

NEWS RELEASE

CapitaLand puts digital spin on Lunar New Year festivities with Singapore's first AR Lion Dance performance on mobile devices and limited edition e-AngPows

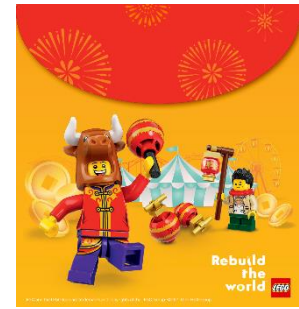


Singapore, 28 January 2021 – This Lunar New Year, CapitaLand is launching Singapore's first Augmented Reality (AR) Lion Dance performance, entertaining shoppers anytime and anywhere on their mobile devices, whilst rewarding them at the same time! The **Spring to Joy Virtual Lion Dance (凯德迎春)** campaign kicks off on 29 January 2021 and will give away over 20 million STAR\$® (worth S\$20,000 eCapitaVoucher) to lucky shoppers.

Mr Chris Chong, Managing Director, Retail, CapitaLand Singapore, said: "This Lunar New Year, we are excited to introduce innovative digital retail experiences that will enhance the festive celebrations for our shoppers and retailers. In keeping up with sustainability initiatives, we have expanded our suite of digital offerings, including the Virtual Lion Dance and e-AngPows, as safer, more convenient yet fun options for exchanging Lunar New Year wishes. This is also in line with CapitaLand's mission to bring the joy of retail to our consumers 24/7, online and offline."

Welcome the Lunar New Year by experiencing a special lion dance in AR on your mobile device, where a lovable and boisterous lion entertains you with photo and video-worthy moves, all in the comfort of your home. The AR experience can be viewed via the URL link www.capitaland.com/VirtualLionDance. The exuberant virtual lion dance ushers in a plentiful year ahead with auspicious greetings and offers shoppers a chance to win over 188,000 sets of rewards worth over 20 million STAR\$®. From 29 January till 26 February 2021, simply take a photo with the AR lion and unlock a unique reward code, which can be redeemed via the [CapitaStar app](#). The reward codes contain attractive prizes such as 8,888 STAR\$® to be won, and S\$8 off with a minimum spend of S\$58 on [eCapitaMall](#).

For the month of February, CapitaLand is also making contactless new year reunions a breeze with e-AngPows this Lunar New Year. CapitaStar members can purchase and send their loved ones a limited-edition LEGO® e-AngPow via the CapitaStar app with a minimum purchase of S\$20 [eCapitaVouchers](#) and receive an auspicious gift of 1,888 STAR\$®.



CapitaLand E-lohei

Toss your yu sheng (a Chinese traditional dish of raw fish with salad) with the perfect festive ambience this year with CapitaLand's E-lohei. Simply access www.capitaland.com/elohei from 3 February 2021 and let your mobile device recite auspicious sayings in tandem with the addition of each ingredient, while you keep your masks on and toss the yu sheng with loved ones. Festive merrymaking done right and safe! At the end of the yu sheng toss, a lucky prosperity number will be flashed on your mobile device. Huat ah!

Celebrate the Year of the Ox with LEGO® Festive Carnival

Southeast Asia's largest LEGO® Festive Carnival continues into the Lunar New Year with refreshed LEGO® installations across 13 CapitaLand malls in Singapore. The malls are 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.



Capture your special moments with the LEGO® installations and share on social media with the hashtags #FestiveCarnivalatCapitaLandMall and #Capitalandmallsg. Meet all your Lunar New Year shopping needs at participating CapitaLand malls and receive S\$10 cashback with a minimum spend of S\$80. More details can be found [here](#).

CapitaLand and LEGO® have created a brand-new exclusive WhatsApp sticker pack of adorable festive greetings featuring LEGO® Mini Figures. Shoppers can download the stickers [here](#) to send well wishes to loved ones.



LEGO® Festive Carnival WhatsApp Sticker Pack

CapitaLand Malls Spend and Win Big Draw

With a spending of S\$50 on the same day and in the same mall, shoppers stand a chance to win the top prize of a new NISSAN KICKS e-Power¹ in the second draw of Spend and Win Big Draw at CapitaLand malls. An additional 10 lucky shoppers will win S\$250 worth of eCapitaVouchers each.



CapitaLand Malls Spend and Win Big Draw

The qualifying period for the second draw is 1 January till 31 March 2021. To take part, all you need to do is snap and upload your receipts via the CapitaStar App or ION Orchard 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 www.capitaland.com/spendandwinbig.

With 24/7 festivities, shopping and rewards lined up for you, spring into the joyous "niu" year with CapitaLand and look forward to an ox-picious 2021 ahead!

For media inquiries, please contact:

Bernice Yong

Email: bernice@whitelabelpr.com.sg

Tel: +65 8399 7123

Freda Yuin

Email: freda@whitelabelpr.com.sg

Tel: +65 9002 0321

¹ Excluding Certificate of Entitlement.

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 about S\$133.3 billion as at 30 September 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 six listed real estate investment trusts (REITs) and business trusts as well as over 20 private funds. CapitaLand launched Singapore's first REIT in 2002 and today, its stable of REITs and business trusts comprises CapitaLand Integrated Commercial Trust, Ascendas Real Estate Investment 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://www.facebook.com/capitaland)
Instagram: @capitaland / [instagram.com/capitaland](https://www.instagram.com/capitaland)
Twitter: @capitaLand / twitter.com/capitaland
LinkedIn: [linkedin.com/company/capitaland-limited](https://www.linkedin.com/company/capitaland-limited)
YouTube: [youtube.com/capitaland](https://www.youtube.com/capitaland)
