The Great Singapore Sale (GSS) 2018 Celebrates 25 Years and Digital Technology

Singapore, 8 June 2018 —The Great Singapore Sale (GSS) 2018 returns on Friday 8 June 2018 for 66 days, and ends 12 August 2018. Organised by the Singapore Retailers Association (SRA) and supported by UnionPay – the Official Payment Brand of GSS 2018 as well as the Singapore Tourism Board (STB), it will build on the success of the GSS brand over more than two decades.

GSS 2018 will come alive over the next 10 weeks with:

- The GSS Carnival 2018 which will take place at Robinsons The Heeren with $100,000 worth of prizes up for grabs and celebrities galore and runs from Friday 8 June to Sunday 10 June;
- An enhanced GoSpree mobile app with new Geofencing, eGifting , receipt scanning and eCoupon search capabilities
- "GST Absorbed" on 7.7.2018 and 8.8.2018 to stretch the dollar further!
- $82,000 worth of prizes to be won in the GSS GoSpree UnionPay Silver Jubilee Daily Draw;
- $750,000 worth of eCoupons and prizes on the new enhanced GoSpree; and
- More prizes and gifts to be redeemed via QR Codes on GoSpree Rovers (and our very own GoSpree mascot!) who will roam Orchard Road every weekend till 12 Aug 2018

The launch of GSS 2018 was officiated today by Mr R Dhinakaran, President, Singapore Retailers Association (SRA) & Managing Director Jay Gee Enterprises; Mr Vincent Ling, Deputy General Manager UnionPay International South East Asia; Ms Melissa Ow, Acting Chief Executive, Singapore Tourism Board and Mr Christophe Cann, GSS 2018 Organising Chairman and Group CEO, Asia Al-Futtaim Group.

SRA's Mr R Dhinakaran said: "GSS is a great platform for all retailers to band together and offer its best deals and promotions to give added reasons for tourists to make a trip to Singapore for shopping, dining and an exhilarating experience at our various world reknowned attractions. Our local shoppers also benefit from this. Thanks to Enterprise Singapore and Singapore Tourism Board, we are able to take our retailers further in the adoption of digital technology with the new enhanced GoSpree App. I am glad that SRA can play its part in the continuing push for transformation in the retail sector through adoption of digital technology".

UnionPay, the returning Official Payment Brand for GSS 2018, is pleased to be part of the silver jubilee celebrations for the largest annual shopping fiesta in Singapore. Vincent Ling, Deputy General Manager of UnionPay International South East Asia, said: "The GSS coincides with the vacation and summer holidays of our Cardholders, regardless of Singaporeans or tourists. We are pleased to be able to work with SRA and partners to bring more value and reasons for our customers to use UnionPay in Singapore. This year, UnionPay customers can enjoy the added convenience of having their u.plan privileges integrated into the GoSpree App, making it easier for them to see and utilise a wide range of shopping, dining and travel related privileges when they shop at GSS this year."

Ms Ranita Sundra, Director, Retail and Dining, Singapore Tourism Board (STB) said: "The GSS has come a long way since its inception 25 years ago. We are heartened that Singapore Retailers Association has continued to evolve the GSS by taking into account consumer trends and leveraging digital technology to transform the retail experience for shoppers. The GSS remains a key event in STB's calendar of events, and we encourage locals and tourists to take advantage of the many deals and promotions available this year."

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About the Great Singapore Sale

The **Great Singapore Sale** (often abbreviated as **GSS**, Malay: **Jualan Raksasa Singapura**, Chinese: 新加坡热卖会, Tamil: மாபெரும் சிங்கப்பூர் விற்பனை) was first launched in 1994. It is an annual shopping event targeted at tourists and locals to drive shopper traffic and promote retail spending in malls and stores island-wide. GSS 2017 is the 24th edition. It is supported by Singapore Tourism Board (STB) and for the 2nd year running, UnionPay as the Official Card. For more information, visit **www.greatsingaporesale.com.sg** and https://youtu.be/V4kausVFaLU.

About The Enhanced GoSpree Mobile App

GoSpree is SRA's mobile app which brings retail and service stores, shopping malls, dining outlets, attractions, leisure activities and hotels located island-wide all 'under one App'. GoSpree users can browse for value-for-money deals and exclusive offers to enjoy savings in the form of 'eCoupons' which can be downloaded directly from their smartphone devices for redemption at designated stores – thereby helping to drive footfalls and spending whole year round. From 8 June 2018, GoSpree users will enjoy an improved user interface for a better 'online' shopping experience including new App features such as Geofencing, eGifting. For merchants, the use of QR Codes will make the invalidation of eCoupons easier, and facilitate reconciliation and reporting by individual outlets.

Available during GSS 2018

- **New look** – Enhanced GoSpree App with improved user interface and experience
- **Data Collection/Analyt**ics – the Profile page is enhanced for the GoSpree user to update its profile to allow SRA to push recommendations and personalised eCoupons to them
- **Geofencing** – Based on the location of the GoSpree user, eCoupons offered by nearby (up to 5km) participating GoSpree merchants will show up when Users search for eCoupon offers by 'location'
- **eGifting** – GoSpree shoppers can send eCoupons as gifts by Email and Facebook (available by 1 July 2018)

Available by end 2018

- **Corporate Deals** – Companies can use GoSpree as a convenient and cost saving platform for the issuance of company rewards to staff eg shopping/dining vouchers and/or designated products directly to their smartphone device for redemption at designated stores/malls
- **Payment** – Enable the GoSpree App with payment gateway so that GoSpree users can purchase shopping/dining vouchers offered by retailers directly on their smartphone device for future redemption
- **eTickets** – GoSpree users can also purchase tickets to events and shows 'online on GoSpree'
- **GoSpree Retailer App** - so that 'special offers' and 'flash deals' can be developed on the shop floor or 'on the fly' in response to competition and shoppers' demand.

The new enhanced GoSpree can be downloaded free on Apple App Store and Google Play from 8 June 2018.

GoSpree shoppers can also have fun scanning QR Codes embedded with special rewards for more savings. The new enhanced GoSpree can be downloaded free on Apple App Store and Google Play from 8 June 2018.

About the Singapore Retailers Association

The Singapore Retailers Association (SRA) was founded in 1977, originally as the Singapore Retail Merchants Association by 10 leading retailers. It is a non-profit, independent/non-governmental retail trade body in Singapore, funded entirely by the private sector. SRA aims to be an advocate for retailers – big or small, to help them improve business standards; professionalism and productivity through training and sharing of information and best practice as well as assist its members with business development and regionalisation strategies. It hopes to be a representative voice for the retail industry, working closely with government agencies and relevant authorities to help address and resolve issues for the well-being of the retail industry and help facilitate Singapore's continued growth in the competitive retail environment.

On 1 October 2017, SRA embarked on SPRING's LEAD+ Programme to further its cause and advance the initiatives under the Retail ITM to help bring about greater value creation in the retail industry through innovation; enhance retailers' productivity and capabilities; maximise workforce potential for improved business growth and even internationalisation.

Membership in SRA is open to all retailers as well as businesses related to retail – real estate developers and consultancies, research companies, media owners, tax refund agencies etc. There are currently 300 members in the Association. Through its myriad of events, conferences and seminars, training programmes as well as networking opportunities, SRA initiates change and encourage the retail industry to embrace new technological advances and best practices to ensure its continued competitiveness and growth. For more information, visit www.retail.org.sg.

SRA is also a founding member of the Federation of Asia Pacific Retailers Associations (FAPRA), which comprises 17 national associations across the Asia-Pacific region; all the members are the most authoritative and representative associations for the retail industries of their respective countries.

About UnionPay International

UnionPay International (UPI) focuses on the international business of UnionPay, a global payment brand that serves the world's largest Cardholder base. With over 7 billion UnionPay cards issued in 48 countries and regions, over 51 million merchants and 2.57 million ATMs accepting our cards in 168 countries and regions worldwide, UnionPay is currently one of the fastest-growing payment networks in the world.

As a company with a global acceptance network and a wide range of world-class payment services, UnionPay partners over 1,800 institutions worldwide to provide access to value and secure payment solutions that are tailored to the needs of the local market, to enable choice and ease of payment for consumers and businesses alike. In Southeast Asia, UPI has enabled ATM, POS acceptance and card issuance across all 10 countries. In Singapore, UPI partners Bank of China (BOC), DBS Bank, Industrial and Commercial Bank of China (ICBC) and United Overseas Bank (UOB) to provide a wide array of payment products and services.

For more information, visit www.unionpayintl.com, follow "UnionPay International" on Facebook, Sina Weibo or WeChat, or download its official mobile application by searching for "UnionPay International" on Apple's App Store or Google's Play Store.