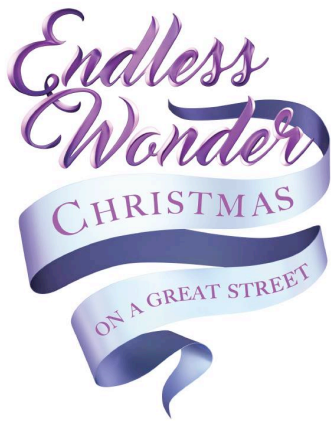


Media Release

For Immediate Release

ORCHARD ROAD BUSINESS ASSOCIATION LAUNCHES “CHRISTMAS ON A GREAT STREET”



- *2017 Christmas on A Great Street from Saturday 11 November 2017 – Monday 1 January 2018*
- *The first edition of Christmas Village with first-ever duplex carousel and pop-up stores*
- *Orchard Road to be transformed into a dreamlike place illuminated by mesmerising lights*

Singapore, 25 October 2017 – Orchard Road Business Association (ORBA) will launch its annual “Christmas on A Great Street” celebration on Saturday 11 November 2017. The annual official light-up ceremony will be held at 6.30pm that day at ION Orchard, ION² and officiated by Her Excellency President Halimah Yacob.

Christmas on A Great Street will see Orchard Road transformed into an enthralling world of light-reflective tunnels, illusive galaxy and a magical forest of trees draped with myriads of lighting threads. The 2.88 km thoroughfare stretching from Tanglin Mall shopping centre to Plaza Singapura, will be, as suggested by this year’s theme, an “Endless Wonder” of fun and fantasy. Visitors are invited to escape to an enchanting world of colours carefully curated for an immersive dreamlike experience, enhanced by a shimmering web of lights, interactive streetside installations and a dazzling array of festive ornaments.

This year’s celebrations will see Orchard Road debut its first edition of Christmas Village, located at Ngee Ann City Civic Plaza. In addition to al fresco dining and Hitachi Santa House, it will feature the first-ever duplex Great Carousel. The Village will also host stores by over 25 brands including Starbucks, Toastbox, PAUL, Royal Selangor and more. Together with ORBA and the Community Chest, Hitachi will be playing Santa at the Village on 8 December 2017. Children and their families from selected organisations will be invited for an afternoon of fun, where they can enjoy unlimited rides, lunch, performances and photo opportunities with Santa. Each child will

also receive a goodie bag put together by Hitachi staff. The Christmas Village operates from 25 November – 25 December 2017.

Christmas *on A Great Street* will also feature, for the first time, pop-up stores by SK-II, Haagen Dazs, Casio, Tiffany & Co. Fragrances, Fuchsia Creative and a future-ready retail pop-up called shop!. These stores are located along Orchard Road between Wisma Atria and Mandarin Gallery. SK-II and Haagen-Dazs will debut their duplex pop-up stores, bringing a new form of shopping experience to Orchard Road. Haagen Dazs' pop-up store will have a snow room and DIY workshops, while SK-II Change Destiny Pop-Up will have interactive art installations and a cold room café, where visitors may test their skin conditions under freezing conditions.

ORBA Chairman Mark Shaw said: "This year's Christmas on *A Great Street* includes some new initiatives that will add to the allure of Orchard Road amid the challenging retail environment, as well as the rise of online shopping. We are confident that these initiatives will make Orchard Road even more vibrant and offer new experiences to those who visit our precinct over the Christmas festivities."

"In line with this year's theme, Endless Wonder, we hope the enthralling atmosphere of lights and sound will transport visitors to a world where they can forget the daily demands of life and take time to enjoy the holiday season."

Among the set pieces, The Walk of Wonder, located in front of Forum The Shopping Mall, is a 20-metre long passage made of special reflective fabric and fairy lights that are amorphous and shaped solely by its environment. Other spectacular features include The Tree of Time, a four-and-a-half-metre tree decorated in a free-flowing form inspired by waves of a dancer and topped by a Christmas countdown clock, and The Enchanted Tree, an awe-inspiring structure with an illuminated canopy.

This year will be the first time that the Christmas lights are turned on earlier at 3pm, instead of 6.30pm in previous years. This allows visitors along Orchard Road to have a different experience and also enjoy better day effects of the Christmas decorations.

Mr Shaw added that the Light-Up would not be possible without the support of ORBA's generous sponsors, in particular, Main Sponsor Hitachi Asia and Official Card, Mastercard®.

The 2017 Light Up ceremony is also supported by the Singapore Tourism Board's Leisure Events Fund.

This year marks the 27th year of Hitachi Asia Ltd being the Main Sponsor for Christmas on *A Great Street*.

Mr Kojin Nakakita, Chairman of Hitachi Asia Ltd. said, "Hitachi has been consciously giving back to the community whom we serve. Over the past 27 years, we have been sponsoring the Orchard Road Christmas Light-Up and it gives us great pleasure to continue this yearly tradition of spreading the Christmas cheer. This year, Hitachi hopes to illuminate the Christmas spirit even more through an event jointly organised by Orchard Road Business Association (ORBA) and Community Chest, where *Hitachi plays Santa* to selected beneficiaries at Ngee Ann City on 8 December 2017. We are delighted to continue this meaningful collaboration with our long-term partners to create positive opportunities for our beneficiaries."

This year marks Mastercard's fifth year as the Official Card for Christmas on *A Great Street*. Ms Deborah Heng, Country Manager, Mastercard Singapore, said, "In the spirit of Christmas giving, it is our pleasure to donate a week of school meals to the World Food Programme for every set of shopping voucher redeemed at participating malls this festive season. To make spending more meaningful and give back to those in need, this is also part of our global initiative to reverse the cycle of hunger and poverty. As the Official Card of Christmas on *A Great Street*, cardholders can also look forward to exciting shopping rewards and special offers at their favourite malls on Orchard Road."

Best Dressed Building Contest 2017

Christmas on *A Great Street* is not complete without the annual Best Dressed Building Contest. The Contest takes place from 17 November – 3 December 2017. Buildings along Orchard Road will be competing for ten award categories, as follows:

1. Overall Winner – Best Dressed Building
2. Best Animation
3. Best Display of Lights & Music
4. Most Unique Theme
5. Most Family Friendly Display
6. Most Traditional Display
7. Most Innovative Display
8. Most Insta-Worthy Display
9. Most Inspirational Display
10. WeChat Favourite, which will be determined by ORBA's WeChat followers via voting on the WeChat page.

Members of the public can vote for their favourite building on the official Orchard Road Christmas website at www.orchardroad.org/christmas.

The participating buildings are:

1. Forum The Shopping Mall
2. ION Orchard
3. Orchard Central
4. orchardgateway
5. Paragon
6. Plaza Singapura
7. The Centrepoint
8. TANGS at Tang Plaza
9. Tanglin Mall

Christmas Rewards with Mastercard®

Starting from 11 November 2017, those who charge a minimum of \$300 to a Mastercard credit or debit card at participating malls on Orchard Road can receive \$30 shopping vouchers. Vouchers can be redeemed with a maximum of five same-day receipts from the same mall. The promotion is limited to the first 200 Mastercard cardholders per week per mall from 11 – 24 November 2017. Vouchers are issued while stocks last after that until 1 January 2018. In support of Mastercard's 100 million meals initiative with the World Food Programme, every set of vouchers redeemed will help one child in need as Mastercard donates a week of school meals for children in the global programme.

The participating shopping malls are:

1. 313@somerset
2. Forum The Shopping Mall
3. Mandarin Gallery
4. Orchard Central
5. orchardgateway
6. Paragon
7. Scotts Square
8. Takashimaya Shopping Centre/Ngee Ann City
9. The Centrepoint
10. Wisma Atria

Masterpass by Mastercard X ComfortDelGro Taxis Promotion

Mastercard has also teamed up with ORBA and ComfortDelGro Taxis to knock \$3 off all taxi fares to and from Orchard Road every weekend from Saturday 11 November 2017 – Monday 1 January 2018.

The promotion code "ORCHARD" is valid for the following parameters:

- \$3 off taxi fare, capped at 900 trips each weekend
- Applicable on ComfortDelGro (CDG) Taxi Booking App
- Trips to and from the ten participating malls (Bookings as well as Street Hails)
- Payment by Mastercard on Masterpass on the CDG Taxi Booking App.

Christmas Light-Up Period

The Light-Up Period takes place at the following times of the day:

- 3pm – 12midnight on Mondays to Thursdays and Sundays
- 3pm – 6am on Christmas Eve and New Year's Eve
- 3pm – 2am on Fridays and Saturdays
- 3.30am – 7am on 3 December 2017 for participants of the Standard Chartered Marathon 2017.

Hitachi plays Santa at Christmas Village

Jointly organised by ORBA, Hitachi and Community Chest, from 4pm – 6pm on 8 December 2017, the Village will be opened exclusively to invited children and their family members from selected beneficiaries for an afternoon of fun. They will enjoy unlimited free rides, a free lunch, performances and photo opportunities with Santa. Each child will receive a goodie bag put together by Hitachi employees.

Christmas Eve Countdown Concert

The Christmas Eve Countdown Concert features an extensive line-up of local band acts performing Christmas classics, all-time favourite English and Mandarin pop hits from 8pm, 24 Dec 2017. To be held at the Endless Wonder Christmas Village, visitors at the Christmas Eve Countdown Concert can also look forward to a stunning pyrotechnics show at midnight. More information will be shared in late November.

#OrchardRdXmas and #visitsingapore

Visitors to Orchard Road are also encouraged to use the hashtags, #OrchardRdXmas and #visitsingapore, as they capture their moments of joy at this year's celebrations.

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About Orchard Road Business Association

Founded in 1998, Orchard Road Business Association (ORBA) is the Place Manager of Orchard Road, representing the interests and welfare of businesses operating along Orchard Road. ORBA's mission is to preserve, promote, improve, and facilitate business through events, business development, marketing and promotion.

ORBA organises high-profile events such as "Christmas on A Great Street", "Fashion Steps Out", "Rev-Up @ Orchard", and "Pedestrian Night" to attract visitors and tourists to Orchard Road. Its annual award-winning "Christmas on A Great Street" marks the start of the festive year-end season in Singapore, illuminating the city's foremost shopping and entertainment district with sparkling lights and colour.

Membership is open to Orchard Road stakeholders, as well as non-stakeholders who have an affiliation to lifestyle businesses along Orchard Road. ORBA currently has about 120 members, including the owners and management of shopping malls, departmental stores, leading retailers, hotels and restaurants.

The organisation comprises an eight-member office that manages the daily operations and an executive committee of various key stakeholders working pro bono to set its direction and uphold the interests of ORBA members. It operates under the auspices of the Singapore Tourism Board. The EXCO is headed by Mr Mark Shaw, Director of Shaw Organisation, as Chairman.

For more information, please visit www.orchardroad.org or the links below:

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About Hitachi Asia Ltd.

Hitachi Asia Ltd., a subsidiary of Hitachi, Ltd., is headquartered in Singapore. With offices across seven Asean countries - Malaysia, Myanmar, Philippines, Singapore, Thailand and Vietnam - the company is focused on its Social Innovation Business to answer society's challenges. Hitachi Asia and its subsidiary companies offer a broad range of information & telecommunication systems, power systems, social infrastructure & industrial systems, electronic systems and equipment, construction machinery, high functional materials and components, automotive systems, home appliances and others. For more information on Hitachi Asia, please visit the company's website at <http://www.hitachi.com.sg>

About Mastercard®

Mastercard (NYSE: MA), www.mastercard.com, is a technology company in the global payments industry. We operate the world's fastest payments processing network, connecting consumers, financial institutions, merchants, governments and businesses in more than 210 countries and territories. Mastercard products and solutions make everyday commerce activities – such as shopping, traveling, running a business and managing finances – easier, more secure and more efficient for everyone. Follow us on Twitter @MastercardNews, join the discussion on the Beyond the Transaction Blog and subscribe for the latest news on the Engagement Bureau.

About the Leisure Events Fund

The Singapore Tourism Board (STB)'s Leisure Events Fund supports the growth and anchoring of world-class, differentiated and celebrated leisure event experiences that can further establish Singapore as one of the world's most vibrant cities. Proposals will be assessed based on their potential to deliver tourism outcomes such as increasing visitor arrivals and tourism receipts, strengthening destination branding and enhancing precinct vibrancy. The fund is part of STB's Tourism Development Fund, designed to help realise STB's Quality Tourism strategy by enhancing Singapore's destination attractiveness. Visit STB's grant page for more information.