

Media Release



A Changi Millionaire to be revealed in January 2011

Changi Airport rolls out exciting retail initiatives: Draw with Grand Prize of S\$1 million cash and extension of GST-absorbed shopping

SINGAPORE, 31 May 2010 – Continuing its support of retail concessionaires at the airport, Changi Airport Group (CAG) today unveiled two exciting retail initiatives – the ‘Be a Changi Millionaire’ promotion and the extension of GST-absorbed shopping to all of the airport’s main terminals.

Who will be the Changi Millionaire?

The ‘Be a Changi Millionaire’ Draw will see one very lucky Changi shopper or diner made a millionaire at the start of the new year in 2011. The promotion, which kicks off on 1 June 2010, offers a Grand Prize of S\$1 million in cash. This is possibly the largest cash prize ever to be given away in a retail draw in Singapore or by an airport anywhere in the world. In addition, 188 other winners will win cash prizes totalling more than S\$200,000.

To qualify for the Millionaire Draw, passengers and visitors simply need to shop or dine at Changi Airport¹, with a minimum spend of just S\$60. The number of chances increases exponentially with the amount spent. Additional chances are given to ‘Changi Rewards’ members or those who pay with Visa cards. Purchases made in both the public and transit areas of Changi Airport qualify for the Draw. The qualifying period is 1 June 2010 to 30 November 2010.

The ‘Be a Changi Millionaire’ promotion will see a daily prize of S\$1,000 given over the 183 days of the qualifying period. After the close of each month, a monthly draw will be

¹ Some transactions do not qualify for the Draw. Please refer to full terms and conditions.



conducted to shortlist one finalist for participation in the Grand Draw. Apart from the chance to win S\$1 million, the finalists will win S\$5,000 in cash², plus a three day/ two night stay in a luxurious hotel in Singapore, with airfare provided for non-Singapore residents. From among the six monthly finalists, the Changi Millionaire will be selected in an exciting Grand Draw that will take place at Changi Airport in January 2011.

Ms Lim Peck Hoon, Executive Vice President, Commercial, CAG, said “We are extremely excited about ‘Be a Changi Millionaire’. Combining the pleasures of shopping and dining with the chance of winning one million dollars will appeal to many. This campaign is yet another example of CAG supporting our retail concessionaires and providing more value to our guests. It will serve to strengthen Changi Airport’s position as one of the world’s most attractive and vibrant airports for shopping and dining.”

‘Be a Changi Millionaire’ is co-sponsored by CAG and Visa Worldwide. For more information, please refer to the Annex.

GST-absorbed shopping goes airport wide!

In addition to the incredible opportunity of a once-in-a-lifetime windfall, passengers and visitors can now save even more shopping at Changi. The GST-absorbed shopping programme, ‘Flying Or Not, You Shop We Absorb’ – currently applicable only at Terminal 3 – has been extended to Terminals 1 and 2 as well. Under this programme, over 40 retail stores, representing over 80% of the retail outlets located in Changi Airport’s public areas, will absorb the Goods and Services Tax³ on all purchases made at their stores. These stores include Candy Empire, Carlo Rino, Chomel, Eu Yan Sang, Mini Toons, Swatch, SK Jewellery, Samsonite and Watsons. A full list of participating stores is available at www.changiairport.com.

Changi Airport has seen steady growth in passenger movements since August 2009. For the first four months of 2010, passenger movements totalled 13.2 million, an increase of 15.5% compared to the same period last year.

² Five finalists will receive S\$5,000 each, while the remaining one wins the Grand Prize of S\$1 million

³ GST in Singapore is presently 7%.

Concession sales at Changi Airport have been improving in tandem with the turnaround in passenger and flight numbers. For the last quarter of 2009, concession sales rose 6.2% year-on-year. This improved to a healthy 15.9% increase year-on-year for the January-April 2010 period.

Creating a conducive retail environment

As part of its strategy to grow its non-aeronautical revenue, CAG believes in creating a conducive retail environment for concessionaires and working closely with them to boost the attractiveness of Changi as a shopping destination. To this end, shopping promotions play an anchor role in creating buzz and excitement among travellers at Changi, as well as in drawing local footfall to Changi's terminals.

In 2009, CAG had a sustained campaign of regular promotional events and activities aimed at increasing spending and drawing footfall to the airport. Those efforts helped to provide some cushion for concessionaires during a difficult year. For instance, footfall to the B2 Mall at Terminal 3 has more than doubled in the past year. Programmes and activities launched earlier this year are helping concessionaires ride the recovery and capitalise on the growth opportunities.

For instance, CAG launched in March 2010, 'Changi Rewards'⁴, a programme which rewards customers for every dollar they spend at Changi, providing them with even more reason to shop and dine at Changi. In just two months following the launch of the programme, more than 12,000 people have signed up and collected their 'Changi Rewards' cards and there were more than 2,900 redemptions for Changi Vouchers.

Last month saw the launch of 'Let's Do Lunch' - a dining promotion at the public areas of Changi, targeted at local residents and those who work near the airport. Under this promotion, 22 dining establishments offered enticing weekday set lunches at an attractive rate of just S\$10.

⁴ For more information, please visit www.changirewards.com

Said Ms Lim, "As a responsible and proactive landlord, one of our goals is to create an attractive and retail-friendly environment at Changi Airport to support our concessionaires. Our latest 'Be a Changi Millionaire' campaign and GST-absorbed shopping programme are good examples of innovative and dynamic promotions and on-site activities that we have designed to create awareness, boost spending at our concessions, as well as draw footfall to the airport. We are confident that these latest initiatives will enable us to continue to improve Changi's retail performance."

In May 2010, CAG won for the fifth consecutive time the 'Airport Authority with the Most Supportive Approach to Travel Retail' award at The DFNI Global Awards for Travel Retail Excellence 2010.

Where the World Shops

With more than 230 retail stores and 110 food and beverage outlets located across Changi Airport's three main terminals and Budget Terminal, there is a wide range of dining and shopping options available at Changi.

In 2009, the top five nationalities in terms of spending per passenger were nationals of Singapore, China, the European Union, India and Indonesia. The most popular items by sales were liquor and tobacco, perfume and cosmetics, and luxury branded goods.

At Changi Airport, shoppers will find a comprehensive array of retail shops offering a varied range of products, including traditional favourites such as liquor and tobacco, perfumes and cosmetics, chocolates and candies, as well as other products, such as electronics, luxury designer goods, fashion wear, watches and accessories. At the public areas, there is a good variety of retail stores offering fashion and accessories, children's toys and apparel, gifts and stationery, candies and chocolates and sporting goods.

At both Changi's transit and public areas, food lovers can choose from a wide selection of international cuisines including authentic Singapore delights, Indian, Thai, Chinese, Japanese, Korean, Western food etc., and a comprehensive range of dining concepts, from full service restaurants, cafes and bistros, bars and lounges, to take-away kiosks and food courts.

About Changi Airport Group

Changi Airport Group was formed on 1 July 2009 as a result of the corporatisation of Singapore Changi Airport. As the airport company managing Changi Airport, the world's most awarded airport, Changi Airport Group undertakes key functions focusing on airport operations and management, air hub development, commercial activities and airport emergency services. Through its subsidiary Changi Airports International, the Group invests in and manages foreign airports to spread the success of Changi Airport far and wide.

Changi Airport handled 37.2 million passenger movements in 2009 and registered a monthly record of 3.83 million in December 2009. As at 1 May 2010, Changi serves 86 airlines flying to 200 cities in about 60 countries and territories worldwide.

'Be a Changi Millionaire' Fact Sheet

From 1 June 2010 to 30 November 2010, simply spend at least S\$60 at retail and food and beverage outlets⁵ at both the public and transit areas of Changi Airport to participate in the 'Be a Changi Millionaire' Grand Draw to win S\$1 million cash!

The more you spend, the higher your chance of winning:

Minimum Spend in Single Receipt	No. of Lucky Draw Chances	Extra Chance(s) for using Visa/ Changi Rewards card ⁶
S\$60	1	+1
S\$100	3	+2
S\$200	15	+5
S\$500	50	+10
Every additional S\$500	50	-

During the six-month promotion, shoppers will also stand to win cash prizes in the daily and monthly draws to be held throughout the promotion period:

Daily Winners

- S\$1,000 in cash given out to one lucky winner every day
- A total of 183 daily winners throughout the six-month promotion

Monthly Finalists

- Monthly draw to determine one finalist a month for participation in Grand Draw
- Finalists each win S\$5,000 in cash⁷, plus return airfare to Singapore (for non-Singapore residents), and two nights' stay in a luxurious hotel in Singapore.

Grand Draw

- Grand Draw for S\$1 million in cash to take place in January 2011.

Terms and conditions available at www.changiairport.com/millionaire.

⁵ Except banks, money changing facilities, top up card machines, postal services, medical services, airline lounges and Crowne Plaza Hotel.

⁶ Extra chance(s) for using either of Visa or *Changi Rewards* card.

⁷ Five of the finalists will get S\$5,000 while the remaining one wins the Grand Prize of S\$1 million