

STAKEHOLDER ENGAGEMENT PROGRAMMES

CICT actively engages with the stakeholders and communities across the retail and office properties through programmes and activities. These activities range from knowledge sharing sessions on health and well-being to events for charitable causes. In response to the pandemic outbreak during the year, the retail

campaigns to strengthen brand affinity of our malls, and physical activities for our tenant engagement programmes had to be safely and responsibly organised. In spite of the challenges, the team implemented a wide variety of events for our retail and office communities. Most engagement events took on a virtual format to draw communities closer, despite being physically apart.

Initiatives	Stakeholders					Objective Met				
	Shoppers	Tenants	Employees	Supply chain	Community	Raising Awareness & Knowledge Sharing	Environment Health and Safety	Health & Wellness	Volunteerism and Charity	Enhanced Customer experience
Retail Promotions										
Portfolio-wide										
- CapitaLand&You										
- Largest LEGO® Festive Carnival in Southeast Asia	●	●			●					●
- Fashion Friday										
CapitaStar Shoppertainment	●	●								●
Funan G.O.A.T	●	●								●
Mall-centric Promotions										
14 events	●	●								●
Office Activities										
Tenants' Treats		●		●						●
Lease Anniversary Gifts		●		●						●
CapitaLand Wellness Wednesday			●			●		●		
Earth Hour	●	●				●	●			
Community Activities										
#BYOBclean - Free Hand Sanitiser	●	●	●		●	●	●		●	●
Safer Dining with Table Shields	●	●			●	●	●			●
Break the (Work from Home) Circuit Challenge		●			●	●		●		●
CapitaSpring Colouring contest		●			●	●		●		●
Gifts of Joy – The Essentials Edition		●	●		●	●	●		●	●
CApp EZ Challenge (for CapitaStar@Work)		●			●	●				●
National Day Sticker Scramble on Instagram		●			●					●
Live It Up!		●	●		●	●	●	●		●
CapitaLand #MealOnMe	●	●	●		●	●	●		●	
#CareKitWithLove			●		●	●	●		●	
E-Waste collection and management	●	●	●	●	●	●	●			●
NEA Reverse Vending Machines	●	●		●	●	●	●			●

Note: Marketing activities relating to shopping malls and office spaces, such as advertisements and promotions (A&P), are generally guided by external A&P consultants, and are in compliance with local marketing requirements as stipulated by CapitaLand.

STAKEHOLDERS AND COMMUNITIES

LEVERAGING CAPITASTAR'S ECOSYSTEM

Strengthening our Retail Ecosystem Through Phygital Engagements with CapitaStar



A REFRESHED CAPITASTAR

More than **1.1 million**

CapitaStar Members

Approximately **4.2 million**

Monthly Traffic



LAUNCH OF ECAPITAMALL AND CAPITA3EATS

More than **550 brands**

Onboard

15X Growth in Gross Merchandise Value

since launch in June 2020

The CapitaStar platform is the main digital enabler of CapitaLand’s new retail ecosystem. CapitaLand has been progressively expanding its capabilities, evolving it from a traditional loyalty programme into a dynamic omnichannel shopping and lifestyle rewards platform, where shoppers earn cashback in the form of STAR\$® when they dine and shop across CapitaLand malls and online at eCapitaMall and Capita3Eats.

Key features on the CapitaStar App include seamless digital payments through eCapitaVoucher, where CapitaStar members can purchase, gift and use eCapitaVouchers at over 2,700 retailers across 17 CapitaLand malls islandwide and online at eCapitaMall and Capita3Eats.

Further to our vision in driving digitisation and impactful omnichannel retail transformation, eCapitaMall and Capita3Eats - ecommerce and food ordering platform respectively, were launched in June 2020 as part of CapitaStar’s new verticals. This enabled shoppers to enjoy a rewarding retail experience while allowing for our retailers to access business opportunities 24/7. Adding to the ease and convenience of using CapitaStar, members can also enjoy attractive partner perks, enticing rewards and promotions together with new entertainment and community engagement features – making CapitaStar a holistic omnichannel retail experience.

The performance of eCapitaMall and Capita3Eats has been very encouraging, with a 15X growth in gross merchandise value since its launch in June 2020. Major campaigns such as "10.10" drove an 8X uplift in daily sales while the acceptance of eCapitaVoucher on both platforms has also contributed positively towards the sales of our onboarded retailers. We are committed towards improving these outcomes to increase shoppers' lifetime value within our retail ecosystem by keeping up with industry trends and evolving consumer behaviours.

eCapitaVoucher remains a popular gifting and digital payment option, making it an important growth lever for CapitaStar. Key enhancements were introduced such as micropayments down to \$0.01, the use of a static QR code to be implemented across more than 2,700 participating stores and acceptance of eCapitaVoucher on eCapitaMall and Capita3Eats – allowing for added flexibility and a seamless offline-to-online shopping experience, further cementing our lead position in retail.

Refreshed CapitaStar Identity

The CapitaStar logo was updated and the brand's lifestyle and rewards positioning was redefined in August 2020 to heighten the platform's appeal to target consumer segments. The new logo features a more contemporary and vibrant feel in simpler and cleaner lines, to reflect the ease and accessibility of the app's new interface. We have retained the familiar star symbol to connect loyal followers to its improved interface and performance.

CapitaCard

The American Express® CapitaCard, CapitaLand's co-brand credit card with American Express, registered healthy membership growth and monthly transactions. CapitaCard members get to earn up to 13X STAR\$® at selected stores, equivalent to a 6.5% rebate in CapitaVoucher, as well as members-only promotions and events, gift redemptions and complimentary parking at CapitaLand malls. These have helped to drive shopper traffic to the malls and encourage stronger in-store spending.

Launched Raffles Prestige

In September 2020, Raffles Prestige was introduced to meet the diverse needs of our growing CapitaStar base. Enrolment is by invitation only, and members are granted exclusive event invites and privileges such as accelerated STAR\$® earn rate, two hours of complimentary parking at Raffles City Singapore as well as shopping and dining promotions. They also enjoy curated lifestyle partner perks from Ascott, BMW, Jewel Changi Airport, and more.

CAPITASTAR LIVE 247



CapitaLand is constantly pushing the boundaries of retail with innovative offerings. We premiered our first livestream shoppertainment show in Singapore with well-loved media personalities such as Michelle Chong, Mongchin Yeoh and Benjamin Kheng on 31 July to 2 August. The shoppertainment show attracted close to 90,000 views and successfully drove up daily sales by 10X. Through this live show, CapitaLand brought the experience of shopping in the mall to the comfort of the home, showcasing our malls' brands and products in an entertaining and authentic manner.

Rounding off the year with a bang, CapitaStar LIVE 247 featured its second iteration of a livestream shoppertainment show in collaboration with Night Owl Cinematics on 13 to 14 December 2020. Titled CapitaStar LIVE 247: Festive Hacks, the shoppertainment show attracted more than 240,000 views and 80,000 engagements on our social channels which led to even stronger sales conversion than the first iteration.

STAKEHOLDERS AND COMMUNITIES

RETAIL PROMOTIONS

Portfolio-Wide Promotions

CapitaLand&You (凯德为你加油)

March to April

CapitaLand launched CapitaLand&You campaign to encourage Singaporeans and share the good cheer with a series of amazing rewards and deals when shopping at CapitaLand malls. Shoppers could offset purchases with a minimum of S\$50 CapitaVouchers to receive 5,000STAR\$® and receive S\$40 eCapitaVoucher with a minimum spend of S\$100 in CapitaLand malls.



Spend and Win Big

October 2020 to December 2021

The “CapitaLand Malls Spend and Win Big Draw” is a 15-month campaign that was launched in collaboration with Tan Chong International Limited. Attractive prizes valued at more than S\$580,000, including six brand new Nissan and Subaru cars and S\$15,000 worth of eCapitaVouchers, will be given away across six draws from 16 October 2020 to 31 December 2021. Shoppers receive one lucky draw chance for every S\$50 spend at any of the 17 participating malls, eCapitaMall and Capita3Eats. This is CapitaLand’s largest consumer giveaway in Singapore in terms of prize value and the number of participating malls and platforms.



Largest LEGO® Festive Carnival in Southeast Asia

November to December

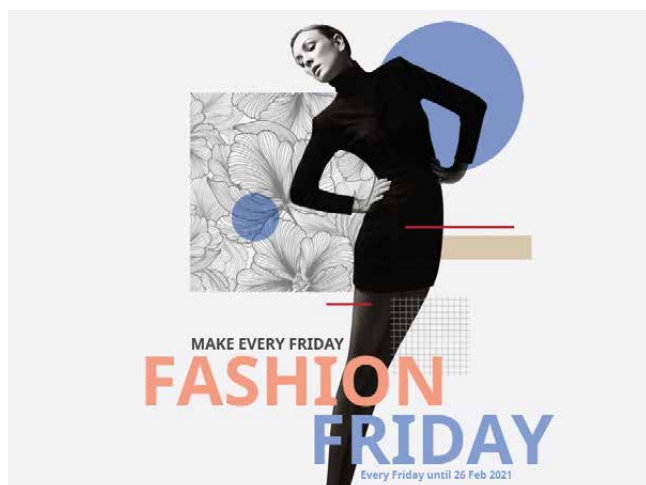


CapitaLand presented a massive LEGO® showcase comprising carnival-themed installations in 13 CapitaLand malls across the island. Shoppers could also send festive greetings to loved ones with CapitaLand’s exclusive set of WhatsApp sticker pack featuring lovable LEGO® minifigures perfect for the holidays. Attractive promotions include festive cashback with eCapitaVoucher and exclusive LEGO® eDeal to reward shoppers.

Fashion Friday

December 2020 to February 2021

Members of CapitaStar were treated to a fashion week, every week! Shoppers are rewarded with S\$5 eCapitaVouchers with a minimum spend of S\$80 at participating fashion stores every Friday from December 2020 to February 2021.



Mall-Centric Promotions

Bedok Mall and Tampines Mall

East Meets Best September

Shoppers who dined on Mondays and Tuesdays with a minimum spend of S\$50 at any F&B outlet received a S\$5 eCapitaVoucher and shoppers who shopped from Wednesdays to Sundays with a minimum spend of S\$100 at any retailer (non F&B outlets) received a S\$10 eCapitaVoucher.



Bugis Junction and Bugis+

Bounce Back with Bugis August

In celebration of Singapore's 55th birthday and to welcome shoppers back to Bugis Junction and Bugis+, shoppers were treated to a variety of special offers. Perks included rewards of S\$5 eCapitaVouchers with minimum S\$50 spend, 1-hour complimentary parking and exclusive CapitaStar eDeals with deals up to 50% off at participating tenants.



Bukit Panjang Plaza and Lot One Shoppers' Mall

Revel in Rewards October to November

Bukit Panjang Plaza and Lot One Shoppers' Mall embraced the new normal with a campaign in October that enabled shoppers to enjoy greater convenience. Shoppers were encouraged to use a minimum of S\$30 eCapitaVouchers to offset their purchases in the mall and be rewarded with more eCapitaVouchers.



Bugis Town Guilt Free Shopping Spree November

Bugis Town ran its first ever online & in-mall shopping event across Bugis Junction, Bugis+ and new to portfolio, Bugis Street. The three-day shopping spree saw CapitaStar members rewarded with S\$110 eCapitaVouchers for a minimum in-mall spend of S\$1,100, and up to 50% cashback off participating fashion brands in-mall and on eCapitaMall. In partnership with DBS, CapitaStar members also enjoyed an additional 10% cashback of purchases made via DBS PayLah!.



STAKEHOLDERS AND COMMUNITIES

Mall-Centric Activities (Cont'd)

 Clarke Quay

Celebrate Together
November to December

Clarke Quay welcomed all to #CelebrateTogether and indulge in an extensive selection of riverfront dining choices during the festive season. Attractive weekday promotions included **ThirstFree Days**, where customers could enjoy a free first drink or appetiser with any order at participating outlets. **Festive Cashback** gave S\$15 eCapitaVoucher with S\$120 spent from Sundays to Thursdays.


 Funan

G.O.A.T (Greatest Of All Times)
November

Funan G.O.A.T adopted both online and offline Black Friday Sale in 2020 to capture audiences from eCapitaMall and in-store. Partnering with Tech360tv, Funan launched its inaugural lunch-time Facebook live streaming where shoppers joined in the sneak preview of selected products exclusively available on eCapitaMall under "Pre-Black Friday Sale".


 Junction 8

Earn with Cashback
September to October

Junction 8 ran a two-month cashback campaign that drew over 140 participating outlets with shoppers enjoying up to 50% savings in the form of cashback.


 Plaza Singapura

Beautiful You, Beautiful World
January to February

Plaza Singapura collaborated with beauty retailers such as The Body Shop, Clarins, Innisfree, Kiehl's, Etude House, and L'OCCITANE to hold beauty upcycling workshops and offered special beauty bundles with great discounts. Shoppers who spent a minimum S\$80 in participating outlets could sign up for the upcycling workshops.

To encourage recycling, shoppers also traded in their used skincare beauty bottles and won attractive prizes as part of Plaza Singapura's Spend and Redeem scheme from 1 to 23 February 2020.



West Cluster Malls (JCube, IMM Building and Westgate)

West The Sale? October

A '3-in-1' mega sale campaign "West The Sale?" offered shoppers up to 90% off at participating retail stores and value-for-money promotions both offline and online.

The event drew over 70 participating outlets stores at IMM Building, with shoppers enjoying additional 30% savings above everyday discounts. During the promotion, the first 210 shoppers per day who met the minimum spend of S\$300 at participating outlet stores were each rewarded with S\$50 worth of eCapitaVoucher and a 1-for-1 admission ticket to The Rink worth S\$18.

With a minimum spend of S\$150 at JCube or Westgate, shoppers were rewarded with a S\$20 eCapitaVoucher and a 1-for-1 admission ticket to The Rink.

The sale was also made available online via eCapitaMall. With a minimum S\$60 spent on brands available at the west cluster malls virtually, shoppers were rewarded with S\$30 off when they use the promo code 'West30'.



Raffles City Singapore

Raffles City Singapore rings in the Lunar New Year in collaboration with Shanghai Tang January

Raffles City Singapore ushered in Spring 2020 in the city with an exciting first-ever collaboration with international modern Chinese chic fashion label, Shanghai Tang. The collaboration included a set of limited-edition Raffles City x Shanghai Tang red packets and red packet organiser, crafted and designed by the brand's creative director, Victoria Tang-Owen. Marking the first stop on its Asian city tour, Shanghai Tang launched its first pop-up store at Raffles City Singapore, with highlights such as complimentary embroidery service with purchase.



Swarovski celebrates 125 years of heritage and a sparkling Christmas with Raffles City Singapore November to December

Raffles City Singapore partnered with Austria jewellery brand, Swarovski, in celebration of the brand's 125th anniversary and to welcome 2021 with hopes and wishes. The partnership brought the magic and delight of the festive season to 'the city in the city'. The highlight of the collaboration saw an impressive 15-metre tall Raffles City x Swarovski tree light up the bustling junction of Stamford Road and North Bridge Road.



STAKEHOLDERS AND COMMUNITIES

OFFICE ACTIVITIES



Curated 95 Activities



Introduced your Workplace Community

eDM, Facebook and Instagram to connect with our community more regularly



Established >180 partnerships

tenant partnerships through various engagement campaigns

Tenants' Treats

Tenants' Treats took on a different form in 2020. In consideration of the current pandemic situation, the treats were hand-delivered to every office tenant at their premises, instead of the usual lobby distribution. We distributed 14,500 treats across CICT properties. The treats were procured from Glico, who is one of our tenants.

Lease Anniversary Gifts



The distribution of lease anniversary gifts is a long-standing tradition and an invaluable opportunity for us to meet our valued customers. For 2020, we commissioned a new series of gifts — porcelain plates that were produced in collaboration with a local company, Supermama, illustrated by local artist, MessyMsxi, and made in Arita, a southern Japanese

town renowned for its high-quality porcelain craft. The plate design features different themes, like community, technology and sustainability, to communicate and share the focus and commitments of CICT. "Technology" was showcased in the inaugural gifts for 2020.



Retail Campaigns

We organised two campaigns to support retail outlets in our properties. In "50% off with CapitaStar@Work", tenants enjoyed 50% off at more than 20 participating F&B outlets in our office buildings from 5 October to 30 November 2020. "Take \$5 at Asia Square", as the name implied, was a \$5 retail promotion at Asia Square Tower 2. Both campaigns saw over 4,100 redemptions.

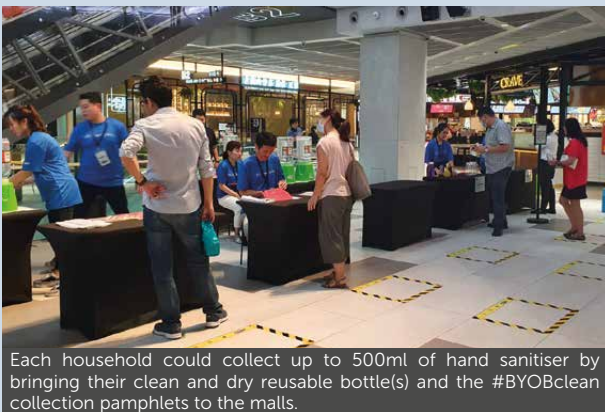
COMMUNITY ACTIVITIES

MARCH

Supporting A Nationwide Free Hand Sanitiser Initiative

CapitaLand supported Temasek Foundation's Stay Prepared initiative to distribute free zero-alcohol hand sanitiser to Singapore residents at 16 participating CapitaLand malls from March to April. CapitaLand staff volunteers contributed about 6,000 hours towards the initiative by sticking bottle labels, as well as manning registration booths and sanitiser dispensing stations in the malls.

In a show of solidarity and support to the community, CapitaLand took the lead as the first corporate donor to contribute to Community Chest's Courage Fund, which would go to support vulnerable groups in Singapore that were adversely affected by COVID-19.



Each household could collect up to 500ml of hand sanitiser by bringing their clean and dry reusable bottle(s) and the #BYOBclean collection pamphlets to the malls.

APRIL-MAY

Break the (Work from Home) Circuit Challenge

Break the (WFH) Circuit Challenge was designed to keep the office community engaged online and to cheer them on during the circuit breaker. A series of weekly messages and challenges were presented to the office community on our Facebook page 'your Workplace Community', where attractive prizes were up for grabs.



CapitaLand #MealOnMe

Through 'CapitaLand #MealOnMe' initiative and in collaboration with The Food Bank Singapore, CapitaStar members were able to support meals for the vulnerable elderly, underprivileged children and community care staff by donating 5,000 STAR\$@ (equivalent to S\$5) via the CapitaStar mobile app. CHF also matched the contribution, 1:1.

In about a week, 5,000 contributions from CapitaStar members were made. In addition to donations from CHF, a total contribution of S\$350,000 was made to provide over 38,000 meals and 6,000 food bundles to vulnerable groups. CapitaLand malls' F&B tenants such as ABR Holdings, Creative Eateries Group, Katrina Group and The Minor Food Group that operate the likes of Bali Thai, Bangkok Jam, ThaiExpress and Tip Top are also part of the initiative. Over 150 CapitaLand staff volunteers and their family members have gone door to door to deliver these meals.



The meals were delivered to vulnerable elderly, children from low-income families, and community care staff.

STAKEHOLDERS AND COMMUNITIES

COMMUNITY ACTIVITIES (CONT'D)

6 MAY – 1 JUNE



By
Art Lim Kiat Guan, 49,
Digital
One of the winners
in Open Category



By
Sarah Tan Xuan Lin, 10,
Colour pencils
One of the winners
in Junior Category

CapitaSpring Colouring Contest

During the circuit breaker, CapitaSpring partnered local artist Danielle Tay to create a colouring contest for budding and closet home artists. Danielle's artwork was inspired by the name, CapitaSpring. The word "spring" means to bring forth water, the essential element for life to exist. As lives flourish around the water spring, so will the city rise at CapitaSpring. The winning artworks were hand-picked by Danielle.

**Close to
600 participants
for two rounds**

Junior & Open Categories

Participants' Age Range

3 - 88
years old



The Colour Me Contest by CapitaSpring enabled the community to stay creative with a meaningful stay-home activity to benefit one's mental wellness.

JUNE

Safer Dining with Table Shields

We partnered Temasek Foundation in a pilot project to install transparent table shields on over 500 dining tables in selected Kopitiam and Food Junction food courts. The shields, which were individually treated with a self-disinfecting anti-microbial coating, would enhance customer safety while dining in CapitaLand malls during Phase 2.



Table shields put up at dining areas in selected food courts.

JUNE

Recycling with our Shoppers

Partnered with National Environment Agency to roll out 11 reverse vending machines (RVMs) across our malls, offering a convenient and rewarding way to recycle. For every ten drink containers recycled, shoppers can redeem 10 STAR\$® to redeem eCapitaVouchers and eDeals on the CapitaStar mobile application.

As of 31 December 2020, the RVMs collected more than 287,000 drink containers.



JUNE-JULY

Gifts of Joy - The Essentials Edition

Gifts of Joy is a community outreach programme that rallies our office community to bring joy to the underprivileged. Inaugurated in 2013, Gifts of Joy started as a charity drive to spread love and joy to underprivileged children. Over the years, it grew to become an annual tenant engagement initiative for the office community.

In 2020, we organised a special “Gifts of Joy – The Essentials Edition” on Giving.sg, to rally our office tenants to stand shoulder to shoulder and raise funds to support beneficiaries of Rainbow Centre, our adopted charity for the past four years.

The campaign was launched in response to the financial challenges that the students of Rainbow Centre and their families were experiencing in light of the pandemic. Along with the dollar-for-dollar matching by CHF and the donations from the tenant community, we raised S\$58,665 to provide the beneficiaries and their families with grocery vouchers to purchase the essentials they needed.

\$58,665
raised
above target of S\$20,000

More than
210
donors



Providing financial support for students of Rainbow Centre and their families was the aim of Gifts of Joy - The Essentials Edition.

Many in our community such as children and youth have been affected during this trying time. We recognise that much help and support is needed to ensure that no one is left behind.

ANNIE CHIN
Cluster Director for Southeast Asia at Ferring, tenant at Capital Tower

Gifts of Joy is a privileged opportunity for us to highlight what is at the heart of our core values – working every day in the interest of our customers and society. With this donation, we joined forces with CapitalLand to support this good cause, to care for those who may need a helping hand.

JEAN-PIERRE MICHALOWSKI
Senior Country Officer for Singapore, Credit Agricole Corporate & Investment Bank, tenant at Capital Tower

We have been partnering CapitalLand since 2017 in building communities that are more inclusive for persons with disabilities. Over the years, its teams have shown care to build meaningful relationships with us, by cultivating knowledge and understanding, good communication, and fruitful collaborations. It embodies what Rainbow Centre values in good partnerships, where its advocacy for our clients comes through in its volunteering and fund-raising efforts and tenant events, and in rallying others to do the same.

TAN SZE WEE (MS)
Executive Director, Rainbow Centre, Singapore



Mdm Suriati receiving the grocery vouchers with Raihan and Rasul, students of Rainbow Centre Yishun Park School
Photo credit: Rainbow Centre Singapore

Thank you for helping my family. We have been living a simple life. With these vouchers, I am able to purchase more food items for my children, who are growing teenagers and need more nutrition.

MDM SURIATI
Homemaker and caregiver to Raihan and Rasul, students of Rainbow Centre Singapore

STAKEHOLDERS AND COMMUNITIES

COMMUNITY ACTIVITIES (CONT'D)

JULY

CApp EZ Challenge



More than
220 participants

We celebrated the rollout of the CapitaStar@Work mobile application with a two-week-long challenge called “CApp EZ Challenge” with attractive prizes. There were two rounds of challenges where participants would complete tasks using CapitaStar@Work. These tasks were designed to help users discover the ease and convenience of the mobile application, as well as explore the functionalities such as redeeming deals and signing up for events at their fingertips.

AUGUST

National Day Sticker Scramble on Instagram

In celebration of National Day and the launch of @yourworkplacecommunity on Instagram, we ran a contest encouraging the office community to share with us something locally related and they would stand to win attractive prizes.

SEPTEMBER - NOVEMBER

#CareKitWithLove

A community initiative by CapitaLand and CHF in support of President’s Challenge, it is organised together with key partners, Metta Welfare Association, Heartware Network, BERNINA (Singapore) and Funan. Funan collaborated with our tenant BERNINA (Singapore) to provide their space for volunteers to sew the mask pouches. The initiative rallied the community to sew over 9,000 mask pouches for children and youths with special needs and frontline staff from special education schools.



The initiative is also a platform to showcase the talents and abilities of persons with special needs through the sale of the limited-edition mask pouches.

NOVEMBER - DECEMBER

Live It Up!

Live It Up!, our annual wellness and environmental sustainability movement completed its second edition in December 2020. This year, the event took on a fresh format and went fully digital. We curated a series of content over 12 days to encourage and empower the office community to live a healthier and greener lifestyle.



Live It Up! curated a series of content to share knowledge, tips and creative ideas on wellness and sustainability.

Great event to raise awareness of good living and sustainability.

TENANT FROM EDB
Raffles City Tower

Thanks for providing us a platform to care about our personal well-being.

TENANT FROM AXA XL
CapitaGreen