

FACT SHEET**OMNI-CHANNEL CAPABILITIES FOR RETAILERS VIA NEW 99%SME PLATFORM**

The new 99%SME online platform gives retailers additional channels to sell their products, connects neighbourhood stores to nearby consumers, and optimises retailers' inventory for demand.

Background

- The 99%SME Campaign was launched by Singtel and DBS in 2015.
- To date, more than 8,000 retailers have joined 99%SME.
- The Infocomm Media Development Authority (IMDA) has been working on encouraging brick-and-mortar retailers to go omni-channel and participate in integrated digital ecosystems.

Features of the new 99%SME platform for omni-channel

IMDA, in collaboration with Singtel and DBS, have developed the 99%SME online platform to give traditional retailers increased visibility, last-mile delivery options, stronger customer engagements as well as access to business insights. The capabilities include:

1. Increased visibility of SMEs' stores with Geo-location based search feature

- With the platform, SMEs will have increased visibility through the location based search feature which help drive footfall to the SMEs' stores.

- SMEs can also do push marketing to consumers in the vicinity.

2. More convenience for the consumers

- Consumers enjoy greater convenience where they can search for products that are within their vicinity.
- Consumers can select from a wider choice of delivery options from self-pick up, home delivery or community delivery.

3. Business insights to help SMEs make better decisions:

- We will give SMEs access to insights beyond the individual SMEs performance. They will be able to view anonymised data by product category at precinct level or beyond.
- Based on the insights, SMEs will be able to make better business decisions in terms of product mix and inventory planning. They can even use the data to determine what products to cross-sell and upsell.

4. Offering a buyer's and a seller's mobile application to improve user-centric experience:

- Seller's app: For retailers to operate their businesses on-the-go, check inventory, post products online and track deliveries anytime.
- Buyer's app: For consumers to search for products, receive relevant product recommendations, and identify nearby retailers that can fulfil their needs in a quick turnaround time.

About Infocomm Media Development Authority (IMDA)

The Infocomm Media Development Authority (IMDA) leads Singapore's digital transformation with infocomm media. To do this, IMDA will develop a dynamic digital economy and a cohesive digital society, driven by an exceptional infocomm media (ICM) ecosystem – by developing talent, strengthening business capabilities, and enhancing Singapore's ICM infrastructure. IMDA also regulates the telecommunications and media sectors to safeguard consumer interests while fostering a pro-business environment, and enhances Singapore's data protection regime through the Personal Data Protection Commission.

For more news and information, visit www.imda.gov.sg or follow IMDA on Facebook IMDAsg and Twitter @IMDAsg.

About Singtel

Singtel is Asia's leading communications technology group, providing a portfolio of services from next-generation communication, technology services to infotainment to both consumers and businesses. For consumers, Singtel delivers a complete and integrated suite of services, including mobile, broadband and TV. For businesses, Singtel offers a complementary array of workforce mobility solutions, data hosting, cloud, network infrastructure, analytics and cyber-security capabilities. The Group has presence in Asia, Australia and Africa and reaches over 700 million mobile customers in 21 countries. Its infrastructure and technology services for businesses span 21 countries, with more than 428 direct points of presence in 362 cities.

For more information, visit www.singtel.com.
Follow us on Twitter at www.twitter.com/SingtelNews.

About DBS

DBS is a leading financial services group in Asia, with over 280 branches across 18 markets. Headquartered and listed in Singapore, DBS has a growing presence in the three key Asian axes of growth: Greater China, Southeast Asia and South Asia. The bank's "AA-" and "Aa1" credit ratings are among the highest in the world.

Recognised for its global leadership, DBS has been named "[Global Bank of the Year](#)" by The Banker and "[Best Bank in the World](#)" by Global Finance. The bank is at the forefront of leveraging digital technology to shape the future of banking, having been named "[World's Best Digital Bank](#)" by Euromoney. In addition, DBS has been accorded the "[Safest Bank in Asia](#)" award by Global Finance for ten consecutive years from 2009 to 2018.

DBS provides a full range of services in consumer, SME and corporate banking. As a bank born and bred in Asia, DBS understands the intricacies of doing business in the region's most dynamic markets. DBS is committed to building lasting relationships with customers, and positively impacting communities through supporting social enterprises, as it banks the Asian way. It has also established a SGD 50 million foundation to strengthen its corporate social responsibility efforts in Singapore and across Asia.

With its extensive network of operations in Asia and emphasis on engaging and empowering its staff, DBS presents exciting career opportunities. The bank acknowledges the passion, commitment and can-do spirit in all of our 26,000 staff, representing over 40 nationalities. For more information, please visit www.dbs.com.



For media clarifications, please contact:

Christopher Koh
Senior Manager, Communications and Marketing, IMDA
DID: (65) 6211 1709
Email: Christopher_Koh@imda.gov.sg

Sonny Phua
Manager
Singtel Group Strategic Communications and Brand
Tel: +65 8511 7996
Email: sonnyphua@singtel.com

Gwen Lee
Assistant Vice President
Group Strategic Marketing and Communications, DBS Bank
Tel: +65 8636 2195
Email: gwenlee@dbs.com