

Media Release

CHRISTMAS ON A GREAT STREET INVITES ALL TO ORCHARD ROAD FOR A SEASON OF FESTIVE FUN AND MORE IN-PERSON EXPERIENCES

The much-loved Great Christmas Village returns after a 2-year hiatus with brand new immersive experiences, including more rides, live music from social media stars, and tasty food and beverage delights.

Singapore, 27 October 2022 - Orchard Road Business Association (ORBA) has today revealed its plans for the precinct's annual light-up event – Christmas on A Great Street. This year is the 39th iteration of the event, as businesses along Singapore's most famous shopping strip celebrate the first Christmas with more in-person experiences as the country returns to normalcy.

From Saturday 12 November 2022 until Monday 2 January 2023, Orchard Road will be transformed with glistening light displays, an array of immersive attractions, a variety of engaging pop-up activations, and endless musical entertainment. The event further strengthens Orchard Road's position as a lifestyle destination, offering immersive experiences beyond retail to cater to different visitors.

Supported by the Singapore Tourism Board (STB), this year's Christmas on A Great Street is significant because it is the first year that the festivities on Orchard Road can be enjoyed in-person by locals and tourists alike, with full-scale programming, since the onset of the pandemic.

The celebrations begin at Tanglin Road with a spectacular teal and white arch greeting visitors as they arrive. An eye-catching ferris wheel and starry design offer the first glimpse of a carnival spirit along the 3.1km of lights. This year's new feature is 104 trees lit up with energy-saving LED white lights to enhance the festive experience on Orchard Road. These same lights will later take on pink hues after the Christmas season as Orchard Road ushers in Chinese New Year and Valentine's Day in early 2023. Interactive set pieces are also returning this year so that visitors can take the perfect photo with family and friends.

The focal point of the light-up, located at the junction of Orchard Road and Scotts Road, is the mesmerising main arch, with ornate Christmas trees decorated with reindeer and baubles on each side of the road to delight motorists and pedestrians as they cruise along the precinct.

The Christmas on *A Great Street* 2022 Community Chest Light-Up Ceremony, officiated by President Halimah Yacob, is held on Saturday 12 November 2022 and kickstarts seven weeks of festive celebrations. In partnership with Community Chest, this year's Light-Up Ceremony theme is "Give Thanks and Rejoice". Through this event, Community Chest hopes to raise funds to support more than 100 social service agencies which run over 200 critical social service programmes, empowering children with special needs and youths at risk, adults with disabilities, persons with mental health conditions, and seniors and families in need of support.

ORBA Chairman Mr Mark Shaw said, "This year's Christmas on *A Great Street* is very significant for businesses on Orchard Road as it marks our first Christmas since the start of the pandemic in 2020 where most restrictions have been lifted, and we are seeing the return of tourists from around the world."

"To mark the occasion, our light-up features more interactive and experiential components this year than ever. From the return of the *Great Christmas Village*, featuring many new elements and activations, to bringing Orchard Road's spaces to life through augmented reality. In addition, visual projections and the sounds of festive music along the pedestrian mall will also provide something for all to enjoy as they stroll along our *Great Street!*"

Hitachi Asia Ltd. continues to reprise its role as a long-standing sponsor for Christmas on *A Great Street* for the 32nd consecutive year. Mastercard® is once again the Official Card partner, marking a long-term partnership spanning a decade.

Mr Kojin Nakakita, Chairman of Hitachi Asia Ltd., said, "Sponsoring Christmas on *A Great Street* has become somewhat of a fond tradition for Hitachi. We are proud to be sponsoring this event for the 32nd year running and continuing to evoke spirits of joy and smiles on people's faces. This event also symbolises our close partnership with Singapore. Over the last 57 years, we have witnessed the growth of Social Infrastructure in Singapore and are proud to have partnered with the island nation to achieve many milestones together. As Singapore progresses towards the future, we strongly intend to contribute more, especially in the areas of Green, Digital, and Innovation."

“This year, we are equally excited to see the borders opening up and welcoming many of our global friends to come down to this iconic street to experience the festive cheer of Christmas. Staying true to our spirit of Powering Good, we have also continued our charitable contribution to Community Chest to make this Christmas extra special for the underprivileged communities in Singapore.”

“We hope this year’s decorations light up everyone’s faces as they come down to experience the magic of Christmas on this *Great Street*.”

Ms Guo Teyi, Director, Retail & Dining, Singapore Tourism Board, said: “We welcome both locals and tourists of all ages to enjoy the magic of Christmas on Orchard Road once again while discovering the latest flagship stores, brands, and experiential offerings that it has to offer. Concepts such as Christmas on *A Great Street* bring a fun and differentiated experience to the Orchard Road precinct, strengthening its appeal as a must-visit lifestyle destination beyond retail. We encourage industry stakeholders to continue developing innovative and experiential offerings that set Singapore apart.”

Bringing back the magic of the *Great Christmas Village*

Making a comeback after a two-year hiatus, the much-loved *Great Christmas Village* returns to Ngee Ann City Civic Plaza from Wednesday 7 December 2022 until Monday 2 January 2023. The *Great Christmas Village* features fun-filled amusement rides and activities perfect for capturing images of festive memories, live festive music, and tantalising food & beverage (F&B) options.

New additions this year include a brand-new all-white carousel taking centre-stage, a licensed character Inflatable Bouncer, and other fun-filled rides such as the Samba Balloon, Red Swing, Pirate Ship, Trackless Train and Teacups for all to enjoy.

Festive foodies can graze to their hearts’ content with delicious bites from popular F&B outlets such as VeganBurg, Speciality Thai Grills, Magnum and Ben & Jerry’s Ice Cream, as well as a beer garden.

This year, visitors will also be able to register for art workshops where they can learn fun new skills such as alcohol ink painting, tapestry weaving, clay modelling, and crafting.

The main stage in the Great Christmas Village comes alive on Friday to Sunday evenings with the sounds of famous social media performers, including Jack & Rai, Cold Cut Duo, Daniel Sid and Fyrdaus Macbeth to name a few.

From Saturday 12 November onwards, visitors can enjoy pop-up activations from brands such as Gucci Beauty and Braun Buffel along the pedestrian walkway in front of ION Orchard to Mandarin Gallery.

Introducing the first dual-façade outdoor projection show on Orchard Road

Back by popular demand is the unmissable and spectacular 10-minute multimedia 3D projection show with augmented reality (AR) features that takes place each night from 7pm - 10pm on the façade of Mandarin Gallery facing Ngee Ann City. This is also home to the countdown clock for Christmas Day and the New Year's Eve celebrations.

For the first time this year, the other façade of the same building facing Somerset will also be activated with multimedia 3D projection, delighting pedestrians all around. Spectators are treated to a specially curated Christmas show which offers a visual spectacle of past light-ups, a multi-tiered rotating carousel with galloping horses, a vibrant spinning ferris wheel, arcade games, and a stunning firework display in AR.

Elevating experiences through AR technology and Music in The Air

Visitors can use the PopAR Live app on their mobile phones to bring to life new 3D and AR features of the nightly projection show.

Additional special features will appear on the giant outdoor projection during the countdowns on Christmas Eve and New Year's Eve, offering a new and exciting way for visitors in the precinct to ring in Christmas and the New Year, respectively.

This year, visitors can also enjoy additional AR features as they stroll down the stretch of Orchard Road between ION Orchard to Mandarin Gallery. Visitors are given a special visual treat by using the PopAR Live App to scan the key visuals on any of the 27 glass panels located along the entire stretch of the pedestrian thoroughfare.

Finally, popular Christmas tunes fill the air at selected zones from Wheelock Place to Mandarin Gallery, enhancing the Christmas spirit and entertaining visitors daily from 10am – 6.59pm.

Exclusive Christmas Rewards with Mastercard promotion

From Saturday 12 November 2022 until Saturday 24 December 2022, the first 100 Mastercard shoppers who spend a minimum of \$300 each week at any of the 11 participating malls along Orchard Road can stand to receive \$30 mall vouchers. To qualify for redemption, purchases must be made with a valid Mastercard at participating malls. Shoppers can redeem the offer using a maximum of five same-day receipts from the same mall.

11 Participating Malls

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

Black Friday Tier-Up for Christmas Rewards with Mastercard

Starting on Black Friday, Friday 25 November 2022, and running for one week until Friday 2 December 2022, the first 200 Mastercard shoppers who spend a minimum of \$500 at any of the ten participating malls are eligible to receive \$50 mall vouchers, whilst stocks last.

10 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. Tanglin Mall
9. The Centrepoint
10. Wheelock Place

Priceless Causes with Mastercard

Mastercard will donate \$0.50 to the Singapore Children's Society for every qualifying Mastercard transaction at the 12 participating malls from 12 November to 24 December 2022.

12 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. Palais Renaissance
8. Paragon
9. Tanglin Mall
10. The Centrepoint
11. Wheelock Place
12. Wisma Atria

Orchard Road shopping extends online with Shopee for the first time

This year, ORBA has partnered with e-commerce partner, Shopee, to set up a dedicated microsite on the Shopee app which features brands on Orchard Road such as Metro Singapore, MUJI and Poh Heng as well as exclusive deals for Mastercard shoppers.

From Thursday 24 November 2022 until Monday 2 January 2023, Mastercard shoppers can redeem a voucher to enjoy \$5 off with a minimum spend of \$60. During special days such as Black Friday, 12.12, Christmas Day and New Year's Day, Mastercard shoppers can redeem a voucher to enjoy \$12 off with a minimum spend of \$120.

Deborah Heng, Country Manager, Singapore, Mastercard said, "Mastercard remains committed to supporting retailers in navigating the shift to digital, alongside building a sustainable digital economy where everyone prospers. This year marks a decade in our partnership as the official payment partner for Christmas on A Great Street, and Mastercard continues to enable payments and donations that make a positive impact in our community. As we celebrate the spirit of love and giving this Christmas, Mastercard hopes to add a sparkle to the lives of those less fortunate while offering cardholders a more rewarding and meaningful festive season."

Christmas getaways on Orchard Road

Special deals are also available for locals and tourists alike, allowing visitors to be enthralled by a wondrous display of colourful lights while they stay along Orchard Road this festive season. As part of a new exclusive package, visitors to Orchard Road can enjoy 10% off the Best Available Rates at Orchard Hotel and be given a \$50 nett F&B credit voucher for use at The Orchard Café, and \$50 Great Christmas Village credits per stay.

Other deals include a Festive Foodie Staycation at Hilton Singapore Orchard, Nature's Lover Playcation at Shangri-La Singapore, an Iconic City Getaway at Singapore Marriott Tang Plaza Hotel, and discounted room rates at Royal Plaza on Scotts.

To find out more about Christmas on A Great Street 2022, please visit christmas.orchardroad.org.

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For media enquiries, please contact the ORBA Team at Klareco Communications:

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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 with 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 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

2022 MEDIA FACTSHEET



CHRISTMAS ON A GREAT STREET 2022

Venue	Orchard Road
Theme	Christmas on <i>A Great Street</i>
Period	Sat 12 Nov 2022 – Mon 2 Jan 2023
Time of Light-Up	<ul style="list-style-type: none"> • Sunday to Thursday 6.30pm – 12am • Friday and Saturday 6.30pm – 2am • Christmas Eve and New Year's Eve 6.30pm – 6am
Organiser	Orchard Road Business Association
Main Sponsor	Hitachi Asia Ltd.
Official Card	Mastercard®
Official Venue Partners	Hilton Singapore Orchard Ngee Ann City OUE Limited
Official Christmas Village Partner	The Show Master
Venue Sponsor for Media Conference	voco Orchard Singapore
E-commerce Partner	Shopee
Supported by	Singapore Tourism Board

CHRISTMAS ON A GREAT STREET 2022

Item	Quantity
Total length of Christmas Light-Up	3.1 km Tanglin Mall to Plaza Singapura (including Scotts Road)
Height of Main Arch	16m
No. of Overstreet Décor	73 sets
No. of Lamp Post Decoration	171
No. of Tree Wraps	104
No. of Hitachi Logos	188
Length of LED Strip Lights	30,100m
Length of LED Fairy Lights	57,300m
Length of LED Neon Lights	15,000m
No. of Surface Mounted Device (SMD) LED	2,000 nos
Total Man-hours (Production) amount of time x number. of people spent to produce the Christmas decorations	93,500 man-hours
Total Man-hours (Installation) amount of time x number. of people spent to put up the Christmas decorations on Orchard Road	14,800 man-hours

MAIN ARCH

The main arch of Orchard Road, measuring 16 metres in height, is located at the junction of Orchard Road and Scotts Road. The main arch features a medley of red, white, and teal design elements such as ornate Christmas trees decorated with reindeer and baubles on each side to delight motorists and pedestrians as they cruise along the precinct.



WELCOME ARCH

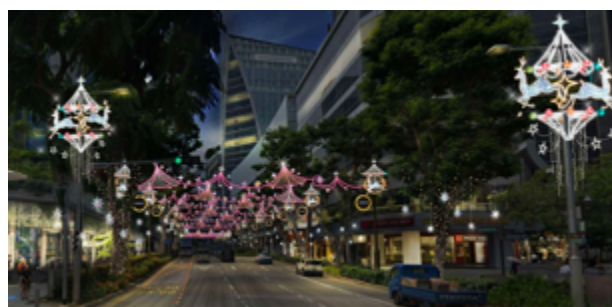
The celebration begins at Tanglin Road, with this welcome arch marking the first light display on Orchard Road. The ferris wheels and stars in this zone are coloured in teal and white – showcasing the true “carnival” spirit of Christmas.



CHRISTMAS DÉCOR GLISTENS ALONG THE STREET

Across three zones, namely Tanglin, Orchard, and Somerset, 171 lamp posts are dressed in grand LED decorations. The decorations on each lamp post range between 9 to 12m in height (including the height of the lamp post).

This year’s new feature is the light-up of 104 trees on Orchard Road with energy-saving LED white lights to enhance the festive experience. These same lights later take on pink hues after the Christmas season as Orchard Road ushers in the Chinese New Year and Valentine’s Day in early 2023.



THE GREAT CHRISTMAS VILLAGE 2022

Item	Description
Period	Wed 7 Dec 2022 – Mon 2 Jan 2023
Location	Ngee Ann City Civic Plaza
Timing	<ul style="list-style-type: none"> Monday – Thursday 1pm – 10pm Friday – Sunday 12pm – 11pm Christmas Eve & New Year’s Eve 12pm – 12.30am
Information	<p>The <i>Great Christmas Village</i> returns this year after a two-year hiatus. This year’s <i>Great Christmas Village</i> is segmented into four key pillars – Fun, Food, Arts and Music, with something for everyone.</p> <p>FUN Think carnival, games, and everything fun. Perfect for families and kids, the Village will feature Singapore's first-ever all-white carousel, new attractions such as a licensed character Inflatable Bouncer, Samba Balloon and countless other rides including a Swing, Teacups, and a Trackless Train.</p> <p>FOOD Speciality food items will also make an appearance at this year’s <i>Great Christmas Village</i>, as well as a beer garden.</p> <p>Brands include:</p> <ul style="list-style-type: none"> VeganBurg Speciality Thai Grills (Vendor flown in from Bangkok) Magnum and Ben & Jerry’s Ice Cream <p>ARTS This year, visitors will also be able to register for art workshops where they can learn fun new skills such as alcohol ink painting, tapestry weaving and clay modelling and crafting.</p> <p>MUSIC Live music is back on Orchard Road. At the <i>Great Christmas Village</i> this year, visitors can look forward to a line of local artists performing every Friday, Saturday and Sunday leading up to Christmas.</p> <p>The full line-up can be seen on christmas.orchardroad.org.</p>
Official Venue Partner	Ngee Ann City
Official Christmas Village Partner	The Show Master

DUAL-FAÇADE OUTDOOR MULTIMEDIA 3D & AUGMENTED REALITY (AR) PROJECTION SHOW ON ORCHARD ROAD

Item	Description
Period	Tue 1 Nov 2022 – Mon 2 Jan 2023
Location	Mandarin Gallery
Timing	<ul style="list-style-type: none"> Daily 7pm – 10pm Christmas Eve & New Year’s Eve 7pm – 12:30am
Mechanics to view	<p>The Dual-Façade Outdoor Multimedia 3D & Augmented Reality (AR) Projection Show returns this year bigger and better than ever before. For the first time on Orchard Road, there will be a dual projection on the external walls of Mandarin Gallery, where the main projection will be facing Ngee Ann City, whilst the secondary projection will be facing the Somerset area, lighting up Orchard Road for all to see.</p> <p>Each projection show will last 10 minutes and will showcase an array of content, such as the Christmas show with augmented reality taking people back down memory lane.</p> <p>Visitors will be able to experience the AR elements including snowflakes and fireworks, via the PopAR Live app by scanning QR codes which will be projected on the wall and available along Orchard Road, to immerse themselves in the experience further.</p>
Official Venue Partners	Hilton Singapore Orchard Ngee Ann City OUE Limited

CHRISTMAS COMES ALIVE (AR)

Item	Description
Period	Tue 1 Nov 2022 – Mon 2 Jan 2023
Timing	Available daily
Information	<p>Orchard Road is coming to life this year with this new additional augmented reality (AR) features starting from 1 November.</p> <p>Passers-by will be able to experience a special visual treat via the PopAR Live app by scanning the stars and sparkles on the 27 glass panels lining the pedestrian walkway in front of ION Orchard to Mandarin Gallery.</p>

MUSIC IN THE AIR

Item	Description
Period	Tue 1 Nov 2022 – Mon 2 Jan 2023
Timing	<ul style="list-style-type: none"> Daily 10am – 6:59pm
Information	<p>51 speakers mounted on 37 lamp posts around five areas on Orchard Road will broadcast recorded tunes from popular Christmas carols. This year's extended coverage will allow for the amplification of the Christmas jingles, as the speakers will be mounted to the lamp posts and controlled using GPS signals.</p> <ol style="list-style-type: none"> Stretch of walkway in front of ION Orchard to Ngee Ann City Walkway in front of Mandarin Gallery Walkway in front of Paragon Walkway in front of Wheelock Place Walkway in front of Far East Shopping Centre <p>All five areas will be playing the same Christmas carols.</p>

POP-UP ACTIVATIONS

Item	Description
Period	Sat 12 Nov 2022 – Mon 2 Jan 2023
Location	Orchard Road Pedestrian Walkway
Information	<p>From 12 November onwards, visitors to Orchard Road can look forward to exciting activations from brand pop-ups to set pieces located along the pedestrian walkway from ION Orchard to Mandarin Gallery.</p> <p>Gucci Beauty, Braun Buffel and other local brands will feature in a series of pop-up stores along the stretch.</p> <p>Interactive set pieces will also be in place to give great backdrops for photo opportunities.</p>

CHRISTMAS REWARDS WITH MASTERCARD®

Item	Description
Promotion Period	Sat 12 Nov 2022 – Sat 24 Dec 2022
Promotion Mechanics	The first 100 Mastercard shoppers who spend a minimum of \$300 each week at each of the 11 participating malls along Orchard Road are eligible to receive \$30 mall vouchers.
Participating Malls	<ol style="list-style-type: none"> 1. Forum The Shopping Mall 2. Mandarin Gallery 3. Ngee Ann City / Takashimaya Shopping Centre 4. Orchard Central 5. orchardgateway 6. Palais Renaissance 7. Paragon 8. Tanglin Mall 9. The Centrepoint 10. Wheelock Place 11. Wisma Atria
Terms & Conditions	<ul style="list-style-type: none"> • To qualify for redemption, purchases must be made with a valid Mastercard at participating malls. Participants can redeem a maximum of five same-day receipts from the same mall. • This promotion is limited to the first 100 Mastercard cardholders per week per mall from: <ul style="list-style-type: none"> ▪ Week 1: Sat 12 Nov – Fri 18 Nov 2022; ▪ Week 2: Sat 19 Nov – Thu 24 Nov 2022; ▪ Week 3: Fri 25 Nov – Fri 2 Dec 2022; ▪ Week 4: Sat 3 Dec – Fri 9 Dec 2022; ▪ Week 5: Sat 10 Dec – Fri 16 Dec 2022; and ▪ Week 6: Sat 17 Dec – Sat 24 Dec 2022. • The promotion 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.

BLACK FRIDAY TIER-UP FOR CHRISTMAS REWARDS WITH MASTERCARD®

Item	Description
Promotion Period	Fri 25 Nov 2022 – Fri 2 Dec 2022
Promotion Mechanics	<p>The first 200 Mastercard shoppers who spend a minimum of \$500 at any of the 10 participating malls are eligible to receive \$50 mall vouchers, whilst stocks last.</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@somerset2. Forum The Shopping Mall3. Mandarin Gallery4. Ngee Ann City / Takashimaya Shopping Centre5. Orchard Central6. orchardgateway7. Paragon8. Tanglin Mall9. The Centrepoint10. Wheelock Place

PRICELESS CAUSES WITH MASTERCARD

Item	Description
Promotion Period	Sat 12 Nov 2022 – Sat 24 Dec 2022
Promotion Mechanics	<p>Mastercard will donate \$0.50 to the Singapore Children's Society for every qualifying transaction in the 12 participating malls.</p> <p>The total donation amount is capped at SGD\$120,000. Terms & Conditions apply.</p>
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. Palais Renaissance8. Paragon9. Tanglin Mall10. The Centrepoint11. Wheelock Place12. Wisma Atria

ORCHARD ROAD CAMPAIGN PAGE ON SHOPEE

Item	Description
Promotion Period	Thu 24 Nov 2022 – Mon 2 Jan 2023
Promotion Mechanics	<p>This year, ORBA has partnered with e-commerce partner, Shopee, to set up a dedicated microsite on the Shopee app, which features brands on Orchard Road and exclusive deals for Mastercard shoppers.</p> <p>Some featured brands include Metro Singapore, MUJI, Peach Garden, Poh Heng, The 1872 Clipper Tea Co. and X-Boundaries.</p> <p>Tier 1: Valid from 24 Nov 2022 – 2 Jan 2023</p> <ul style="list-style-type: none"> • \$5 off with a minimum spend of \$60; and • Limited to the first 82 redemptions per day. <p>Tier 2: Valid from 24 – 28 Nov 2022, 10 – 12 Dec 2022, 24 - 26 Dec 2022 and 31 Dec 2022 – 2 Jan 2023</p> <ul style="list-style-type: none"> • \$12 off with a minimum spend of \$120; and • Limited to the first 200 redemptions per day.
Official Card	Mastercard
E-Commerce Partner	Shopee

CHRISTMAS GETAWAYS ON ORCHARD ROAD

Item	Description
Promotion Period	Now – Mon 2 Jan 2023
Promotion Mechanics	<p>Locals and travelers can delight in a range of hotel deals along Orchard Road and immerse themselves in the vibrancy of Christmas on <i>A Great Street</i>.</p> <p>Orchard Hotel Singapore is offering an exclusive Christmas on <i>A Great Street</i> Package where guests get 10% off the Best Available Rates with a \$50 nett F&B credit voucher at The Orchard Café and \$50 the <i>Great Christmas Village</i> credits per stay. Terms and conditions apply.</p> <p>Other deals include a Festive Foodie Staycation at Hilton Singapore Orchard, Nature’s Lover Playcation at Shangri-La Singapore, an Iconic City Getaway at Singapore Marriott Tang Plaza Hotel and discounted room rates at Royal Plaza on Scotts. More details of each offer can be found on christmas.orchardroad.org.</p>

ORCHARD ROAD'S TRANSFORMATION INTO A MUST-VISIT LIFESTYLE DESTINATION

Christmas on A Great Street is the latest differentiated experience at Orchard Road as stakeholders reimagine Singapore's famous shopping street. Other experiences and offerings that have opened up since 2021 include:

<p>Flagship stores / first-to-market offerings</p>	<ul style="list-style-type: none"> • & Other Stories: A Swedish cult brand opened its first Southeast Asia store at ION Orchard on 19 August 2022. • Adidas Singapore's first brand centre: Launched in December 2021, Homeground at Knightsbridge features hyperlocal collaborations with local artists. The centre also showcases a sustainability wall inspired by the coastline of the Singapore River, and a 'Local Delights' mural depicting artwork inspired by traditional food such as Ang Ku Kueh, Muruku, and Kueh Lapis. • Bynd Artisan x Sunday Folks: Launched in September 2021, this multi-concept space is a one-of-its-kind experience. Located at ION Orchard, the store houses an extensive selection of handmade leather goods from Bynd Artisan and a specially curated menu by Sunday Folks. • Castlery: Castlery officially launched its flagship store at Liat Towers on 7 October 2022, featuring specially designed rooms to cater to the brand's key personas, as well as a curated Partnership Space for complementary local businesses to create exciting and meaningful experiences for consumers. • Kydra: After five years, homegrown activewear label Kydra has made the leap from online to brick-and-mortar with the opening of its first physical outlet at Takashimaya Shopping Centre this year. • MLB flagship store: South Korean lifestyle brand MLB (inspired by Major League Baseball) opened its first flagship store in Singapore at Mandarin Gallery, which offers a range of streetwear apparel, including t-shirts, sneakers, sweaters, jackets, and its exclusive baseball cap collection. • Mr Holmes Bakehouse: The US brand is known for popularising cruffins (sugar-dusted, cream-filled croissants baked in the shape of a muffin). Located at Pacific Plaza, this is their first foray into Southeast Asia. • Puma: Sports brand Puma launched its biggest and first Southeast Asia flagship store at 313@somerset this year. • The Editor's Market x Café Found: The new 8,000-square-foot store at Ngee Ann City is the brand's flagship store and one-stop destination for all of The Editor's Market's offerings. Located within
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	<p>the store is the coffee joint 'Found Café', allowing shoppers to enjoy some snacks and beverages while shopping.</p> <ul style="list-style-type: none"> • Zall Bookstore: This flagship store at Wheelock Place is the first overseas bookstore for Zall, which has four outlets in Hubei, China. A revolving bookcase on the second floor leads to a hidden art gallery. The bookstore opened on 8 February 2021.
New / refreshed hospitality offerings	<ul style="list-style-type: none"> • Hilton Singapore Orchard is Hilton's new flagship hotel. Opened in February 2022, this is Hilton's largest hotel in the Asia Pacific. • voco Orchard Singapore, the first voco hotel in Southeast Asia opened in January 2022. The hotel features refreshed dining and stay experiences. • Citadines Connect. City Centre Singapore, the brand's first property in Singapore.

As government agencies continue working closely with industry partners such as the Orchard Road Business Association to rejuvenate Orchard Road, visitors can look forward to these differentiated experiences beyond retail in the pipeline:

New lifestyle and event spaces	<ul style="list-style-type: none"> • Grange Road event space: In 2019, Singapore Tourism Board (STB), Urban Redevelopment Authority (URA) and Singapore Land Authority (SLA) launched a tender to transform the former Grange Road car park into a multi-functional plug-and-play event space. The tender was awarded to Lendlease Global Commercial REIT in June 2020. • Trifecta - Asia's first integrated action sports facility at Somerset: STB, URA and SLA launched another tender to appoint an operator to develop an attraction on the vacant site adjacent to the Somerset Skate Park. The tender was awarded to The Ride Side with their attraction called 'Trifecta'. This is set to open by 2023, allowing Orchard Road visitors to surf, snow and skate.
New / refreshed hospitality offerings	<ul style="list-style-type: none"> • Visitors can look forward to upcoming hotels such as Orchard Hill Residences mGallery, Artyzen Cuscaden, and The Singapore EDITION hotel. • Grand Hyatt Singapore recently close its doors on 19 September 2022 as part of a two-year project to transform its interior design and facilities to focus on wellness. The hotel will reopen in the first quarter of 2023.

	<ul style="list-style-type: none">• Pan Pacific Orchard will also be redeveloped as a low-waste hotel, in line with our goals for Singapore to become a top sustainable urban destination.• Former Grand Park Orchard will be rebranded as Pullman Singapore Orchard.
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