

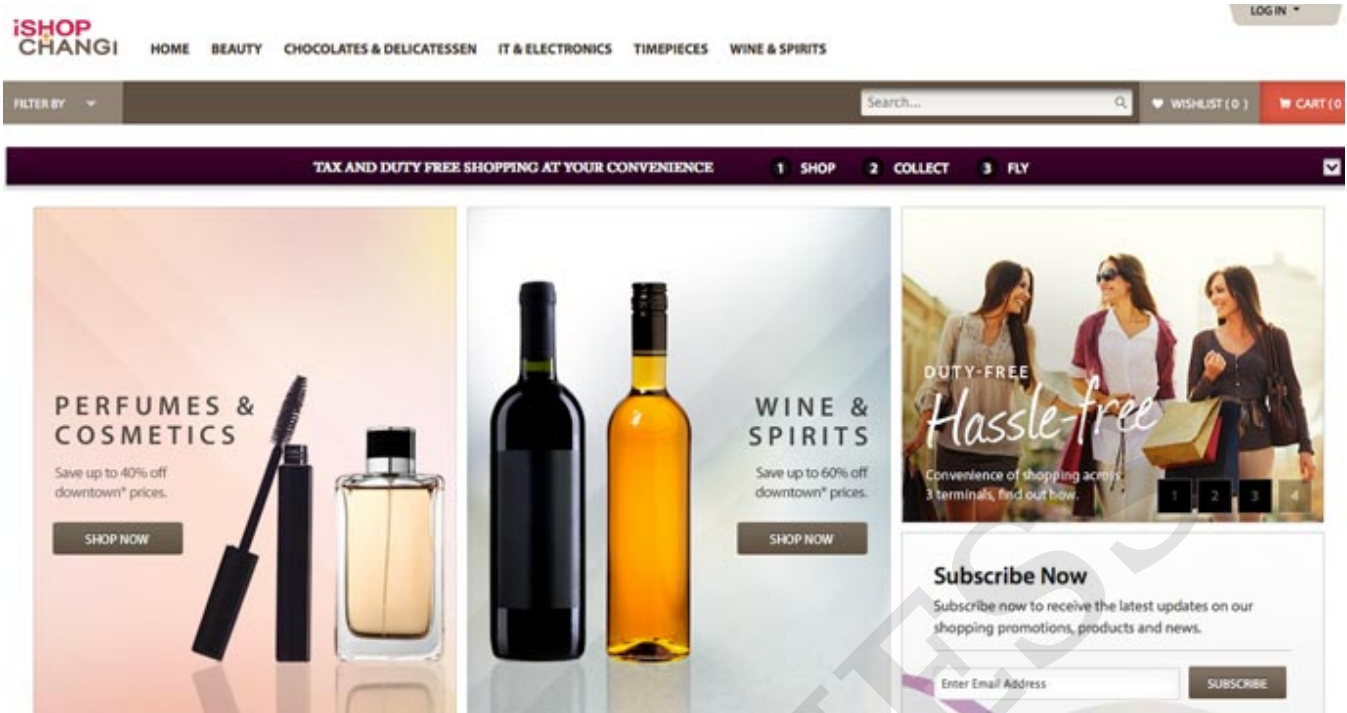


As previously reported, Changi Airport Group (CAG) is officially launching its new online shopping portal (www.iShopChangi.com), an e-commerce platform offering a range of duty-free products from Changi Airport's retail stores.

CAG says that iShopChangi provides travellers with the convenience of browsing leisurely and shopping "to their hearts' content with a simple click of the mouse, even before their luggage is packed".

Changi Airport boasts 350 retail and services stores spanning more than 50,000sqm across its three terminals. The launch of iShopChangi increases the convenience of airport retail, which CAG describes as an integral part of the travel journey for both departing and transiting passengers.

"Online shopping is now a way of life for many people and a key sales channel for retailers worldwide," said Ivy Wong, CAG's Senior Vice President, Airside Concessions.



SHOPPING HABITS HAVE EVOLVED

“As consumers’ lifestyles and shopping habits have evolved with the advent of technology, we are launching iShopChangi to offer our passengers another option to shop with us.

“With iShopChangi, we are integrating Changi Airport’s strong proposition of tax and duty free shopping with the advantages of online retail – offering our passengers greater convenience, comfort and value,” Ms Wong added.

iShopChangi is designed to address the needs of three groups of passengers – those who prefer to plan ahead; those who are time-strapped; and those who are unaware of what Changi has to offer.

CAG says that the platform presents an additional sales channel for its retail partners, to reach out to customers and raise the visibility of their brands and products.

iShopChangi open for business



1,800 SKUS ACROSS FIVE CATEGORIES

iShopChangi offers about 1,800 items across five categories including Beauty, Wine and Spirits, Chocolates and Delicatessen, IT and Electronics as well as Timepieces.

Apart from established international brands such as Estee Lauder, Nikon, Johnnie Walker, Oris and Godiva, the portal also features local signature brands such as Eu Yan Sang and Bee Cheng Hiang.

[Left: Ivy Wong, CAG's Senior Vice President, Airside Concessions]

The purchase and collection procedure is designed to be simple and hassle-free: all passengers have to do is 'click and pick' – click to purchase their desired items via the portal, and pick them up at their departure terminal on their way to the flight gate.

"A centralised process allows customers to purchase items from multiple retailers across different terminals, and enjoy the convenience of collecting them at a single stop," says CAG. The iShopChangi Collection Centre, which can be found in the Departure Transit Mall of each terminal.

AIRPORT LOYALTY PROGRAMME

The 30-day money back guarantee offered by retailers at Changi Airport also applies to purchases made on iShopChangi.

In addition, members of Changi Rewards, the airport's loyalty programme, will earn rewards points for every dollar spent on iShopChangi, as well as enjoy exclusive members' discounts and promotions.

Transactions made on iShopChangi are also eligible for participation in Changi Airport's anchor retail promotion, the 'Be a Changi Millionaire' Draw, which offers the exciting prize purse of S\$1 million in cash.

iShopChangi open for business

“iShopChangi is an extension of Changi Airport’s brand promise and our retail value propositions – transcending our brick and mortar stores into the online space,” adds Ms Wong

TRAVEL RETAIL EXCLUSIVES

“The portal allows passengers to browse through a product range, compare prices and purchase their desired items in advance, without having to worry about popular products being out of stock on their travel date.”

Examples of travel exclusives on iShopChangi include the SK-II Facial Treatment Essence Duo (currently retailing at S\$350) and Estee Lauder Advanced Night Repair Eye Serum Infusion Duo (currently retailing at S\$145).

Passengers can make their online purchases on the iShopChangi portal from as early as two weeks to 24 hours before their flight. The iShopChangi Collection Centres are located near the GST refund counters within the Departure Transit Malls of each terminal, and are open daily from 5am to midnight.