

Lendlease Plus: New multi-mall loyalty programme and mobile app adds to shoppers' experience

Singapore, 16 November 2018: Lendlease, a leading international and property infrastructure group, has launched a new multi-mall loyalty programme and mobile app, **Lendlease Plus**, for all its malls in Singapore: 313@somerset, Parkway Parade, Jem, and the soon-to-be-open Paya Lebar Quarter.

With more than 70% of global customers expecting businesses to personalise engagement and have more connected processes¹, the newly-launched loyalty programme and mobile app establish the customer journey with a more customer-centric and engaging touch to enhance the shopping experience.

Upon signing up for an account, new members will be prompted to select their interest categories and the malls they frequently visit to receive curated content, such as promotions and events, for a more personalised touch.

Registered members will also be able to earn points (Lendlease Plus\$) and exchange them for electronic vouchers (e-vouchers) or parking credits (Lendlease Park Plus\$), which can be instantly redeemed at any of the four malls.

The Lendlease Plus app includes an e-wallet, which stores shoppers' accumulated loyalty points, e-vouchers, and carpark dollars. Users can also purchase e-vouchers as a gift, and send it to their loved ones by simply entering their email addresses or mobile numbers through the app. Non-existing members can still access the gift e-vouchers using a unique one-time QR code sent to their email or mobile number.

Within the app, both registered users and guests will be able to access the directory listing for information on stores, ongoing and upcoming events, and sales promotions.



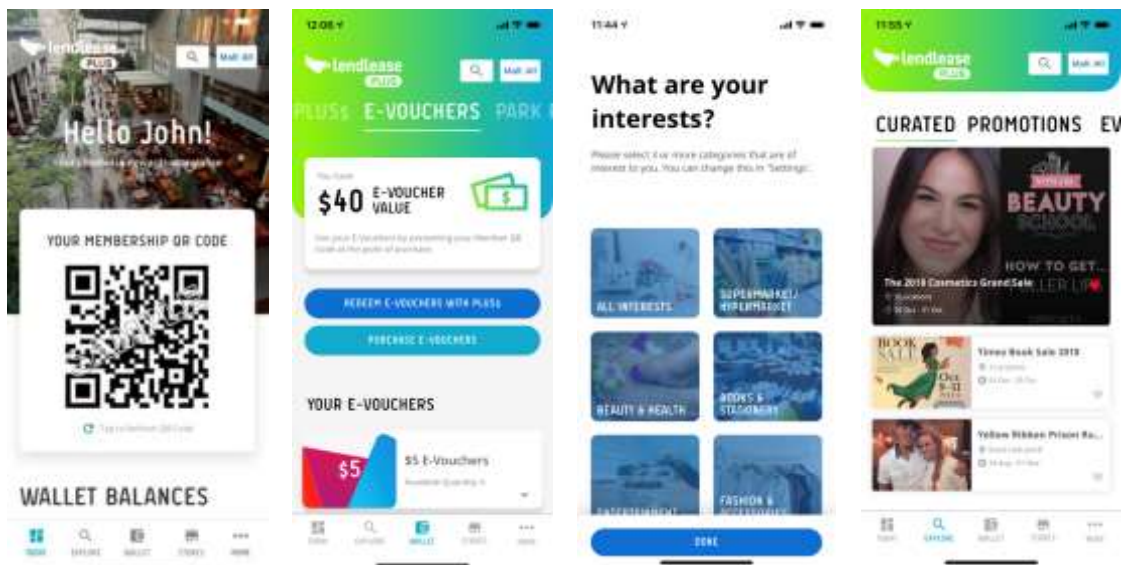
¹ <https://www.salesforce.com/blog/2018/06/digital-customers-research.html>



In addition, with the Lendlease Plus app, shoppers no longer have to worry about parking. Users can now check the latest parking slot availability in any of the malls in real time. If the selected mall's carpark availability is low with less than 10 slots available, users will be prompted with a notification on the app, showing alternative parking spots in the vicinity.

Managing Director of Singapore and Chief Investment Officer of Asia, Ng Hsueh Ling, said: "The launch of Lendlease Plus not only brings our loyalty programme to the next level, but also demonstrates our continuing focus on the customers and their experience. With Lendlease Plus, the improved customer journey will start from their smartphones even before they arrive in our malls."

To download the app, visit our website at lendleaseplus.com or search for Lendlease Plus in the Google Play and/or App store.



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About Lendlease



Lendlease is a leading international property and infrastructure group with operations in Australia, Asia, Europe and the Americas. Our vision is to create the best places; places that inspire and enrich the lives of people around the world.

Headquartered in Sydney, Australia, and listed on the Australian Securities Exchange, Lendlease has approximately 13,000 employees internationally.

Our core capabilities are reflected in our operating segments of Development, Construction and Investments. The combination of these three segments provides us with a sustainable competitive advantage and allows us to provide innovative integrated solutions for our customers.

In Singapore, we have delivered over 370 projects in the retail, life science, education, industrial and commercial sectors.

We are known as 联实 in Chinese. For more information, please visit www.lendlease.com.

