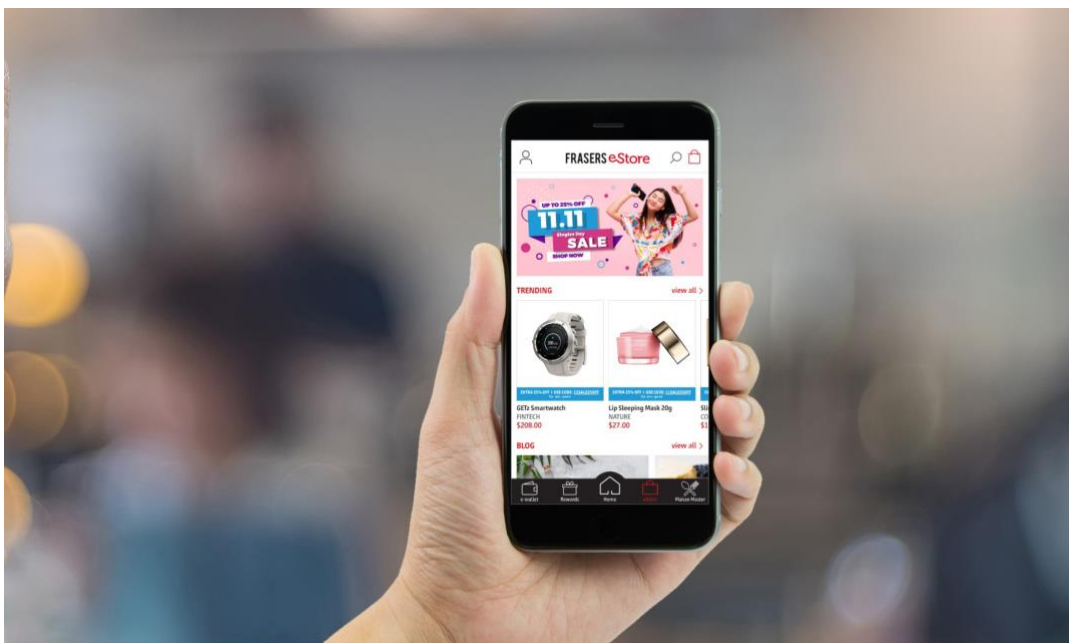


## FRASERS PROPERTY RETAIL ENHANCES DIGITAL OFFERINGS WITH THE LAUNCH OF FRASERS ESTORE TO ITS EXPANDED MEMBERSHIP BASE

- An e-commerce marketplace, the 'Frasers eStore', will launch in October 2020, to provide a seamless store-to-door shopping experience for all
- Two loyalty programmes, Frasers Experience and AMperkz, will be integrated into a single loyalty programme with a potential membership base of over 800,000 shoppers and over 2,000 touchpoints across the 14 malls managed by Frasers Property Retail in Singapore
- AMperkz members will have their accumulated benefits transferred and enjoy new features from Frasers Experience upon their consent, such as the new Frasers eStore, cashless payment options, digital gift cards and an exclusive digital F&B concierge service, Frasers Makan Master



**SINGAPORE, 1 SEPTEMBER 2020**

Frasers Property Retail will be launching its new e-commerce marketplace, Frasers eStore, which aims to provide a seamless store-to-door experience to serve tenants and shoppers, via the Frasers Experience (“FRx”) app this October. The Frasers eStore will be available to a potential membership base of over 800,000 shoppers on the FRx platform, which integrates two loyalty programmes, Frasers Experience and AMperkz into a single loyalty programme.

According to a recent report by [GlobalData](#), Singapore has experienced a surge in e-commerce transactions since the Covid-19 pandemic began, with the uptrend in online shopping expected to continue even after the pandemic. In line with Singapore’s accelerated digital transformation in recent months, as well as a growing preference for e-commerce platforms and cashless payments, there is an increasing need for businesses to make their products and services available both in-store and online. The expanded FRx platform thus aims to empower tenants to embrace digitalisation and unlock new growth opportunities, with a truly omnichannel retail experience.

The Frasers eStore will enhance tenants’ outreach to a potential membership base of over 800,000 shoppers on the FRx platform, while also providing an additional avenue for shoppers to browse and

purchase products from tenants across all 14 malls<sup>1</sup> of Frasers Property Retail with greater convenience and flexibility. The Frasers eStore will launch with 200 merchants, and will be accessible to the public via the FRx app from end October 2020.

**Mr Tan Kee Yong, Chief Operating Officer of Frasers Property Retail**, said: “The launch of Frasers eStore marks the natural next step in our digital transformation journey with our tenants to further support them as they embrace digital solutions to find additional avenues to market their products, while adapting to changing consumer behaviours. The launch builds upon the success of the FRx platform, which was launched in 2018 to provide a truly seamless shopping experience. In addition, we hope that an omni-channel retail platform will offer greater convenience and value-added services for shoppers. Looking towards a post-pandemic future, we stand ready with our tenants to leverage these digital platforms to emerge stronger, more adaptable, and more resilient than before.”

With the new Frasers eStore, FRx members can expect to place a single consolidated order from multiple tenants in a mall and have their package delivered to their doorstep, all within the FRx app. Purchases made through the eStore may be used to earn Frasers Points with every minimum spend of S\$10, which can be redeemed for Carpark\$ to offset their parking fees, Digital Gift Cards, eVouchers and exclusive deals from the FRx app.

Shoppers may place orders through the Frasers eStore, which is accessible via the FRx loyalty app. The eStore features an array of lifestyle, fashion and beauty products listed by various tenants at the malls of FPR. They can purchase products from multiple tenants, which will be consolidated in a single order. Upon confirmation and payment, the order will be processed and packaged by a delivery partner. All orders can be tracked throughout the delivery process via the FRx app.

Since launching the FRx app in November 2018, Frasers Property Retail has observed a steady rise in membership. FRx members account for one in four transactions at the malls, proving the efficacy of the platform in driving tenants’ sales. The user-friendly platform has also been successful in driving shopper retention, regularly adding new features to achieve a 40 percent members’ usage rate.

The app provides shoppers with a convenient and cashless way to shop, eat, and play at the malls of Frasers Property Retail. Shoppers may purchase and utilise digital gift cards, redeem points from an extensive rewards catalogue, and make cashless payments through a consolidated e-payment platform, FrasersPay. An exclusive digital F&B concierge service Frasers Makan Master was added as an exclusive in-app feature in early 2019 to allow shoppers to pre-order, pay and collect meals. In April 2020, Frasers Makan Master was enhanced with meal delivery services, and a dine-in feature to provide shoppers the flexibility of ordering from the comfort of their tables and reduce their contact points within restaurants.

FRx will be merged with AsiaMalls’ loyalty platform AMperkz with effect from 14 September 2020. As part of the integration, AMperkz members can switch to the FRx loyalty programme to enjoy its benefits, while having their accumulated benefits transferred into the FRx app, which can be redeemed across all 14 malls of Frasers Property Retail. To welcome AMperkz members to the FRx programme, the validity of these benefits will be extended for another year upon consent.

Frasers Makan Master will be expanded to include multi-brand delivery orders in mid-September, allowing members to place orders from multiple F&B tenants within the same mall and indulge in these meals in the comfort of their homes. Along with the new Frasers eStore, Frasers Property Retail hopes to tap into its growing membership base to provide an integrated and convenient shopping experience for all, while unlocking new growth opportunities for its tenants within and beyond its malls.

<sup>1</sup> The 14 malls in Frasers Property Retail’s portfolio include Anchorpoint, Bedok Point, Causeway Point, Changi City Point, Eastpoint Mall, Northpoint City, The Centrepoint, YewTee Point, Waterway Point, as well as five malls under AsiaMalls Management’s portfolio namely Century Square, Hougang Mall, Tiong Bahru Plaza, Tampines 1 and White Sands.

These new initiatives mark the next step in Frasers Property Retail's digital roadmap and investment in innovative solutions to embrace new shopper behaviours. Looking ahead, shoppers and tenants alike can expect a slew of innovative digital solutions in the post-pandemic retail landscape.

For more information on the FRx programme: [www.FrasersExperience.com](http://www.FrasersExperience.com)

### **About Frasers Property Retail**

Frasers Property Retail is a retail-focused platform under Frasers Property Singapore, a strategic business unit of SGX-listed Frasers Property Limited ("Frasers Property" and together with its subsidiaries, the "Frasers Property Group" or the "Group").

Frasers Property Retail oversees asset, property and development management of the Group's retail assets in Singapore, and management of Frasers Centrepoint Trust. This represents an asset under management size of S\$8.6 billion as at 31 March 2020, including assets held across Frasers Property Singapore, Frasers Centrepoint Trust, and the Group's strategic investments in the PGIM Real Estate AsiaRetail Fund Limited.

Frasers Property Retail's portfolio comprises 14 shopping malls in Singapore, including suburban retail malls in highly-populated areas and integrated mixed-use developments such as Northpoint City, the largest mall in Northern Singapore, and Waterway Point, Punggol's first waterfront development.

### **About Frasers Property Singapore**

Frasers Property Singapore is a strategic business unit of SGX-listed Frasers Property Limited, a multi-national company that owns, develops, and manages a diverse and integrated property portfolio with total assets of approximately S\$38.7 billion as at 31 March 2020.

Frasers Property Singapore owns, develops and/or manages residential, retail, office, business space and business park properties in Singapore. Its business also includes management of office and business space properties in Singapore held by Frasers Logistics & Commercial Trust.

Over the years, it has developed over 21,000 quality homes. It oversees a portfolio of 14 shopping malls and eight office, business space and business park properties. Seven of the retail assets, and two of the office and business space properties are held under Frasers Centrepoint Trust and Frasers Logistics & Commercial Trust respectively.

For more information on Frasers Property Singapore, please visit [www.frasersproperty.com/sg](http://www.frasersproperty.com/sg)

### **About Frasers Property Limited**

Frasers Property Limited ("Frasers Property" and together with its subsidiaries, the "Frasers Property Group" or the "Group"), is a multi-national owner-operator-developer of real estate products and services across the property value chain. 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\$38.7 billion as at 31 March 2020.

Frasers Property's multi-national businesses operate across five asset classes, namely, residential, retail, commercial & business parks, industrial & logistics as well as hospitality. The Group has businesses in Southeast Asia, Australia, Europe and China, and its well-established hospitality business owns and/or operates serviced apartments and hotels in over 70 cities across Asia, Australia, Europe, the Middle East and Africa.

Frasers Property is also the sponsor of two real estate investment trusts ("REITs") and one stapled trust listed on the SGX-ST. Frasers Centrepoint Trust and Frasers Logistics & Commercial Trust are focused on retail, and industrial & commercial properties respectively. Frasers Hospitality Trust (comprising Frasers

## PRESS RELEASE



Hospitality Real Estate Investment Trust and Frasers Hospitality Business Trust) is a stapled trust focused on hospitality properties. In addition, the Group has two REITs listed on the Stock Exchange of Thailand. Frasers Property (Thailand) Public Company Limited is the sponsor of Frasers Property Thailand Industrial Freehold & Leasehold REIT, which is focused on industrial & logistics properties in Thailand, and Golden Land Property Development Public Company Limited is the sponsor of Golden Ventures Leasehold Real Estate Investment Trust, which is focused on commercial properties.

The Group is unified by its commitment to deliver enriching and memorable experiences to customers and stakeholders, leveraging its people, knowledge and capabilities from across markets to deliver value in its multiple asset classes.

For more information on Frasers Property, please visit [frasersproperty.com](https://frasersproperty.com).

### FOR MEDIA QUERIES, PLEASE CONTACT:

**Black Dot for Frasers Property Retail**

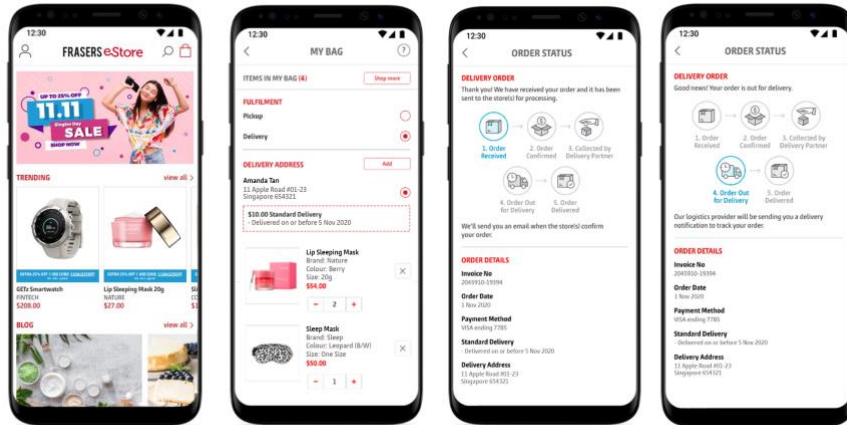
Gina Peh

Consultant, Black Dot

Email address: [gina@blackdot.sg](mailto:gina@blackdot.sg)

**ANNEX A: Frasers eStore**

*Caption: With the Frasers eStore, a single consolidated order can be placed from multiple tenants in a mall and delivered to the shopper's doorstep.*



*Caption: The Frasers eStore will launch with 200 merchants, and will be accessible to the public via the FRx app from end October 2020.*

