5 Naiise 'GoSpree' eCoupons*
 - 50% OFF 3rd item Naiise GoSpree eCoupon*
- 4) Courts** - One of Singapore's largest consumer electronics and furniture retailer with offerings of more than 14,000 lifestyle products. Grab these:
 - \$8 Courts GoSpree eCoupon*
 - \$QR Codes embedded with \$20 Courts GoSpree 'Instant Rewards' eCoupons*

Additionally, UnionPay cardholders can take advantage of the exclusive U Plan# “eCoupons” available on the GoSpree app, to enjoy greater savings at participating merchants.

#For more information on U Plan, visit: <http://2016web.unionpayintl.com/en/Youjihua/html/sasa.html>

*denotes terms and conditions apply. Check eCoupon details on GoSpree from 9 June 2017.

Going digital this GSS 2017 is essentially a 'follow-up' from Singapore Retailers Association (SRA) President Mr R. Dhinakaran who had commented at the launch of SPRING Singapore's Retail Industry Transformation Map last September that "retailers should also explore other technology innovations to stay ahead in a competitive environment".

Hence 'GoSpree' was born. "SRA is taking a lead in the Retail Industry Transformation Map to leverage on technology in motivating retailers to stay competitive, enhance productivity and get creative to get the attention of prospective consumers. GoSpree is one such new initiative and we are riding on the prevalence of smartphones and the intuitiveness of a tech-savvy generation and millennials to introduce digital solutions within GSS 2017. GoSpree is just the starting platform in SRA's retail transformation journey," said Mr Dhinakaran.

UnionPay, the returning Official Card for GSS 2017, expects the 2016 spending momentum to continue into 2017. With the world's largest cardholder base and a rapidly expanding merchant acceptance network in Singapore, Mr Wenhui Yang, General Manager of UnionPay International Southeast Asia, expressed confidence that "GSS 2017 with its new digital initiatives to extend its reach to tech-savvy consumers will have a positive impact on the overall GSS experience." He added that "we firmly believes that GSS, as the most iconic sale event of the year, will enable us to connect at a deeper level with local merchants, consumers and tourists, and provide a well-rounded range of unique benefits and experiences for everyone."

Singapore Tourism Board (STB) Ms Ranita Sundramoorthy, Director, Attractions, Dining & Retail, said: "The Great Singapore Sale 2017 has always been a key highlight on STB's calendar. We are pleased to see SRA introducing new initiatives to make this evergreen fresh & fun for local and visitors from key target markets in the region. The use of technology and digital solutions will also enhance the overall shopping experience and brand Singapore as an exciting destination."

END

About the Great Singapore Sale

The **Great Singapore Sale** (often abbreviated as **GSS** or Malay: Iualan Raksasa Singapura. Chinese: 新加坡热卖会, Tamil: மாபெரும் சிங்கப்பூர் விற்பனை) was first launched in 1994. It is an annual shopping event targeted at tourists and locals to drive shopper traffic and promote retail spending in malls and stores island-wide. GSS 2017 is the 24th edition. It is supported by Singapore Tourism Board (STB) and for the 2nd year running, UnionPay as the Official Card. For more information, visit www.greatsingaporesale.com.sg.

About the Singapore Retailer's Association

The Singapore Retailers Association (SRA) was founded in 1977, originally as the Singapore Retail Merchants Association by 10 leading retailers. It is a non-profit, independent/non-governmental retail trade body in Singapore, funded entirely by the private sector. SRA aims to be an advocate for retailers – big or small, to help them improve business standards; professionalism and productivity through training and sharing of information and best practice as well as assist its members with business development and regionalisation strategies. It hopes to be a representative voice for the retail industry, working closely with government

agencies and relevant authorities to help address and resolve issues for the well-being of the retail industry and help facilitate Singapore's continued growth in the competitive retail environment.

Membership in SRA is open to all retailers as well as businesses related to retail – real estate developers and consultancies, research companies, media owners, tax refund agencies etc. There are currently 300 members (as at time of print) in the Association. Through its myriad of events, conferences and seminars, training programmes as well as networking opportunities, SRA initiates change and encourage the retail industry to embrace new technological advances and best practices to ensure its continued competitiveness and growth.

SRA is also a founding member of the Federation of Asia Pacific Retailers Association (FAPRA), which comprises 17 national associations across the Asia-Pacific region; all the members are the most authoritative and representative associations for the retail industries of their respective countries. For more information, visit www.retail.org.sg.

About Union Pay

UnionPay International (UPI) is a global payment network that serves the world's largest cardholder base. With 6.5 billion UnionPay cards issued in 162 countries and regions, over 42 million merchants and two million ATMs accepting our cards worldwide, UnionPay is currently one of the fastest-growing payment networks in the world.

As a company with a global acceptance network and a wide range of world-class payment services, UPI is committed to providing access to value and secure payment solutions that are tailored to the needs of the local market, to enable choice and ease of payment for consumers and businesses alike. For more information, visit www.unionpayintl.com.

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