



EMBARGOED FOR RELEASE ON 9 JUNE 2017 (version 2/06/2017)

The Great Singapore Sale 2017 Goes Live: *GoSpree! Launch Takes GSS Into New Digital Era*

Highlights

- ***GoSpree* Mobile App to help retailers reach out to younger audiences & technology-savvy consumers; Retailers – big and small – can leverage on digital platforms to draw more customers**
- **Launch timed to capture Singapore residents returning from an early start of the June school holidays. Duration coincides with holidays’ beginning in Indonesia and China, giving regional visitors opportunity to benefit from choice picks of the 2017 sales season**
- **For the first time, the GSS period will include the National Day Celebrations to give the retail industry the opportunity to hold National Day themed promotions during GSS 2017.**
- **Event launched with fanfare at the heart of Orchard Road at Paragon Shopping Centre where top DJ’s Glenn Ong and the Flying Dutchman entertained the public with a “flash mob” and roving talents along Orchard Road inviting shoppers to scan QR Codes off them to receive goodies and attractive eCoupon deals**

Singapore, 9 June 2017 — The Singapore Retailers Association today officially launched the 24th edition of The Great Singapore Sale (GSS), taking the annual milestone event into a new realm with a new digital mobile application - *GoSpree*.

GSS 2017 commences today and ends Sunday 13 August 2017. F&B operators, hotels, attractions are also onboard to ensure that locals and tourists enjoy the sale season with exciting offers and discounts.

Supported by Singapore Tourism Board (STB) and UnionPay - the Official Card for the 2nd year running, the unveiling of the *GoSpree* mobile app took centre stage at the official launch today. *GoSpree* will empower retailers with a new channel to reach out and extend differentiated offers to generate increased sales. The App can be downloaded free on Apple Store and Google Play from today. Going digital with GSS 2017 is essentially a “follow-up” from the Singapore Retailers Association at the launch of SPRING Singapore’s Retail Industry Transformation Map in September 2016.

For consumers, their ability to leverage on the power of their mobile devices will enable them to have easy access to attractive deals across Singapore and have even more reasons to shop. In addition, UnionPay Cardholders can enjoy exclusive e-coupons from *GoSpree* app.

Singapore Retailers Association (SRA) President Mr R. Dhinakaran, speaking at the launch, said: "The Singapore retail sector, like the broader economy, needs to embrace and adapt to fast emerging technologies. SRA took a lead in this and the unveiling of *GoSpree* is a fruition of this effort.

"With *GoSpree* now unleashed, SRA hopes retailers will exploit this new digital platform to reach out to shoppers with attractive eCoupon offers to drive shopper traffic and spend, whole year round. For consumers, now is the time to take advantage of this smart application for a fun and rewarding shopping experience," he said.

UnionPay, the Official Card for GSS 2017, sees GSS as the ideal platform for the payment network to expand its presence in Singapore. With the world's largest cardholder base and a rapidly expanding merchant acceptance network in Singapore, Mr Wenhui Yang, General Manager of UnionPay International Southeast Asia, said: "We are delighted to be partnering with SRA again to be the Official Card of The Great Singapore Sale. With new digital initiatives to extend the event's reach to tech-savvy consumers, we believe that this will heighten the overall GSS experience in line with our aim to introduce more innovative products and services in Singapore. This year, we have also curated a list of exclusive GSS offers for UnionPay Cardholders. By downloading the eCoupons from the *GoSpree*, Cardholders can enjoy more savings and benefits as they shop with their UnionPay cards at GSS 2017."

Singapore Tourism Board (STB) Ms Ranita Sundramoorthy, Director, Attractions, Dining & Retail, said: "The Great Singapore Sale is part of our goal of enhancing Singapore's vibrant tourism landscape. With the introduction of the new application and more fun activities, we believe Singapore residents and visitors should remain captivated."

Chairman of the GSS 2017 Organising Committee Mr Christophe Cann, Group CEO (Asia), Al-Futtaim also would also like to acknowledge the contributions from the GSS 2017 Committee Members which comprised of representatives from SPRING Singapore, STB, UnionPay International, and selected SRA Council members, for their hard work and commitment in the 'remaking of GSS 2017', and is confident that GSS 2017 will be fun and successful'. He also thanked Mr Bryan Tan, COO of Ascentis Pte Ltd, for taking on the challenge of developing our *GoSpree* mobile app with such 'great speed' to help us take GSS 2017 digital".

GSS 2017 Launched with a Big Bang, with More Activities To Follow!

GSS 2017 was launched today in the busy Orchard Belt. The celebratory launch will be followed by two roving events at Marina Bay and Bugis precincts and shopping enclaves on Saturday 1 July 2017 and Saturday 22 July 2017 respectively. During the official launch, Singaporeans and tourists went on a hunt for QR Codes to scan barcodes on clothings, props to receive rewarding eCoupons. Subsequently, shoppers will be able to view themselves on RingsTV, YouTube, the giant electronic screens at 313 Somerset and Chevron House@Raffles Place, and online at www.greatsingaporesale.com.sg.

What is the 'GoSpree' Shopping App?

GoSpree is SRA's mobile app which brings together retail and service stores, shopping malls, dining outlets, attractions, leisure activities and hotels located island-wide "under one app".

GoSpree shoppers 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 footfall and spending whole year round. *GoSpree* shoppers can also have fun scanning QR Codes embedded with special rewards for more savings. *GoSpree* can be downloaded for free on the Apple App Store and Google Play Store from 9 June 2017.

To drive *GoSpree* downloads and registration, the 1st 3,000 who do so will immediately receive a \$5 Takashimaya eCoupon absolutely FREE!

There are other good reasons for to download and register on *GoSpree*, just to name a few:-

- *FREE \$15 Tourist SIM at **M1 Shop** eCoupon– (First 100 redemptions at Paragon)-
- *Additional 10% OFF **Aldo** eCoupon (footwear and handbags)
- *~~\$3920% OFF~~ **BCBGMAXAZIA Tops** eCoupon ([min spend \\$300 regular priced dresses](#))
- *2-For-1 **BOUNCE** eCoupon
- *~~\$105~~ OFF **China Heritage Centre & Trishaw Experience** eCoupon
- *FREE ~~\$85~~ **COURTS** eCoupon (min \$30 spend)
- *40% OFF **DENIZEN** eCoupon (regular priced jeans)
- *30% OFF **FREY_WILLIE** eCoupon (Diva Bangles)
- *FREE **Hansgrohe** Bath Set eCoupon (min \$49 spend)
- *\$10 **Hush Puppies** eCoupon (min \$100 spend)
- *20% **Karen Miller** eCoupon (regular priced dresses)
- *30% OFF **Carter's KidStyle** eCoupon (regular priced [Carter's dresses/ice merchandise](#))
- *\$30 OFF **Kipling** eCoupon (regular priced [bags](#) and luggages)
- *1-for-1 **Levi's** eCoupon (Levi's 501)
- *\$20 **METRO M.Essentials** eCoupon (4 Pc Fine Ceramic Knives)
- *50% OFF **Naiise** eCoupon (every 3rd item)
- *\$19 **Nautica** eCoupon (selected belts)
- *Buy \$50 for \$1 **The Furniture Mall** eCoupon (minimum \$250 spend)
- *FREE **DFS** \$29.90 eCoupon Tote Bag (no minimum spending)
- *\$5 **Robinsons** eCoupon (No min spend. 1st 2,000 redemptions)

UnionPay Card Exclusives

As the Official Card for GSS 2017, UnionPay Cardholders can also enjoy exclusive deals with their UnionPay cards (card number starting with 62), including the following:-

- 5% - 10% off at **Bally**
- Additional 10% off at **Alexis Eyewear Boutique**
- Additional \$20 off at **Chrysalis The Brow Haven and Chrysalis Spa**
- 20% off at **G.Spa**
- 5% OFF Total Bill at **Good Old Days**
- Complimentary signature dessert with min. spend of SGD100 at **Imperial Treasure Fine Chinese Cuisine, Marina Bay Sands**
- 15% OFF all Hair Treatments at **Jeric Salon**
- 15% off at **Lacoste**
- Additional 5% off at **Lemongrass House**
- Additional 5% off at **Oakley**
- Additional 5% off at **Ocean Paradise**
- Additional 5% off with minimum spending of \$500 on selected products at *Rabeanco*
- Additional 5% off Table and Floor Lamps at **Ralph Lauren Home**
- 15% off on food and beverage orders on a-la-carte menu at **Shang Palace, Shangri-la Hotel**
- Complimentary Glass of Champagne or Flask of Sake at Shinji (on order of Premium Omasake SHIN)
- 5% OFF Total Bill at **Spuds & Aprons**
- 15% OFF **Wings of Time** admission tickets

In addition, UnionPay Cardholders can download eCoupons from the GoSpree mobile app, or the UnionPay International mobile app, to enjoy more savings at the following retailers:-

- \$30 OFF at Bath & Body Works (Minimum \$100 spend)
- \$50 OFF at **Kate Spade** (Minimum \$200 spend)
- \$50 OFF at **Michael Kors** (Minimum \$200 spend)
- \$50 OFF at **Tumi** (Minimum \$200 spend)
- \$30 OFF at **Victoria Secrets** (Minimum \$100 spend)

Refer to www.greatsingaporesale.com.sg or *GoSpree* app for the full list of offers.

Important Notes:

- 1) *Terms and Conditions apply. Please check GoSpree eCoupons and/or in-store for full details.*
- 2) *For more information on UnionPay U Plan, visit <http://2016web.unionpayintl.com/en/Youjihua/html/sasa.html>*

END

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.

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.

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 (as at time of print) 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.

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. For more information, visit www.retail.org.sg.

About UnionPay International

UnionPay International (UPI) focuses on supporting the growth of UnionPay's global payments business. UnionPay's acceptance footprint has expanded to 162 countries and regions, covering more than 41 million merchants and over two million ATMs worldwide. With more than 6.5 billion UnionPay cards issued in 42 countries and regions, UnionPay serves the world's largest cardholder base by providing quality, cost effective and secure payment services, and ensuring convenient local services to a growing number of merchants.

In Southeast Asia, UPI has enabled ATM, POS acceptance and card issuance across all 10 countries.

For more information about UPI, 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.

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APPENDIX A: About GoSpree

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APPENDIX B: About the Great Singapore Sale



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