



Trade Release

For Immediate Release | 3 AUGUST 2023

STELLAR ACE UNVEILS GROUNDBREAKING GREEN PACKAGE FOR ESG ADVERTISERS

SINGAPORE, 3 AUGUST 2023 - Stellar Ace, Singapore's largest and award-winning Out Of Home (OOH) media company, is excited to announce the launch of the Green Package, a first-of-its-kind initiative to support all companies that need to promote their green efforts.

Responding to the global call for environmental sustainability, Stellar Ace's Green Package offers two unprecedented features:

1. Every asset purchased by a client to promote their ESG initiatives will be matched by Stellar Ace, effectively doubling the client's ESG efforts at no additional cost.
2. The choice of three network solution bundles – Planet Save, Happy Forest and Eco-view – combines OOH, DOOH and Online assets, and are available at half the cost for ESG driven content. Each package will save an estimated 0.022 tons of CO₂e in carbon footprint and 199.73 tons of CO₂e in light savings per unit. Additionally, the production cost of the free assets will be absorbed by Stellar Ace.

This offering is part of Stellar Ace's "Green Journey"—a comprehensive and coordinated series of workflows undertaken since 2017 that is designed with sustainability in mind and considers the entire life cycle of each client's advertising campaign, from the supplies and processes used, to end-of-life recycling. This commitment extends to the use of eco-friendly



Forest Stewardship Council (FSC) certified paper and environmentally friendly inks for printed materials. Large format displays utilize PET backlit materials, the most recyclable plastic available, ensuring high vividness and contrast for client advertisements while remaining environmentally friendly.

"We have a responsibility to our planet, and the time to act is now. The Green Package represents our commitment to sustainability and offers our clients a tangible way to enhance their own green initiatives," said Jeslyn Tan, Managing Director of Stellar Ace.

The Green Package is available to all ESG-driven advertising content from now until March 31, 2024. We urge all clients to seize this unique opportunity to publicise their commitment to environmental sustainability on Singapore's largest OOH media network.

Advertisers who are interested to book the package can connect with Stellar Ace today via ace@stellarlifestyle.com.sg to find out more. <https://stellarace.com.sg/media-releases/>

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Stellar Ace – Advertise. Create. Engage for all of Singapore

Visit www.stellarace.com.sg for more info

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