



For immediate release

NEWS RELEASE

**CapitaLand brings 2,500 retailers in Singapore on board digitalisation drive with launch of all-in-one ePayment service – StarPay on its Digital Merchant Services Suite**

**Singapore, 5 April 2018** – In support of Singapore's Smart Nation drive, CapitaLand is introducing StarPay – an ePayment service that aims to generate new business opportunities for retailers and enhance convenience for shoppers. For shoppers, StarPay will be incorporated as an in-app feature on CapitaStar to enable them to transact with participating retailers using different ePayment modes, including debit and credit cards, QR codes, as well as local and international payment apps. For retailers, StarPay is a key component of the CapitaLand Digital Merchant Services Suite (DMSS), which is built with digital enablers in four focus areas, namely analytics, transactions, rewards and operations.

With the roll out of StarPay, over 2,500 stores in 17 participating CapitaLand malls across Singapore will be provided with smart terminals by the end of this year. The smart terminal is designed as a versatile all-in-one ePayment service that promotes interoperability of multiparty systems. In addition to StarPay, CapitaLand DMSS includes deals and vouchers management platforms; customer analytics dashboards; as well as 'Loyalty as a Service' offerings, which will allow retailers to leverage the CapitaStar engine as their own loyalty programmes.

StarPay was announced today at CapitaLand's Biz+ Series seminar at Raffles City Singapore attended by some 300 representatives from CapitaLand's network of retailers. Present at the event were StarPay's ePayment mode partners:

- American Express, CapitaLand's credit card partner for its co-branded American Express® CapitaCard;
- Grab, CapitaLand's strategic mobility partner which offers mobile wallet service GrabPay;
- NETS, Singapore's leading payments network with over 102,000 acceptance points, which provides mobile wallet NETSPay;
- DBS, Southeast Asia's largest bank which operates Singapore's first mobile wallet service PayLah!; and
- Alipay, the world's largest mobile and online payment platform.

Mr Lim Ming Yan, President & Group CEO, CapitaLand Group, said: "The future of CapitaLand will be driven by investments in selected key cities and the significant scale of our best-in-class retail, lodging and commercial operating platforms. CapitaLand's relationship with our shoppers and retailers is the cornerstone of our Real Estate as a Service expertise in our retail business. To provide better experiences for our customers, we have developed CapitaLand DMSS – a series of digital enablers to help our retailers digitalise their interactions with

shoppers in the areas of transactions, rewards and operations. The system, through data analytics, provides us with a unified view of the shopper-retailer-mall ecosystem.”

Mr Lim added: “Ultimately, we want to create a seamless experience where it is easier for our shoppers to find what they want, pay for the item in any preferred mode of payment, be rewarded instantly with STAR\$<sup>®</sup> and enjoy better customer service round the clock. For CapitaLand retailers, we strive to translate insights into business outcomes – whether that be increased productivity, improved sales or better customer service. CapitaLand is looking forward to welcoming our retailers and shoppers on board StarPay, to constantly interact with and stay connected to us. We will continue to leverage the knowledge and insights gleaned from this valuable relationship to better serve their needs.”

Mr Wilson Tan, CEO, CapitaLand Retail, said: “Innovation, collaboration and experience form the strategic thrusts underpinning our vision to future enable our malls and retail services in this age of disruption. CapitaStar has been a key plank of CapitaLand’s customer and retailer engagement strategy since it blazed a new trail in 2011 to garner 5.7 million members across Asia today. With the addition of StarPay, we are incentivising shoppers to embrace ePayment with attractive rewards to encourage spending at CapitaLand malls. Retailers will be equipped with smart terminals that will accept any ePayment mode enabled by StarPay; the deployment and display of both static and dynamic QR codes; validation of CapitaVouchers and redemption of e-deals on CapitaStar app. From inventory to customer relationship management, we are looking into integrating payment with other data streams to enhance the omnichannel strategy of our retailers through these smart terminals.”

StarPay will be rolled out across participating malls progressively, starting with Raffles City Singapore on 18 April 2018. American Express<sup>®</sup> Card Members will be the first to use StarPay. During the launch promotion, CapitaStar members who use StarPay at participating stores will enjoy bonus rewards of up to five times STAR\$<sup>®</sup> when they transact with any eligible American Express card-on-file, and get even greater rewards of up to eight times STAR\$<sup>®</sup> when they use the American Express<sup>®</sup> CapitaCard on StarPay<sup>1</sup>. GrabPay, NETSPay, DBS PayLah! and Alipay will be progressively added to StarPay from May 2018. As the smart terminals can be easily modified to accept new ePayment modes and include additional features, customers can look forward to more ePayment modes coming onboard StarPay by year-end.

Using StarPay, CapitaStar members will be rewarded with STAR\$<sup>®</sup> automatically at the point of purchase when they spend a minimum of S\$1. About 880,000 CapitaStar members in Singapore stand to benefit from StarPay’s fuss-free way of auto-earning STAR\$<sup>®</sup>, which comes on top of any in-store and ePayment rewards.

Please refer to **Annex A** for more information on how CapitaLand DMSS empowers the shopper-retailer-mall ecosystem and **Annex B** for quotes from StarPay ePayment mode and retail partners.

---

<sup>1</sup> Relevant promotion terms and conditions will apply.

**About CapitaLand Limited ([capitaland.com](http://capitaland.com))**

CapitaLand is one of Asia's largest real estate companies. Headquartered and listed in Singapore, it is an owner and manager of a global portfolio worth more than S\$88 billion as at 31 December 2017, comprising integrated developments, shopping malls, serviced residences, offices, homes, real estate investment trusts (REITs) and funds. Present across more than 150 cities in over 30 countries, the Group focuses on Singapore and China as core markets, while it continues to expand in markets such as Vietnam and Indonesia.

CapitaLand's competitive advantage is its significant asset base and extensive market network. Coupled with extensive design, development and operational capabilities, the Group develops and manages high-quality real estate products and services. It also has one of the largest investment management businesses in Asia and a stable of five REITs listed in Singapore and Malaysia – CapitaLand Mall Trust, CapitaLand Commercial Trust, Ascott Residence Trust, CapitaLand Retail China Trust and CapitaLand Malaysia Mall Trust.

Follow us on social media:

**Facebook:** @capitaland / [facebook.com/capitaland](https://facebook.com/capitaland)

**Instagram:** @capitaland / [instagram.com/capitaland](https://instagram.com/capitaland)

**Twitter:** @CapitaLand / [twitter.com/capitaland](https://twitter.com/capitaland)

**LinkedIn:** [linkedin.com/company/capitaland-limited](https://linkedin.com/company/capitaland-limited)

**YouTube:** [youtube.com/capitaland](https://youtube.com/capitaland)

---

**Issued by: CapitaLand Limited (Co. Regn.: 198900036N)**

Analyst contact

Chang Rui Hua

Head, Investor Relations &

Capital Markets Compliance

Tel: +65 6713 2903

Email: [chang.ruihua@capitaland.com](mailto:chang.ruihua@capitaland.com)

Media contact

Tan Bee Leng

Head, Group Communications

Tel: +65 6713 2871

Email: [tan.beeleng@capitaland.com](mailto:tan.beeleng@capitaland.com)

## ANNEX A

### CAPITALAND DIGITAL MERCHANT SERVICES SUITE

Empowering the shopper-retailer-mall ecosystem

	ANALYTICS	TRANSACTIONS	REWARDS	OPERATIONS
<b>Shoppers</b>	Find what they want easily through personalised experiences	Pay for their purchases easily with preferred payment mode, even without a wallet	Earn rewards instantly, become sticky and loyal to the brand	Enjoy better customer service, 24/7 round-the-clock shopping and click & collect services
<b>Retailers</b>	Enable targeted marketing efforts and access preemptive insights to aid manpower & merchandise planning	Expand suite of payment modes to cater to shoppers' preferences flexibly, improve sales	Leverage CapitaStar's 'Loyalty as a Service' offerings as rewards engine to enhance customer stickiness and brand loyalty	Increase productivity through digitalisation of work processes, free up manpower to focus on improving sales
<b>CapitaLand</b>	Data as new fuel in digital era, driver for growth engine	Conduit among shoppers, retailers and payment partners, serve as nerve centre for insights	'Own the customer' by extending CapitaStar beyond physical portfolio - enhance stickiness and share of wallet	Increase productivity through digitalisation of work processes, free up manpower from onerous tasks to focus on driving engagement

## **ANNEX B**

### **QUOTES FROM STARPAY PARTNERS**

#### **Mr Ho Yat-Wai, Country Manager, American Express Singapore**

"Our Card Members live their lives in one continuous experience and are looking for frictionless and delightful experiences with everything they do including payments. With this StarPay partnership, our Card Members will be the first to experience an innovative and secure way to pay that also allows them to easily redeem their rewards. The partnership is another example of our commitment to give our Card Members the flexibility to pay the way they want to, which is increasingly through mobile devices."

---

#### **Ms Ooi Huey Tyng, Managing Director, GrabPay Singapore, Malaysia, Philippines**

"CapitaLand and Grab share the same interest in transforming the shopper and merchant experience through innovative technologies. By integrating GrabPay and StarPay, we can reach more consumers and merchants, while enabling Grab users to pay conveniently via GrabPay at more locations. This partnership enables us to continue scaling GrabPay to every corner of the nation and to support Singapore's push into a truly cashless future."

---

#### **Ms Jocelyn Ang, Chief Operating Officer, NETS**

"NETS is delighted to support CapitaLand on this initiative to promote ePayments at their malls. We continue to see strong adoption of mobile payments as evidenced by the increase in QR transactions across our merchants, particularly as NETSPay allows customers to make payments directly from their bank accounts without having to top up their wallets. With StarPay, NETSPay users can look forward to even more convenience with added benefits at CapitaLand malls."

---

#### **Mr Takahashi Kenichi, Executive Chairman and Chief Executive Officer, Japan Food Holdings**

"As a food service company, it is important that we provide an enjoyable overall dining experience for our customers and this includes enabling customers to choose their preferred payment mode. With the nationwide drive towards cashless transactions, Japan Foods is pleased to support the launch of StarPay. We also look forward to CapitaLand's marketing activities to promote StarPay as we believe this will drive traffic to Raffles City Singapore and benefit our restaurants – Osaka Ohsho and Menya Musashi Kafu, which are operating in the mall."