



## PRESS RELEASE

### **TransitLink and Stellar Ace ink synergistic partnership for marketing and exclusive media sales representation**

*Both parties will jointly promote the TL SimplyGo app and WINK+ app while bringing more perks to commuters*

**SINGAPORE, 13 JANUARY 2022** – Transit Link Pte Ltd (TransitLink), a service provider in Singapore’s public transport sector, and Stellar Lifestyle Pte Ltd’s media and digital arm, Stellar Ace, have entered into a two-year marketing partnership to jointly promote TransitLink’s TL SimplyGo app and Stellar Ace’s WINK+ app. This is following the successful execution of our current Unleash The Gates campaign. The collaboration showcased WINK+ app's gamification and rewards capability, and resulted in a significant uplift of new TL SimplyGo app users.

2 Under the marketing partnership, TransitLink will also adopt the WINK+ app as a customer loyalty platform for the redemption of rewards such as public transport fare rebates that may be offered under any acquisition campaign to drive usage of the TL SimplyGo app and WINK+ app.

3 In addition, TransitLink has exclusively appointed Stellar Ace as the sales and marketing representative for all its available offline and online advertising assets such as the TL SimplyGo app and its transit ticketing machine - the TransitLink Kiosk, which is located at major bus interchanges and integrated transport hubs. The addition of these new advertising assets will expand Stellar Ace’s Home-Travel-Eat-Shop-Play Daily Touchpoint Ecosystem, which has delivered a uniquely strong consumer journey engagement and top of mind recall.

4 “With our TL SimplyGo app, commuters are able to perform a wide variety of travel-related services, such as viewing their travel transaction history, topping up their account-based stored value travel card and planning their public transport journey, with ease while on the go. We are delighted

with this partnership with Stellar Ace, which adds a new dimension to our TL SimplyGo app by rewarding commuters using the TL SimplyGo app through the WINK+ loyalty programme. It is also a step towards opening up opportunities with partners and advertisers to expand the range of benefits that our users can enjoy on top of the services that we are currently offering,” said Mr Lee Yuen Hee, Chief Executive Officer, Transit Link Pte Ltd.

5 Ms Jeslyn Tan, Managing Director, Stellar Ace said, “We are thrilled with this synergistic partnership. This multi-prong alliance created exciting engagement milestones for both apps and reinforces an even stronger and targeted reach of our consumers utilising public transport daily. The understanding of the transit audience travel pattern will help us synergise transport-related activities through SimplyGo and a consumer loyalty programme with WINK+ app. For Advertisers, coming on board Stellar Ace will mean reaching out to a connected and seamless Offline to Online (O2O) audience with continuous recall of your brand message with accountable ROIs.”

6 Advertisers who are interested to have their brand message on the media assets can connect with Stellar Ace now via [ace@stellarlifestyle.com.sg](mailto:ace@stellarlifestyle.com.sg) to find out more.

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## About Transit Link Pte Ltd

Transit Link Pte Ltd was incorporated on 16 November 1987 and is a fully-owned subsidiary of the Land Transport Authority (LTA). We have evolved along with Singapore's public transport system, and aspire to be a world-class, customer-centric and innovative organisation in a multi-modal transport system.

Besides being the agent for card issuers (EZ-Link and NETS) to sell, refund and replace travel cards, we also process transit transactions and apportion revenue to the public transport operators as the transit acquirer. From bus arrival times to recommended travel routes, we communicate public transport information using platforms like posters and the TL SimplyGo app to ensure commuters get to their destination quickly. Public transport schemes, including the concession schemes and Singapore Tourist Pass, are also managed by us. As a master load agent, we provide top-up services by working with the card issuers.

As a subsidiary of LTA, we implement national public transport projects on its behalf to benefit commuters including the SimplyGo Initiative and e-payment top-up at the General Ticketing Machines.

Website: [www.transitlink.com.sg](http://www.transitlink.com.sg)

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## About Stellar Lifestyle Pte Ltd

Stellar Lifestyle, a business arm of SMRT Corporation Limited, has expertise in property and retail management, media and digital advertising solutions. We create vibrant transit destinations and lifestyle experiences to make everyday touchpoints better. Our growing portfolio includes mall management and outdoor media & digital engagement platforms. We are also the largest managing agent of retail and advertising spaces in Singapore's rail network.

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