



MEDIA RELEASE

POKESTOP AND SHOP AT ION ORCHARD

Singapore players can “Catch-‘Em-All” days with several hundreds of Lure releases and shopping rewards at the country’s retail icon

Singapore, 6 August 2016 – The global mobile game sensation, Pokemon Go, has officially arrived on Singapore’s shores after much anticipation. Players can pursue their goal of becoming Singapore’s top PokeMaster by increasing their odds of catching more Pokemon at ION Orchard, an official PokeStop. **From today until August 21, ION Orchard will be releasing hundreds of Lures as part of *Pokemon Go @ ION Orchard***, designed to attract a large number of Pokemon to the mall during the designated hours. What’s more, Singapore’s Pokemon players can redeem shopping rewards at ION Orchard for an even more enjoyable Pokemon hunt.

A free-to-play, smartphone-based augmented reality game, players are required to physically travel the real world in order to “catch” virtual Pokemon within the game. The Pokemon characters appear in locations pre-determined by the game’s developers, usually connected to city landmarks, malls and areas with high footfall. The aim of the game is to collect all the Pokemon scattered across the island, challenge other players in Pokemon battles, and ultimately become Singapore’s top PokeMaster/

ION Orchard will release hundreds of Lures from August 6 to 21, turning ION Orchard into a Pokemon hot spot to attract a large concentration of Pokemon during the designated hours. Players in the vicinity will see this through an in-game alert, and can flock to the location to capture their desired Pokemon. Aspiring Pokemon Go players will have an abundance of Pokemon to catch when the Lures are released.

As part of the *Pokemon Go @ ION Orchard*, the mall is also offering shopping rewards for ION+ members and has partnered its stores to offer even more rewards to Pokemon Go players during the Pokemon hunting season. Pokemon Go players can also participate in a social media contest by uploading a screenshot of a Pokemon Go capture at ION Orchard to ION Orchard’s Facebook and/or Instagram with the hashtag #IONgraphy. Lucky Pokemon players hunting at ION Orchard will walk away with a \$50 shopping voucher each. Photos containing key landmarks within ION Orchard and/or rare Pokemon stand a higher chance of winning.



“ION Orchard has always been at the forefront of delivering creative experiences for our local shoppers and tourists, and we are continuing this proud tradition by creating a Pokemon Go experience at ION Orchard. ION Orchard attracts a diverse mix of shoppers, many of whom are digitally connected. We are thus delighted to provide a little boost, in the form of Pokemon Lures, to support the Pokemon Go fans among our shoppers as they embark on their quest to become the best Pokemon players. We are also working with our brands to offer a series of exclusive promotions for these players that will make their Pokemon hunt at ION Orchard even more enjoyable. As Singapore’s premier mall, ION Orchard will continue to delight our shoppers with more unique retail experiences,” said Mr. Chris Chong, Chief Executive of Orchard Turn Developments.

Please refer to the table below for shopping rewards available from 6 to 21 August upon showing a screenshot of a Pokemon Go capture at ION Orchard and uploading the photo to Instagram with hashtag, #IONgraphy.

Pokemon Go Campaign Rewards	Redemption Point	Redemption Hours
Receive complimentary Each-A-Cup pearl milk tea <i>Limited to 1st 100 shoppers daily, 1 redemption per shopper per day</i>	Level 3 (in front of Alice + Olivia, #03-17)	12 – 9pm (6-21 August)
Spend \$50* at ION Orchard and receive 5 ION+ Rewards points and \$5 shopping voucher valid at Level 1 – 6 / Level 55 <i>Limited to 1st 100 shoppers daily, 1 redemption per shopper per day</i> <i>*Maximum of 4 same-day receipts</i>		

The #IONFoodieTravels campaign, launched in March offering exclusive gastronomic deals, has been specially extended for the Pokemon hunting season. In this extension of #IONFoodieTravels, diners enjoy three new exclusive 1-for-1 offers from PUTIEN, Savour Art and TWG Tea Salon and Boutique redeemable via the ION Orchard mobile app.

For more information, please visit the ION Orchard website at <http://www.ionorchard.com>.



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About Orchard Turn Developments Pte Ltd

Orchard Turn Developments Pte Ltd is the manager of ION Orchard, a prime retail landmark project located at the gateway of Orchard Road in Singapore. Jointly owned by CapitaLand Mall Asia and Sun Hung Kai Properties, the iconic development is strategically situated above the Orchard Mass Rapid Transit (MRT) station and enjoys underground connectivity to nearby buildings. Over 640,000 square feet of nett lettable retail space with some 300 shops spread across eight floors, ION Orchard features a collection of global flagship and concept stores of both established and new-to-market brands, covering the spectrum of fashion, lifestyle, entertainment and F&B (www.ionorchard.com).

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