

NEWS & HAPPENINGS 2016

MANAGEMENT OVERVIEW

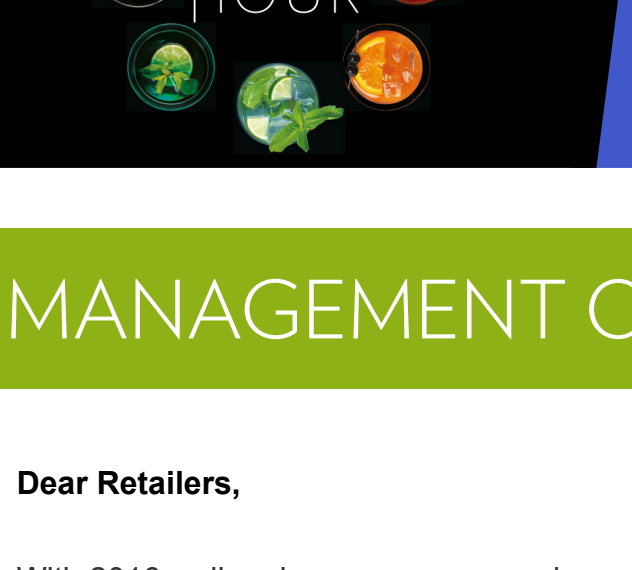
2015 was a great success for The Shoppes

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HIGHLIGHTS

We've Won Some Awards, Moments And Masterpieces

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PROPERTY EVENTS

David Beckham, Never Settle Campaign, Van Cleef & Arpels: The Art and Science of Gems, Social Hour

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NEW TO THE SHOPPES

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MANAGEMENT OVERVIEW

Dear Retailers,

With 2016 well under way, we are seeing a strong start to the year. To begin, our Chinese New Year Campaign, Prosperity in Bloom was a great success. Overall sales from this year's Chinese New Year increased by **+3%** in comparison to 2015 and **+38%** compared to the same period in 2014! Despite the challenges in Singapore's retail industry, we continue to see positive longstanding trends at The Shoppes.

Looking back on last year, The Shoppes saw an increase in footfall by 2.3% year-on-year, featuring a daily average above 110,000 visitors each day. With the success of our retailers, The Shoppes observed a solid growth in sales, citing an increase of **+5%** year-on-year with the top performing categories boasting an increase of **+14%** for Luxury Fashion, **+5%** for Luxury Watch and Jewellery brands and an increase in sales of **+33%** for Children's Toys and Fashion.

For more information on 2015 and our key events, trends and marketing initiatives for the second half of 2016, save the date for Wednesday, 11 May 2016 from 10am to 1pm as we will be hosting our biannual Retailers' Get-Together and it would be great to see you there!

In other exciting developments from Q1, The Shoppes have won two more awards: "Shopping Center of the Year" and "Retail Marketing Campaign of the Year" for The Shoppes Luxury Re-launch at the Asia Retail and Shopping Centre Congress and Awards 2016. We would like to extend our sincere thanks to all of our retailers for helping us to deliver extraordinary customer experiences that continue to stand out in such a competitive retail market.

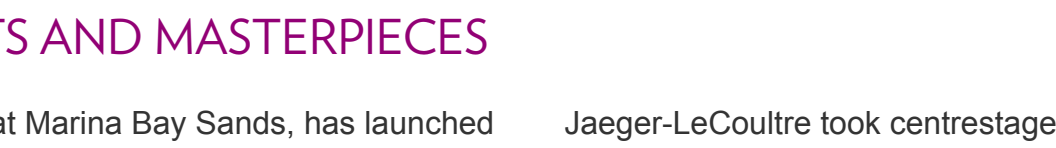
The last few years have yielded incredible results and have certainly set the bar high for 2016. That being said, we look forward to launching several new campaigns and activities throughout the year to continue to drive sales and visitation to The Shoppes. Do keep a look out for our Spring/Summer insert in this month's FEMALE and NUYOU, which has additional coverage across Marina Bay Sands in both English and Chinese versions.

Again, I would like to extend my sincere thank you to our retailers for supporting our campaigns. Your ongoing support continues to maximize our promotional efforts and we look forward to celebrating another successful year ahead.

Lindsay Nicholas

Executive Director, Retail Marketing

TOP FIVE TOURIST SHOPPERS AT THE SHOPPES IN 2015



China

Indonesia

Japan

Malaysia

Thailand

Source: Global Blue Tax Free Shopping transactional data – ending December 2015

HIGHLIGHTS

WINNER OF SHOPPING CENTER OF THE YEAR AND RETAIL MARKETING CAMPAIGN OF THE YEAR

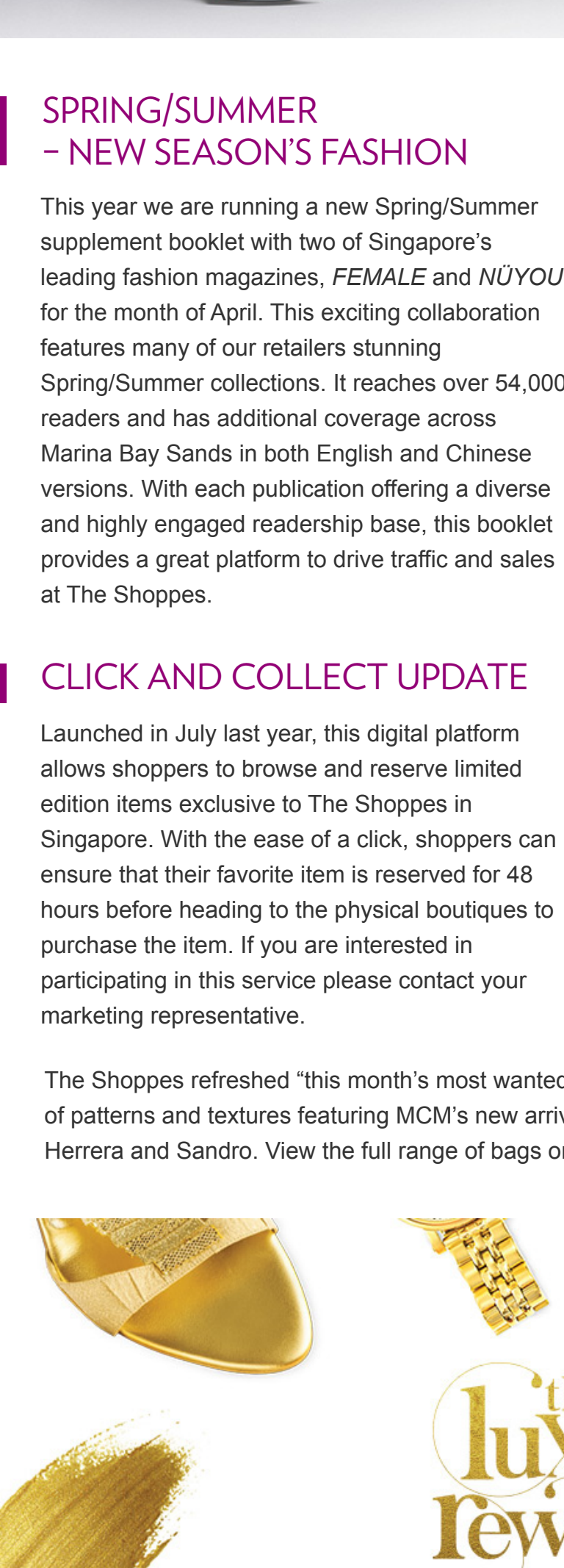
We are very proud to announce that The Shoppes has won "Shopping Center of the Year" and "Retail Marketing Campaign of the Year" for The Shoppes Luxury Re-launch from the Asia Retail and Shopping Centre Congress and Awards for 2016. This is an exceptional achievement that recognizes The Shoppes as one of the most celebrated shopping centers in Asia.

MOMENTS AND MASTERPIECES

The Shoppes at Marina Bay Sands, has launched its newest Watch and Jewellery series – *Moments and Masterpieces*. The by-invitation only series showcases The Shoppes unmatched collection of world renowned Watch and Jewellery brands under one roof, and offers an exceptional experience that aims to inspire guests through story-telling and intimate conversations. Whether it is having a brand ambassador share his expertise, a watchmaker showcase his artistry, or a celebrity to grace the occasion, *Moments and Masterpieces* aims to draw luxury connoisseurs closer to the brands they love.

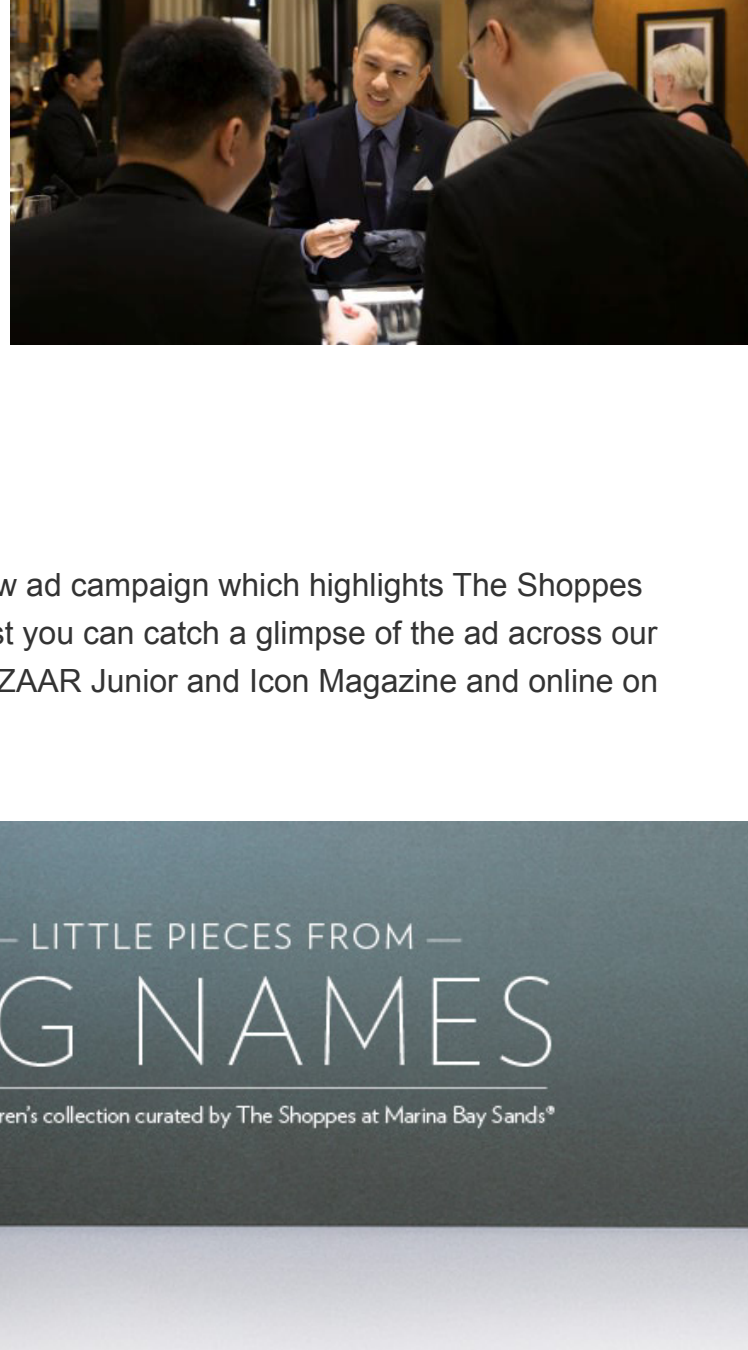
To date the series has welcomed brands including Hublot, Jaeger-LeCoultre, Chopard and Mikimoto at celebrity chef restaurant CUT by Wolfgang Puck.

The fourth installment of series was a gentlemen's only night created exclusively for Hublot's top VIPs, Ferrari car owners, and selected guests of Marina Bay Sands' loyalty card programme Sands Rewards LifeStyle (SRL). Guests witnessed the most comprehensive showcase of Ferrari timepieces from Hublot to date, whilst being the first group of people in Asia to view Hublot's latest timepieces which were inaugurated at the Basel Fair in Switzerland. Held on March 31st the event kicked off with a Ferrari California T driving experience for a few of the lucky guests before they began the dinner at CUT.

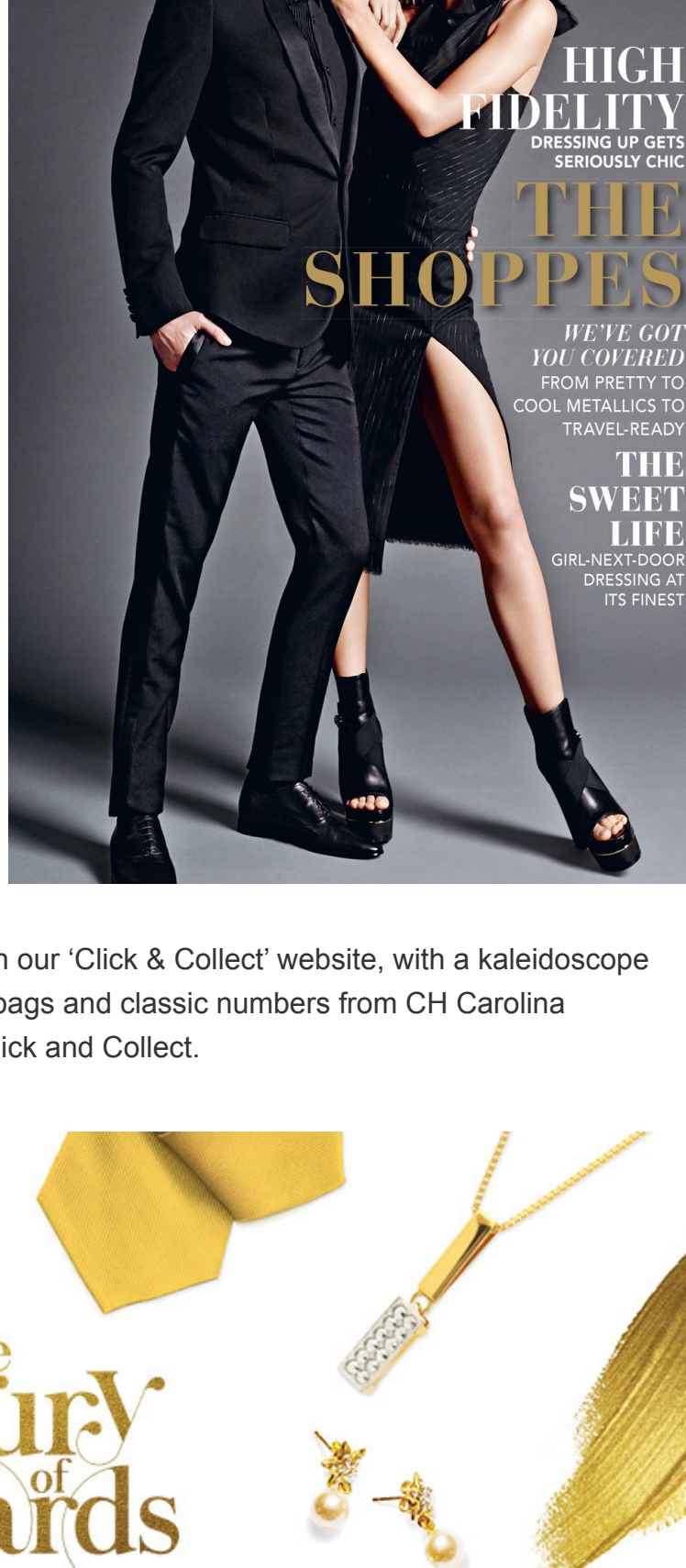


Jaeger-LeCoultre took centre stage at the third installation of The Shoppes' *Moments and Masterpieces* series this week with a private dinner and viewing of its 2016 Novelties collection. Launched this year at the 2016 Salon International de la Haute Horlogerie (SIHH) in Geneva, the touring Novelties collection made its second stop in the world, at The Shoppes at Marina Bay Sands. VIP guests, including top spenders of The Shoppes and Jaeger-LeCoultre, relished the privilege of witnessing these highly covetable timepieces up close for the first time in Singapore.

Fresh from his stint at the Oscars, celebrity chef Wolfgang Puck shared the limelight with Chopard's dazzling gems at the second installation of the *Moments and Masterpieces* series when he made a special guest appearance to the delight of 30 VIP guests. The exclusive 'Hollywood Glamour' themed evening held on 8 March was a true sensory feast where guests reveled in the midst of Chopard's Red Carpet and High Jewellery collections, while enjoying a four-course Oscars-inspired menu prepared by Chef Puck.

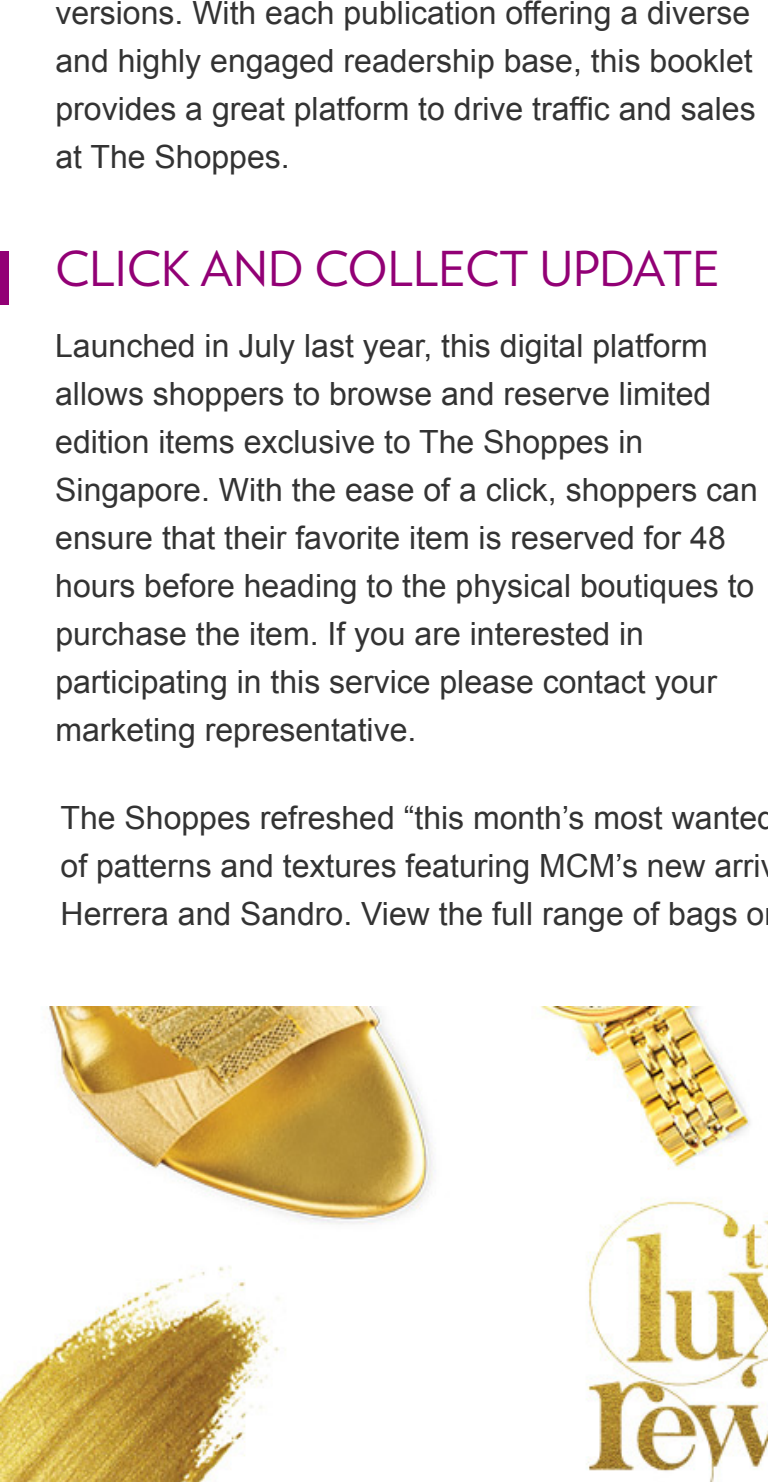


The inaugural Moments and Masterpieces event took place on Nov 27 last year, in collaboration with luxury Japanese jeweler Mikimoto. VIP guests of Mikimoto and SRL were invited to mingle over champagne cocktails in-store before proceeding to CUT for a dinner hosted by



KIDS ADVERTISING CAMPAIGN

We are very excited to announce the launch of our new ad campaign which highlights The Shoppes extensive Luxury Children's Collection. As of March 1st you can catch a glimpse of the ad across our property advertising platforms as well as in print in BAZAAR Junior and Icon Magazine and online on Facebook.



— LITTLE PIECES FROM — BIG NAMES

Luxury children's collection curated by The Shoppes at Marina Bay Sands*

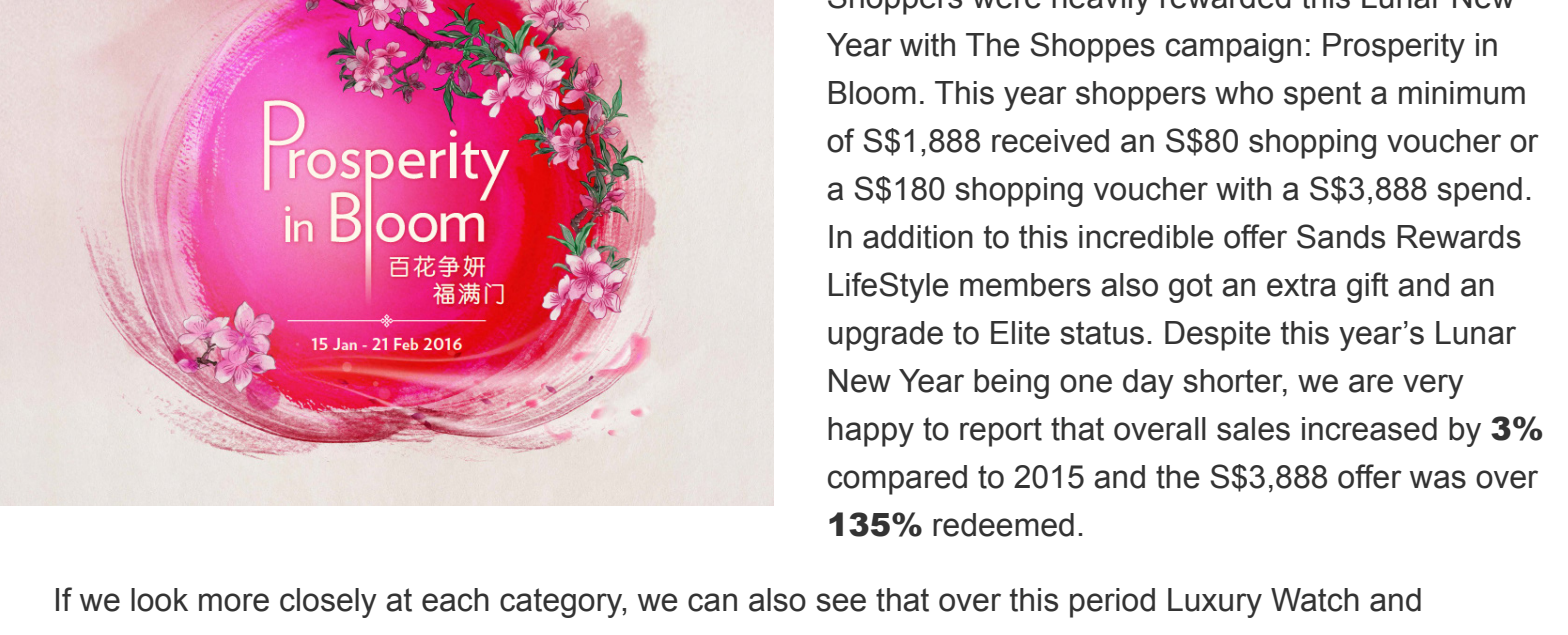
SPRING/SUMMER – NEW SEASON'S FASHION

This year we are running a new Spring/Summer supplement booklet with two of Singapore's leading fashion magazines, *FEMALE* and *NUYOU* for the month of April. This exciting collaboration features many of our retailers stunning Spring/Summer collections. It reaches over 54,000 readers and has additional coverage across Marina Bay Sands in both English and Chinese versions. With each publication offering a diverse and highly engaged readership base, this booklet provides a great platform to drive traffic and sales at The Shoppes.

CLICK AND COLLECT UPDATE

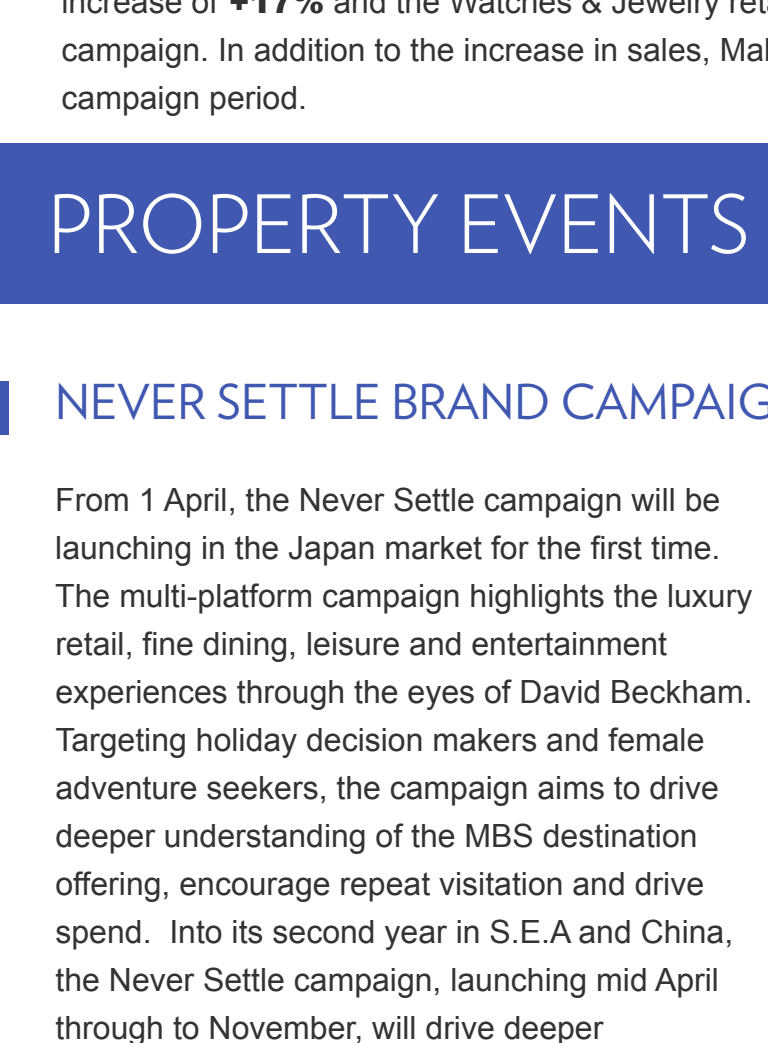
Launched in July last year, this digital platform allows shoppers to browse and reserve limited edition items exclusive to The Shoppes in Singapore. With the ease of a click, shoppers can ensure that their favorite item is reserved for 48 hours before heading to the physical boutiques to purchase the item. If you are interested in participating in this service please contact your marketing representative.

The Shoppes refreshed "this month's most wanted" on our 'Click & Collect' website, with a kaleidoscope of patterns and textures featuring MCM's new arrival bags from CH Carolina Herrera and Sandro. View the full range of bags on Click and Collect.



LUXURY OF REWARDS

The Shoppes have officially launched an exciting new advertising campaign "The Luxury of Rewards." The campaign highlights our Sands Rewards LifeStyle loyalty programme and the exclusive benefits customers can experience when they join the program and shop with us. You can check out the stunning new ad in The Straits Times or browse the campaign online on Facebook, Harper's Bazaar and CNN Style, among other titles!



PROSPERITY IN BLOOM

Shoppers were heavily rewarded this Lunar New Year with The Shoppes campaign: Prosperity in Bloom. This year shoppers who spent a minimum of S\$1,888 received an S\$80 shopping voucher or a S\$180 shopping voucher with a S\$3,888 spend. In addition to this incredible offer Sands Rewards LifeStyle members also got an extra gift and an upgrade to Elite status. Despite this year's Lunar New Year being one day shorter, we are very happy to report that overall sales increased by **3%** compared to 2015 and the S\$3,888 offer was over **135%** redeemed.

If we look more closely at each category, we can also see that over this period Luxury Watch and Jewellery retailers saw a **6%** increase in sales along with the luxury Fashion category which increased by **13%** in comparison to the previous Chinese New Year promotional period.

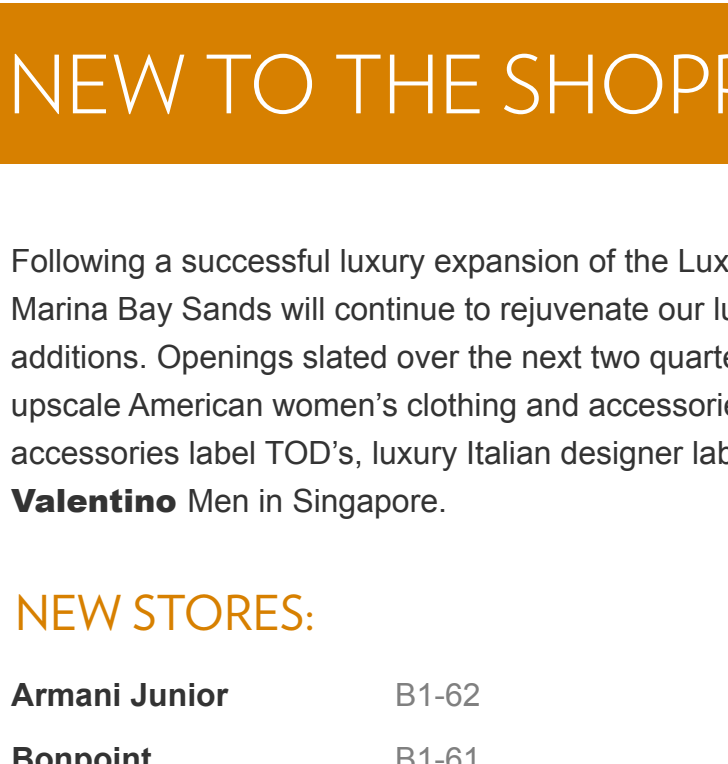
THE MAGIC WITHIN

The results are in! This past Christmas, The Shoppes at Marina Bay Sands unleashed its Christmas Campaign "The Magic Within", with an alluring abundance of gifts, promotions and festive menus. From 13 November to 31 December, shoppers received S\$100 voucher with every S\$1,000 spent, while Sands Rewards LifeStyle members received an additional special gift from retailers such as Anne Fontaine, Parfums Christian Dior and Ted Baker. The Shoppes also offered a complimentary wrapping service for any gifts that were purchased at the mall during this period. Overall it was a very successful holiday period where sales increased **+4%** year-on-year, with the Luxury fashion category seeing an increase of **+17%** and the Watches & Jewelry retail category up by **+16%** for the duration of the campaign. In addition to the increase in sales, Mall traffic increased by **+3.2%** for the Christmas campaign period.

PROPERTY EVENTS

NEVER SETTLE BRAND CAMPAIGN FEATURING DAVID BECKHAM

From 1 April, the Never Settle campaign will be launching in the Japan market for the first time. The multi-platform campaign highlights the luxury retail, fine dining, leisure and entertainment experiences through the eyes of David Beckham. Targeting holiday decision makers and female adventure seekers, the campaign aims to drive deeper understanding of the MBS destination offering, encourage repeat visitation and drive spend. Into its second year in S.E.A and China, the Never Settle campaign, launching mid April through to November, will drive deeper engagement, advocacy and conversion in these markets with extensive story-telling through content partnerships with key print titles, regional broadcast partners and more.



SOCIAL HOUR

Following a successful luxury expansion of the Luxury Children's collections this year, The Shoppes at Marina Bay Sands will continue to rejuvenate our luxury and premium fashion offerings with new additions. Openings slated over the next two quarters include an expanded Longchamp boutique, upscale American women's clothing and accessories label **Tory Burch**, Italian shoes, bags and accessories label **TOD's**, luxury Italian designer label **Brunello Cucinelli**, as well as the first **Valentino** Men in Singapore.

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NEW STORES:

Armani Junior B1-62

Bonpoint B1-61

Braun Büffel B2-111

Club Monaco B2-101

Glashütte Original B2M-215

Hamleys B1-57

La Cure Gourmande B2-56B

Illaolao B2-56A

Optic Butler B2M-216

Sen of Japan L1-86

Valentino B1-16

COMING SOON:

Tory Burch

TOD's

Brunello Cucinelli

Valentino Men