PRESS RELEASE

Frasers Property broadens Frasers Experience rewards ecosystem through partnerships with NTUC Link and Shell, creating one of Singapore's largest rewards networks

- Partnership with NTUC Link gives Link Rewards members access to more than 2,000 grocery, dining, retail and lifestyle touchpoints at nine participating malls under Frasers Property Singapore
- Partnership with Shell brings together EV charging, rewards and retail experiences to create new opportunities for FRx and Shell GO+ members
- New partnerships have the potential to engage approximately 4 million[1] memberships across Singapore and create new opportunities for retailers through increased footfall, repeat visits and cross-category spending

SINGAPORE, 29 JULY 2026

Frasers Property Singapore today announced separate strategic partnerships with NTUC Link and Shell Singapore to expand the reach and value of its Frasers Experience (FRx) programme. By connecting FRx with Link Rewards and Shell GO+ respectively, the partnerships will unlock new ways for members to earn and redeem rewards across everyday essentials, lifestyle spending and mobility touchpoints, while opening up additional opportunities for over 2,000 retailers across its mall network.

Together, the partnerships have the potential to engage a combined membership ecosystem of approximately 4 million[1], benefitting over 1 million FRx members, 2.4 million Link Rewards members, as well as both petrol and electric vehicle (EV) owners in Singapore who are members of the Shell GO+ and Shell Recharge programmes.

The partnerships were formalised through two Memorandums of Understanding (MOUs) signed at Retail Spark! 2026, Frasers Property Singapore's annual tenant appreciation event. Through these partnerships, the company aims to drive repeat visits, increase cross-category spending and create more opportunities for tenants to engage and retain customers across its mall network.

Connecting everyday essentials with lifestyle experiences

Under the MOU, Frasers Property Singapore and NTUC Link will connect **FRx** with **Link Rewards**, giving members access to more than 2,000 grocery, dining, retail and lifestyle touchpoints islandwide, including nine participating malls operated by Frasers Property Singapore.

The collaboration builds on the strong co-location advantage between Frasers Property Singapore, Singapore's largest suburban retail mall owner whose malls serve about half of the nation's population, and FairPrice Group's extensive presence across grocery, food service, convenience and pharmacy touchpoints islandwide.

By combining two of Singapore's leading loyalty programmes, the partnership connects shoppers to a broader range of rewards across everyday essentials, retail, dining and lifestyle experiences.

Extending rewards into mobility

Separately, Frasers Property and Shell will explore opportunities to connect their loyalty ecosystems, **FRx** and **Shell GO+**, to extend member benefits across EV charging and retail experiences.

The three-year partnership will look into deployments of Shell Recharge EV charging solutions at selected malls, alongside charging-related incentives and exclusive member offers. Benefits include EV charging privileges, Shell and tenant promotions, complimentary parking for Shell Recharge users and opportunities to

---

[1] Membership bases are not mutually exclusive and may include individuals who belong to multiple programmes.

earn rewards across both retail and mobility touchpoints, creating a seamless "drive, charge, shop and earn" journey.

The partnership aims to make EV ownership and charging more rewarding, while creating new opportunities for shoppers to conveniently earn and redeem value across both retail and mobility experiences.

Mr Adrian Tan, Managing Director, Retail, Frasers Property Singapore, said: "Through strategic partnerships with NTUC Link and Shell, we are extending the value of our FRx ecosystem beyond retail into areas such as daily essentials and mobility. This creates more opportunities for members to earn and redeem rewards across a wider range of experiences, while helping our tenants reach a broader customer base, drive footfall and encourage cross-category spending. Ultimately, this reinforces our vision of our malls as vibrant community destinations that create meaningful value for consumers, retailers and partners."

Ms Karen Chan, Chief Customer and Marketing Officer, FairPrice Group, said: "We are excited to partner with Frasers Property Singapore to make Link Rewards available to FRx members, giving them an additional way to be rewarded for their everyday spending at merchants under Frasers Property malls. By earning Linkpoints across participating malls, they can enjoy rewards across our growing network of dining, entertainment, retail and lifestyle brands, as well as FairPrice Group's extensive network of everyday touchpoints. Together, we hope to elevate the shopping experience, bringing greater value and making everyday moments a little better."

Mr Doong Shiwen, General Manager of Shell Mobility and Convenience Singapore, said: "Customers increasingly expect connected experiences that fit seamlessly into their daily lives. Our collaboration with Frasers Property Singapore gives us an opportunity to create more connected experiences across mobility and retail, making everyday journeys more convenient and rewarding. By combining the strengths of our respective loyalty programmes, we can explore new ways to reward Shell GO+ and Frasers Experience members whether they are fuelling, charging, shopping or dining."

The benefits for FRx and Link Rewards members are expected to roll out from 1Q2027, while initiatives under the partnership with Shell are targeted to commence towards the end of the year. Details will be shared at a later date.

Advancing a community-first retail strategy

These collaborations build on Frasers Property Singapore's community-first retail strategy, which envisions its malls as social hubs where people can meet everyday needs, build connections and feel a sense of belonging. Through inclusive design, technology and strategic partnerships, the company continues to enhance accessibility, community engagement and sustainability across its retail portfolio.

Initiatives such as digital wayfinding, Calm Hours, Dementia Go-To Points and FRx50+ support diverse community needs, while collaborations with organisations including Lions Befrienders, DBS Foundation, CIMB Singapore, Community Chest, SG Enable and The Food Bank Singapore strengthen social impact.

Frasers Property Singapore also promotes more sustainable lifestyles through initiatives such as its Green-Coded campaign and collaborations with SP Group on renewable energy and energy-efficient solutions, reinforcing its commitment to creating inclusive, future-ready spaces for the communities it serves.

END

About Frasers Property Singapore

Frasers Property Singapore is a business unit of SGX-listed Frasers Property Limited, a multinational company that owns, develops, and operates a diverse and integrated property portfolio.

Frasers Property Singapore invests, develops and operates residential, retail, office and mixed-use properties in Singapore.

Over the years, it has developed over 23,000 quality homes. It oversees a portfolio of 12 shopping malls in Singapore and six commercial properties. Nine of the retail assets and one commercial property are held under Frasers Centrepoint Trust, and another commercial property is held under Frasers Logistics & Commercial Trust.

For more information on Frasers Property Singapore, please visit frasersproperty.com/sg or follow us on Facebook and Instagram.

About Frasers Property Limited

Frasers Property Limited ("Frasers Property" and together with its subsidiaries, the "Frasers Property Group" or the "Group") is an integrated investor-developer-operator of real estate products and services. Listed on the Main Board of the Singapore Exchange Securities Trading Limited ("SGX-ST") and headquartered in Singapore, the Group has total assets of approximately S$40.0 billion as at 31 March 2026.

Frasers Property operates across five asset classes: industrial & logistics, retail, commercial & business parks, residential and hospitality. Its businesses span Southeast Asia, Australia, Europe and China, and its well-established hospitality business owns and/or operates serviced apartments and hotels in 20 countries.

The Group is the sponsor of real estate investment trusts ("REITs"), Frasers Centrepoint Trust and Frasers Logistics & Commercial Trust, listed on the SGX-ST, as well as Frasers Property Thailand Industrial Freehold & Leasehold REIT and Golden Ventures Leasehold Real Estate Investment Trust, listed on the Stock Exchange of Thailand.

Guided by its purpose of inspiring experiences and creating places for good, the Group promotes an ESG framework that supports long-term value creation through focus areas such as transparent governance, sustainable finance, inclusive communities and reducing its carbon emissions. Frasers Property aims to deliver lasting shared value for its customers, people, investors and communities, while fostering a progressive, collaborative and respectful culture.

For more information on Frasers Property, please visit frasersproperty.com or follow us on LinkedIn.

About FairPrice Group

FairPrice Group was established in 2019, bringing together four entities - FairPrice, Kopitiam, Foodfare and NTUC Link - with the purpose of making every day a little better by keeping daily essentials within reach for all in Singapore. FairPrice Group strives to optimise the resources of all four impact businesses and leverage their respective strengths to make things easy on the wallet, experience, and planet for those it serves.

With an extensive network of over 570 touchpoints, FairPrice Group seeks to provide an integrated array of products and services, from groceries, ready-to-cook, and ready-to-eat offerings, to on-premise meals, food take-aways, and a rewards programme that delivers personalised and delightful experiences to customers.

For more information on FairPrice Group, visit www.fairpricegroup.com.sg.

FOR MEDIA QUERIES, PLEASE CONTACT:

Frasers Property Singapore

Chen MeiHui | Ho Xueyan
T +65 6215 6352
E meihui.chen@frasersproperty.com | xueyan.ho@frasersproperty.com

Eleven Pte Ltd

Yiting Foo | Chan Yi Zhen | Erica Lim
T +65 9790 7329 | 9647 2360
E ytfoo@eleven.com.sg | yzchan@eleven.com.sg | elim@eleven.com.sg