



**POP MART**

NEWS RELEASE

For Immediate Release

## **A JOLLY MOLLY CHRISTMAS WITH CAPITALAND X POP MART MOLLY'S BIGGEST CELEBRATION IN SOUTHEAST ASIA**

**Singapore, 9 November 2021** – Molly, POP MART's top IP, turns 15 this year! CapitaLand, in collaboration with POP MART, is throwing Molly Southeast Asia's biggest anniversary celebration this festive period. From 11 November, celebrate the jolly season with us at 16 CapitaLand malls and immerse yourself in the magic of Molly's jolly world. Taking the pop art world by storm, Molly's allure is undeniable, with her signature confident pout, innocent large lake-green eyes, coupled with the mystery of the blind box unboxing experience. This year, CapitaLand's annual festive campaign presents four themed installations across 16 CapitaLand malls islandwide.

**Mr Chris Chong, CEO of Retail & Workspace (Singapore & Malaysia), CapitaLand Investment** said, "*We are committed to introducing innovative and trend-setting experiences that will anchor our malls as experiential lifestyle destinations for shoppers. This year, we take our partnership with Asia's largest toy enterprise, POP MART, up a notch through the Jolly Molly Christmas campaign. This exclusive tie-up will see a number of firsts for us as we transport shoppers to a jolly wonderland of festive cheer as well as capture the hearts of pop art enthusiasts and collectors alike.*"

"As a key market in the expansion of our global footprint, POP MART, in partnership with CapitaLand, is beyond excited to bring to Singapore the biggest display of the larger-than-life POP MART Molly installations across 16 locations island-wide. Shoppers in Singapore will also be the first in the world to view the spectacular showcase of Molly's universe to celebrate her 15th anniversary - it was only made possible with the strong support from our Singapore fans, as well as working with the right local partner. Christmas is indeed a magical season and POP MART is thrilled to be a part of the festivities - making this time of the year extra special for our fans across Southeast Asia," said **Mr Justin Moon, President of POP MART International**.

### **Endless Fun this Jolly Month**

This festive season, be (re)acquainted with Molly and discover her fantasy world with the world's first islandwide art installation featuring Molly in four thematic backdrops based on the series - ***Yummy Party***, ***One Day of Molly***, ***Molly My Childhood*** and ***MEGA Space Molly***.

Treat yourself and dig into Molly's favourite childhood treats with the ***Yummy Party*** themed decor at Westgate, JCube, IMM, Junction 8 as well as a 9m x 10m wide photo set located in Plaza Singapura. Then get to know Molly and all her hobbies with the ***One Day of Molly*** themed decor at Bedok Mall, Bukit Panjang Plaza, Lot One and Tampines Mall. Be sure to take a wefie with Molly in front of a row of Peranakan Houses exclusive to Singapore as part of a majestic 10m x 7m outdoor grand centrepiece at Bugis Junction. Reminisce your

childhood with Molly at the **Molly My Childhood** themed decor sets in Bugis+, Bugis Street, and SingPost Centre, then cool off from the tropical heat at the 6m x 5m wide pool with the 4.5m tall Molly at Aperia. Finally, take off to space with **MEGA Space Molly** at Funan with a 2m tall centrepiece featuring the coveted SPACE MOLLY Return Series with astronaut Molly dressed in a cute pastel green and pink space suit.

**(For the full list of installations, please see Annex A)**

### **Deck the Malls with Festive AR Filters**

CapitaLand has elevated your photo-taking experience this year. Take a step into the dazzling world of *A Jolly Molly Christmas* with enchanting AR filters that will transport you and your family to a magical Christmas wonderland! Scan the QR codes near the Molly display sets at participating CapitaLand malls and create unforgettable memories as the festive decor come to life through the four thematic filters - *Bubble DreamLand*, *Nostalgic PartyLand*, *Cosmic SpaceLand* and *Cloud Nine CandyLand*.

Share your memories made with our AR filters on Instagram and tag @CapitaLandMallsSG for a chance to be one of 10 lucky winners to walk away with S\$50 eCapitaVoucher each. For WeChat users, post your geotagged photos on WeChat Moments and submit a screenshot to CapitaLand Malls Official Account, for a chance to participate in our photo voting contest. The top 5 users with the most votes will win a S\$50 eCapitaVoucher!\*

### **Exclusive CapitaLand Shopping Deals**

Earn eCapitaVouchers in the Jolly Festive Cashback on weekdays from 11 November to 24 December to make the most out of your festive retail therapy.

- For every S\$150\* spent at 14 participating CapitaLand malls, be rewarded with a S\$10 eCapitaVoucher and a Molly Character stamp.
- For every cumulative S\$80 spent at Aperia and Bugis Street (including Cold Storage @ Aperia), receive a S\$5 eCapitaVoucher to offset your next purchase at any CapitaLand malls.
- At Bedok Mall, Bukit Panjang Plaza, Lot One and Tampines Mall, spend S\$200 to receive an additional S\$5 eCapitaVoucher!\*
- 2 top spenders in the Jolly Festive Cashback promotion will be rewarded with a unit of MEGA Space Molly Christmas 400% each.

### **Molly Let's Play! - Gamification and Rewards**

In addition to this amazing visual showcase, shoppers can look forward to a range of exclusive deals and promotions via the CapitaStar Rewards Games and stand to win up to S\$50 eCapitaVoucher.

As part of CapitaStar's 10th anniversary celebrations, CapitaStar members are invited to complete exciting daily tasks and actions with a gamified experience on the CapitaStar App between 11 November to 31 December to collect **Molly My Childhood** Series character stamps and earn STAR\$®, promo codes and more! CapitaStar members with all seven character stamps collected will stand a chance to win one million STAR\$® (equivalent to S\$1,000 worth of eCapitaVouchers). The first 100 customers to collect all of Molly's Stamps

will receive POP MART merchandise that can be redeemed at the POP MART Funan Store.\*  
For more details, visit <https://www.capitastar.com/sg/en/capitastar-app/JollyMolly.html>

### **Spend & Win Big!**

From now until 31 December, stand a chance to win a SUBARU FORESTER 2.0i-L EyeSight in Draw #5 or an all-electric NISSAN LEAF in the Grand Draw with a minimum spend of S\$50\* in any of the 18 participating CapitaLand malls, eCapitaMall, or Capita3Eats! CapitaStar members who are also *American Express CapitaCard Members, Raffles Prestige Members, ION+ Reward Members* (who are *ION<sup>PRIV</sup>*, *ION<sup>PRIVIELITE</sup>* and *The 100 Members*) will be entitled to double the chances of qualifying for the promotion. For a full list of the participating malls, please see Annex C. For more information, visit our website [here](#).

Share your festive joy with your loved ones near and far with CapitaLand x POP MART Molly's exclusive Telegram and WhatsApp sticker pack from 11 November. Stay safe and send your loved ones a gift and complimentary CapitaLand x POP MART Molly's exclusive eGreeting card with a minimum purchase of S\$10 eCapitaVoucher via the CapitaStar app.

### **Virtual Treasure Hunt**

Don't forget to take part in our exciting online festivities! From 18 November onwards, go on a *Virtual Treasure Hunt* with Molly on Instagram and stand a chance to win exciting prizes. Follow @CapitaLandMallsSG on Instagram, spot the hidden Molly and answer a simple question. Nine winners will stand a chance to win S\$50 eCapitaVoucher each!\*

### **Shop for a Cause**

In the festive spirit of giving, spread your love by purchasing a range of gifts including inspirational books, eco-cleaning products, handicrafts, home & living items, pouches & purses by local charities and social enterprises via #iShop4Good on eCapitaMall. For every item sold, CapitaLand Hope Foundation will donate S\$5 in support of participating charities.

*\*Terms and conditions apply.*

Molly can't wait to meet everyone! Be sure to join her exciting and fun family-favourite games and have a jolly laughter at 16 participating CapitaLand malls this Christmas. Visit our [website](#) from 10 November for full details of the campaign and shopping deals.

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Annex A - CapitaLand x POP MART Molly Installations  
Annex B - CapitaLand Shopping Deals  
Annex C - Spend & Win Big Participating Malls

For high resolution images, please refer to:

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**About CapitaLand Investment Limited ([www.capitalandinvest.com](http://www.capitalandinvest.com))**

Headquartered and listed in Singapore, CapitaLand Investment Limited (CLI) is a leading global real estate investment manager (REIM) with a strong Asia foothold. As at 30 September 2021, CLI had about S\$120.8 billion of real estate assets under management, and about S\$84.3 billion of real estate funds under management (FUM) held via six listed real estate investment trusts and business trusts, and 30 private funds across the Asia-Pacific, Europe and USA. Its diversified real estate asset classes cover integrated developments, retail, office, lodging and new economy sectors such as business parks, industrial, logistics and data centres.

CLI aims to scale its FUM and fee-related earnings through its full stack of investment management and operating capabilities. As the listed investment management business arm of the CapitaLand Group, CLI has access to the development capabilities of and pipeline investment opportunities from CapitaLand's development arm. Being a part of the well-established CapitaLand ecosystem differentiates CLI from other REIMs.

As part of the CapitaLand Group, CLI places sustainability at the core of what it does. As a responsible real estate company, CLI 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 us on social media:

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

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

**WeChat Official Account:** WeChat ID: CapitaLandMallsSG

**Telegram:** [@CapitaLandMallsSG](https://www.telegram.com/CapitaLandMallsSG) (Launching on 11 Nov)

**Twitter:** [@CapitaLand](https://www.twitter.com/CapitaLand)

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

**About POP MART and Molly (<https://popmart.sg/collections/molly>)**

POP MART is one of the most popular premium designer figurine collectible brands that is a hot favourite amongst the younger generation today. Known for its extensive collection of *Blind Boxes* - a sealed packaging that keeps the contents of the toy mysterious to its new owners - POP MART breaks the stereotype that toys are only for children. Since 2020, POP MART has also expanded to high-end art toy market and introduced MEGA Collections to satisfy various art toy collectors' interests.

The company has worked with world renowned brands and famous designers like Kenny, Pucky, and Kasing Lung to launch a multitude of pop culture products based on classic characters that appeal to its pool of loyal customers. As a valuable support to the foundation of the designer toy market, POP MART has also enhanced its customer user experience

through mini-games and applets to further entice its clients. At the 2020 Double Eleven Shopping Festival, POP MART achieved the first ranking among all Tmall toy stores.

Molly, a character created by award-winning artist from Hong Kong, Kenny Wong (Kennyswork), was originally inspired by a young child Kenny met with emerald eyes, a pouting mouth and a cute temperament while volunteering at a charity event. With various designs and outfits, coupled with her personality, Molly has won the hearts of many and is the most famous pop culture toy today. 2021 marks the 15th anniversary since the birth of Molly. The CapitaLand x POP MART Molly partnership is the largest celebration in Southeast Asia with various activities to celebrate Molly's anniversary across the region.

## ANNEX

### A. CapitaLand x POP MART Molly Installations

MALLS	INSTALLATION THEME	MEASUREMENTS (WXDXH)
<b>Aperia</b> 12 Kallang Ave, Singapore 339511	Molly My Childhood	6m x 5m x 4.5m
<b>Bedok Mall</b> 311 New Upper Changi Rd, Singapore 467360	One Day of Molly + ROBOShop	3m x 2.4m x 2.24m
<b>Bugis Junction</b> 200 Victoria St, Singapore 188021	Molly My Childhood + Pop-up Store @ Hylam Street + ROBOShop	10m x 7m x 4.2m
<b>Bugis+</b> 201 Victoria St, Singapore 188067	Molly My Childhood + ROBOShop	7.2m x 2.4m x 2.6m
<b>Bugis Street</b> 3 New Bugis Street, Singapore 188867	Molly My Childhood	3.2m x 3.2m x 2.4m
<b>Bukit Panjang Plaza</b> 1 Jelebu Rd, Singapore 677743	One Day of Molly + ROBOShop	18.52m x 6m x 6m (hanging decor)
<b>Funan</b> 107 North Bridge Rd, Singapore 179105	Space Molly + Exhibition @ Level 1 Centrestage (10 Nov 2021 - 2 Jan 2022) + POP MART Store + ROBOShop	3.5m x 3.5m x 3.365m (Set 1) 2m x 2m x 2.33m (Set 2) 1.5m x 1.5m x 1.85m (Set 3)
<b>IMM</b> 2 Jurong East Street 21, Singapore 609601	Yummy Party + ROBOShop	4m x 2m x 2.5m (3 sets)
<b>JCube</b> 2 Jurong East Central 1, Singapore 609731	Yummy Party + ROBOShop	3m x 2.4m x 3.3m
<b>Junction 8</b> 9 Bishan Pl, Singapore 579837	Yummy Party + ROBOShop	2.4m x 7.2m x 2.7m

<b>Lot One</b> 21 Choa Chu Kang Ave 4, Singapore 689812	One Day of Molly + ROBOShop	4m x 3m x 4m
<b>Plaza Singapura &amp; The Atrium @ Orchard</b> 68 Orchard Rd, Singapore 238839	Yummy Party + ROBOShop	10m x 9m x 3.5m
<b>SingPost Centre</b> 10 Eunos Rd 8, Singapore 408600	Molly My Childhood + ROBOShop	7m x 4m x 3m
<b>Tampines Mall</b> 4 Tampines Central 5	One Day of Molly + ROBOShop	7m x 6m x 5m (hanging decor)
<b>Westgate</b> 3 Gateway Dr, Singapore 608532	Yummy Party + ROBOShop	2.4m x 6m x 2.7m

## B. CapitaLand Shopping Deals

Enjoy exclusive promotions this festive season at CapitaLand malls and eCapitaMall. Terms and conditions apply.

### 1. 11.11 eCapitaMall Deals (0001 hrs - 2359hrs)

<b>11.11 Special Deal</b>	30% off purchase of any 2 cases of the selected series in a single transaction  <u>Selected series:</u> <ol style="list-style-type: none"> <li>1. Molly Birdy</li> <li>2. Sesame Street Hip Hop Series</li> <li>3. Sesame Street Party Series</li> <li>4. Sesame Street Classic Series</li> <li>5. Satyr Rory Summer Fun</li> <li>6. Satyr Rory Cuddly Cuddlesome</li> </ol> <p><b>\$S166.80 per case, while stocks last</b></p>
<b>11.11 Exclusive Deal</b>	Purchase MEGA 400% Space Molly: Return Series and receive 11,111STAR\$®  <b>\$S199.90 per unit, limited to the first 36 units only</b>

## 2. Christmas Spending Promotion (11 Nov - 24 Dec)

PROMOTIONS	REWARDS	CUMULATIVE SPENDING	LOCATIONS
Jolly Festive Cashback Promotion	S\$5 eCapitaVoucher	S\$80	Aperia Bugis Street
Jolly Festive Cashback Promotion	S\$10 eCapitaVoucher + Molly Stamp	S\$150	Bedok Mall Bugis Junction Bugis+ Bukit Panjang Plaza Funan IMM JCube Junction 8 Lot One Plaza Singapura SingPost Centre Tampines Mall The Atrium @ Orchard Westgate
Exclusive Suburban Cluster 1 Promotion	Additional S\$5 eCapitaVoucher	Additional S\$50 on top of the S\$150 tier	Bedok Mall Bukit Panjang Plaza Lot One Tampines Mall
Top Spender Promotion	One unit of MEGA SPACE MOLLY: CHRISTMAS 400%	Top 2 Spenders in the Jolly Festive Cashback Promotion	All Participating CapitaLand malls

## 3. Digital CapitaStar Rewards with Molly - Gamification (11 Nov - 31 Dec)

Complete daily tasks and actions on the CapitaStar app to collect Molly My Childhood Characters stamps. CapitaStar members are required to complete tasks in order to earn a Molly Character with Rewards (STAR\$/Promo Code).

PROMO	MECHANISM
CapitaStar Digital Rewards	<ul style="list-style-type: none"> <li>CapitaStar members who collect all 7 characters will stand a chance to win <b>1 Million STAR\$® (\$1,000 worth of eCapitaVouchers)</b></li> <li><b>Additionally, the first 100 members who collect all 7 Molly stamps will receive an eVoucher to redeem for an exclusive Molly Merchandise Set</b></li> </ul>
CapitaLand x POP	Minimum purchase of S\$10 eCapitaVoucher via the CapitaStar app

MART Molly Exclusive eGreeting card	
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#### 4. AR Filters Lucky Winners

Share your memories made with our AR filters on Instagram with the hashtag #AJollyMollyChristmas and stand a chance to be one of 10 lucky winners to walk away with \$50 eCapitaVoucher each.

PROMO	MECHANISM
10x S\$50 eCapitaVoucher	Share your memories with Molly's AR filters with the hashtag #AJollyMollyChristmas

#### C. Spend & Win Big Participating Malls

Stand a chance to win a SUBARU FORESTER 2.0i-L EyeSight in Draw #5 or an all-electric NISSAN LEAF in the Grand Draw with a minimum spend of S\$50\* in any of the 18 participating CapitaLand malls, eCapitaMall, or Capita3Eats!

For more information, visit our website [here](#).

Participating CapitaLand malls and Digital Platforms:

1. Aperia
2. Bedok Mall
3. Bugis Junction
4. Bugis+
5. Bukit Panjang Plaza
6. Clarke Quay
7. Funan
8. IMM
9. ION Orchard
10. JCube
11. Jewel Changi Airport
12. Junction 8
13. Lot One
14. Plaza Singapura
15. Raffles City Singapore
16. SingPost Centre
17. Tampines Mall
18. Westgate
19. eCapitaMall
20. Capita3Eats