

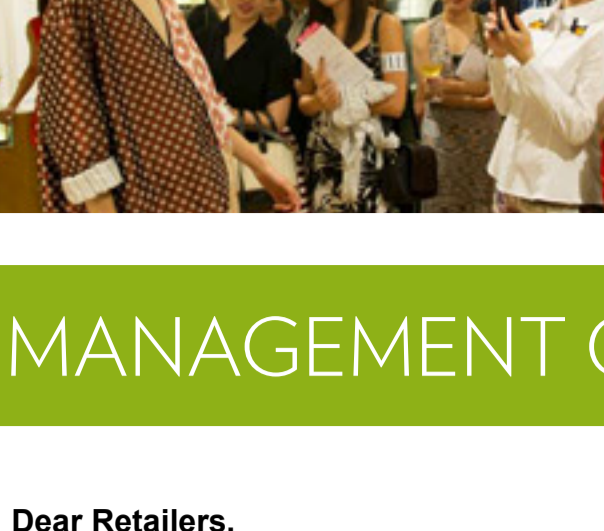
NEWS & HAPPENINGS 2015

MANAGEMENT OVERVIEW

We've bagged another award and celebrated our biggest event to-date

HIGHLIGHTS

DISCOVER | Mira Duma | Retail & Leisure Industry Awards



PROPERTY EVENTS

Luxe Immersion | Epicurean Market

NEW TO THE SHOPPES

Click & Collect | eDM | Social Media Update | New Buggy Service

MANAGEMENT OVERVIEW

Dear Retailers,

I am delighted to begin this issue with great news. **The Shoppes at Marina Bay Sands** has been awarded the esteemed **'RLI Shopping Centre Renovation 2015'** title at **The Global RLI Awards 2015**. This esteemed accolade bears testament to our successful three-year strategic retail remix as well as our vision to deliver a world-class product unmatched by any other shopping destination in the region.

Despite challenges in the ever-changing retail landscape in Singapore, we continue to see positive trends at The Shoppes. In April and May, we witnessed continued growth in overall sales, especially in the Luxury Fashion, Luxury Bags & Accessories, and Luxury Watch & Jewellery categories. May total sales have seen a 4% increase and traffic has also seen growth of 2% as compared to 2014 (year-to-date). We hope this positive momentum continues throughout Q3.

In April, we held one of our largest events to-date, **DISCOVER**, where we invited our top customers and the media to indulge in a unique experience across the mall which positioned The Shoppes as the ultimate luxury shopping destination.

Not only did we receive an overwhelming turnout from our VIPs on the night, we also generated substantial media coverage in Singapore and key markets such as China, Korea, Indonesia and Malaysia.

The last quarter has been busy with events, social media campaigns, and new services to support your brands. We also enjoyed the company of a few celebrities and fashion influencers, including renowned key opinion leaders such as Miroslava Duma and Chiara Ferragni, who showed their love for The Shoppes. In the second half of the year, we continue to invest our efforts across all categories with a focus on Food & Beverage, Menswear, Luxury Fashion, Luxury Watch & Jewellery, and Luxury Children's brands. On top of this, we are also working closely with you to align our activities around SG50 celebrations and Formula 1. We will share more information on these campaigns and how you can be involved soon.

Thank you once again for your continued support.

Lindsay Nicholas
Executive Director, Retail Marketing

HIGHLIGHTS

DISCOVER

14 APRIL 2015

Titled **'DISCOVER'**, the one-night only private celebration was yet another signature event created by The Shoppes at Marina Bay Sands. The chic and stylish affair saw the mall transform into a carnival-themed luxury haven — featuring a lush Garden of Enchantment, fashion presentations on a life-sized carousel, roving dance acts, jazz performances at the Finest Bar, and a signature Shoppes cocktail in the magnificent Ice Palace. Invited VIP guests and media were taken on an exclusive journey through these highlights to discover and experience The Shoppes' finest retail offerings.

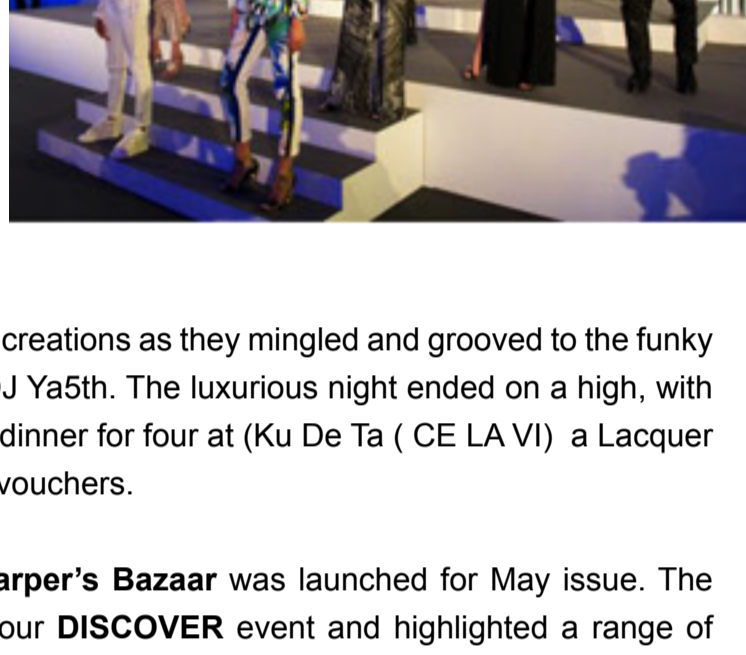
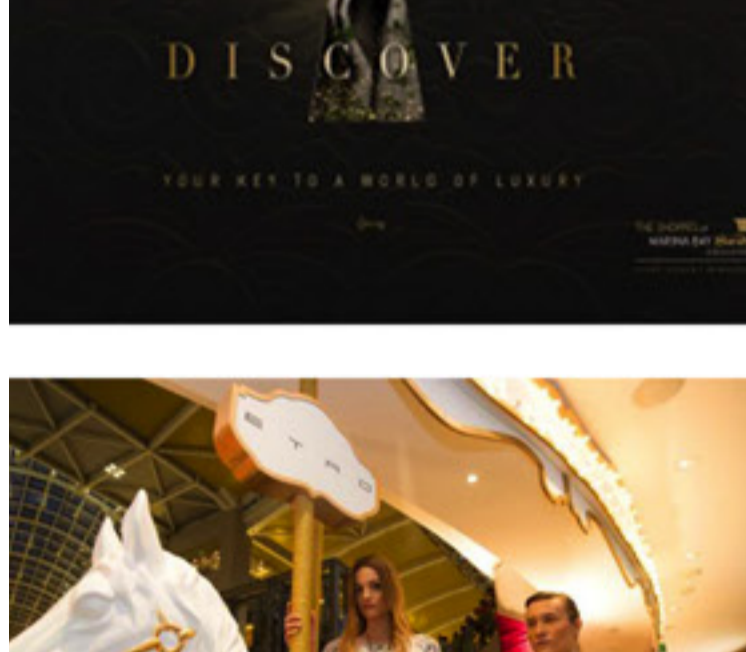
The journey began at the Woodland Wonder, where a tree guardian presented guests with a golden key to enter and explore a world of luxury within The Shoppes. Guests were then led to the Garden of Enchantment, which housed a dazzling display of some of the world's most distinguished gems and timepieces from leading brands at The Shoppes amidst a Jo Malone scented ambience. Guests were also treated to fine-dining canapés by award-winning restaurant Punjab Grill.

The next stop was the Finest Bar, which was located along the belt of luxury men's boutiques within The Shoppes. Guests were served canapés prepared by Adrift — Marina Bay Sands' new celebrity chef restaurant — and drinks crafted by The Macallan.

Awaiting guests at the end of their journey was the grand Ice Palace, where an array of fashion presentations by luxury brands — including Roberto Cavalli, Maison Margiela, 3.1 Phillip Lim, Etro and a special Armani Group presentation (Giorgio Armani, Armani Collezioni, Emporio Armani) — were held beneath a glistening chandelier.

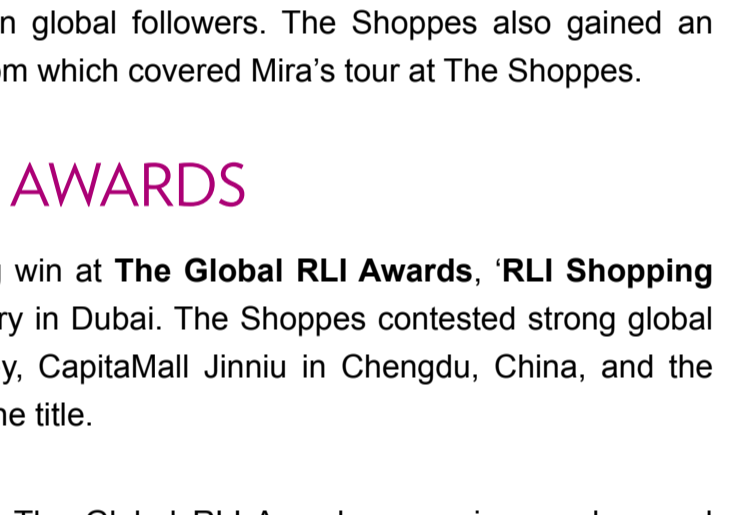
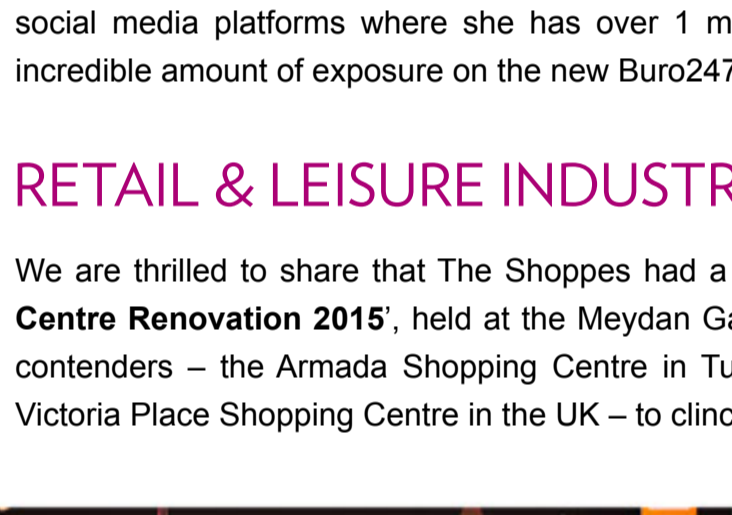
Guests were also treated to cocktails and themed food creations as they mingled and grooved to the funky lounge beats by **Ku De Ta (now named CE LA VI)** DJ Ya5th. The luxurious night ended on a high, with five lucky guests walking away with prizes including a dinner for four at (Ku De Ta (CE LA VI) a Lacquer & Spa treatment, and S\$1,000 worth of The Shoppes vouchers.

A specially curated 24 page in-bound feature with **Harper's Bazaar** was launched for May issue. The feature mirrored the key take-home messages from our **DISCOVER** event and highlighted a range of latest trends available in stores.



MIROSLAVA DUMA AT THE SHOPPES

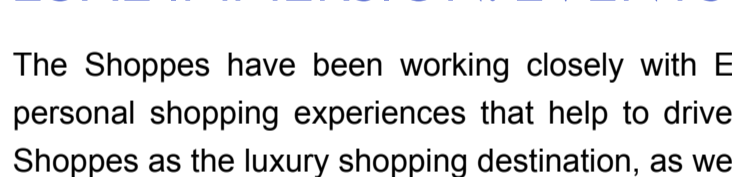
15 MAY 2015



Last month, we had the pleasure of hosting celebrity IT girl, social influencer and businesswoman, Miroslava Duma. Mira, the founder of Buro247.com, which had recently launched here in Singapore, was taken on a special introductory tour through The Shoppes with personal in-store experiences at a selection of luxury fashion boutiques. Mira spent the day covering her experiences at The Shoppes on her social media platforms where she has over 1 million global followers. The Shoppes also gained an incredible amount of exposure on the new Buro247.com which covered Mira's tour at The Shoppes.

RETAIL & LEISURE INDUSTRY AWARDS

We are thrilled to share that The Shoppes had a big win at **The Global RLI Awards, 'RLI Shopping Centre Renovation 2015'**, held at the Meydan Gallery in Dubai. The Shoppes contested strong global contenders – the Armada Shopping Centre in Turkey, CapitaMall Jinniu in Chengdu, China, and the Victoria Place Shopping Centre in the UK – to clinch the title.

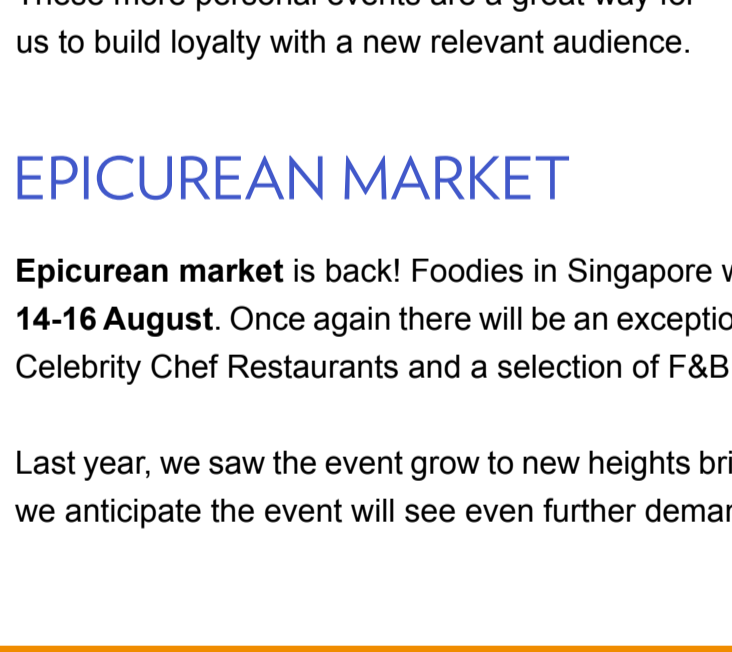


The Global RLI Awards recognises and rewards the most innovative and imaginative retail and leisure concepts worldwide and we are therefore delighted to accept this award and add it to our list of accolades. Thank you for your partnership to help us achieve this success.

PROPERTY EVENTS

LUXE IMMERSION: EVENTS

The Shoppes have been working closely with Elle Singapore and Style: to create exceptional and personal shopping experiences that help to drive Sands Reward LifeStyle membership, position The Shoppes as the luxury shopping destination, as well as highlight our range of fashion boutiques.



These more personal events are a great way for us to build loyalty with a new relevant audience.

Titled **'Luxe Immersion'**, the series of intimate events is hosted by leading fashion magazines; ELLE Singapore and Style:, and key luxury fashion retailers at The Shoppes. Each event plays host to a small group of targeted top readers of either publication and presents an evening of fashion excellence through styling workshops conducted by a renowned stylist. Guests get to experience and browse the season's latest collections, taste delectable treats from The Shoppes' restaurants, and learn the brand story from a select group of retailers. Guests will be invited to sign up for the Sands Rewards LifeStyle membership and receive a one-night only promotion during the event. Each of these events will also result in post-event coverage within the publication and from an invited blogger.

EPICUREAN MARKET

Epicurean market is back! Foodies in Singapore will get to unleash their taste buds for a third year from **14-16 August**. Once again there will be an exceptional line-up of culinary delights from Marina Bay Sands' Celebrity Chef Restaurants and a selection of F&B retailers from The Shoppes.

Last year, we saw the event grow to new heights bringing over 11,000 guests to the property and this year, we anticipate the event will see even further demand building on last year success. Be sure you stop by!

NEW TO THE SHOPPES

CLICK & COLLECT

At The Shoppes we want to ensure your exclusive products are front of mind and we want our customers to have the best, first. To help support this, we have launched our brand new online click-& collect service. Customers can reserve exclusive items online before heading to the boutique to purchase. Plus, we are offering special treats to those who use this service, including shopping vouchers and seasonal privileges. The service will be on trial at the website through July with a selection of products and we are looking to grow this service through the year. If you are interested in being part of this service, please let your marketing representative know.

eDM – SHOPPES INSIDER

In June, we rolled out a new monthly customer e-newsletter 'Shoppes Insider' for customers who have either signed up to receive more information through our website, through our various promotions, or at our events. This new communication channel will keep customers updated on the latest events, promotions and exclusive collections to The Shoppes. It will be a new way for us to support your brands further, drive traffic to our website, and allow us to learn more about what our customers are interested in.

SOCIAL MEDIA UPDATE

This year we launched our very first Retail focused Instagram contest, **#TheShoppesStyle**, a flatlay contest, which not only allowed us to highlight a number of your brands, but drive new fashion-focused followers to our Instagram account. Continuing the success of the contest, we went on to support the beautiful architecture of your stores here at The Shoppes, which sets us apart from other malls. Most recently we have introduced Bag of Choice, a special feature across our social platforms which highlights a selection of exclusive bags only available here at The Shoppes.

It is great to see that this ongoing activity has helped grown our Instagram following by 120% since January 2015 (13,000 fans) and our Facebook following by 7.2% (462,000). These figures have continued to grow steadily and we believe that this is due to our strategy to share relevant and interesting content.

We will continue to develop new ideas which will support all retailers. If you want to work with us to develop exclusive content on our social media platforms or website, please speak directly with your marketing representative.



GOLDEN JUBILEE WITH STB

We are partnering with Singapore Tourism Board (STB) who have recently launched their Golden Jubilee campaign in view of Singapore's 50TH birthday (SG50). The campaign which went live in May and runs through the December, will target overseas markets visiting Singapore with your brands promotions, experiences and special SG50 collectible items. The Shoppes will also be offering a Gift with purchase for tourists (22 July - 13 November). Customers who spend \$300 will receive a \$20 taxi voucher and a 30 minute reflexology to those who spend \$500.

This activity which will be hosted on the STB website and will be well supported through paid media across targeting Indonesia, China, India, Philipppians, Vietnam, Japan and Korea. Thank you to those of you who have already confirmed your participation.

NEW BUGGY SERVICE

Based on some of your feedback, we are pleased to roll out our very own VIP Buggy Service in the mall for your VIP Guests, with immediate effect. The VIP Buggy is a 6-seater (including the valet driver – provided by the property). To make a booking for the VIP Buggy Service, you may drop us an email: RetailConcierge@MarinaBaySands.com at least one day in advance of the requested service (first-come, first-served).

RECENTLY OPENED

- Diane Von Furstenberg – B2-1
- Kate Spade New York – B2-17
- Mulberry, L1-41
- The Coffee Bean & Tea Leaf
- Beanstro® – B2-20

COMING SOON

- Berluti – B1-91
- Boucheron – L1 -56
- Christian Louboutin – B1-127
- DC Comics Super Heroes Café – L1-01
- Furla – B2-108A
- Loro Piana – B1-93
- Maje – B2-109
- Sandro – B2-108