

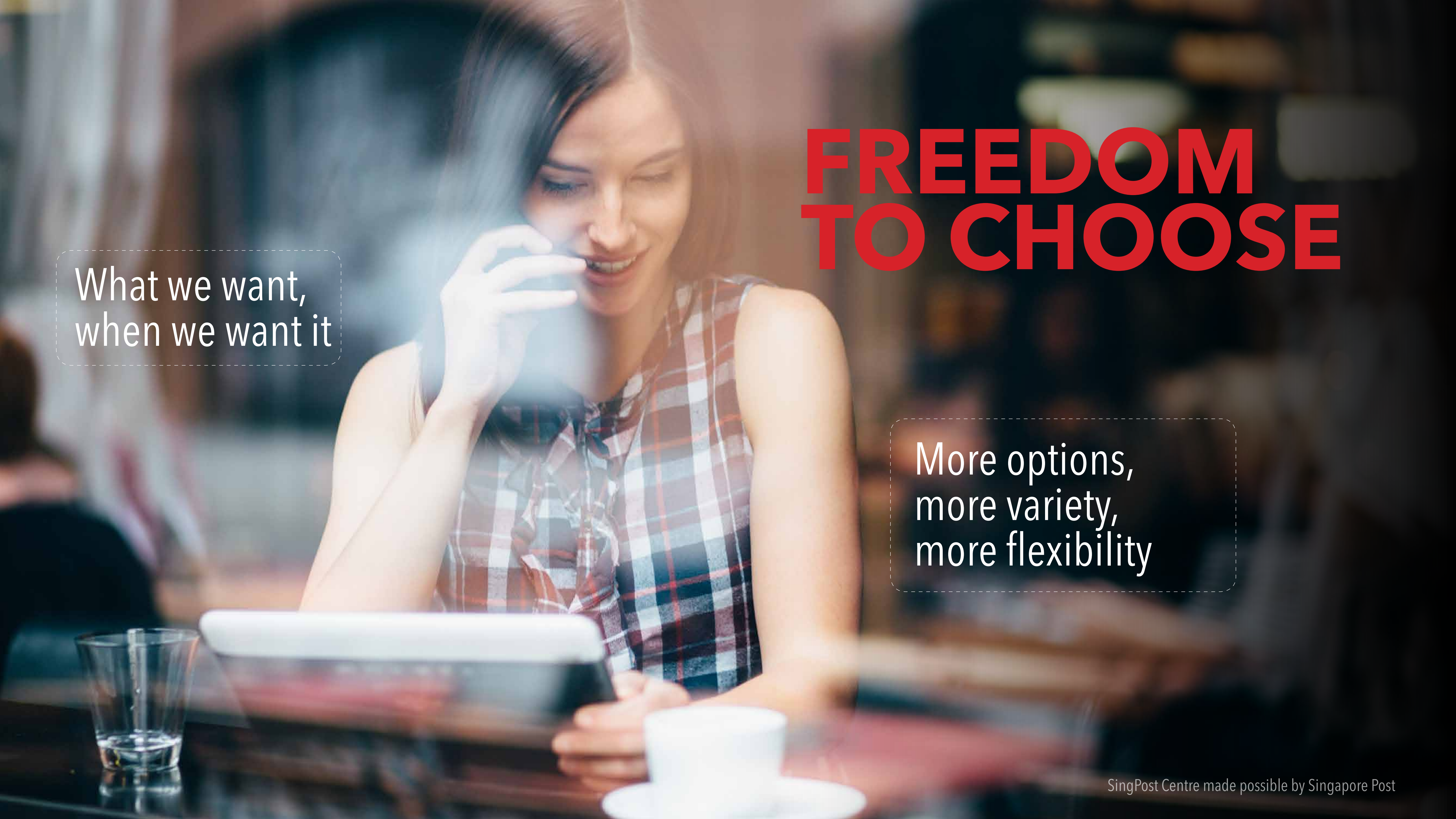
# SINGAPORE POST CENTRE

Made possible by



# THE WORLD AS WE KNOW IT IS CHANGING



A woman with long brown hair, wearing a red and blue plaid sleeveless shirt, is sitting at a dark wooden table in a cafe. She is holding a black mobile phone to her ear with her right hand and looking down at a laptop screen with her left hand. On the table, there is a clear glass of water and a white coffee cup on a saucer. The background is blurred, showing other people and interior lights of the cafe.

What we want,  
when we want it

# FREEDOM TO CHOOSE

More options,  
more variety,  
more flexibility



# CHANGING SHOPPER HABITS





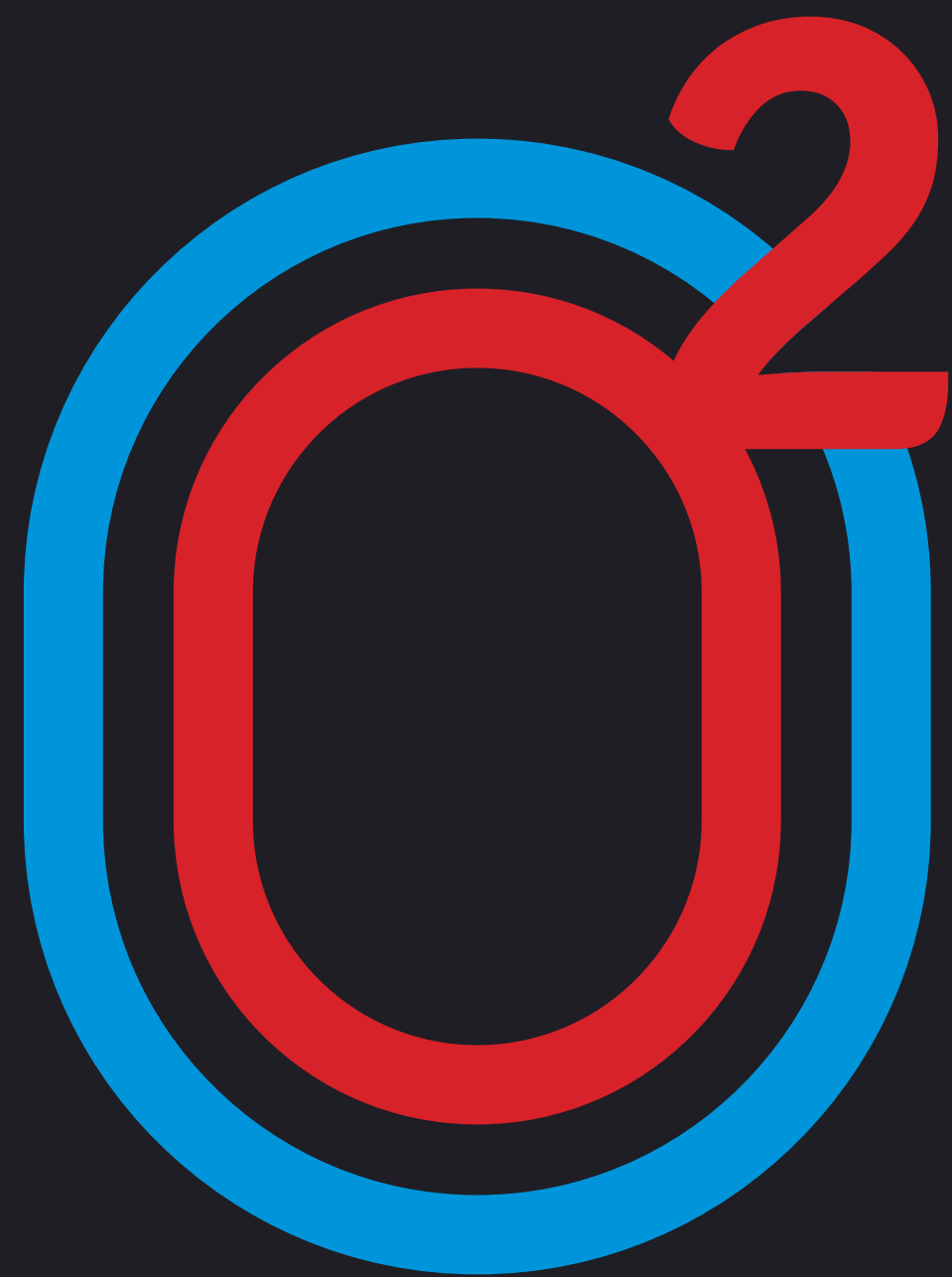
# A WORLD WHERE ONLINE MEETS OFFLINE





**SO WHAT DOES THIS MEAN FOR  
THE RETAILERS  
OF TOMORROW**





# THE NEW RETAIL EXPERIENCE



# THE WAY OF THE FUTURE

Singapore Post Centre brings forth a unique and disruptive retail concept, O<sup>2</sup> (O-squared)

O<sup>2</sup> will redefine the way of retail. It is where online and offline worlds converge to meet the progressive demands of today's shoppers

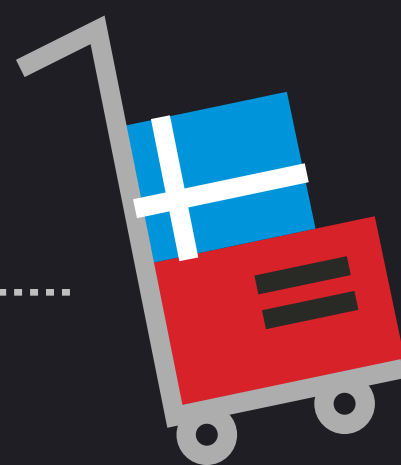
This revolutionary concept puts businesses and consumers at the heart, minimizing retail costs and enhancing the shoppers' experience

# THE NEW RETAIL EXPERIENCE

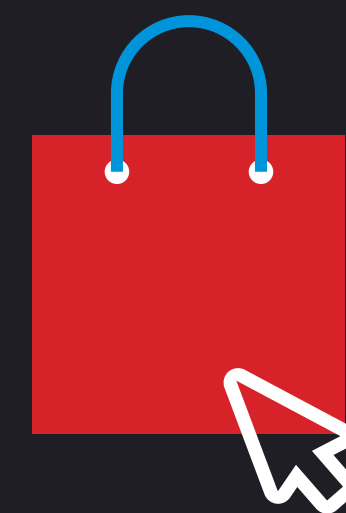
Riding on an established eCommerce logistics platform to pilot the first O<sup>2</sup> retail mall experience in the new Singapore Post Centre



Warehousing



24/7 Delivery



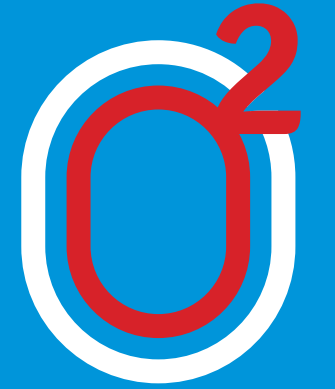
Online Retail Platform



Physical Retail Store



# HOW DOES IT WORK?



Display & Interact

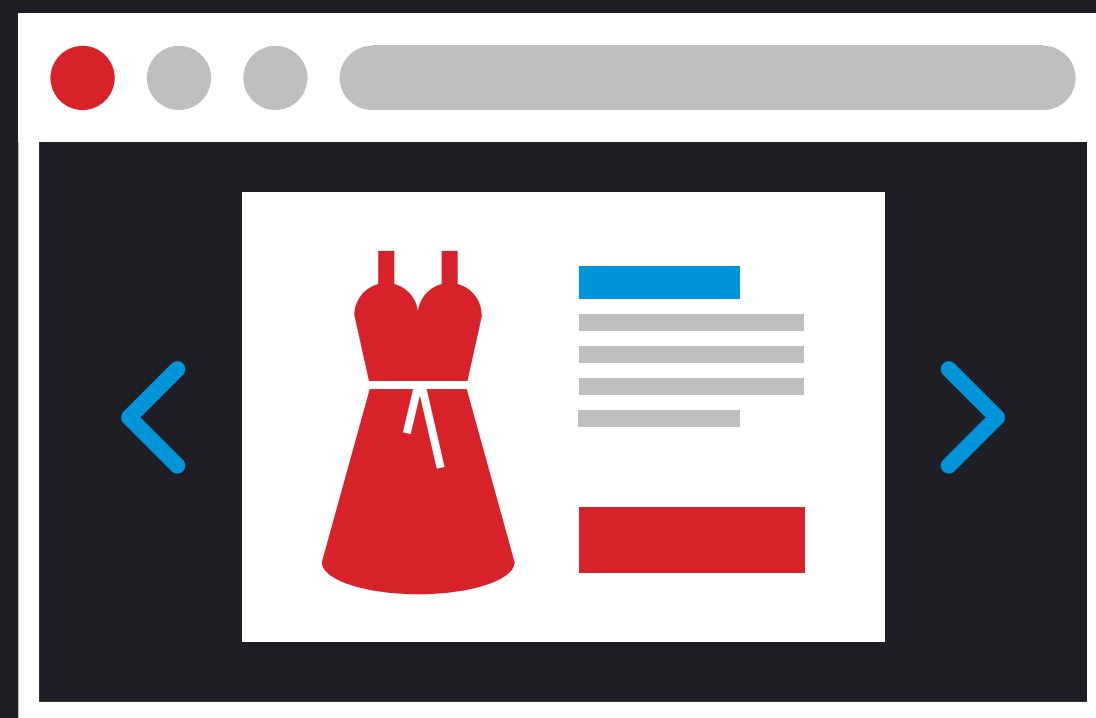
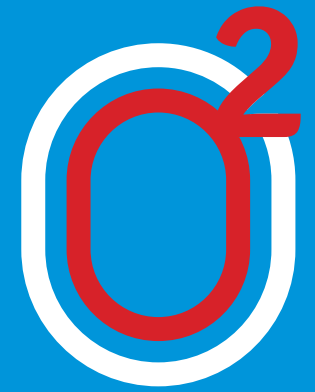


Pay



Deliver

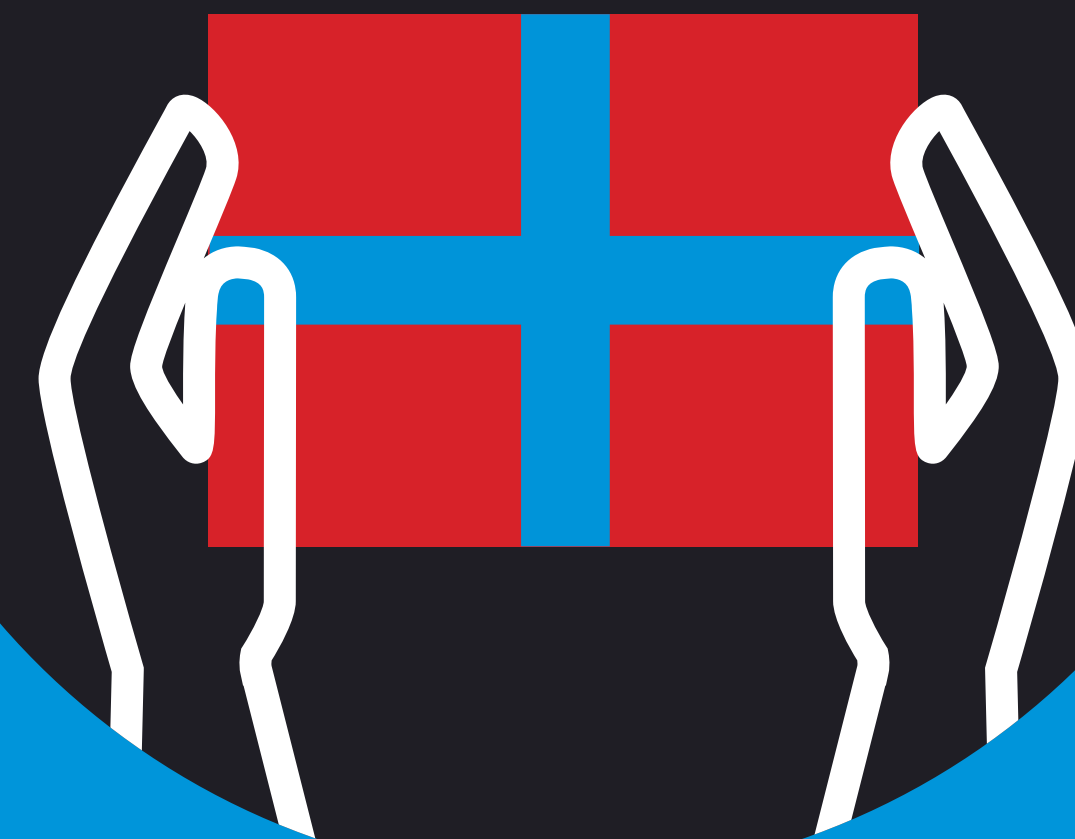
# HOW DOES IT WORK?



Browse



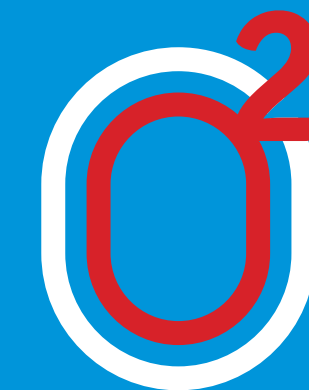
Pay



Self Pick-up



# THE CHOICE IS YOURS



Take It With You



Get It Delivered



Pick-up Location



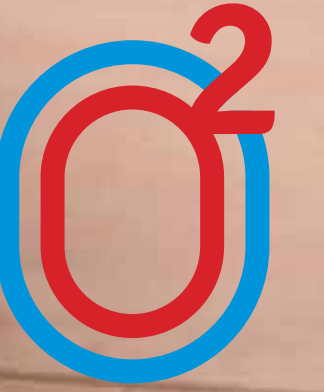
POPStation



# CREATING AN ELEVATED SHOPPING EXPERIENCE

In a place where online meets offline, shoppers have the flexibility to try, experience and buy any way they want.

Shoppers never have to worry about carrying bags around, giving them more time to enjoy everything Singapore Post Centre has to offer.





# ENDLESS POSSIBILITIES

Less storage means more room for exciting merchandise displays. Singapore Post Centre takes care of the back-of-house operations so retailers can focus on the important stuff – delighting shoppers.

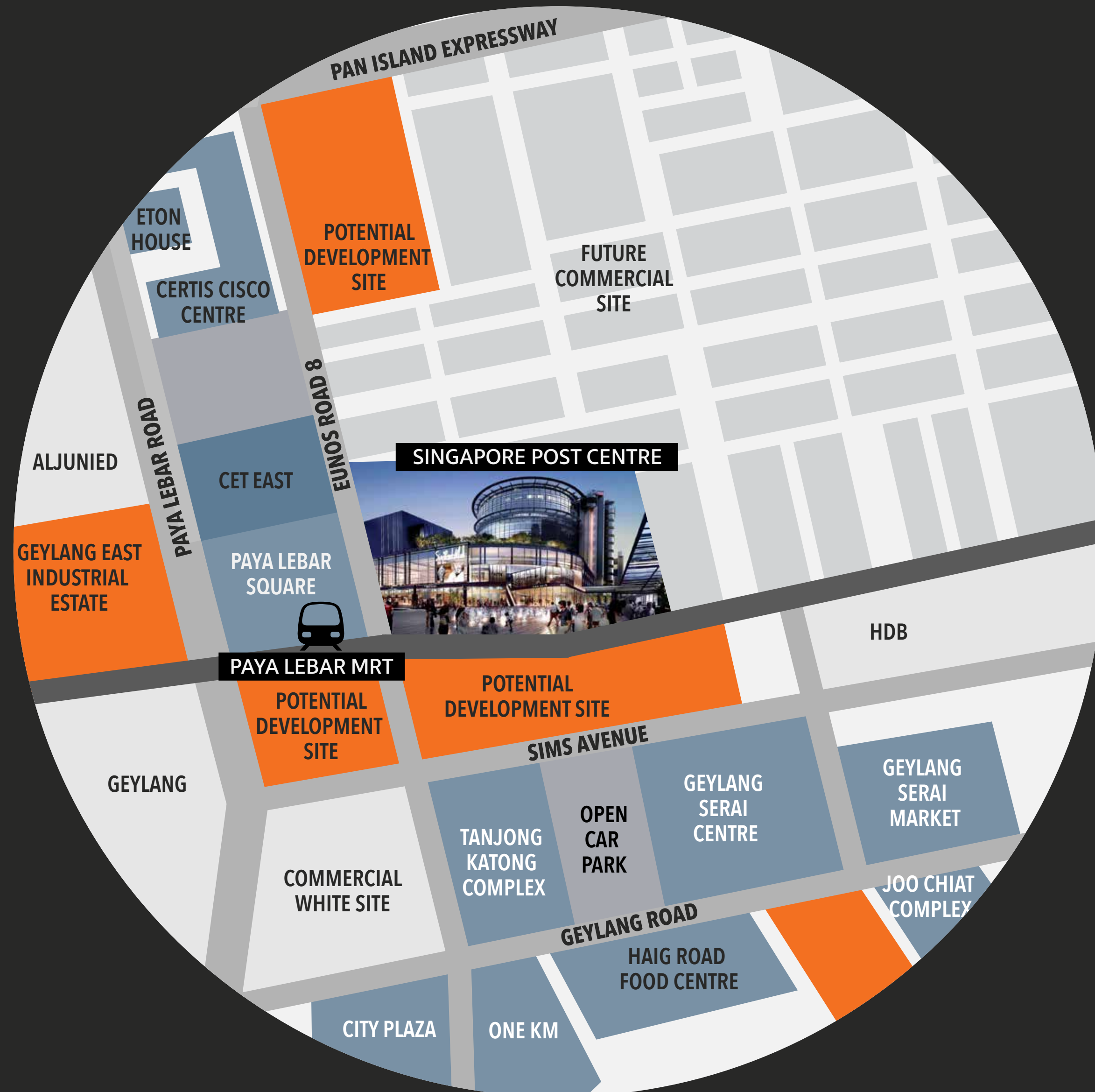
With atrium space dedicated to pop-up stores, shoppers will be able to see, feel and experience e-merchant products before they buy.





# STRATEGIC LOCATION

Situated in the hub of commercial activity in Paya Lebar Central, Singapore Post Centre is within seconds from the Paya Lebar MRT station – the heart of all the action.





# A NEW LOOK AND FEEL - BUILDING DESIGN INSPIRATION



Subtle Textures



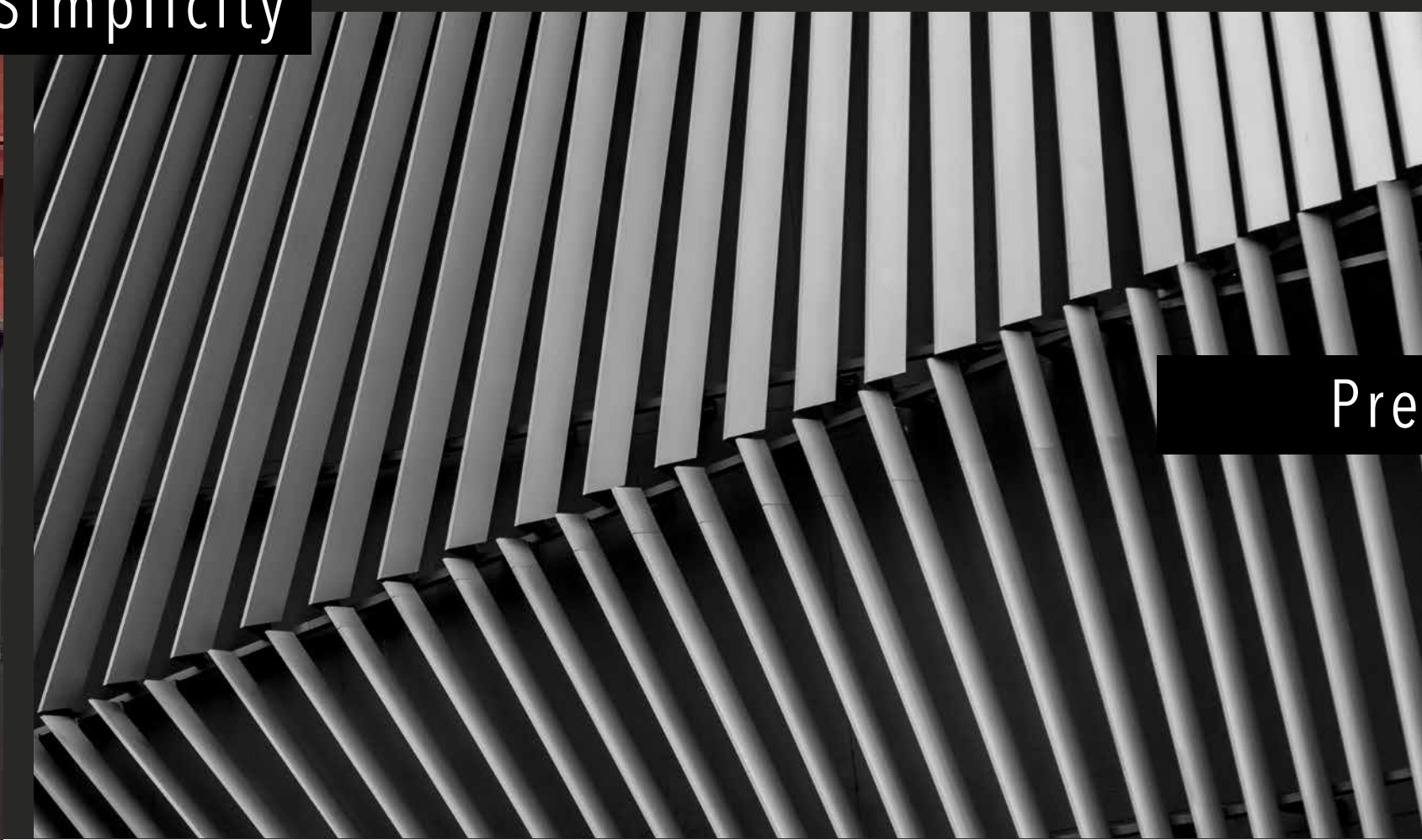
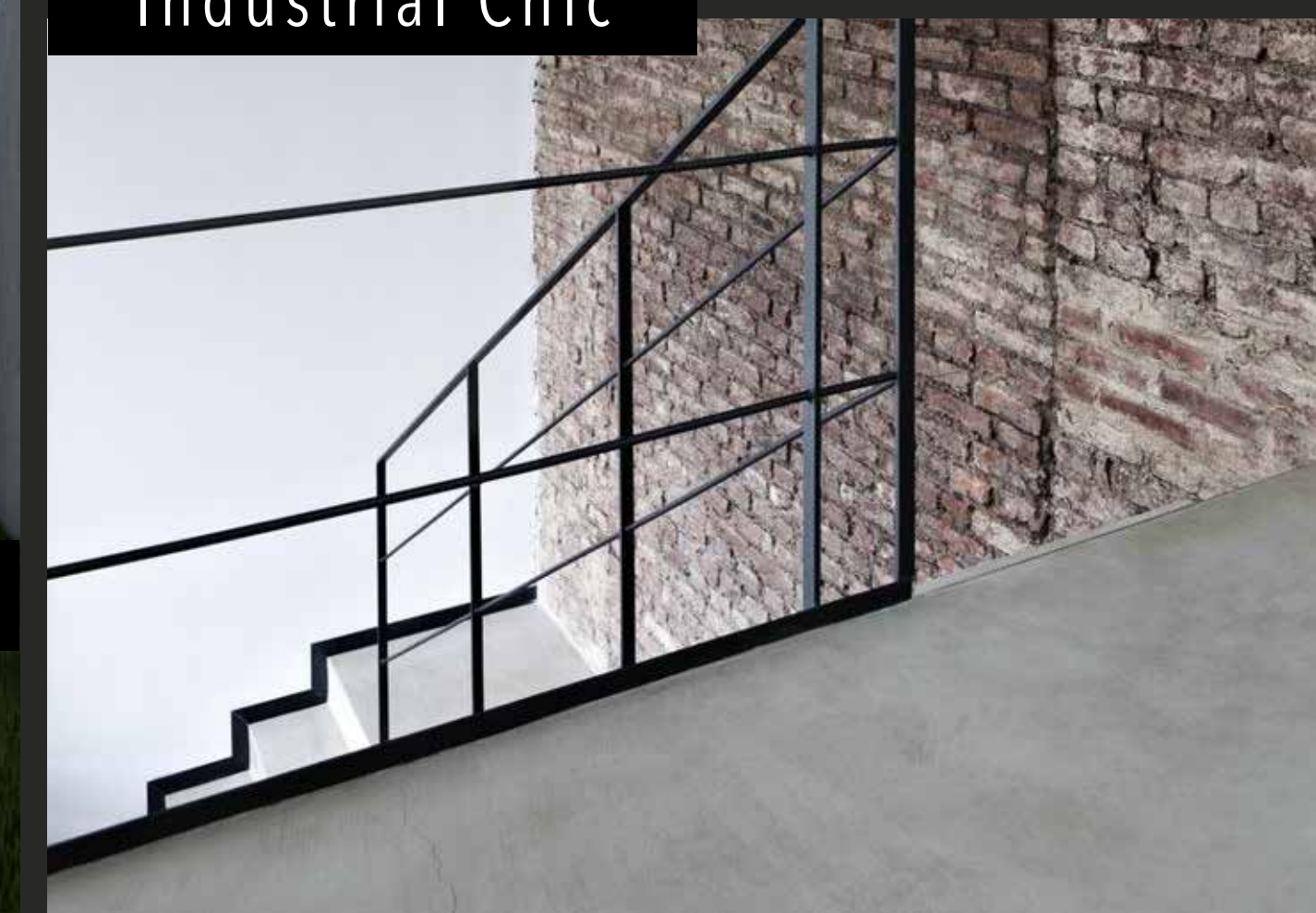
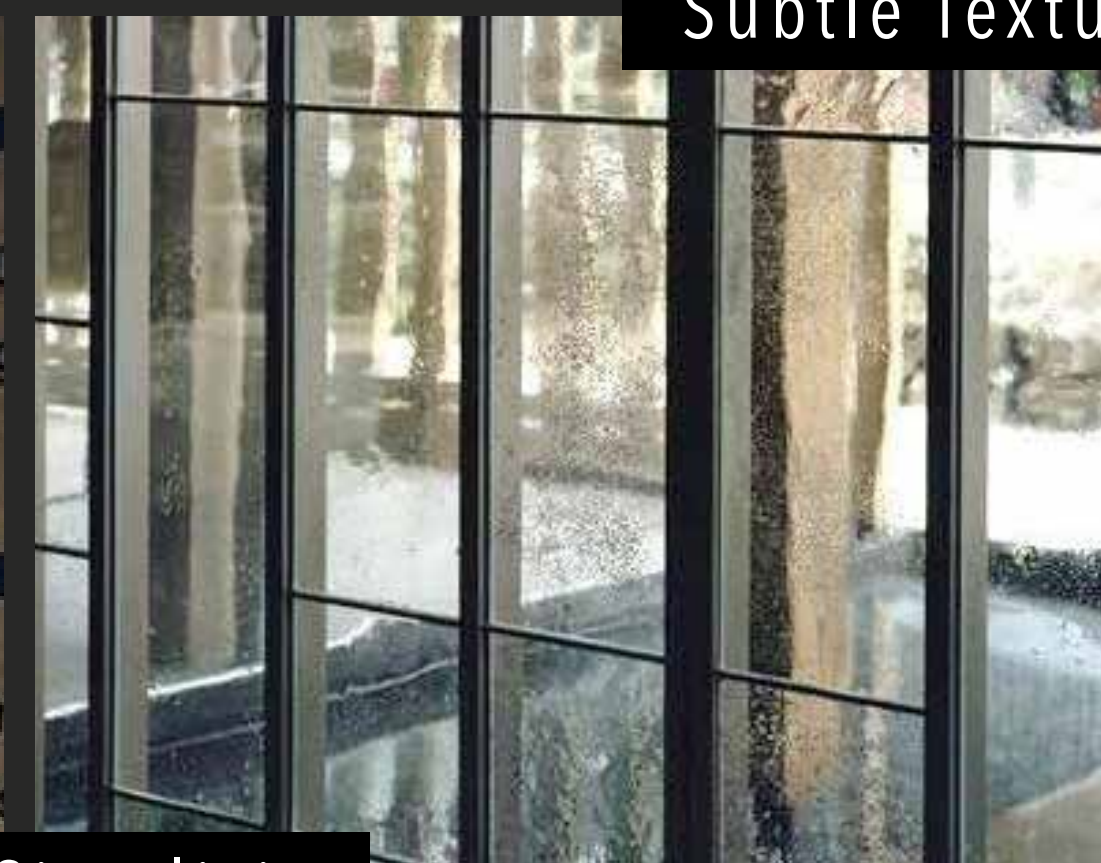
Greenery



Industrial Chic



Modern Simplicity



Precise





# THE FUTURE OF RETAIL



SingPost Centre made possible by Singapore Post



# Retail Mall Main Entrance





# AN ELEVATED SHOPPING EXPERIENCE



SingPost Centre made possible by Singapore Post



# Daylit Atrium with Garden Views





# ENDLESS POSSIBILITIES



SingPost Centre made possible by Singapore Post



# Rooftop Garden





# Retail Lift Lobby





# Washroom





# Office Drop-off





# North Office Lobby





# Office Lift Lobby





**BE PART OF THE FUTURE.**

Made possible by

