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NEWS RELEASE

CapitaLand ramps up eCapitaMall and Capita3Eats to help more retailers achieve bricks and clicks sales post-COVID-19

More than 280 online merchants have signed on both digital platforms within three weeks of launch

Singapore, 23 June 2020 – Even as most of CapitaLand’s shopping mall tenants have reopened or are progressively gearing up to reopen their physical stores under Singapore’s Phase 2 Safe Transition, CapitaLand is ramping up its twin digital platforms [eCapitaMall](#) and [Capita3Eats](#) (pronounced as “capita-treats”), with a vision to help more retailers achieve bricks and clicks sales in a post-COVID-19 era. Since [launching on 1 June 2020](#) via [CapitaStar app](#), both platforms have signed on more than 280 online merchants from CapitaLand’s retail ecosystem, and are on track to onboard 500 online merchants by the end of 2020.

Mr Chris Chong, Managing Director, Retail, CapitaLand Singapore, said: “As a retail ecosystem provider, CapitaLand is committed to partnering our retailers in adapting to the post-COVID-19 new normal. One key focus area is helping retailers take advantage of the opportunities arising from the strength of CapitaLand’s online presence to drive sales to their physical stores. With this objective in mind, we launched eCapitaMall and Capita3Eats to connect retailers with shoppers digitally 24/7. In addition to generating online sales, CapitaLand’s twin digital platforms support retailers in enhancing their in-store customer experience with pre-ordering and click-and-collect options.”

“Since launching eCapitaMall and Capita3Eats three weeks ago, we have been encouraged by the positive reception from shoppers, as well as retailers alike who are keen to tap the more than one million CapitaStar members in Singapore and marketing reach through CapitaLand’s extensive physical network. We are excited to further enhance the shopping experience and features on both platforms to ensure that retailers and shoppers benefit from CapitaLand’s retail offerings, online and offline.”

eCapitaMall

eCapitaMall, CapitaLand’s curated digital mall in Singapore now features over 130 merchants offering more than 18,000 SKUs (stock keeping units) across a wide range of categories including fashion, beauty, electronics, hobbies and home & living. eCapitaMall shoppers have the flexibility of browsing online before purchasing in-store or browsing in-store before purchasing online. For greater convenience, they may either choose to receive their purchases through home delivery or pick up in-store.

Merchants who marked their ecommerce debut in Singapore via eCapitaMall include fitness gym and boutique spa **Amore Fitness**, medical aesthetic clinic **Dr Haach**, homeware and

home décor store **HOOGA**, movie memorabilia store **House of Mr Popcorn by Golden Village**, women's fashion label **iROO**, nails care salon **Nailz Treats**, fashion footwear brand **STACCATO** and traditional Chinese medicine and healthcare store **Sinchong**. Boutique fashion and jewellery stores **Craft Jewellery** and **Le Pommier** also embarked on online sales through eCapitaMall.

Adding to eCapitaMall offerings are familiar favourites including one-stop watch store **City Chain**, designer furniture store **Grafunkt**, menswear label **HUGO**, footwear and apparel brand **Hush Puppies**, premium jeweller **Love & Co.**, cosmetics and beauty brand **LUSH**, chocolatier and confectionary **Morozoff**, Japanese retailer **MUJI**, eyewear store **OWNDAYS**, womenswear label **SABRINAGOH**, and luxury fashion house **Shanghai Tang**.

Capita3Eats

Capita3Eats, Singapore's first mall-operated three-in-one food ordering platform, now offers a rich variety of culinary delights from over 85 F&B brands, and with many more to look forward to in July.

These include yuzu-infused Japanese ramen from **Afuri**, sous vide protein bowls from **Fireless Kitchen**, vegetarian fusion fare from **Flavours by Sauté**, Peranakan cuisine from **Godmama**, urban Korean-food such as sizzling bokkeumbaps by **Hongdae Oppa**, Korean-style sandwiches from **Isaac Toast**, Chinese cuisine from **Nanjing Impressions**, hot and cold tapas by **Octapas Spanish Tapas Bar**, North Indian cuisine **Shahi Maharani**, artisanal coffee from **The Coffee Academics**, Taiwanese fruit teas and street food from **Typhoon Café**, hearty local favourites like **Ya Hua Bah Kut Teh** and cocktails to impress from **Zouk Singapore** and **Red Tail**.

Capita3Eats diners can fulfil their food orders in three ways – delivery, takeaway or dine-in. The dine-in feature will be enabled in later part of July. Either way, diners will find new treats at their fingertips, with the plethora of eateries across CapitaLand malls. Platform exclusives such as menu specials and discounts on takeaways are also available, so diners can search for the best deals on Capita3Eats.

Please refer to the **Annex** for quotes from retailers featured on eCapitaMall and Capita3Eats.

Attractive launch promotions

CapitaStar members can earn instant STAR\$® for every transaction on both eCapitaMall and Capita3Eats. From 3Q 2020 onwards, they will have the added flexibility to pay on these online platforms using eCapitaVoucher.

To enjoy 20% off on eCapitaMall purchases, simply key in the promo code "ECM20" at checkout. From 20 June to 2 July 2020, shoppers stand to enjoy a 10X STAR\$® on all spend across on eCapitaMall. Shoppers can also earn up to additional 5% rebate (awarded in 10X STAR\$®) on eCapitaMall purchases with the American Express CapitaCard.

To skip crowds and order ahead on Capita3Eats, enjoy free delivery with a minimum order of S\$30 or earn 5X STAR\$® on takeaway orders from participating eateries from 1 June to 31

July 2020. From 20 June to 2 July 2020, diners can also earn 10X STAR\$® on all takeaway orders at participating eateries, with no minimum spend required. Terms and conditions apply for all promotions.

For more information, login to CapitaStar app or visit eCapitaMall at www.ecapitamall.com and Capita3Eats at www.capita3eats.com.

About CapitaLand Limited (www.capitaland.com)

CapitaLand Limited (CapitaLand) is one of Asia's largest diversified real estate groups. Headquartered and listed in Singapore, it owns and manages a global portfolio worth over S\$131.9 billion as at 31 December 2019. CapitaLand's portfolio spans across diversified real estate classes which includes commercial, retail; business park, industrial and logistics; integrated development, urban development; as well as lodging and residential. With a presence across more than 200 cities in over 30 countries, the Group focuses on Singapore and China as its core markets, while it continues to expand in markets such as India, Vietnam, Australia, Europe and the USA.

CapitaLand has one of the largest real estate investment management businesses globally. It manages seven listed real estate investment trusts (REITs) and business trusts as well as over 20 private funds. Since it pioneered REITs in Singapore with the listing of CapitaLand Mall Trust in 2002, CapitaLand's REITs and business trusts have expanded to include Ascendas Real Estate Investment Trust, CapitaLand Commercial Trust, Ascott Residence Trust, CapitaLand Retail China Trust, Ascendas India Trust and CapitaLand Malaysia Mall Trust.

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Issued by: CapitaLand Limited (Co. Regn.: 198900036N)

Media contact
Tan Bee Leng
Head, Group Communications
Tel: +65 6713 2871
Email: tan.beeleng@capitaland.com

ANNEX

Quotes from eCapitaMall tenants

BHG (Coming Soon)

“By onboarding with eCapitaMall, BHG is a step closer to our initiative of a unified commerce. We aim to deliver a fully-connected and engaging experience which is not only seamless across all channels, but also practical and rewarding when customers visit our stores in the mall or find us on eCapitaMall. We are also leveraging co-marketing efforts with CapitaLand to reach out to its large base of CapitaStar members.”

- Ms Leow Shu Pin, Marketing Communications Manager, BHG (Singapore) Pte Ltd

Golden Village

“The pandemic has radically accelerated the digital future. With many staying at home, digital experiences matter more than ever. Golden Village is delighted to be onboard with eCapitaMall, which complements and expands upon our traditional brick-and-mortar retail strategy and provides a fresh channel for our customers. Movie-goers can look forward to our exciting new range of quality products, ranging from movie-related collectibles to our very own GV Movie Club® curated line of Mr. Popcorn merchandise, to enjoy a comprehensive movie experience.”

- Ms Clara Cheo, Chief Executive, Golden Village

Grafunkt

“As a furniture store that offers customisation options, allowing customers to touch and feel the physical products and swatch options to complete their purchase journey is a big part of our retail strategy. While we are embracing the new norm this season, we also do not want to compromise on this personal and physical aspect. eCapitaMall arose as an opportunity for us to adopt an omnichannel approach to reach out to existing and new customers both physically, and digitally, in a seamless manner. We appreciate being able to continue engaging our customers physically in-store or via our digital concierge, availing our help and rendering support as per our customers' needs as they browse between our digital and physical stores. Albeit a new platform, eCapitaMall is well-equipped with a broad base of existing, loyal customers, and coupled with the established CapitaStar programme, creates an even more unified shopping experience for customers. It is a platform that complements our services by enhancing our digital reach whilst still connecting back to our physical roots.”

- Mr Jefery Kumiadidjaja, Co-Founder, Grafunkt

MUJI

“It was in our plans to build our own ecommerce platform, but because of COVID-19 and the circuit breaker, we've accelerated the decision to jump onto the online business bandwagon. CapitaLand's initiative to launch eCapitaMall is timely as customers are able to continue shopping for their favourite items in a safe environment and in the comfort of their homes. CapitaLand is our trusted landlord who has been meeting the needs of our shoppers even before COVID-19. With CapitaLand's ecommerce platform, retailers can continue to operate sales from both online and brick-and-mortar, while also carrying out collaborative marketing across the two platforms. Such digital innovation aligns with MUJI's marketing strategy as we work towards a whole new level of retailing in this ever-changing world.”

- Mr Yuki Yamamoto, Managing Director, MUJI (Singapore) Pte. Ltd.

Primer Group

“Building the omnichannel experience can bring huge value for retailers, e-tailers and vertical integrated players with a direct-to-consumer business as more customers tend to shop and buy online, and customers that pick up online orders in-store often make additional in-store purchases as well. We are grateful to have CapitaLand as a landlord to help us in integrating our online and offline needs so that we can serve our customers more efficiently.”

- Mr Mark Chim, Managing Director & Senior Vice President, Primer Group

Urban Revivo

“Many customers are now enjoying the convenience of shopping from home 24/7 and this trend will continue even after stores reopen. We are highly supportive and believe that eCapitaMall is an important channel for retailers like ourselves who can tap on CapitaStar’s large base of more than one million CapitaStar members.”

- Ms Pamela Tan, Vice President of International Business, Urban Revivo

Quotes from Capita3Eats tenants

Godmama

“Through Capita3Eats, we are able to reach out to a wider customer base, beyond just patrons of Funan. We are no longer limited to the restaurant space, so our growth potential has increased as well. The platform has also helped us along our digital innovation path, both by making Godmama’s food more accessible to a larger audience, and by increasing order management efficiency.”

- Ms Christina Keilthy, Founder & Co-Owner, Godmama

Harry’s

“As one of Singapore’s largest chain of F&B establishments, Harry’s has a longstanding history of 28 years serving over a million customers every year. Today, with the F&B landscape facing a new normal and pivot towards digitalisation, we are pleased to collaborate with Capita3Eats to support the social responsibility that businesses like Harry’s have in ensuring the safety and well-being of our guests via solutions such as food delivery and contactless payments.”

- Mr Nasen XT, Chief Executive Officer, Harry’s International

Japan Food Holdings

“Japan Foods Holding operates over 20 restaurants in CapitaLand malls. During the circuit breaker, a number of our restaurants faced an uphill battle to keep the business afloat, mainly due to reduced footfall at the malls and the restriction of dine-in services. Luckily, CapitaLand reacted swiftly to aid its merchants in overcoming challenges. CapitaLand has put in a lot of effort to launch its own delivery and takeaway platform, Capita3Eats so that we can continue to serve our customers with an online presence. This has not only helped us to reach a new large group of potential customers, but our existing fans can also place orders from our restaurants and have our delicacies delivered to their doorstep - all done in just a few clicks!

We believe now is the critical time for business transformation, given the post-COVID lifestyle. Capita3Eats has given us a good start for our organisation’s digital transformation. The result of the platform is definitely a successful one so far, we are looking forward to working alongside

CapitaLand to enhance the dining experience of our customers, be it serving our diners at their homes or in our restaurants.”

- Mr Kenichi Takahashi, Chairman, CEO & Founder, Japan Foods Holding Ltd

Joe & Dough

“As we move to a new normal, we will not see an immediate return to usual life for quite some time. The eating habits of most people have changed and there will be a greater shift to food delivery. Capita3Eats will help to grow our business, expand our online presence to reach new customers and also connect with our existing customers without them physically visiting our outlets.”

- Mr Damien Koh, Co-Founder and Director, Joe & Dough

Minor Food

“Being innovative is one of Minor Food Singapore’s core values and it has always been in our company’s DNA to embrace innovation. This unprecedented time has provided an even stronger push factor for us to rapidly adopt an omnichannel approach instead of relying mainly on the brick-and-mortar model. The launch of Capita3Eats is steered in the direction towards driving digital innovation and we see the opportunity and potential for us to leverage this channel to reach out to a wider customer base and garner a greater online presence. This is also in tandem with the online-to-offline strategy that Minor Food is currently adopting. As such, our F&B stores within CapitaLand malls have come onboard this initiative. We are happy to share that the response has been good and we have incremental orders coming through islandwide on a daily basis.”

- Mr Dellen Soh, Chairman & CEO, Minor Food Singapore

Nando’s

“We want to give our customers the ability to order their PERi-PERi fix how they want, and to enjoy it wherever they want. Given the current situation, online ordering and take-aways have become more important than ever. Capita3Eats provides an ecommerce platform complete with delivery partners so our customers can enjoy Nando’s with great convenience.”

- Mr Moji Neshat, General Manager, Nando’s Singapore

Nanjing Impressions

“Digitalisation for traditional businesses like F&B took on a new meaning as the business environment changed. Capita3Eats helped us in achieving our digital strategy so that we can connect our brand to new and existing customers through a platform with over one million CapitaStar members and the flexibility of conducting in-house promotions within the app itself.”

- Mr Richard Teo, General Manager, Nanjing Impressions

Octapas

“Being in the F&B industry for 16 years now, Octapas Spanish Tapas Bar and Restaurant is one of the F&B brands in the country that has stood the test of time. Relying heavily on regulars, expats and tourists in Clarke Quay, we have always focused on providing the best experience for everyone. Going forward, we foresee an increase in home deliveries and takeaways. With Capita3Eats tied in with our delivery and takeaway platform, this has given us an edge to increase sales beside our usual dine-in. Be it dine-in or home delivery, we will ensure that the quality of our food will be beyond perfection.”

- Mr Sonny Nolasco Lucas, Managing Director, Octapas Pte Ltd