

ANNEX A

Technology Partners

Chope: In the spirit of enriching Chinatown's allure to new audiences, Chope will continue engaging F&B businesses through its ChopeDeals arm, which drives e-voucher sales. This cost-efficient initiative aims to accelerate online exposure and amplify foot traffic through attractive and time-based discounts to diners. It involves no upfront cost to businesses, does not require any device installation, and is extremely easy to adopt, even for businesses who are not tech-savvy. Beyond e-voucher sales, Chope provides purposeful reservation and table management services which are offered to relevant businesses in the precinct at very attractive rates (i.e. substantial discounts on both the subscription and variable fee components). As part of its overarching mission to drive awareness, sales and traffic to the Chinatown precinct, Chope will also be creating several content marketing pieces and stories over the next few months (i.e. food maps, videos, content guides, etc), to compel young locals to explore and rediscover the historic gem, and reinject sales amongst its businesses.

Qoo10: Qoo10 will be onboarding businesses onto their omni-channel Chinatown store on their platform, to help drive physical footfall to the precinct by offering in-store pick-ups. Visitors can also play location-based games on Qoo10's mobile app to collect virtual monsters known as ChinatownMons or BrandMons, that are planted across the precinct. The ChinatownMons are Zodiac/Chinatown-themed monsters that can be caught and redeemed as vouchers at any Chinatown Qoo10 stores, while BrandMons are specific monsters designed by individual Chinatown businesses which can only be redeemed as vouchers at that particular store. Qoo10 will also provide businesses with dedicated support for outreach, onboarding and training, to educate them on the benefits of adopting their digital solutions. They will also provide various digital marketing efforts such as free weekly EDMs to feature a variety of Chinatown businesses to help drive online customer traffic to the respective Chinatown Qoo10 stores.