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CapitaLand launches ecommerce platform eCapitaMall and online food ordering platform Capita3Eats in Singapore

Aims to drive sales for retailers during Phase 1 safe reopening and beyond

Singapore, 22 May 2020 – CapitaLand will be launching an ecommerce platform eCapitaMall, and an online food ordering platform Capita3Eats (pronounced as “*capita-treats*”), to complement sales of its shopping malls in Singapore. Both platforms will be accessible by the public via CapitaLand’s [CapitaStar app](#) and [mall websites](#) from 1 June 2020.

eCapitaMall is a curated digital mall featuring the merchandise of retailers, the majority of whom also operate in CapitaLand’s Singapore malls. It offers shoppers the flexibility to browse online before purchasing in-store or browse in-store before purchasing online. For online purchases, shoppers can opt for home delivery or in-store collection¹. Separately, Capita3Eats is Singapore’s first mall-operated food ordering platform that offers consumers three ways to fulfil their food orders – delivery, takeaway or dine-in¹.

For both platforms, CapitaStar members get to earn instant STAR\$[®] for every transaction. From 3Q 2020 onwards, they will have the added flexibility to pay online using eCapitaVoucher.

Mr Chris Chong, Managing Director, Retail, CapitaLand Singapore, said: “The circuit breaker has brought to the fore the importance of an omnichannel, 24/7 strategy for Singapore’s retailers. As the operator of Singapore’s largest mall network, we want to help our retailers reach out to more consumers and online business opportunities by leveraging the strong brand awareness of CapitaLand and the digital capabilities we have built up over the years. Retailers on our eCapitaMall and Capita3Eats platforms will get a leg up in the digital space by tapping the more than 1 million CapitaStar members in Singapore and marketing reach through our physical network. Shoppers also stand to benefit from the additional opportunities to earn and spend STAR\$[®] in-store and online.”

“In the long term, our vision is to leverage CapitaLand’s extensive network to become an ecosystem provider, offering value-added services that support the needs of our retail partners holistically, both offline and online.”

¹ eCapitaMall’s in-store collection and Capita3Eat’s dine-in ordering functions will be available from 3Q 2020 and applicable after the relevant COVID-19 precautionary measures have been lifted.

CapitaLand has been expanding its ecommerce capabilities on CapitaStar progressively. In February 2019, CapitaLand introduced [eCapitaVoucher](#), the digital version of CapitaVoucher – Singapore’s most widely accepted shopping voucher with a network of over 2,000 stores across 18 participating malls. Using the CapitaStar app, shoppers can redeem, buy and gift eCapitaVoucher with just a few clicks on their smartphones. When Funan opened in June 2019, CapitaLand began uploading tenants’ product catalogues onto the in-mall interactive directories and [website](#) to enhance shoppers’ online and offline product discovery process. Selected mall services such as the reservation of car park lots and booking of futsal court in Funan are also available on the CapitaStar app. Further in July 2019, CapitaLand unveiled [NomadX.sg](#), an ecommerce site for the NomadX concept store at Plaza Singapura. NomadX.sg is also accessible via the CapitaStar app.

To mark the launch of eCapitaMall and Capita3Eats on 1 June 2020, CapitaLand will be rolling out attractive promotions. The first 5,000 shoppers of eCapitaMall will enjoy 20% off their purchases (capped at S\$20). Till 31 July 2020, American Express® CapitaCard members will earn up to 10X STAR\$® for every S\$1 spend (capped at S\$300 of purchases) on eCapitaMall. For the whole month of June 2020, Capita3Eats customers will receive 5X STAR\$® on all takeaway orders. Delivery is free for food orders S\$50 and above.

For more information, login to CapitaStar app or visit eCapitaMall at www.ecapitmall.com and Capita3Eats at www.capita3eats.com from 1 June 2020.

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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