

NEWS RELEASE

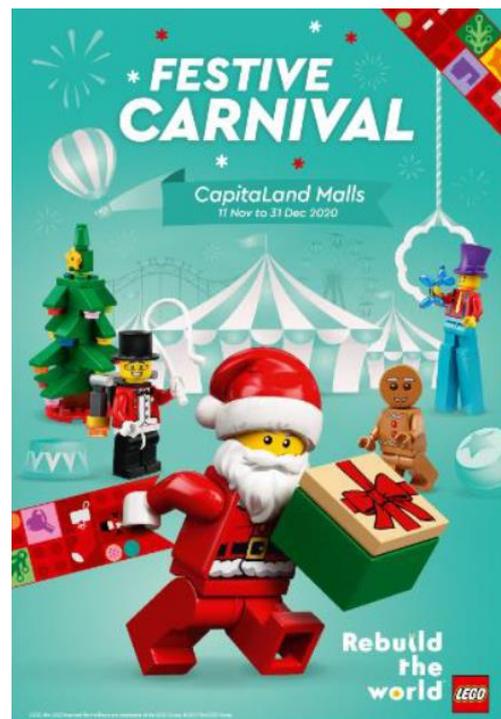
## CapitaLand malls in Singapore ring in the year-end festivities with the largest LEGO® Festive Carnival in Southeast Asia

**Singapore, 11 November 2020** – In the holiday mood yet? From 11 November 2020, bask in the festive spirit with Southeast Asia's largest LEGO® Festive Carnival, only at CapitaLand malls in Singapore!

CapitaLand presents a massive LEGO® showcase comprising carnival-themed installations in 13 CapitaLand malls across the island. Look forward to unique holiday moments with thematic installations, festive cashbacks, exclusive WhatsApp stickers, a social media challenge, a spend-and-win draw with cars to be won, and best of all, opportunities to give back to the community.

Mr Chris Chong, Managing Director, Retail, CapitaLand Singapore, said: “Every year, CapitaLand malls across Singapore are transformed into festive wonderland destinations, spreading joy to shoppers, retailers and the community. This year, we are delighted to collaborate with world’s leading toy maker, The LEGO® Group, to create exclusive immersive experiences that will delight our shoppers both online and offline. Igniting a sense of wonder and imagination among children and adults alike with the beloved LEGO® toys, we are pleased to bring cheer to everyone through the festive celebrations at our malls.”

Mr Rohan Mathur, Marketing Director, Southeast Asia, The LEGO® Group, added: “The LEGO® System in Play has always been about infinite possibilities to create a more fun and playful world. This Christmas, our LEGO® Christmas crew and friends have come together to present Singaporeans with a playful festive experience through the carnival-themed installations at CapitaLand malls. We welcome everyone to immerse themselves in this magical Carnival and create new memorable moments with your family and friends.”



## A magical festive journey with LEGO®

Go on a “Singapoliday” and have a memorable festive shopping experience with never-before-seen carnival-themed LEGO® sets and designs across 13 participating malls – Bedok Mall, Bukit Panjang Plaza, Bugis+, Bugis Junction, Funan, IMM, JCube, Junction 8, Lot One Shoppers' Mall, Plaza Singapura, SingPost Centre, Tampines Mall and Westgate.



*Left: Ferris Wheel overflowing with gifts at Tampines Mall Right: Singapore's largest LEGO® Christmas tree carousel at Bugis Junction*

For the first time ever in Singapore, immerse yourself in multiple whimsical scenes entirely built out of LEGO® bricks as you complete your festive shopping across participating CapitaLand malls. Here is the proposed itinerary to ensure you don't miss out any photo spot:

- Capture classic moments with Gingerbread Man and Santa Claus under Singapore's largest LEGO® Christmas tree carousel, measuring 7 metres in height and 10 metres in width, at Bugis Junction.
- Strike a pose with the enchanting animals lining the one-of-its-kind elongated carousel spanning 20 metres at IMM.
- Catch Santa Claus, the jester and the ringmaster on a decorative winch as they run the show at the LEGO® circus display at Bedok Mall, Bukit Panjang Plaza and Bugis+.
- Hop on a round-trip to nowhere on the Rock & Roller Coaster measuring 20 metres and 15 metres respectively at Plaza Singapura and Junction 8.
- Taste the thrill of acceleration 4 metres above ground at Lot One Shoppers' Mall.
- Then proceed to SingPost Centre and Westgate to be wowed by a whale-ly good tropical-themed Christmas display.
- Finally, snag a shot with a breath-taking Ferris Wheel overflowing with gifts at Tampines Mall, Funan and JCube, as you cross off your festive gift checklist.

Still in need of more Insta-worthy photos for the 'gram? Stop by Plaza Singapura to check out the first ever life-sized installation of a rock-and-roll musical set built using LEGO® bricks. Meticulously assembled piece by piece, brick artist Xylvie Wong has put together an interactive display with approximately 26,000 bricks for festive shoppers to pose with. So, what are you waiting for? Escape reality with your family and friends as you live out your rock-and-roll dreams. Get your cameras ready and showcase your best look as you take on the stage.

Capture your special moments with these LEGO® installations and share it on social media with your friends & loved ones, simply tag CapitaLand Malls SG (<http://www.instagram.com/capitalandmallsg>) & hashtag #FestiveCarnivalatCapitaLandMalls.

After bidding 2020 adieu, CapitaLand will be breathing new life into the LEGO® sets to welcome the Chinese New Year. Decorative pieces the likes of snowflakes, baubles and Santa will be transformed into prosperity oranges, Chinese couplets and the zodiac animal of 2021 – the Ox. Stay tuned for the transformation!

### CapitaLand X LEGO® Exclusive WhatsApp Stickers

The countdown to the holidays has begun! Send your festive greetings to your loved ones with CapitaLand's exclusive set of WhatsApp sticker pack featuring lovable LEGO® minifigures perfect for the holidays. These adorable stickers come with a little LEGO® Rebuild The World twist to classic Christmas greetings. Download the sticker pack [here](http://sticker.ly/s/JB4UXK) (<http://sticker.ly/s/JB4UXK>) from 11 November.



### Send season's greetings and eCapitaVoucher to your loved ones

From 13 November to 25 December, you can also send loved ones a limited-edition LEGO® eGreeting to go along with your gifting of eCapitaVoucher. Delight yourself with additional 10% Cashback (capped 3,000 STAR\$<sup>1</sup> per transaction) when you purchase at least S\$30 worth of eCapitaVoucher via the CapitaStar App.

### LEGO® Gifts on eCapitaMall (<https://www.ecapitamall.com/>)

LEGO® Fans are in luck this year, because eCapitaMall is offering LEGO® gifts from LEGO® Certified Store (Tampines Mall, #03-20) that are perfect for this season!

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<sup>1</sup> CapitaStar's reward points, pronounced as "star dollars".



### Do good this season

Brighten up the lives of those in need and spread happiness with Community Chest and CapitaLand malls from 13 November to 25 December. Extend a helping hand by donating S\$10 to Community Chest via PayNow, and receive a S\$5 eCapitaMall promo code as a token of appreciation through the **Brighten with Love** initiative.



You may also join us in doing good by opting to donate your STAR\$® in multiples of 1,000 STAR\$®<sup>2</sup> (minimum of 1,000 STAR\$®) to Community Chest via the CapitaStar App through the **Celebrate with Love** initiative (<https://cstar.sg/ul/Rctl7DnUQ3jk>). To support this initiative, CapitaLand's philanthropic arm, CapitaLand Hope Foundation, will match your donation dollar-for-dollar (up to S\$25,000). Every dollar donated will go towards supporting programmes catering to the needs of underprivileged children and vulnerable elderly under Community Chest.

Terms and conditions apply<sup>3</sup>.

### Festive Cashback

From 11 November to 31 December, scan your receipts in the CapitaStar App and receive a cashback of S\$10 eCapitaVoucher with a minimum spend of S\$120 at any CapitaLand mall<sup>4</sup>. Receipts can be combined based on same-day, same-mall with a minimum spend of S\$20. Terms and conditions apply<sup>5</sup>.

### Enjoy 3% Rebate with American Express® CapitaCard

Who doesn't love a good festive shopping perk? From 1 October to 31 December, receive up to 3% rebate (awarded in 6X STAR\$®) on transactions of S\$20 and above at participating CapitaLand malls merchants with your American Express CapitaCard. Terms and conditions apply. Visit [amex.co/capitacard6x](https://amex.co/capitacard6x) for more information.

### Redeem an exclusive LEGO® eDeal on CapitaStar App

Thinking of a good way to spend your STAR\$®? From 11 November to 31 December, redeem a 25% discount off the exclusive Iron Man Helmet LEGO® set via CapitaStar<sup>6</sup> App with just 100 STAR\$®. Then head down to the LEGO® City Store at Plaza Singapura or Tampines Mall to complete your purchase at a special price of S\$74.93, only for CapitaStar members.

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<sup>2</sup> 5,000 STAR\$® = S\$5 CapitaVoucher.

<sup>3</sup> Donations made under this campaign will not be eligible for tax reduction.

<sup>4</sup> Excluding Raffles City mall and Singapore Post Centre mall.

<sup>5</sup> Redemption is based on a first come first served basis. At least one receipt must be a minimum of S\$50.

<sup>6</sup> Exclusive promotion only for CapitaStar members.

### Participate in festive fun with LEGO® x CapitaLand community

Decorate your Christmas tree with your most creative LEGO creations and you may just win yourself a LEGO® set (worth up to S\$50) in the LEGO x CapitaLand social media challenge from 27 November to 11 December. To take part, build a LEGO® ornament for your Christmas tree, whip out your phone and capture your unique creation for the gram. To qualify, remember to set your Instagram profile to public and hashtag #LEGOxCapitaLandFestiveChallenge in your Instagram post. All five winners will be notified by 21 December.

### CapitaLand Malls Spend and Win Big Draw

In the spirit of giving, CapitaLand and Tan Chong International Limited have teamed up on the 15-month-long “CapitaLand Malls Spend and Win Big Draw”. Over S\$580,000 worth of prizes are up for grabs from October 2020 to December 2021. There will be a draw every three months, culminating in a final grand draw during Chinese New Year 2022.

From October 2020 to December 2021, get one chance in the first draw scheduled on January 2021 with every S\$50 spend on the same day and in the same mall. You may be the lucky one to drive away the top prize of a new Subaru Impreza 4D 2.0i-S EyeSight<sup>7</sup>. An additional 10 shoppers will win S\$250 worth of eCapitaVouchers each.

To take part, all you need to do is snap and upload your receipts via the CapitaStar mobile app or ION Orchard mobile app. Eligible spend includes purchases made at supermarkets, cinemas and arcades across 17 participating CapitaLand malls and CapitaLand’s twin digital platforms, [eCapitaMall](#) and [Capita3Eats](#). For more details, visit the campaign microsite at [www.capitaland.com/spendandwinbig](http://www.capitaland.com/spendandwinbig).

So much is in store at CapitaLand malls this festive season. Be a part of CapitaLand and LEGO’s festive carnival and send off 2020 on a high note!

Please refer to the **Annex** for LEGO x CapitaLand Festive Carnivals Installations.

For high-res images, please refer to: <https://bit.ly/32v1zNG>

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<sup>7</sup> Excluding Certificate of Entitlement.

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**About CapitaLand Limited ([www.capitaland.com](http://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 about S\$134.7 billion as at 30 June 2020. 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 220 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.

CapitaLand places sustainability at the core of what it does. As a responsible real estate company, CapitaLand contributes to the environmental and social well-being of the communities where it operates, as it delivers long-term economic value to its stakeholders.

**[Follow @CapitaLand on social media:](#)**

**Facebook:** @capitaland / [facebook.com/capitaland](https://facebook.com/capitaland)

**Instagram:** @capitaland / [instagram.com/capitaland](https://instagram.com/capitaland)

**Twitter:** @capitaLand / [twitter.com/capitaland](https://twitter.com/capitaland)

**LinkedIn:** [linkedin.com/company/capitaland-limited](https://linkedin.com/company/capitaland-limited)

**YouTube:** [youtube.com/capitaland](https://youtube.com/capitaland)

**About CapitaLand Hope Foundation ([www.capitalandhopefoundation.com](http://www.capitalandhopefoundation.com))**

CapitaLand Hope Foundation, the philanthropic arm of CapitaLand, was established in 2005 to further CapitaLand's community development commitment to 'Building People. Building Communities.', by recognising that the long-term success of the company's business is closely intertwined with the health and prosperity of the communities in which it operates.

Every year, CapitaLand allocates up to 0.5% of its net operating profit to CapitaLand Hope Foundation. The Foundation is a registered charity in Singapore which promotes the social growth and development of vulnerable children with respect to their education, healthcare and shelter needs. The Foundation also strives to improve the quality of life for the vulnerable elderly through healthcare, deeper social integration and better living conditions.

Going beyond donations associated with charitable giving, the Foundation also focuses on giving time and attention to its beneficiaries through advocating volunteerism. The strong commitment of volunteers embodies CapitaLand's mission to care for and contribute to the economic, environmental and social development of communities.

**About the LEGO® Group**

The LEGO Group's mission is to inspire and develop the builders of tomorrow through the power of play. The LEGO System in Play, with its foundation in LEGO® bricks, allows children and fans to build and rebuild anything they can imagine.

The LEGO Group was founded in Billund, Denmark in 1932 by Ole Kirk Kristiansen, its name derived from the two Danish words LEg GOdt, which mean "Play Well".

Today, the LEGO Group remains a family-owned company headquartered in Billund. However, its products are now sold in more than 130 countries worldwide. For more information: [www.LEGO.com](http://www.LEGO.com)

## ANNEX

### A. LEGO x CapitaLand Festive Carnivals Installations

Malls	High Res Images Link	Installation Theme	Measurements (in metres)
<b>Bedok Mall</b> 311 New Upper Changi Rd	<a href="https://bit.ly/36jAcXT">https://bit.ly/36jAcXT</a>	Circus	L3 x D2.4 x H2
<b>Bugis Junction</b> 200 Victoria Street	<a href="https://bit.ly/36pOk1X">https://bit.ly/36pOk1X</a>	Carousel	W10 x D7 x H7
<b>Bugis+</b> 201 Victoria Street	<a href="https://bit.ly/2lkxIWw">https://bit.ly/2lkxIWw</a>	Circus	ø4 x H5
<b>Bukit Panjang Plaza</b> 1 Jelebu Road	<a href="https://bit.ly/36kOFCW">https://bit.ly/36kOFCW</a>	Circus	W18.5 x D6 x H6
<b>Funan</b> 107 North Bridge Road	<a href="https://bit.ly/3kc7BbL">https://bit.ly/3kc7BbL</a>	Ferris Wheel	L3.5 x D3.5 x H3.2
<b>IMM</b> 2 Jurong East Street 21	<a href="https://bit.ly/38pDP1b">https://bit.ly/38pDP1b</a>	Carousel	L20 x D2 x H2.5
<b>JCube</b> 2 Jurong East Central 1	<a href="https://bit.ly/3naXyWp">https://bit.ly/3naXyWp</a>	Ferris Wheel	L3 x D2.7 x H4
<b>Junction 8</b> 9 Bishan Place	<a href="https://bit.ly/2GKO18W">https://bit.ly/2GKO18W</a>	Rock & Roller Coaster	L15 x D2 x H2.8
<b>Lot One Shoppers' Mall</b> 21 Choa Chu Kang Avenue 4	<a href="https://bit.ly/3n9GX5d">https://bit.ly/3n9GX5d</a>	Rock & Roller Coaster	L4 x D3 x H4
<b>Plaza Singapura</b> 68 Orchard Rd	<a href="https://bit.ly/2JNY7a9">https://bit.ly/2JNY7a9</a>	Rock & Roller Coaster	L20 x D2 x H2.6
<b>SingPost Centre</b> 10 Eunos Rd 8	<a href="https://bit.ly/35dxJyU">https://bit.ly/35dxJyU</a>	Whale Ship	L7 x D3.2 x H4
<b>Tampines Mall</b> 4 Tampines Central 5	<a href="https://bit.ly/2GKcsTV">https://bit.ly/2GKcsTV</a>	Ferris Wheel	L4 x D4 x H4
<b>Westgate</b> 3 Gateway Dr	<a href="https://bit.ly/2GMdKxV">https://bit.ly/2GMdKxV</a>	Whale Ship	L10 x D6.3 x H5

## B. Guide to [download](#) the Exclusive WhatsApp Stickers

