



For immediate release

NEWS RELEASE

## **CapitaLand and Shopee return with 11.11 campaign, in continuing joint effort to digitalise Singapore's retail sector**

- *The second edition of the CapitaLand x Shopee 11.11 campaign extends the use of online and offline shopper engagement to drive sales, traffic and engagement for retailers in eight CapitaLand malls*
- *From 22 October to 11 November 2021, stand a chance to win up to S\$125,000 worth of Offline Payment Vouchers, Shopee vouchers and eCapitaVoucher in a co-branded game on Shopee*
- *Participate in the Guess the Weight campaign every weekend during the campaign period and win up to S\$22,000 worth of eCapitaVoucher and Shopee vouchers*

**Singapore, 19 October 2021** – CapitaLand Investment, the leading global real estate investment manager with a strong Asia foothold, and Shopee, the leading e-commerce platform in Southeast Asia and Taiwan, today announced the launch of the second edition of the CapitaLand x Shopee 11.11 campaign. Both partners will create an omnichannel experience to drive sales, traffic and engagement for 29 retailers in eight CapitaLand malls over a period of three weeks from 22 October to 11 November 2021.

This year's campaign marks CapitaLand and Shopee's ongoing commitment to empowering retailers to scale up their digitalisation efforts by providing them with online marketing avenues to diversify and build robust, holistic and sustainable retail strategies that cater to changing consumer needs. CapitaLand and Shopee are also bringing back the popular co-branded games from last year's 11.11 campaign, where shoppers can participate and win attractive vouchers that can be used in-app and at participating physical stores including Toast Box, LiHO, Etude House and Giordano.

**Mr Chris Chong, CEO, Retail & Workspace (Singapore and Malaysia), CapitaLand Investment**, said: "Since the start of COVID-19, we have focused our efforts on creating omnichannel strategies that blend physical and online channels to support our retailers and engage shoppers in the new normal. We are pleased with the outcomes of last year's campaign and are thrilled to extend our partnership with Shopee this year. This will allow us to enhance retailers' consumer outreach and further engage with their customers digitally, while driving footfall to their physical stores through online marketing efforts."

**Mr Zhou Junjie, Chief Commercial Officer, Shopee,** said: “Shopee has always been passionate about empowering our sellers and brand partners to unlock the full potential of e-commerce to succeed in today’s digital economy. Through this omnichannel integration, we hope to help retailers deepen engagement with new customers, through an exciting and rewarding experience. Following the success of last year’s CapitaLand x Shopee 11.11 campaign, we are excited to join hands with CapitaLand once again to support even more retailers under CapitaLand’s network by digitalising the shopping experience.”

The second edition of the CapitaLand x Shopee 11.11 campaign

As part of Shopee’s continual effort to help stores digitalise through providing a more seamless payment option for users, over 880 brand outlets across 20 CapitaLand malls have since adopted the use of ShopeePay, Shopee’s digital wallet service.

From 22 October to 11 November 2021, S\$125,000 worth of Offline Payment Vouchers (OPVs), Shopee vouchers and eCapitaVoucher are up for grabs in the **CapitaLand Lucky Prize** game on the [Shopee Singapore app](#). The OPVs can be redeemed at eight CapitaLand malls, namely Bedok Mall, Bugis+, Bugis Junction, IMM, Funan, Plaza Singapura, Westgate and JCube. Shoppers visiting any of the eight malls can simply scan the QR code at participating merchants and malls to play the CapitaLand x Shopee Lucky Prize game and win an OPV to pay for their purchases using ShopeePay at 29 participating CapitaLand merchants’ offline stores.

HOW TO USE

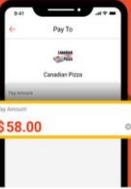
SHOPEEPAY SCAN & PAY?



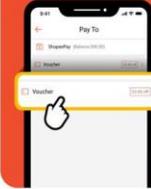
Tap the **QR Scanner** from Shopee's homepage



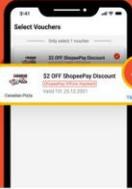
Scan the QR code at the store



Input transaction amount & tap 'Next'



Tap on **'Voucher'**



Select the voucher previously purchased



Tap **'Pay Now'**

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 Terms & conditions apply

Shoppers can also try their luck in the **Guess the Weight** campaign every weekend from 22 October to 11 November 2021 to win up to S\$22,000 worth of eCapitaVoucher and Shopee vouchers. To participate, shoppers can head down to the atrium of three shopping malls on selected weekends – Bugis+ (23 and 24 October), Westgate (30 and 31 October) and Plaza Singapura (6 and 7 November) – to guess the weight of five unexpected combinations of products, one of them being the combined weight of a Dyson vacuum and a feather. Contestants must get the closest answer to qualify for the prizes.

The poster features a blue and orange background. At the top, it says '11.11 Shopee' with the Shopee logo. Below that, 'GUESS THE WEIGHT' is written in large, bold, white letters with a red outline, set against a blue background with white stars. Underneath the text is a blue digital scale with '11.11' on its display. The main text reads 'GUESS AND WIN \$22,000 WORTH OF ECAPITAVOUCHER & SHOPEE VOUCHERS!'. Below this, a dark blue box contains the text 'CATCH OUR POP-UPS AT THESE MALLS AND START GUESSING!' and three event cards. Each card has a green header with dates, a photo of the mall, the mall's logo, and the event location.

23 – 24 OCT	30 – 31 OCT	6 – 7 NOV
LEVEL 2, ATRIUM	LEVEL 1, COURTYARD	LEVEL 1, OPPOSITE KIEHL'S

Find out more about the CapitaLand x Shopee 11.11 campaign at [www.shopee.sg/1111capitaland](http://www.shopee.sg/1111capitaland) (microsite will be live from 22 October onwards).



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

Headquartered and listed in Singapore, CapitaLand Investment (CLI) is a leading global real estate investment manager (REIM) with a strong Asia foothold. As at 30 June 2021, CLI had about S\$119.0 billion of real estate assets under management, and about S\$83.0 billion of real estate funds under management (FUM) held via six listed real estate investment trusts and business trusts, and over 20 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.

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**About Shopee ([www.shopee.sg](http://www.shopee.sg))**

Shopee is the leading e-commerce platform in Southeast Asia & Taiwan. Shopee connects shoppers, brands and sellers across Asia and other fast-growing markets, empowering anyone to buy and sell anywhere and at any time.

Shopee offers an easy, secure, and engaging experience that is enjoyed by millions of people daily. It offers a wide product assortment, supported by integrated payments and logistics, as well as popular entertainment features tailored for each market. Shopee is also a key contributor to the region's digital economy with a firm commitment to helping brands and entrepreneurs succeed in e-commerce.

Shopee is a part of Sea Limited (NYSE:SE), a leading global consumer internet company. In addition to Shopee, Sea's other core businesses include its digital entertainment arm, Garena, and digital financial services arm, SeaMoney. Sea's mission is to better the lives of consumers and small businesses with technology.



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**Jointly issued by: CapitaLand Investment and Shopee**

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