



## MANAGEMENT OVERVIEW

### Dear Retail Partner,

Although the year is coming to an end, it's certainly not slowing down. We are glad to report that it has been another successful year for The Shoppes at Marina Bay Sands®. Results from the end of Q3 show that traffic has increased by 9% year-on-year and similarly sales have seen a 6% increase over the same period. We hope to be able to sustain these positive results through to the year end and share these with you in our next quarterly newsletter.

This October, we saw another successful VIP Fashion Night and our most impressive Fashion Week to date. Results shared in this newsletter highlight the success that our signature event has had in 2013 and that in 2014, we will continue with these events and build on previous years' accomplishments.

The recently launched Christmas campaign is performing well with 'participation' and 'spend averages' gradually building. It is anticipated that the momentum will carry this promotion through to a strong finish for 2013.

At The Shoppes at Marina Bay Sands, we are constantly trying to ensure that we remain the most compelling shopping destination in the world. This year, we have made some significant changes to our retailer mix, which will position us as the shopping destination with the greatest luxury offerings under one roof. This will be gradually apparent as the luxury duplex stores open through Q2 & Q3 of 2014, and we see the continued introduction of new-to-market brands.

This issue of our newsletter will take you through some of the recent and upcoming campaigns as well as events planned for 2014 that will further cement our positioning as Asia's Shopping Destination.

We look forward to continued sales and traffic growth as we continue to develop our marketing and communication channels in local and key regional markets. We also look forward to supporting any key events or partnership opportunities that you, our retailers, bring to us.

I would also like to take this opportunity to thank each and every one of you for your support in 2013 and wish you and your loved ones a happy and prosperous holiday season.

**John Postle**  
Vice President, Retail

## MARKETING OBJECTIVES FOR 2014

- Heavily support the new luxury offerings through our marketing strategy
- Develop and launch a new brand campaign which will highlight our competitive advantage in the industry, focusing on the new expanded luxury positioning to grow both local and regional market share
- Continue to further cement stable signature events for The Shoppes at Marina Bay Sands for fashion and luxury categories
- Continue to grow new membership, sales, spend with Sands Reward LifeStyle
- Drive successful category campaigns to boost incremental sales for all retailers
- Increase partnership activity both in retail brands and key partners
- Continuous support through promotional activity for all categories
- Increase Food and Beverage initiatives and support

# PROMOTIONS

## CURRENT PROMOTION

### CHRISTMAS CAMPAIGN

14 November – 25 December 2013



Our Christmas promotion “Once Upon A Christmas at The Shoppes at Marina Bay Sands” was launched on Thursday, 14 November 2013. Shoppers can enjoy exclusive retail offers of up to 70% off as well as stand a chance to win a pair of tickets to a dream destination every week (for six weeks) or a holiday spree of up to \$200,000 in prizes. We had invested heavily in this campaign with over \$350,000 in integrated communications, encompassing advertising in press, mobile billboard, outdoor space at Orchard MRT, online, street teams, social media, and in mall advertising. We believe our strong prize offerings, activities and aggressive media plan will help to establish The Shoppes at Marina Bay Sands as a major retail destination during this key festive period. Thank you to all retailers who have helped to support

this campaign and put forward such great offers for our shoppers. We hope to share the positive results of this promotion and activities in our next quarterly newsletter.

For the first time since The Shoppes at Marina Bay Sands opened in 2010, the skating rink has been transformed into a full candy land with life-sized tin soldiers, a giant toy train, Santa’s sleigh, Christmas trees, treats and presents to delight the young and the young at heart. Our Winter Wonderland (as part of our Christmas campaign) started on 15 November 2013 and features a Santa’s Toy Theatre inspired by iconic Christmas characters and fairy tales. Our Santa’s Toy Theatre features The Christmas Tale every Friday, Saturday and Sunday from 29 November to 26 December 2013. Shoppers can also get a complimentary picture taken with Santa Claus at the Winter Wonderland with \$50 minimum spending at The Shoppes at Marina Bay Sands.



## UPCOMING PROMOTION

### CHINESE NEW YEAR

16 January – 16 February 2014

To welcome the ‘Year of the Horse’, we will be launching our Chinese New Year campaign on 16 January, to last till 16 February 2014. This year, we will be focusing on a ‘spend and redeem’ promotion with an additional lucky draw element. Customers who spend \$188 can redeem a specially-created MANDARIN BLOSSOMS Reed Diffuser from Mt Sapola. Plus, customers who make a purchase on 31 January & 1 February 2014 will be entered into our prosperity lucky draw to win one of eight Limited Edition Crystal Horses worth up to \$2,600 each. In 2013, we saw full redemption of our gift items and the average spend per customer grew year-on-year. We have even higher targets to achieve in 2014 and we hope our ‘Year of the Horse’ campaign will continue to drive high traffic in the lead-up to and through Chinese New Year here at The Shoppes at Marina Bay Sands.



# 2013 EVENTS HIGHLIGHTS

## VIP FASHION NIGHT

4 October 2013



The bi-annual VIP Fashion Night returned to The Shoppes at Marina Bay Sands on 4 October 2013 (6pm - 11pm) with exclusive treats, live entertainment, complimentary champagne on arrival and irresistible retailer offers. The one-night-only shopping extravaganza featured discounts of up to 40% at selected retailers plus 250 attractive giveaways from Orotan, Pandora, Penhaligon's, and TODAI as well as tickets to 'Starlight Express' show by Andrew Lloyd Webber. The first 50 shoppers who spend a minimum of \$50 can redeem these treats every hour starting from 6pm. During the shopping extravaganza, shoppers also enjoyed free

popcorn and candy floss, and indulged in a session of pampering express manicure at the new OPI Nail Bar.

Results show there was a 30% increase in sales from the previous VIP Fashion Night in April 2013 and the luxury fashion category saw an increase of 88% in sales. It's clear that this event is building more and more momentum each year, and 2014 will see exciting changes to our bi-annual event which we hope will surpass the success of our previous shopping evenings.

## SOCIAL MEDIA UPDATE



We continue to grow our social media channels. Not only did our Facebook page cross **300,000 'likes'** earlier than planned, our Twitter account has also grown to **9,344 followers**. Facebook continues to be the most successful channel to communicate to customers, with a high engagement rate. Our VIP Fashion Night in April 2013 launched our presence on Google+, hosting live streaming of our Fashion Shows held in The Shoppes at Marina Bay Sands, which were viewed internationally. Since then, our profile at Google+ has now reached over **170,000 followers**, and we have been strongly supporting retailers' offers and their new collections via this platform.

All marketing campaigns have been heavily supported through all our social media channels with the introduction of dedicated Facebook tabs to support our promotions and retailers' offers. We have specially created interactive competitions to reach out to a relevant audience and grow recognition for the Shoppes and all our retailers' brands.

This year, Marina Bay Sands has also expanded to social media platforms in Korea (Facebook and Twitter) and China (Weibo), allowing you to share your content with a wider global audience. We have built a following of over 5,000 Facebook fans and 1,188 Twitter followers in Korea, and 11,847 followers on Weibo.

We continue to invite you to reach out to our Facebook, Twitter and Google+ communities, offering announcements of exclusive offers, products and promotions to our fans. We also encourage you to share any unique content you may have (e.g. lookbooks, interesting storefront or in-store displays, fashion and beauty tips, etc). Marina Bay Sands' social media channels allow you to tap into a new network of digital savvy shoppers, and we look forward to continuing the success of this new media.



# SANDS REWARD LIFESTYLE



The Sands Reward LifeStyle loyalty card allows our customers to earn 3% on their purchases and redeem instantly at over 175 shopping and dining outlets, including hotel stays. We are glad to be able to share with you some positive results year-to-date.

Since the beginning of 2013, Sands Rewards LifeStyle members have spent a total of \$96.46 million at Marina Bay Sands with their Sands Reward LifeStyle card through redemption or cash. Q3 in 2013 alone had a total redemption and cash revenue of \$33.5 million with a 188% increase in average spend from Q3 in 2012.

Our numerous special promotions have helped to establish take-up and continued use of the loyalty card through the year with a total of \$185,000 in Destination Dollars given out to Sands Reward LifeStyle members as prizes. The Shoppes at Marina Bay Sands has

worked closely with Sands Rewards LifeStyle on promotions for 2013 and we will continue to work closely and cohesively to benefit both customers and retailers through 2014.

The Sands Reward LifeStyle member database is continuously growing and as a partner of Sands Rewards LifeStyle you have access to reach over 250,000 active members, contactable by DM or email (with an open rate of 30-60%). If you would like to find out more about the Sands Reward LifeStyle Loyalty Programme, please contact your marketing representative.

## NEW TO THE SHOPPES

### SHOE SHINE



We are proud to present an all new Professional Shoe Shine Service to our guests, located at where the majority of our menswear offerings are - at B2 Mezzanine (next to Zegna and Santoni) and L1 at Sands Expo® and Convention Centre. You can get instant shoe shine done by our professional

shoe shine personnel for just \$5! To complete the magnificent experience of our guests, do refer your customers to one of our Shoe Shine Services for a truly gentleman's experience...

#### SERVICE HOURS

Weekdays: 9am to 5pm

Weekends & Public Holidays: 12pm to 8pm

### RETAILER PORTAL

The newly revamped Retailer Portal will be live in 2014, allowing retailers to keep up-to-date on the latest mall happenings and retailer-exclusive promotions. Internal and external retailer promotional channels

are highlighted through media features for The Shoppes at Marina Bay Sands as well as the Marina Bay Sands resort publication - The Style File. Retailers can also get access to download various retailer support

information such as the Retailer Handbook, list of key marketing contacts, resort circulars and list of Sands Expo® & Convention Centre events for the year (MICE Calendar).

### NEW STORES

#### Aimer Men

Galleria Level, B1-83

#### Balenciaga

Bay Level, L1-39

#### Bimba & Lola

Canal Level, B2-100A

#### BOSS

Canal Level, B2-222

#### Brioni

Galleria Level, B1-76

#### GAP

Canal Level, B2-101

#### Germain

Bay Level, L1-26

#### KWANPEN Men's

Galleria Level, B1-85

#### Les Affaires

Bay Level, L1-67

#### MCM

Hotel Lobby, Tower 3, L1-12

#### Mikimoto

Bay Level, L1-21

#### Studio Parmigiani

Canal Level, B2-215

#### TUDOR

Galleria Level, B1-88/89

#### Ulysse Nardin

Bay Level, L1-57

#### Zara

Bay Level, B2-08 & B2-113

### COMING SOON

#### Céline

Galleria Level, B1-130

#### Christian Dior Parfums

Canal Level, B2-26

#### Etro

Canal Level, B2-218

#### Hackett

Canal Level, B2-230

#### La Martina

Galleria Level, B1-82