

Media Release

FLORAL THEME TO "BLOOM" IN THIS YEAR'S CHRISTMAS ON A GREAT STREET

Singapore, 19 October 2021 - Where flowers bloom, so does hope. This year, Orchard Road Business Association (ORBA) celebrates a journey of hope and resilience with the theme "Christmas in Bloom," as businesses along Singapore's most famous shopping strip hope for a return to normalcy.

In its latest iteration of Christmas on *A Great Street*, now in its 38th year, ORBA's annual Christmas Light-up on Orchard Road will feature a dazzling array of immersive attractions such as the giant outdoor video projection using augmented reality technology that transforms the side of Mandarin Orchard Singapore into a wall of wonder. The countdown clock for Christmas Day and the New Year will move from its traditional location at the Scotts-Paterson Road junction to this digital wall.

The key design elements behind "Christmas in Bloom" draw their inspiration from Singapore's botanical richness and the interior of ribbed vault architecture which exudes a feeling of being safe, an especially needed quality in the time of coronavirus.

The main arch at the Scotts-Paterson Road junctions features a burst of colourful lights accented by red and rose gold poinsettias, a traditional Christmas flower that symbolises purity and mirth. Further along, the Cairnhill junction to The Atrium@Orchard stretch will see blooming white Christmas roses in striking contrast to the champagne gold light arches on which they are perched. At the other end of Orchard Road, starting at Tanglin Mall, red poinsettias positioned on red and rose gold arches will spread warmth all the way to the Paterson junction.

The vault inspiration is seen in the over-street arches of lights; using a bold combination of neon and fairy lights, the intended result is a mesmerising effect to motorists cruising along Orchard Road.

The Community Chest Christmas on *A Great Street* Light-Up Ceremony will be held on 13 November 2021, and this event kicks off seven weeks of festivities with arches of lights and iconic Christmas floral elements brightening up three zones of Orchard Road till 2 January 2022.

ORBA Chairman Mr Mark Shaw said, "We are excited with this year's Christmas on *A Great Street* despite a long and arduous year where our members saw significant disruptions to their business."

"We believe Christmas and the New Year is an ideal time for us to focus on hope and goodwill and to remind ourselves that despite the challenges we face, we have much to be thankful for, and to look forward to."

"And most importantly, this is a wonderful time to celebrate with loved ones."

Hitachi Asia Ltd. continues to reprise its role as a long-standing sponsor for Christmas on *A Great Street* for the 31st consecutive year. Mastercard® remains the Official Card partner for the ninth year running.

Mr Kojin Nakakita, Chairman of Hitachi Asia Ltd., said, "We are honoured to have created 31 years of fond memories for Singaporeans and tourists through our sponsorship of the annual Christmas on *A Great Street*."

"This iconic event has a symbolic value to Hitachi. One being our close relationship and strong partnership with Singapore and the other echoing our commitment to Powering Good. Hitachi and Singapore, together, have achieved many milestones in the last 56 years."

"With the pandemic dampening spirits, Christmas on *A Great Street* has become even more important to spread happiness and bring festive cheer to the streets of Singapore."

"A firm believer of contributing to society, Hitachi has seen more than 3 decades of charitable contributions to Community Chest to help the underprivileged community in Singapore. We hope these donations will go a long way to help the needy and power good for more years to come."

President Halimah Yacob will officiate this year's Community Chest Christmas on *A Great Street* Light-Up Ceremony. The public can watch the event via Facebook Live on Community Chest's Facebook page from 7pm to 8pm on 13 November 2021. Community Chest, the co-organiser of the Light-Up Ceremony, aims to raise awareness of mental health and will raise funds for more than 100 social service agencies and over 200 critical programmes. 100% of donations will go towards empowering the lives of adults with disabilities, children with special needs and youth-at-risk, persons with mental health conditions and seniors and families in need of support.

Ms Serene Tan, Director, Retail and Dining, Singapore Tourism Board, said, "Christmas on *A Great Street* is a signature year-end highlight for Orchard Road, putting smiles on all our faces and bringing cheer to Singapore's leading shopping street. There's much to discover both physically and virtually, from the dazzling decorations to the latest brands and experiential offerings. As we journey towards becoming a COVID-19 resilient nation, we invite everyone to enjoy the festivities and rediscover the exciting offerings at Orchard Road safely and responsibly."

First-ever Giant Outdoor Augmented Reality Projection on Orchard Road

For the first time, the side wall of Mandarin Orchard Singapore will be transformed into a wall of wonder with multimedia projection extravaganza and integrated augmented reality experience. OUE Limited is the Official Venue Partner of Christmas on *A Great Street* 2021.

From 1 November 2021 to 2 January 2022, the side of Mandarin Orchard Singapore will come to life with a 10-minute scheduled 3D projection mapping show from 8pm to 10.30pm daily. Merli and friends, Singapore's tourism mascots, will have starring roles on the digital wall projections as they shop for gifts, decorate the Christmas tree and enjoy a sumptuous dinner. Viewers on Orchard Road can download PopAR, a mobile application, to enhance their viewing experience with immersive augmented reality (AR) effects.

Luxury watch brand TUDOR is the Official Timekeeper of Christmas on *A Great Street* 2021, and TUDOR-branded content will be featured on the wall. A TUDOR spokesperson said, "Adding to the allure of Orchard Road, Christmas on *A Great Street* 2021 has created a new experience to enjoy these precious moments. Similar to what TUDOR believes in - pushing the boundaries of what's new."

On the eve of Christmas and New Year's Day, visitors to Orchard Road will also be treated to a special countdown segment with unique content and augmented reality fireworks at midnight.

Return of Music in the Air

In addition, Music in the Air returns after a 3-year hiatus. Starting 1 November, shoppers walking along the stretch between ION Orchard and Ngee Ann City will hear recorded tunes from popular Christmas carols, including Silent Night, daily between 5pm to 10.30pm and 5pm to 12.30am on Christmas Eve and New Year's Eve. This also complements the visual experience at the giant outdoor projection.

Virtual Tour of Christmas on A Great Street 2021

Similar to last year, people in Singapore and abroad can enjoy Christmas on *A Great Street* virtually from the comforts of their homes. Using a phone or computer, viewers can join the festivities starting 19 November, by hopping onto a microsite featuring 360-degree views along the 3.11 km stretch from Tanglin Mall to Plaza Singapura.

This year, the virtual tour showcases better video quality and greater immersion with augmented reality features allowing for enhanced interaction and sound. To enhance street vibrancy, 10 hotspots along the Christmas on *A Great Street* virtual tour will showcase local buskers and musicians with their performances as they bring a local slant to complement existing offerings.

Orchard Road Black Friday extends to online space with Lazada

ORBA collaborates with Lazada Singapore as the Official E-commerce partner to create the first-ever Orchard Road dedicated campaign page that will feature digital goods from various Orchard Road brands as well as an exclusive promotion for Official Card, Mastercard. Other iconic Christmas sales such as Cyber Monday and 12.12 will be hosted here as well. Mastercard cardholders will enjoy \$5 off with a minimum spend of \$100 on the Orchard Road campaign page from 26 - 29 November and 10 - 12 December 2021.

Exclusive Christmas Rewards with Mastercard promotion

From 13 November to 24 December 2021, the first 100 Mastercard shoppers who spend a minimum of \$300 each week at any of the 11 participating malls will be eligible to receive \$30 mall vouchers, which can be redeemed with a maximum of five same-day receipts from the same mall.

11 participating malls

1. 313@somerset
2. Forum The Shopping Mall
3. Mandarin Gallery
4. Ngee Ann City/Takashimaya Shopping Centre
5. orchardgateway
6. Orchard Central
7. Palais Renaissance
8. Paragon
9. Tanglin Mall
10. The Centrepoint
11. Wisma Atria

Exclusive Black Friday Tier

An exclusive Black Friday tier for Christmas Rewards with Mastercard will allow the first 100 Mastercard shoppers per mall to redeem \$50 mall vouchers with a minimum spend of \$500 at 9 participating malls from 26 November to 3 December 2021. The above malls will participate in this Black Friday promotion except Palais Renaissance and Wisma Atria.

Priceless Causes with Mastercard

Mastercard has pledged to donate \$0.50 to the Singapore Children's Society for every qualifying Mastercard transaction at the 11 participating malls from 13 November to 24 December 2021.

Deborah Heng, Country Manager, Singapore, Mastercard said, "The season's theme of hope and resilience is fitting as everyone looks forward to a better year in 2022, ringing in the new year with optimism, resolve and determination."

"As the official payment partner for Christmas on *A Great Street*, Mastercard is deeply committed to supporting retail partners in what's undoubtedly been a challenging year, while also offering cardholders a more rewarding and meaningful festive season as they shop for their loved ones and celebrate together."

- END -

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About Orchard Road Business Association

Founded in 1998, Orchard Road Business Association (ORBA) is the Place Manager of Orchard Road, representing the interests and welfare of businesses operating along Orchard Road. ORBA's mission is to preserve, promote, improve, and facilitate business through events, business development, marketing and promotion.

ORBA organises high-profile events such as "Christmas on A Great Street", "Fashion Steps Out", "Rev-Up @ Orchard", "Pedestrian Night" and "Night At Orchard (NAO)" to attract visitors and tourists to Orchard Road. Its annual award-winning "Christmas on A Great Street" marks the start of the year-end festive season in Singapore, illuminating the city's foremost shopping and entertainment district with sparkling lights and colour.

From 1 April 2019, ORBA has also taken over the curation and management of the Urban Green Rooms (UGRs) as pop-up spaces along the Orchard Road pedestrian mall.

Membership in ORBA is open to Orchard Road stakeholders, as well as non-stakeholders who have an affiliation to lifestyle business along Orchard Road. There are more than 120 members in the Association, including the owners and management of shopping malls, departmental stores, leading retailers, hotels and restaurants.

ORBA operates under the auspices of the Singapore Tourism Board with its administration entrusted to an Executive Committee (EXCO) comprising some of Orchard Road's key stakeholders. The EXCO is headed by Mr Mark Shaw (Director of The Shaw Organisation Pte Ltd) as Chairman.

For more information, please visit www.orchardroad.org or www.facebook.com/orchardroad.sg.

About Hitachi Asia Ltd.

Hitachi Asia Ltd., a subsidiary of Hitachi, Ltd., is headquartered in Singapore. With offices across seven ASEAN countries - Indonesia, Malaysia, Myanmar, Philippines, Singapore, Thailand and Vietnam - the company is focused on its Social Innovation Business to answer society's challenges. Hitachi Asia and its subsidiary companies offer a broad range of information & telecommunication systems, power systems, social infrastructure & industrial systems, electronic systems and equipment, construction machinery, high functional materials and components, automotive systems, home appliances and others. For more information on Hitachi Asia, please visit the company's website at <https://www.hitachi.com.sg>.

About Mastercard (NYSE: MA), www.mastercard.com

Mastercard is a global technology company in the payments industry. Our mission is to connect and power an inclusive, digital economy that benefits everyone, everywhere by making transactions safe, simple, smart and accessible. Using secure data and networks, partnerships and passion, our innovations and solutions help individuals, financial institutions, governments and businesses realize their greatest potential. Our decency quotient, or DQ, drives our culture and everything we do inside and outside of our company. With connections across more than 210 countries and territories, we are building a sustainable world that unlocks priceless possibilities for all.

About TUDOR

TUDOR is an award-winning Swiss-made watch brand, offering mechanical watches with refined aesthetics, proven reliability and unique value for money. The origins of TUDOR date back to 1926, when "The Tudor" was first registered as a brand on behalf of the founder of Rolex, Hans Wilsdorf. He created the Montres TUDOR SA Company in 1946 to offer watches with the quality and dependability of a Rolex, at a more affordable price point. Because of their robustness and affordability, throughout their history TUDOR watches have been chosen by the boldest adventurers on land, underwater and on ice. Today, the TUDOR collection includes emblematic models such as Black Bay, Pelagos, 1926 and Royal. Since 2015, TUDOR has also offered mechanical manufacture movements with multiple functions and superior performance.

About the Singapore Tourism Board

The Singapore Tourism Board (STB) is the lead development agency for tourism, one of Singapore's key economic sectors. Together with industry partners and the community, we shape a dynamic Singapore tourism landscape. We bring the Passion Made Possible brand to life by differentiating Singapore as a vibrant destination that inspires people to share and deepen their passions.

More: www.stb.gov.sg or www.visitsingapore.com | Follow us: facebook.com/STBSingapore or twitter.com/stb_sg

MEDIA FACTSHEET



CHRISTMAS ON A GREAT STREET 2021

Venue	Orchard Road
Theme	Christmas In Bloom
Period	Sat 13 Nov 2021 - Sun 2 Jan 2022
Time of Light-Up	<ul style="list-style-type: none"> • 6.30pm - 12am Sundays to Thursdays • 6.30pm - 2am Fridays and Saturdays • 6.30pm - 6am Christmas Eve and New Year's Eve
Organiser	Orchard Road Business Association
Main Sponsor	Hitachi Asia Ltd.
Official Card	Mastercard®
Supported by	Singapore Tourism Board
Official Timekeeper	TUDOR
Official Venue Partner	OUE Limited
Official E-Commerce Partner	Lazada Singapore
Official Technology Partner	Hexagon Group of Companies
Official Light-Up Partner	Q's Advertising Pte Ltd

CHRISTMAS ON A GREAT STREET 2021

Item	Quantity
Total length of Christmas Light-Up	3.1 KM Tanglin Mall to Plaza Singapura (including Scotts Road)
Height of Main Arch	12m
No. of Overstreet Décor	80 sets
No. of Lamp post Decoration	171
No. of Hitachi logos	178
Length of LED strip lights	800m
Length of LED fairy lights	68,400m
Length of LED Neon lights	8,000 m
No. of LED light bulbs	41,100 nos
Total man hours (amt of time x no. of people) spent to produce the Christmas decorations	82,200 manhours
Total man hours (amt of time x no. of people) spent to put up the Christmas decorations on Orchard Road	12,800 manhours

MAIN ARCH

The main arch of Orchard Road, measuring 12 metres in height, is located at the junction of Orchard Road - Scotts Road. The main arch features a medley of red, white and gold poinsettias and an accompanying Christmas tree decor.



WELCOME ARCH

Wishes of Mirth & Celebrations begin on Tanglin Road with this welcome arch. The flowers in this zone are Red and Rose Gold Poinsettias - elements of celebration and mirth.



CHRISTMAS DÉCOR IN NEW SHOWCASE FORMAT

Across 3 zones in the precinct, namely Tanglin, Orchard and Somerset, 171 lamp posts are dressed in bigger and grander LED decorations. The decorations on each lamp post will stand between 9 to 12m in height (including the height of the lamp post).



FIRST-EVER GIANT OUTDOOR PROJECTION ON ORCHARD ROAD

Item	Description
Period	Mon 1 Nov 2021 - Sun 2 Jan 2022
Location	Mandarin Orchard Singapore
Timing	<ul style="list-style-type: none"> 8pm - 10.30pm daily 8pm - 12.36am on Christmas Eve & New Year's Eve
Mechanics to view	<p>Merli and friends, Singapore's tourism mascots, will have starring roles on the Giant Outdoor Projection, as they experience an extraordinary digital journey of Christmas on <i>A Great Street</i>.</p> <p>As the Official Timekeeper of Christmas on <i>A Great Street</i> 2021, TUDOR-branded content will also be featured on the wall.</p>
Official Venue Partner	OUE Limited
Official Timekeeper	TUDOR
Official Technology Partner	Hexogon Group of Companies

VIRTUAL TOUR OF CHRISTMAS ON A GREAT STREET 2021

Item	Description
Period	Fri 19 Nov 2021 - Sun 2 Jan 2022
Mechanics to view	<p>Visit christmas.orchardroad.org to view the user-controlled 360° immersive views of Christmas on <i>A Great Street</i> 2021.</p> <p>This year, 10 hotspots will be included in the virtual street experience. These hotspots feature a local line-up of local buskers and bands performing Christmas carols and covers of the latest hits.</p> <p>In addition, one can also view the first-ever Giant Outdoor Projection on the side of Mandarin Orchard Singapore in augmented reality.</p>
Performance Line-Up	<p>Bands</p> <ol style="list-style-type: none"> 1. Cold Cut Duo - @thecoldcutduo 2. Daniel Sid - @danielsiddy 3. Fyrdauz Macbeth - @fyrdauzmacbeth 4. Jean & Raihan - @jeankyaw, @bigdaddyrai96 5. Jumpstart - @jumpstartsg 6. Louisa Kan - @louisakan 7. Thea & Kenvin - @antheeah, @heyitskenvin <p>Performers</p> <ol style="list-style-type: none"> 8. Aryll Azlin - @aryllazlin 9. Circus of Altrades - @altrades_sg 10. McCoy Yip - @mccoysparks

MUSIC IN THE AIR

Item	Description
Period	Mon 1 Nov 2021 - Sun 2 Jan 2022
Timing	<ul style="list-style-type: none">• 5pm - 10.30pm daily• 5pm - 12.30am on Christmas Eve & New Year's Eve
Information	<p>In addition, Music in the Air returns after a 3-year hiatus.</p> <p>Starting 1 November, shoppers walking along the stretch between ION Orchard and Ngee Ann City will hear recorded tunes from popular Christmas carols.</p>

ORCHARD ROAD BLACK FRIDAY, CYBER MONDAY AND 12.12 PROMOTIONS

Item	Description
Period	Mon 1 Nov 2021 - Sun 2 Jan 2022
Promotion Mechanics	<p>The first-ever Orchard Road campaign page on Lazada will feature digital goods from various Orchard Road brands.</p> <p>Exclusive Mastercard Promotion Mastercard cardholders will enjoy \$5 off with a minimum spend of \$100 from the Orchard Road campaign page on Lazada from Fri 26 Nov - Mon 29 Nov 2021 and Fri 10 Dec - Sun 12 Dec 2021.</p>
Official Card	Mastercard
Official E-Commerce Partner	Lazada Singapore

CHRISTMAS REWARDS WITH MASTERCARD

Item	Description
Promotion Period	Sat 13 Nov 2021 - Fri 24 Dec 2021
Promotion Mechanics	The first 100 Mastercard shoppers who spend \$300 each week at any of the 11 participating malls are eligible to receive \$30 mall vouchers.
Participating Malls	<ol style="list-style-type: none">1. 313@somerset2. Forum The Shopping Mall3. Mandarin Gallery4. Ngee Ann City / Takashimaya Shopping Centre5. Orchard Central6. orchardgateway7. Paragon8. Palais Renaissance9. Tanglin Mall10. The Centrepoint11. Wisma Atria

Terms & Conditions	<ul style="list-style-type: none"> • Purchase(s) must be made with a valid Mastercard card at the participating malls to qualify for redemption. A maximum of 5 same-day receipts from the same mall is required. • Limited to the first 100 Mastercard cardholders per week per mall from: <ul style="list-style-type: none"> ▪ Week 1 Sat 13 Nov - Fri 19 Nov 2021; ▪ Week 2 Sat 20 Nov - Thu 25 Nov 2021; ▪ Week 3 Fri 26 Nov - Fri 3 Dec 2021; ▪ Week 4 Sat 4 Dec - Fri 10 Dec 2021; ▪ Week 5 Sat 11 Dec - Fri 17 Dec 2021; and ▪ Week 6 Sat 18 Dec - Fri 24 Dec 2021. • Excludes bill payments, medical/dental consultation, currency exchange, purchase of air tickets, tobacco & cigarettes, SISTIC tickets and shopping vouchers. • Transactions made with pre-paid credits on Grab Pay, Fave Pay, Alipay or any other related mobile payment that are linked to a Mastercard shall not be deemed as qualifying transactions for the Promotion. For the avoidance of doubt, all other mobile payments such as Apple Pay, Google Pay and Samsung Pay etc. which utilises a Mastercard stored on a mobile device shall be deemed qualifying transactions. • Other Terms & Conditions apply. Please visit christmas.orchardroad.org for more information.
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EXCLUSIVE BLACK FRIDAY TIER FOR CHRISTMAS REWARDS WITH MASTERCARD

Item	Description
Promotion Period	Fri 26 Nov 2021 - Fri 3 Dec 2021
Promotion Mechanics	<p>The first 100 Mastercard shoppers who spend \$500 each week at any of the 9 participating malls are eligible to receive \$50 mall vouchers.</p> <p>Limited to a maximum of five same-day receipts from the same mall. Terms & Conditions apply.</p>
Participating Malls	<ol style="list-style-type: none"> 1. 313@somerset 2. Forum The Shopping Mall 3. Mandarin Gallery 4. Ngee Ann City / Takashimaya Shopping Centre 5. Orchard Central 6. orchardgateway 7. Paragon 8. Tanglin Mall 9. The Centrepoint

PRICELESS CAUSES WITH MASTERCARD

Item	Description
Promotion Period	Sat 13 Nov 2021 - Fri 24 Dec 2021
Promotion Mechanics	Mastercard shall donate \$0.50 to the Singapore Children's Society for every qualifying transaction. The total donation amount is capped at SGD\$120,000. Terms & Conditions apply.
Participating Malls	1. 313@somerset 2. Forum The Shopping Mall 3. Mandarin Gallery 4. Ngee Ann City / Takashimaya Shopping Centre 5. Orchard Central 6. orchardgateway 7. Paragon 8. Palais Renaissance 9. Tanglin Mall 10. The Centrepoint 11. Wisma Atria

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