

## 1) eCapitaMall (by CapitaLand)

eCapitaMall (<https://www.ecapitamall.com>) is a curated digital mall that complements retailers' physical store sales with the extension of online presence beyond the direct catchment of CapitaLand malls. Shoppers on eCapitaMall can enjoy the convenience of purchasing from their favourite retail brands online and selecting their preferred fulfilment of home delivery or click-and-collect instore.

eCapitaMall is integrated with CapitaLand's CapitaStar rewards programme with a robust reach of over 1.1 million members and access to more than 25,000 PMETs across our commercial properties. Shoppers can seamlessly login to their CapitaStar account to earn STAR\$® and use their eCapitaVouchers on their eCapitaMall purchases. eCapitaMall offers a wide range of products categories from beauty, fashion, sports, electronics to wines, snacks, home and living. There is no limit to the number of SKUs retailers can list on the platform within each category. Retailers can immediately benefit from CapitaLand's monthly marketing campaigns and social commerce activities to drive awareness and sales conversions for their brands. Training and onboarding support will be provided to enable retailers to trade successfully on our platform.

Interested businesses can contact [brandsupport@ecapitamall.com](mailto:brandsupport@ecapitamall.com) for more details.

Solution offerings	eCapitaMall Support Package
a. <b>Content Development</b>	Content production will be provided for participation in eCapitaMall's online engagement campaigns across social media, influencer marketing, search engine marketing, advertorials and livestreaming shows.
b. <b>Product Listing</b>	On-boarding and product listing support will be provided by designated account managers to support retailers store setup on eCapitaMall, uploading of product contents and sales data analytics. Each brand will have their own brand page.
c. <b>Channel Management</b>	Access to merchant dashboard for order processing and sales data analytics. Training will be provided for order and channel management. Customer service is centrally managed by eCapitaMall customer service team.
d. <b>Fulfilment</b>	Fulfilment modes include click and collect in-store and delivery with support* from CapitaLand. Platform is seamlessly integrated with last-mile logistics provider for management of delivery of orders upon retailers' preparation of the order package.  *Applicable to eligible businesses only.
e. <b>Advertising and Promotion</b>	\$1,000 marketing credits per retailer to support: <ul style="list-style-type: none"><li>• Content creation</li><li>• Search Engine Marketing (SEM) and Google ads</li><li>• Social media marketing</li></ul>

## 2) Lookaddit

**Lookaddit. Live fun, enjoy Live.** Lookaddit is the only Live Commerce platform in Singapore that focuses on adding fun to the shopping experience. The platform allows brands and merchants to give hours of endless fun to entice consumers to shop, so consumers not only fulfil their shopping desires via product purchases, but also from engaging and entertaining video content. The idea is that anyone who watches a video on our platform and likes certain products in it gets to buy them immediately while the video is ongoing. Lookaddit offers a unique and additional online platform to help Retail, F&B and Services businesses digitalise and create a fun and immersive shopping experience for their consumers.

Interested businesses can contact [linda.ang@envi.me](mailto:linda.ang@envi.me) for more details.

Solution offerings	Starter Pack (\$2,000/retailer)	360 Pack (\$4,000/retailer)
b. <b>Content Development / Video Production</b>	2 x 1-hour Live Streaming Sessions  Retailer can choose from the panel of hosts and studios.  Limit to 1 host and 1 location per show.	2 x 1-hour Live Streaming Sessions  Retailer can get access to top name hosts and filming at location of choice.  Limit to 1 host and 1 location per show.
f. <b>Product Listing</b>	On-boarding and product listing support will be provided.  Note – Products can be purchased within each video.	
c. <b>Account/ Order Management</b>	Access to merchant dashboard and simple reports will be provided.	
d. <b>Fulfilment</b>	Merchants could do self-fulfilment or tap on Lookaddit’s logistics partners at pre-determined rates.	
e. <b>Advertising and Promotion</b>	2 post boosts per livestreaming session on Lookaddit’s social media channels.	
f. <b>Training Workshops to Enhance E-Commerce Capabilities</b>	N.A.	Training on “How to Create A Winning Stream Commerce Strategy for Your Brand Workshop (Content development, talent matching, production, pre-and-post marketing)”
	Platform and onboarding fees are all waived, but sales commissions for each sale will be chargeable at 5% for 1 <sup>st</sup> livestream and 10% for 2 <sup>nd</sup> livestream.	

**As of 31 May 2021**