



For immediate release

NEWS RELEASE

**CapitaLand launches #PokemonSTAR to
reward Pokemon Trainers with STAR\$® for catching 'em all
*O2O campaign to cheer on CAPITASTAR members
in their Pokemon adventures***

Singapore, 6 August 2016 – Pokemania has descended on Singapore! Thousands of Pokemon have been let loose across the island with the official launch of the wildly popular Pokemon GO here on 6 August 2016, and CapitaLand is rolling out #PokemonSTAR to cheer on Pokemon Trainers young and old as they fan out across the island in their adventures to catch 'em all.

Mr Lim Ming Yan, President & Group CEO of CapitaLand Limited, said: “CapitaLand keeps a close pulse on what matters most to our customers, tapping emerging trends to offer the most timely and relevant products and services to them. Pokemon GO is a global cultural phenomenon that has brought people together to interact and socialise through a fun and interactive game. Our buildings are where people flourish and connect. #PokemonSTAR is another example of how CapitaLand seeks to always provide the stage where our customers can come together and construct moments to call their own.”

Mr Jason Leow, CEO, CapitaLand Mall Asia, said: “#PokemonSTAR combines Pokemon GO with CAPITASTAR to create a unique and rewarding O2O (offline-to-online and online-to-offline) experience for our customers. We want to cheer them on as they go out in earnest building their Pokedex and CAPITASTAR, the most widely used mall rewards programme in Singapore, provides a seamless platform for Pokemon Trainers to be rewarded with STAR\$®, redeem CapitaVouchers and recharge on their digital hunt in CapitaLand properties. By leveraging CAPITASTAR, we are also able to tap on the current Pokemon fever to bring greater value to our retailers.”

#PokemonSTAR - Reward, Redeem, Recharge

From 6 to 10 August 2016, CapitaLand will be running #PokemonSTAR, a first-of-its-kind O2O campaign that weaves together augmented reality with CapitaLand's physical properties in Singapore as well as its digital and social media platforms. Members of CAPITASTAR, CapitaLand's multi-mall, multi-store cashless rewards programme, will be rewarded with over 2 million STAR\$® through #PokemonSTAR, a snap-and-reward Instagram activity that comes with a daily capture component and two bonus stages – the additional #PokemonSTAR of the Day Challenge and the #CatchEmAllAtCapitaLandMalls Grand Bonus.

#PokemonSTAR daily capture:

- 1) **Snap** a screenshot of a Pokemon in one of CapitaLand's integrated developments, shopping malls, serviced residences, offices and homes across Singapore;
- 2) **Upload** the screenshot onto Instagram; and
- 3) **Follow** @CapitaLand, **hashtag** #PokemonSTAR in the caption, and **location-tag** the CapitaLand property e.g. Tampines Mall.

CAPITASTAR members stand to earn 2,000 STAR\$[®] for each post, up to 6,000 STAR\$[®] per day, and a total of 30,000 STAR\$[®] throughout the five-day campaign with this method.

Earned STAR\$[®] can be redeemed for CapitaVouchers (5,000 STAR\$[®] for S\$5 in CapitaVouchers) which can be used in all 16 operational CapitaLand malls across Singapore.

While looking out for PokeStops and Pokemon Gyms in our malls, Pokemon Trainers can recharge themselves by purchasing a refreshing drink at F&B outlets in CapitaLand malls, getting some retail therapy after a hard day of battling other trainers, or enjoying a meal at the pop-up Pokemon Café at Bugis Junction – real life PokeStops for tired Pokemon Trainers. CAPITASTAR members get a one-up in their hunt for elusive rare Pokemon with unlimited free wireless internet in most CapitaLand malls.

#PokemonSTAR of the Day Challenge

Pokemon Trainers can earn extra STAR\$[®] from the #PokemonSTAR of the Day Challenge throughout the campaign. From the second day of the campaign, a #PokemonSTAR of the Day will be announced on CapitaLand's social media platforms each day. CAPITASTAR members who upload a shot of the #PokemonSTAR of the Day at any of CapitaLand's properties within the day stand to receive a bonus 5,000 STAR\$[®]. Up to 25 lucky CAPITASTAR members will receive this bonus each day.

#CatchEmAllAtCapitaLandMalls Grand Bonus

Three lucky CAPITASTAR members will be rewarded with the 50,000-STAR\$[®] #CatchEmAllAtCapitaLandMalls Grand Bonus draw. To qualify, they will need to upload screenshots of five different Pokemon at five of CapitaLand's 16 operational malls in Singapore, with the hashtag #CatchEmAllAtCapitaLandMalls on the fifth post. Winners will be announced at the end of the campaign.

CapitaLand has also suggested a few Dos and Don'ts to aid Pokemon Trainers on their hunt:

Do

- Keep an eye on your surroundings – safety first cos' Nurse Joy won't be around to bandage you up.
- Recharge in our CapitaLand malls – have a cuppa, buy a bag, whatever motivates you! Pokemon hunting can be tiring.
- Say hi to fellow Pokemon Trainers – be a friend, tell them about Pokemon locations, and let them in on the fun of #PokemonSTAR.

Don't

- Be where you're not supposed to be – no trespassing!

- Make too much noise – some people might prefer a little more peace and quiet.
- Forget to location-tag our CapitaLand properties in your Instagram uploads and include the #PokemonSTAR hashtag to win STAR\$®!

Pokemon Safaris

Beyond Singapore, CapitaLand’s serviced residence arm, The Ascott Limited will be launching “Pokemon Safaris” at its Ascott, Citadines and Somerset serviced residences in Australia, Europe, India, Singapore and Vietnam. Residents will be invited to participate in a series of activities planned by the Ascott Hosts who will serve as “Pokemon Safari Keepers”. During the activity, residents will come together to locate, capture, battle, and train virtual Pokemon. The Pokemon Safaris will be part of the Community Living pillar under Ascott Lifestyle Programme that offers thoughtfully curated experiences according to the interests, attitudes and lifestyles of its guests.

For more information on participating CapitaLand properties and CAPITASTAR, please refer to Annex. For more details of #PokemonSTAR, please visit www.capitaland.com/PokemonSTAR.

About CapitaLand Limited (www.capitaland.com)

CapitaLand is one of Asia’s largest real estate companies headquartered and listed in Singapore. The company leverages its significant asset base, design and development capabilities, active capital management strategies, extensive market network and operational capabilities to develop high-quality real estate products and services. Its diversified global real estate portfolio includes integrated developments, shopping malls, serviced residences, offices and homes. Its two core markets are Singapore and China, while Indonesia, Malaysia and Vietnam have been identified as new growth markets. The company also has one of the largest real estate fund management businesses with assets located in Asia.

CapitaLand’s listed real estate investment trusts are CapitaLand Mall Trust, CapitaLand Commercial Trust, Ascott Residence Trust, CapitaLand Retail China Trust and CapitaLand Malaysia Mall Trust.

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

Analyst contact

Chang Rui Hua

Head, Investor Relations

Tel: +65 6713 2903

Email: chang.ruihua@capitaland.com

Media contact

Tan Bee Leng

Head, Group Communications

Tel: +65 6713 2871

Email: tan.beeleng@capitaland.com

ANNEX

CapitaLand malls in Singapore:

1. [Bedok Mall*](#)
2. [Bugis Junction*](#)
3. [Bugis+*](#)
4. [Bukit Panjang Plaza*](#)
5. [Clarke Quay*](#)
6. [IMM](#)
7. [ION Orchard](#)
8. [JCube*](#)
9. [Junction 8*](#)
10. [Lot One Shoppers' Mall](#)
11. [Plaza Singapura*](#)
12. [Raffles City Singapore*](#)
13. [Sembawang Shopping Centre](#)
14. [Tampines Mall](#)
15. [The Star Vista*](#)
16. [Westgate*](#)

*Connect to CAPITALAND SSID to enjoy free wireless internet surfing in these malls. CAPITASTAR members enjoy unlimited surfing.

For a full list of CapitaLand properties in Singapore, visit <http://capitaland.com/global-presence> and select 'Singapore'.

Not yet a member? Here is how you can sign up as a CAPITASTAR member.



Self-Service Kiosk

Scan your NRIC and follow the on-screen instructions at any Self-Service Kiosk located at participating CapitaLand Malls.

[Kiosk locations](#)



Mobile App

Download CAPITASTAR Application from App Store® and Google Play. Follow the instructions and create a password to complete your registration.

[Download on App Store®](#) [Download on Google Play](#)



Website

Register through the sign-up page. Follow the instructions and create a password to complete your registration.

[Sign up now](#)

For more information, please visit <http://www.capitastar.com.sg>.