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CapitaLand Malaysia ramps up digital initiatives to engage consumers with holistic omnichannel strategy

Kuala Lumpur/Penang/Kuantan, [1] April 2021 – CapitaLand Malaysia, a unit of CapitaLand, one of Asia’s largest diversified real estate groups, is bringing added convenience to shoppers with a series of digital initiatives as part of its omnichannel strategy to help Malaysians adapt to the new normal amidst the coronavirus (COVID-19) pandemic.

CapitaLand Malaysia is the first mall operator in Malaysia to have seven malls within its portfolio onboard Grab’s **Malls by GrabMart** platform. The seven malls comprise Queensbay Mall in Penang, Melawati Mall in Taman Melawati and five owned by CapitaLand Malaysia Mall Trust – Gurney Plaza in Penang, a majority interest in Sungei Wang Plaza in Kuala Lumpur, 3 Damansara in Petaling Jaya, The Mines in Seri Kembangan and East Coast Mall in Kuantan.

Mr Eddie Lim, Head, Retail, CapitaLand Malaysia, said: “With the Government’s reintroduction of the various movement restriction orders, it is vital to have a holistic omnichannel strategy that seeks to offer value-added services to support the needs of our shoppers as well as retailers, both online and offline. The situation at hand has become a catalyst for greater adoption of digitalisation in the Malaysian retail sector. Going forward in the new normal, we seek to bring about convenience, and at the same time, safeguard Malaysians by placing their safety and health as our top priority. We hope that our shoppers can enjoy a safe and seamless shopping experience regardless of where they are.”

In addition to the shift in consumption habits, the pandemic has left a deep and significant impact on many businesses and industries as more Malaysians opt to stay at home, in view of the SOPs in place due to the movement restriction orders. As such, shoppers can now enjoy the convenience of shopping at CapitaLand malls within a digital space all in the comfort of their homes. With more than 50 CapitaLand tenants listed on Malls by GrabMart, shoppers can mix and match their orders from different stores in the same mall and have the orders delivered and pay only one delivery fee.

Participating brands include MPH Bookstores, Royce Chocolate, S&J, Din Tai Fung Retail, Eureka Popcorn, Lo Hong Ka, Watsons, A-Look Eyewear, Seen, Hokkaido Baked Cheese Tart, Caring Pharmacy, Guardian, Hazukido Malaysia, Laneige, A Gift with Care, Bread Story, Tony Roma’s Mart, Soon Thye Hang, Starbucks Mart and more. For a full list of available brands and retailers, please visit <https://www.grab.com/my/malls-by-grabmart/>.

Mr. JJ Tan, Head of Commercials, Grab Malaysia said: “The COVID-19 pandemic has brought upon unprecedented challenges for our local retail sector. We introduced the concept of instant retail to help Malaysian retailers (SMEs and chains) continue serving their customers at home with safe, instant deliveries. With popular household brands under CapitaLand’s list of merchants on Malls by GrabMart, we are confident that shoppers will find it more convenient to shop online from these merchants and have their purchases delivered right to their doorstep in a single order with one delivery fee. This would definitely be a much safer and cost-efficient way to purchase a variety of items from different shops from the same shopping mall.”

To complement the shopping experience, shoppers can continue to enjoy added rewards on CapitaStar, CapitaLand’s multi-store and multi-mall cardless rewards programme. Shoppers can register for free via the CapitaStar mobile app and collect points with a minimum purchase of RM30 from retail outlets at CapitaLand malls and to exchange them for cash e-vouchers (known as STARVouchers) and other rewards.

From now until 31 May 2021, CapitaLand Malaysia will be giving more rewards to shoppers with its Mission STAMPo\$\$ible Rewards campaign where shoppers who complete the nine missions on a digital stamp card by spending RM50 or more at any dining outlets and retail outlets at any CapitaLand mall have the opportunity to win STARVouchers, CapitaStar’s signature edeal for their shopping across seven CapitaLand malls in Malaysia. At the same time, starting 1 March 2021, shoppers who have registered as CapitaStar members, can earn double STAR\$ points and another additional 500 STAR\$ points on their first transaction on their birthday month. CapitaLand Malaysia has also kicked off its seamless parking rebates for all of the seven malls within its portfolio where CapitaStar members may redeem the rebate via the CapitaStar app to offset the parking fee directly at the cashless parking kiosk.

About CapitaLand Limited (www.capitaland.com)

CapitaLand Limited (CapitaLand) is one of Asia’s largest diversified real estate groups. Headquartered and listed in Singapore, it owns and manages a global portfolio worth about S\$132.5 billion as at 31 December 2020. CapitaLand’s portfolio spans across diversified real estate classes which includes commercial, retail; business park, industrial and logistics; integrated development, urban development; as well as lodging and residential. With a presence across more than 230 cities in over 30 countries, the Group focuses on Singapore and China as its core markets, while it continues to expand in markets such as India, Vietnam, Australia, Europe and the USA.

CapitaLand has one of the largest real estate investment management businesses globally. It manages six listed real estate investment trusts (REITs) and business trusts as well as over 20 private funds. CapitaLand launched Singapore’s first REIT in 2002 and today, its stable of REITs and business trusts comprises CapitaLand Integrated Commercial Trust, Ascendas Real Estate Investment Trust, Ascott Residence Trust, CapitaLand China Trust, Ascendas India Trust and CapitaLand Malaysia Mall Trust.

CapitaLand places sustainability at the core of what it does. As a responsible real estate company, CapitaLand contributes to the environmental and social well-being of the communities where it operates, as it delivers long-term economic value to its stakeholders.

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