

NEWS RELEASE

CapitaLand Investment expands CapitaStar digital ecosystem to include Entrepôt at The Robertson House by The Crest Collection and Changi City Point

Shoppers can now earn STAR\$® and utilise eCapitaVoucher at more than 3,500 stores across 31 committed properties

Singapore, 5 January 2024 – In a boost to enhance its retail ecosystem in Singapore, CapitaLand Investment (CLI) announced today the addition of two new locations to its CapitaStar programme, namely Entrepôt at The Robertson House by The Crest Collection and Changi City Point. This expansion strategically strengthens the CapitaStar ecosystem by diversifying touchpoints for both shoppers and retailers.

Shoppers will have the opportunity to earn cashback rewards via the CapitaStar rewards programme in the form of STAR\$®¹ and can utilise them to offset purchases when shopping at Changi City Point² or when dining at Entrepôt at The Robertson House by The Crest Collection from 1 January 2024 and 5 January 2024 respectively.

eCapitaVoucher, CLI's digital shopping voucher programme and a key offering of CapitaStar, will also be accepted as a payment mode at Entrepôt at The Robertson House by The Crest Collection from 5 January 2024, and at over 100 participating stores in Changi City Point from 11 January 2024, of which more than 20 stores are brand new to CapitaLand's network. With these new additions, consumers can now enjoy the convenience of using eCapitaVoucher as an in-store digital payment mode at more than 3,500 stores across 31 committed properties³, further reinforcing its popularity as Singapore's most widely accepted digital shopping voucher.

Mr. Reuben Yong, Head of Digital Platforms, Retail & Workspace (Singapore & Malaysia), CapitaLand Investment, said: "We are excited to welcome both Entrepôt at The Robertson House by The Crest Collection and Changi City Point to the CapitaStar digital ecosystem. With these additions, our CapitaStar members can now earn cashback rewards via the CapitaStar rewards programme and utilise eCapitaVoucher(s) to offset purchases. The strength of our CapitaStar ecosystem lies in the diversity of its touchpoints. As we continue to

¹ STAR\$® (pronounced as "star dollars") can be exchanged for eCapitaVoucher or be used to redeem merchant deals on the CapitaStar app.

² The CapitaStar rewards programme will be available to use at Changi City Point from 1 January 2024.

³ 31 Committed Properties that accept eCapitaVoucher include:

(a) 24 Shopping Malls: Aperia Mall, Bedok Mall, Bugis Junction, Bugis+, Bukit Panjang Plaza, Clarke Quay, Changi City Point (New), Funan, IMM Building, ION Orchard, Jewel Changi Airport, Junction 8, Kallang Wave Mall & Retail Spaces at Singapore Sports Hub (Upcoming in Q2 2024), Lot One Shoppers' Mall, Plaza Singapura/The Atrium@Orchard, Raffles City Singapore, Sengkang Grand Mall, SingPost Centre, Tampines Mall and Westgate, Paragon, The Clementi Mall, The Rail Mall and The Seletar Mall.

(b) 6 Office Buildings: Asia Square Tower 2, CapitaGreen, CapitaSky, CapitaSpring, Capital Tower, Six Battery Road

(c) Others: Entrepôt at The Robertson House by The Crest Collection

expand the ecosystem beyond CapitaLand's network, we are confident in reinforcing CapitaStar's position as a comprehensive one-stop digital platform that is adept at meeting ever-changing consumer needs and serves as a core pillar in supporting CLI's commercial management strategy. We will continue to look out for opportunities and like-minded partners to expand and strengthen the CapitaStar ecosystem, ensuring that we can continue to deliver sustainable value to our members and retailers."

Mr Norman Cross, General Manager of The Robertson House by The Crest Collection, said: "We are pleased to list Entrepôt, our signature all-day dining restaurant and bar, under the CapitaStar rewards programme. We believe that this partnership not only allows us to provide greater value to our customers but also an opportunity to promote the hotel's F&B offerings to CapitaStar members."

Mr. David Cheong, Group General Manager, Changi City Point, said: "With the CapitaStar digital ecosystem powering the consumer loyalty engagement initiatives for Changi City Point, we are excited to tap onto the large membership base of more than 1.5 million CapitaStar members and wide pool of eCapitaVoucher float in Singapore. This allows our shoppers to enjoy a seamless shopping experience and we are confident that our tenants can also benefit from the increase in footfall and sales."

Growing the CapitaStar Digital Ecosystem

CapitaStar is Singapore's leading lifestyle and rewards programme, currently serving more than 1.5 million CapitaStar members. In 2023, the CapitaStar rewards programme generated over S\$1.2 billion in tenant sales, marking an 8% increase year-on-year, underscoring the programme's effectiveness in driving sales, traffic, and consumer engagement for businesses.

The sales of eCapitaVoucher also registered a record increase of more than 55% year-on-year. eCapitaVoucher can be purchased or exchanged using STAR\$[®] earned from purchases made at participating stores on the CapitaStar app. Corporate customers can also purchase the eCapitaVoucher through the Corporate Portal for one-time purchases or the eCapitaVoucher Partner Portal for recurring purchases.

Beyond the CapitaStar rewards programme and eCapitaVoucher digital shopping programme, the CapitaStar ecosystem also comprises **CapitaStar For Business** and **CapitaStar@Work**.

CapitaStar For Business offers businesses and retailers operating within or beyond the CapitaLand network a suite of enterprise data-driven digital marketing solutions, including personalised targeted marketing channels to elevate brand awareness, advertising outreach and drive sales conversions. In 2023, CapitaStar For Business solutions experienced a significant uplift of over 100% in generated revenue, indicating a strong demand for holistic digital solutions from businesses and retailers availed through the CapitaStar ecosystem to drive sales optimisation and consumer engagement opportunities.

The **CapitaStar@Work** workspace experience app is CLI's innovation lever for workspace properties and powers digital-led workspace experiences and integrated property-tech solutions for 91 workspace properties and 7 coworking spaces islandwide. Digital solutions available under CapitaStar@Work include contactless access to workspaces via facial

recognition, booking of meeting rooms and event spaces as well as registration for tenant engagement activities.

Please refer to the **Annex** for more information about Entrepôt at The Robertson House by The Crest Collection and Changi City Point.

About CapitaLand Investment Limited (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 2023, CLI had S\$133 billion of real estate assets under management, and S\$90 billion of real estate funds under management (FUM) held via six listed real estate investment trusts and business trusts, and more than 30 private vehicles across Asia Pacific, Europe and USA. Its diversified real estate asset classes cover retail, office, lodging, business parks, industrial, logistics and data centres.

CLI aims to scale its FUM and fee-related earnings through fund management, lodging management and its full stack of operating capabilities, and maintain effective capital management. As the investment management arm of CapitaLand Group, CLI has access to the development capabilities of and pipeline investment opportunities from CapitaLand's development arm.

As a responsible company, CLI places sustainability at the core of what it does and has committed to achieve Net Zero carbon emissions for scope 1 and 2 by 2050. 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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Issued by: CapitaLand Investment Limited (Co. Regn.: 200308451M)

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ANNEX – ABOUT ENTREPÔT AT THE ROBERTSON HOUSE BY THE CREST COLLECTION AND CHANGI CITY POINT

About Entrepôt at The Robertson House by The Crest Collection

Paying homage to Singapore's quayside story and growth as an entrepôt port from 1819 to 1941, Entrepôt is The Robertson House's signature all-day dining restaurant and bar which has a focus on communal dining experiences, inspired by Anglo-Asian cooking techniques and flavours.

Decked in black and white visual cues, it represents British colonial influence back in the day with detailed touches including the use of rattan furniture, foliage, and other rustic elements alluding to Singapore's trade story heritage.

Signature dishes served here include the Chinese Terracotta Tea, Entrepôt Claypot Rice, and Angelica Root Chicken Roast.

Entrepôt houses up to 90 seats for both indoor and alfresco dining and is open daily from 6:30 AM to 10:30 PM.

For more information, visit www.entrepot.sg

About Changi City Point

Changi City Point, renowned for its strategic location near Changi Airport, stands as a premier outlet mall offering a unique blend of shopping and dining experiences.

Renowned brands such as Adidas, Lacoste, Nike, Puma, Tommy Hilfiger, Under Armour, and more grace the storefronts of Changi City Point, transforming it into a shopper's paradise. With an unwavering commitment to delivering exceptional value, the mall curates a diverse selection of outlets that cater to fashion enthusiasts, sports aficionados, and those with a penchant for lifestyle upgrades.

The outlet mall concept comes to life with regular promotions, seasonal discounts, and exclusive offers, ensuring that patrons experience the thrill of discovering exceptional deals on every visit.

As a destination for both local residents and international visitors, Changi City Point continues to evolve its outlet offerings, reinforcing its position as a leading shopping destination that seamlessly combines luxury, savings, and convenience.

A list of participating retailers at Changi City Point can be found at <https://changicitypoint.com.sg/stores/>