

Stellar Lifestyle Invites Shoppers To Rediscover Vibrant Retail Spaces Around MRT Stations With The WINKmets Wonderland Campaign

Redeem Exclusive Entry into Themed WINKmets Wonderland Station Lodges and Play Interactive Games To Win Additional Prizes



Singapore, 16 November 2023 - Stellar Lifestyle, a business arm of SMRT, unveiled the WINKmets Wonderland campaign from 15 November 2023 to 24 December 2023. During this campaign period, shoppers who make purchases at the over 600 Stellar Lifestyle retail outlets across the SMRT line can redeem exclusive entry into enchanting WINKmets Wonderland Station Lodges, located at Dhoby Ghaut, Woodlands, Raffles Place, Bishan and Paya Lebar MRT stations, to play interactive games to win additional prizes, WINKmets gift wrappers and a range of exclusive WINKmets Plushies.

The WINKmets Wonderland Station Lodges and their interactive games draw inspiration from the unique personas of the WINKmets: Gamer Bluey, Chef Reddy, Cashie Greeny, and Shopper Pinky—digital avatar influencers from Stellar Ace, the media and digital branch of Stellar Lifestyle.

WINKmets Wonderland at Staytion Lifestyle Centre @ Dhoby Ghaut MRT, the central hub for all four WINKmets celebrations, will feature a specially designed “Complete The Carol” interactive game for shoppers to win exclusive prizes sponsored by KTV TeoHeng.

The WINKmets Wonderland Station Lodges will also host various community activities, adding a festive and charitable dimension to the shopping experience. This includes Christmas carolling, WINKmets Meet & Greet, and a charity market at Bishan MRT, held over three weekends in December, organised in collaboration with Invade and Metta School – an institution dedicated to providing special education for students with Mild Intellectual Disability (MID) and/or mild Autism Spectrum Disorder (ASD), emphasising the campaign's commitment to the community.

"Stellar Lifestyle is revitalising the magic of retail around MRT stations with our WINKmets Wonderland campaign. The campaign rewards shoppers at over 600 Stellar Lifestyle retail outlets across SMRT lines and invites them to redeem rewards at the themed WINKmets Wonderland Station Lodges at Dhoby Ghaut, Woodlands, Raffles Place, Bishan and Paya Lebar MRT stations. Besides games and prizes, community activities at the WINKmets Christmas Lodges will offer shoppers a meaningful and enjoyable day out. At Stellar Lifestyle, we are committed to reigniting retail vibrancy around MRT stations and creating memorable experiences for shoppers and the community," said Mr Tony Heng, President of Stellar Lifestyle.

During the campaign period, shoppers can combine up to three receipts from retail outlets across all Stellar Lifestyle stations. Stellar Lifestyle's retail outlets will feature a promotional wobblers displaying a QR code. Shoppers can scan this code and upload their receipts to receive a redemption coupon, or they can present their receipts directly at the WINKmets Wonderland Station Lodges for reward redemption.

The exciting rewards available at the WINKmets Wonderland Station Lodges include

- Exclusive WINKmets gift wrappers with minimum purchases of \$30.
- Unlock exclusive access to the WINKmets Wonderland Station Lodges with minimum purchases of \$50 to participate in interactive games where shoppers can stand a chance to win incredible vouchers and additional prizes. These include Stellar Lifestyle tenant vouchers that can be utilised across SMRT's retail network and WINK+ points.

Prizes at WINKmets Wonderland at Staytion Lifestyle Centre @ Dhoby Ghaut MRT will include Wasuka CV19 Pro microphones and KTV TeoHeng Vouchers, both sponsored by KTV TeoHeng.

- Exclusive Limited Edition WINKmets Plushies available with minimum purchases of \$100. Collecting all four WINKmets allows shoppers to claim a unique, limited-edition train-themed Collectors Box at the WINKmets Wonderland in Staytion Lifestyle Centre @ Dhoby Ghaut MRT.



A business arm of SMRT Corporation Ltd

The WINKmets Plushies will only be available for collection after 27 November 2023. However, shoppers have the option to redeem these plushies before this date. For details on the collection and further information, please visit www.stellarlifestyle.com.sg/winkmetswonderland.

Please find the information about the interactive games at the WINKmets Wonderland Station Lodges in Appendix 1 - Description of Interactive Games.

Shoppers and families also have the chance to meet life-size models of the beloved WINKmets during their visit. For the schedule of these exciting encounters, please visit <http://www.stellarlifestyle.com.sg/winkmetswonderland>.

For high-resolution images, please click [here](#).

About Stellar Lifestyle

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 our 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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Appendix 1 - Description of Interactive Games

WINKmets Wonderland @ Staytion Lifestyle Centre

Item	Description
<p>Location</p>	<p>Staytion Lifestyle Centre, Dhoby Ghaut MRT Station 11 Orchard Rd, B1-10 Dhoby Ghaut MRT Station, Singapore 238826</p>
<p>Operating & Redemption Hours</p>	<p>Mon–Sun 9 am – 6 pm</p>
<p>Interactive Game Details</p>	<p>“Complete The Carol” with the WINKmets</p> <ul style="list-style-type: none"> ● Get into the holiday spirit! Listen to snippets of popular Christmas carols, choose the right lyrics from four options, and rack up your score. Can you ace all 10 songs? <p>Prizes To Be Won</p> <ul style="list-style-type: none"> ● Stellar Lifestyle tenant vouchers that can be utilised across SMRT’s retail network. ● Wink+ Points ● Wasuka CV19 Pro microphones and KTV TeoHeng Vouchers, sponsored by KTV TeoHeng

Gamer Bluey's Christmas Lodge @ Stellar@TE2

Item	Description
<p>Location</p>	<p>Stellar@TE2, Woodlands MRT Station</p> <p>Address: 11 Woodlands Square, Singapore 737736</p>
<p>Operating & Redemption Hours</p>	<p>Mon–Sun 9 am – 6 pm</p>
<p>Interactive Game Details</p>	<p>“Jumping Bluey” with Gamer Bluey</p> <ul style="list-style-type: none"> ● Are you ready for a winter gaming adventure? Take control of Gamer Bluey on a snowy obstacle course by stepping onto a TapTile. Dash through winter wonderlands, conquer challenges and collect festive treasures to boost your points. ● “Jumping Bluey” is developed by Tap Tiles, a selected start-up under Stellarate – an initiative by Stellar Lifestyle to foster innovation and co-creation in business ventures. <p>Prizes To Be Won</p> <ul style="list-style-type: none"> ● WINK+ Points ● Stellar Lifestyle tenant vouchers that can be utilised across SMRT’s retail network.
<p>Additional Information</p>	<p>About TapTiles (Power-generating floor tiles)</p> <p>TapTiles, a Stellarate start-up, designs and produces smart kinetic tiles that generate electricity and data from footsteps. The goal is to set up tiles in high-footfall areas to generate enough energy to power the lighting of the area and sufficient data to detect anomalies in crowd movement and even predict disasters like stampedes or overcrowding.</p> <p>Please reach out to PR contacts for more details about TapTiles.</p>

Shopper Pinky’s Christmas Lodge @ Raffles Xchange

Item	Description
<p>Location</p>	<p>Raffles Xchange, Raffles Place MRT Station Address: 5 Raffles Place, Singapore 048618</p>
<p>Operating & Redemption Hours</p>	<p>Mon – Fri 10 am – 7 pm</p>
<p>Interactive Game Details</p>	<p>“Christmas Photobooth” with Shopper Pinky</p> <ul style="list-style-type: none"> ● Join the fun at the redemption booth by scanning a QR code, stand in front of the screen and pick your favourite theme – Shopper Pinky or WINKmet Wonderland. ● Snap a photo and send it directly to your phone via WhatsApp. It's a delightful and interactive way to capture those festive memories! ● BuzzAR, a selected start-up under Stellarate, developed Shopper Pinky’s Photobooth. <p>Prizes To Be Won</p> <ul style="list-style-type: none"> ● WINK+ Points ● Stellar Lifestyle tenant vouchers that can be utilised across SMRT’s retail network.
<p>Additional Information</p>	<p>Background of BuzzAR (AI-powered avatar gaming experience)</p> <p>BuzzAR, a Stellarate start-up, offers a proprietary AI-powered “Face to Avatar” experience to create fun, immersive experiences with consented user data through interactive gestures that transform into actionable business insights for business owners.</p> <p>Please reach out to Stellar Lifestyle PR contacts for more details about BuzzAR.</p>

Chef Reddy's Christmas Lodge @ Bishan MRT Station

Item	Description
<p>Location</p>	<p>Level 1 Concourse, Bishan MRT Station Address: 200 Bishan Road, Singapore 579827</p>
<p>Operating & Redemption Hours</p>	<p>Mon – Fri 10 am – 7 pm</p>
<p>Interactive Game Details</p>	<p>Title of Interactive Game: Holiday Feast Challenge with Chef Reddy</p> <ul style="list-style-type: none"> ● Get ready for a virtual Christmas Dinner challenge! Select the right ingredients on the screen to prepare dishes or drinks. ● Your goal? Complete as many as you can in just 60 seconds. Your score rises with each successful dish, testing your speed and accuracy. ● Can you master the art of festive cooking with Chef Reddy in record time? <p>Prizes To Be Won</p> <ul style="list-style-type: none"> ● WINK+ Points ● Stellar Lifestyle tenant vouchers that can be utilised across SMRT's retail network.

Cashie Greeny's Christmas Lodge @ Staytion, Paya Lebar MRT Station

Item	Description
<p>Location</p>	<p>Staytion, Paya Lebar MRT Station Address: 15 Paya Lebar Rd, B1-03, Singapore 409049</p>
<p>Operating & Redemption Hours</p>	<p>Mon–Sun 9 am – 6 pm</p>
<p>Interactive Game Details</p>	<p>“Catch The Money” with Cashie Green</p> <ul style="list-style-type: none"> ● Get active this Christmas! Use your body to control Cashie Greeny via a motion sensor and catch falling rewards. ● Keep an eye out for those random Cashie Greeny drops for extra bonus points. ● Your score is tallied after 60 seconds based on what you've collected in the Christmas Stocking. Time to see how many rewards you can gather! <p>Prizes To Be Won</p> <ul style="list-style-type: none"> ● WINK+ Points ● Stellar Lifestyle tenant vouchers that can be utilised across SMRT's retail network.