

Embargoed For Release On Friday 21 September 2018 (After 8.45pm)

24/7 ‘Don Don Donki’, Singtel Shop Comcentre and Frasers’ “Tribal Quest” Amongst Winners Of SRA Retail Awards 2018

Highlights: -

- **Don Don Donki (Orchard Central) wins coveted Best New Entrant of the Year Award 2018**
- **Singtel Shop Comcentre wins Best Retail Concept Award 2018**
- **Going digital in “Tribal Quest” claims Best Retail Event Award 2018 for Frasers Property Singapore**
- **200 employees at Orchard Turn Developments Pte Ltd contributed more than 1000 hours to charity and lands the company Best Efforts in Corporate Social Responsibility Award 2018**
- **Mr Law Kar Fei, District Manager from 7-Eleven is bestowed Manager Of The Year 2018**
- **Ms Nicole Koh Yun Qi, Training Manager, Pandora is named Young Executive Of The Year 2018**
- **Paragon and Tampines Mall were judged by SRA members as the best Shopping Centres in Centre Management and Advertising & Promotions respectively**
- **The 3rd edition of Singapore Golden Week organised by SRA with Official Payment Brand partner UnionPay kicked off on 14 September with attractive offers at over 100 brands**

Singapore, 21 September 2018 — It was indeed a dazzling night as more than 600 retailers together with their staff, landlords and supportive tenants as well as business partners decked out in their best converged at Raffles City Convention Centre to honour all deserving winners and celebrate the industry’s achievements at the coveted annual SRA Retail Awards Gala Dinner 2018.

Eight of Singapore's best in the retail industry were honoured tonight by Singapore Retailers Association (SRA) for the outstanding impact they have each made on the retail scene in Singapore through innovation, creativity and retail excellence. They were this year's winners of the prestigious SRA Retail Awards, presented by the Association for the 19th year running, to the industry's best for adding new and exciting dimensions to retail and taking the industry to new heights. Supported by Enterprise Singapore and Singapore Tourism Board, the SRA Retail Awards 2018 were presented by Guest-of-Honour, Ms Sim Ann, Senior Minister of State, Ministry of Culture, Community and Youth and Ministry of Communications and Information. *(Please see Annex A for full list and details of Winners of Retail Awards 2018).*

Mr R. Dhinakaran, President SRA, gave the guests a quick snapshot of the Association's events and activities carried out by the Secretariat for the retail industry and thanked members and sponsors for their ardent support in the past year. Alongside the unveiling of SRA's new Vision & Mission, Mr Dhinakaran also shared that SRA will be stepping up their efforts in supporting retailers "to better respond to today's growing digital economy." These include "training on e-learning platforms and a slew of training programmes to be ahead of the digital curve" as well as "funded curated retail tech solutions".

The guests were entertained throughout the evening with performances by silk aerialists, jazz singer Beverly Morata and comedian Rishi Budhrani. Some 100 guests won over \$100,000 worth of prizes ranging from uDiva Star Massage Chair (OSIM); Locman Ladies Watch with Diamonds (Cortina Watch); Lifestyle Furnitures (Star Furniture); Samsung Galaxy S9 (Singtel); shopping vouchers at Jay Gee, Harvey Norman, Triple Fit and Wing Tai Retail generously sponsored by SRA Council Members, SRA Members and business associates in the lucky draw. Dinner guests had fun scanning GoSpree QR Codes and won themselves more prizes! All guests also brought home with a GoSpree tote bag containing "6-pack Eu Yan Sang Essence of Chicken with Goji Berries & Red Dates", Wild Wild Wet admission passes for 2, Vision Lab Eyewear vouchers, Cadbury Dark Milk Chocolate and 100 plus canned drinks to further invigorate!

End

For media enquiries, please contact:

Ms Rose Tong
Executive Director
Singapore Retailers Association
Mobile: +65 9368 7878
Email: rose@sra.org.sg

Ms Mariah Amin
Executive, Industry Events & Membership
Singapore Retailers Association
Mobile: +65 9766 5819
Email: mariah@sra.org.sg

Winners of SRA Retail Awards 2018**1) BEST NEW ENTRANT OF THE YEAR****Don Don Donki (Orchard Central)**

Don Quijote, Japan's largest discount chain opened its first Southeast Asian store in Singapore as Don Don Donki. Located in Orchard Central with a size, the first flagship store was launched with the aim of positioning itself as the "Japanese brand specialist" by offering products that are either made or designed in Japan. Don Don Donki's entrance into Singapore also introduces Don Quijote's very own house brand of products, Jonetsu Kakaku, which includes food, health and beauty products and daily household essentials. Staying true to their retail DNA, which revolves around convenience, discount and amusement, the Orchard Central opens for 24/7 and offers a Neverland of authentic Japanese products at the lowest possible prices for their customers. In June 2018, Don Don Donki opened another outlet at 100AM mall in Tanjong Pagar. Similar to the outlet in Orchard Central, the second store boasts two levels of retail space that spans 1186sqm. It opens from 8am to midnight, seven days a week.

<https://www.dondondonki.sg/>

2) BEST RETAIL CONCEPT OF THE YEAR**Singtel Shop Comcentre**

The flagship Singtel Shop Comcentre underwent a revamp to become the first of its stores to implement an all-new phygital engagement, integrating physical in-store and online experiences to create a seamless new customer experience. At the heart of the shop's transformation is an omni-channel and personalised shopping experience powered by the store's Smart eQueue, intelligent WiFi and self-serve features, many of which are a first in Singapore's retail industry. The new Singtel shop and its technology features have proved to be popular with their customers, with 80% of them adopting the Smart eQueue service, over 90% of customer service transactions offloaded to the self-serve kiosks and consistently high Customer Engagement scores in the first few months of its re-opening. With the digital concept they implemented, the shop has also successfully and impressively reduced from two work shifts per day to just one, reducing manpower and operational costs.

<https://www.singtel.com/store-locator/comcentre>

3) BEST RETAIL EVENT OF THE YEAR

Frasers' "Tribal Quest" by Frasers Property Singapore

Property Singapore adopted digital gamification for the first time in 2017, in an attempt to attract crowds and boost consumer interactions in its malls. Frasers Tribal Quest, an in-app game in the Frasers' Rewards app, called for shoppers to go on a live hunt for tribal animals tagged with QR codes across 12 Frasers Centrepoint Malls: The Centrepoint, Causeway Point, Waterway Point, Northpoint City, Changi City Point, Eastpoint Mall, Robertson Walk, Bedok Point, YewTee Point, Anchorpoint, Valley Point and China Square Central. The players stood to win over \$380,000 worth of prizes, including mall gift cards and retailer vouchers. The pilot game saw more than 20,000 hours of gaming inside the malls of Frasers Centrepoint Singapore and over 350,000 rounds of play at the end of the gaming period. Frasers Centrepoint Malls has since received the Gold Award for Emerging Digital Technology at the ICSC Asia Pacific Shopping Centre Awards for Frasers Tribal Quest. Shoppers who played the game commended Fraser's initiative as it made shopping fun again.

http://www.frasersrewards.com/promotion_detail.php?c=584&desc=Promotions&p=38803&t=get-ready-for-instant-rewards-withbrfrasers-tribal-quest

4) BEST EFFORTS IN CORPORATE SOCIAL RESPONSIBILITY

Orchard Turn Developments Pte Ltd

To mark their 8th anniversary, Orchard Turn Developments Pte Ltd went on a 8-month long journey of giving back to the community. They ramped up their CSR activities by completing more than 1000 hours, in support of various charitable causes including volunteering at children's homes, old folks' homes, animal shelters and at other local charities. Their 200 employees were also given the opportunity to contribute to a cause they felt a personal connection to, which ranged from the Red Cross blood donation drive, Yellow Ribbon Prison Run 2017 to the Heartstrings Walk in collaboration with Community Chest.

<https://www.ionorchard.com/en/>

5) MANAGER OF THE YEAR

Mr Law Kar Fei, 7-Eleven

Kar Fei joined 7-Eleven in 2001 as a Night Shift Leader in Yishun store and rose to his present position as a District Manager, overseeing a total of 80 stores with a turnover of more than \$7 million. His proactiveness in initiating improved work processes at his workplace over the years clearly demonstrates his genuine desire to contribute to the success of the company and the retail industry as a whole. To optimise inventory levels by store, he developed an Excel spreadsheet to track which in turn also helped reduce product shrinkage. Kar Fei believes in leading by example and is always ready to 'roll up his sleeves and get his hands dirty to get the job done". He is a good mentor and a role model for future retail leaders to emulate. Kar Fei has also won many top accolades including the Best District and Like-for-Like Sales Growth Awards in his career with 7-Eleven.

6) YOUNG EXECUTIVE OF THE YEAR

Ms Nicole Koh Yun Qi, Pandora

As a learning and development practitioner, Nicole has an infectious excitement for her job, the company, and the retail industry. She loves being challenged day in and day out and in her roles of visual merchandising and training. She introduced a new coaching programme for store managers to upskill themselves and produced a series of Service training courses aimed at training staff in the Pandora's way of selling. Nicole also makes it a priority for continual self-improvement, by enrolling in courses such as Advanced Certificate in Training and Assessment (ACTA) to help her perform her job better.

Winners of the Manager and Young Executive of the Year Awards will each receive a \$4,000 educational reward from SRA, while the finalists receive a \$500 reward each. The rewards are part of the SRA Membership Rewards Programme to recognise, reward and upgrade deserving individuals within the SRA member companies.

These awards pay tribute to the shopping centres that score the highest average ratings relative to the number of votes casted by their tenants who are SRA members.

7) BEST EFFORTS IN ADVERTISING & PROMOTION (SHOPPING CENTRE) *

Tampines Mall

8) BEST EFFORTS IN CENTRE MANAGEMENT (SHOPPING CENTRE) *

Paragon

About the SRA Retail Awards

Launched by Singapore Retailers Association in 2000, the SRA Retail Awards are presented annually to the industry's best in honour of the impact they have each made on the retail scene in Singapore. Supported by Enterprise Singapore and the Singapore Tourism Board, the annual SRA Retail Awards seek to raise the standards, profile and image of the retail industry in Singapore by promoting innovation, creativity and retail excellence, so as to constantly add new and exciting dimensions to retail and take the industry to new heights.

About Singapore Retailers Association (SRA)

Singapore Retailers Association (SRA) was founded in 1977, originally as 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 Enterprise Singapore'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 more than 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 and Council 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.