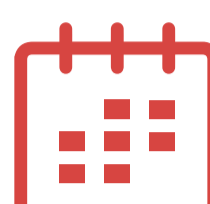


The Great Singapore Sale 2015

Shopper Insights



Duration:
June 2015

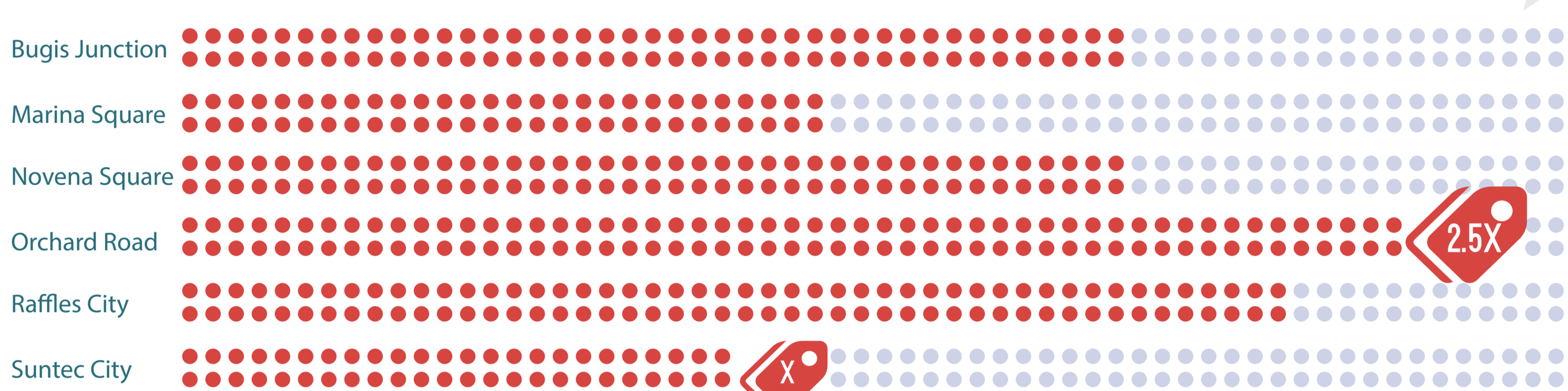


No. of Uniques Analysed:
~200K

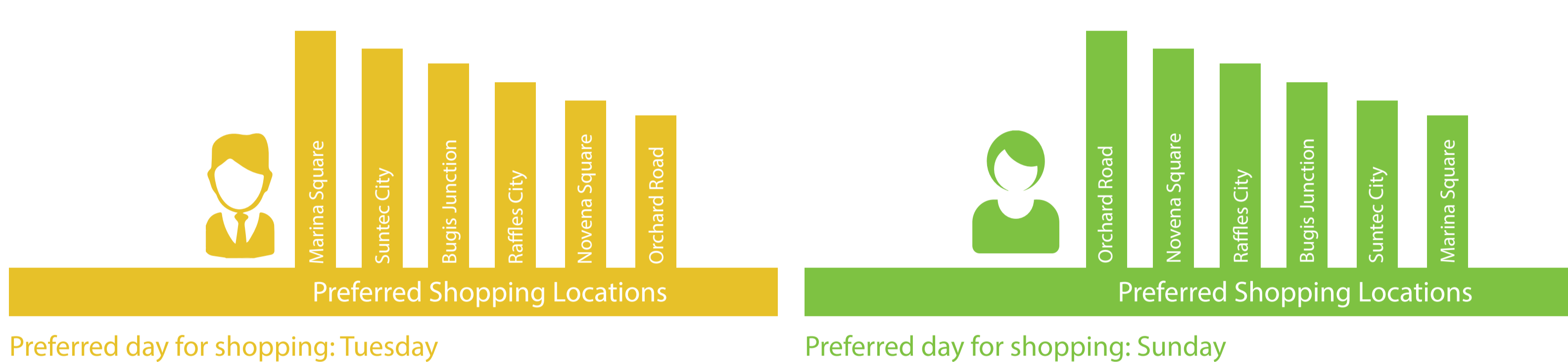


Locations covered:
Bugis Junction, Marina Square, Novena Square, Orchard Road, Raffles City & Suntec City

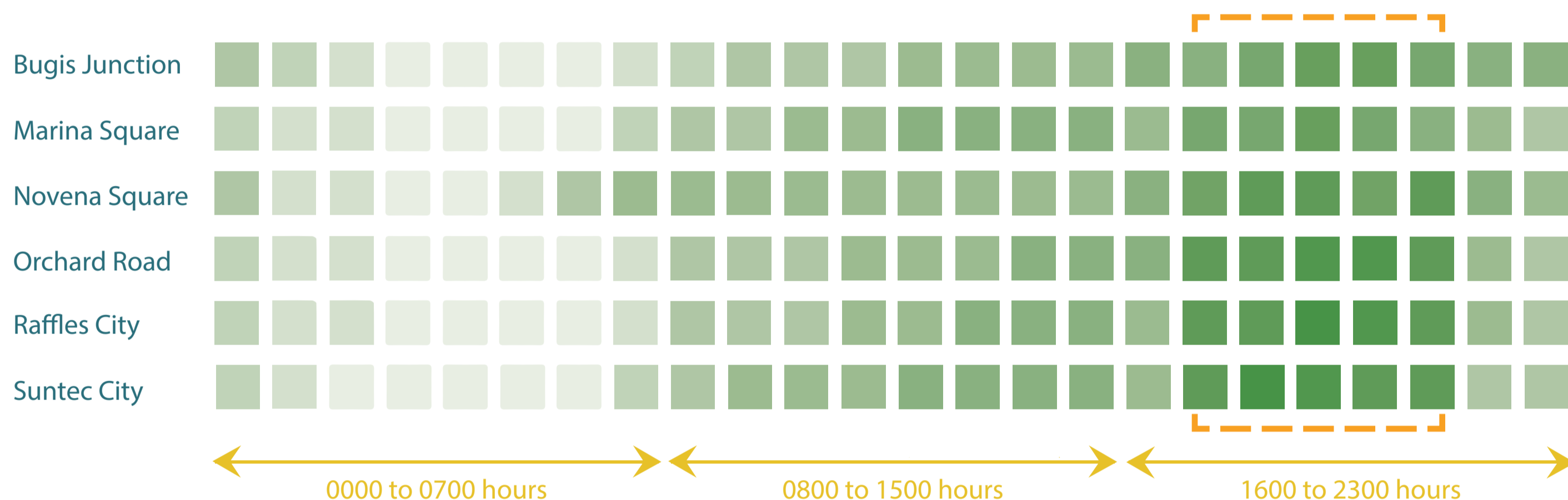
Location-Wise Footfall Trends



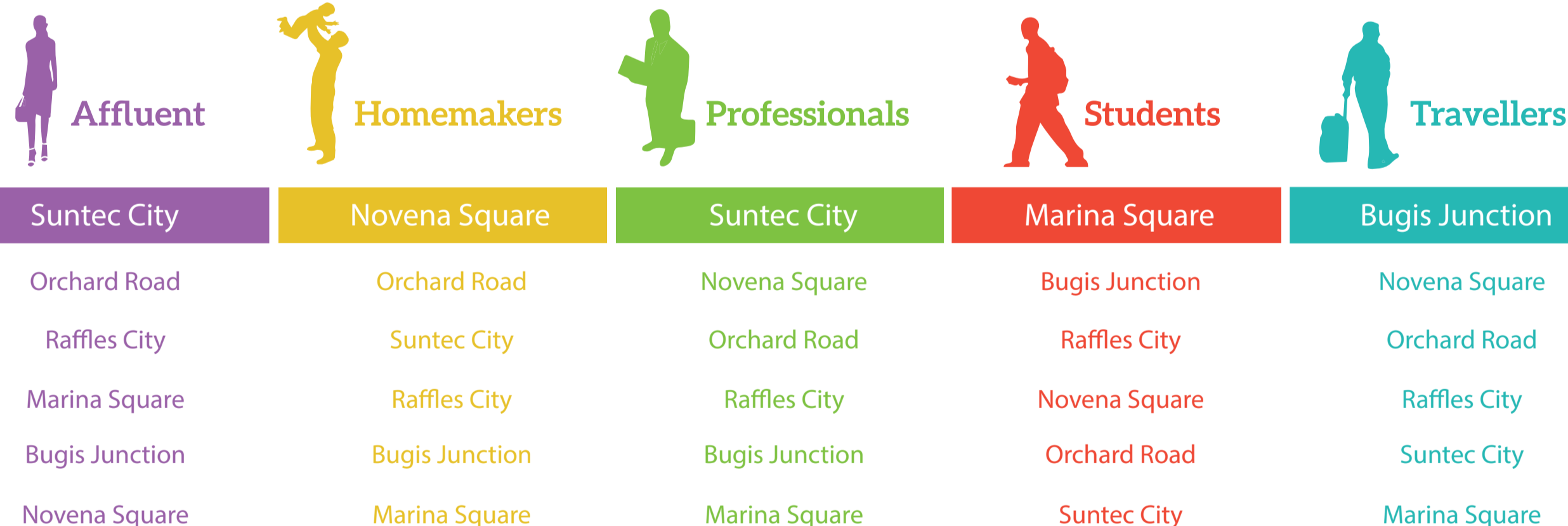
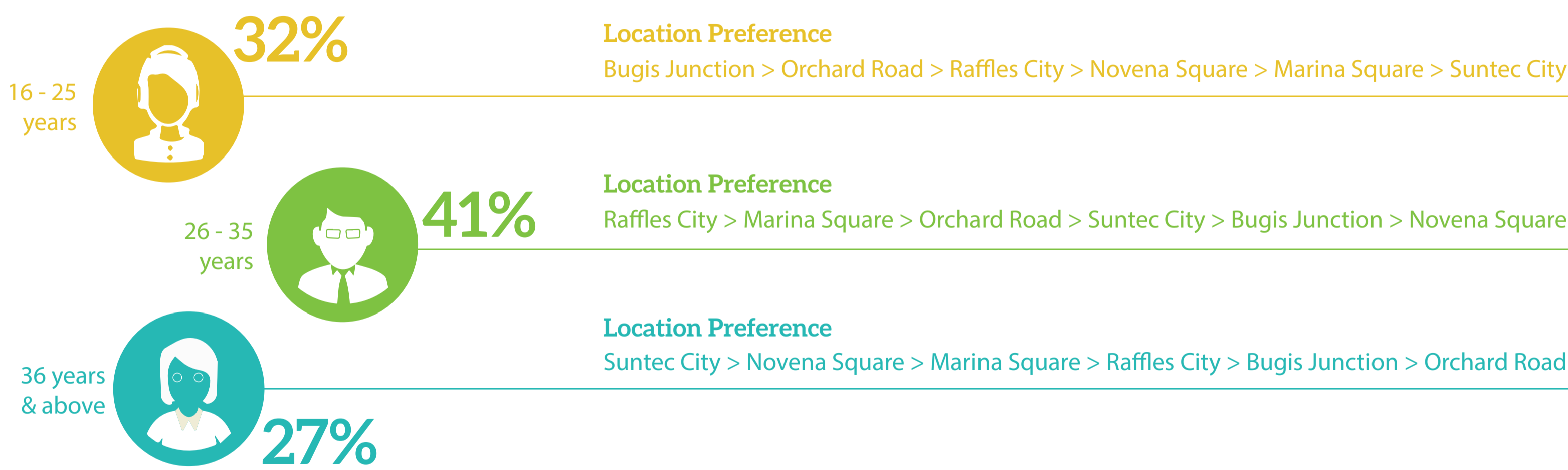
Gender-Wise Preferences



Majority of shoppers were seen during 1700 hours to 2100 hours



Most shoppers were from the age group 26 to 35 years



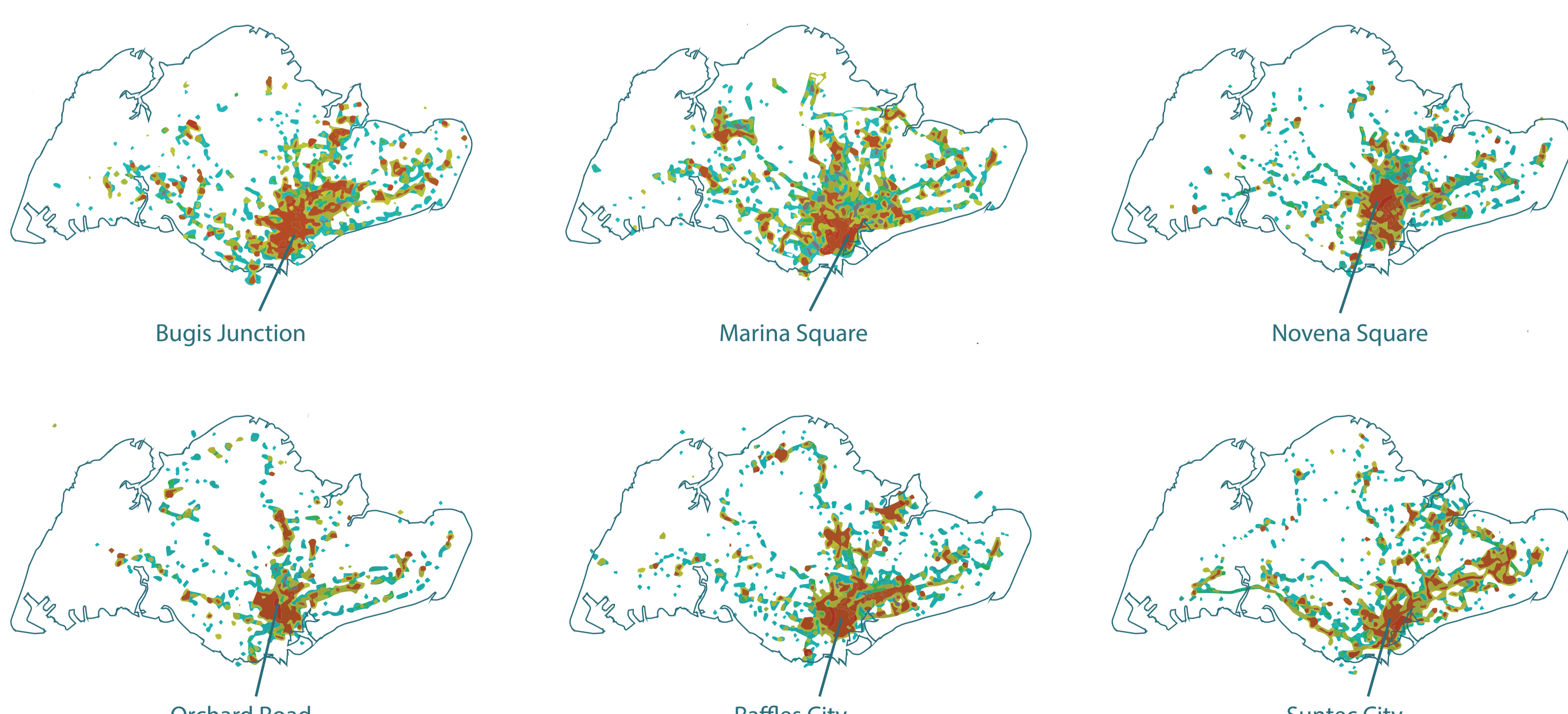
Day-wise preference by audience across locations:



Top app categories across all locations:



Shoppers travelling from various locations to The Great Singapore Sale



About Near:

Near is the largest location intelligence platform providing real-time information on places, people and products. The Near platform powers its flagship product to leverage historical location and context for data driven marketing.

Founded in 2012, Near is headquartered in Singapore with a presence across Australia, South East Asia, Japan, India and Europe. To date, the company has more than 700 million profiled audiences and has put it to work for marquee brands such as P&G, Coca Cola, Ikea, Audi, McDonald's, Toyota, Nike and Samsung.

Near is backed by investments from leading venture capitalists Sequoia Capital, JPM Private Equity Group, Telstra Ventures and Global Brain Japan.

Visit www.near.co to find out more.