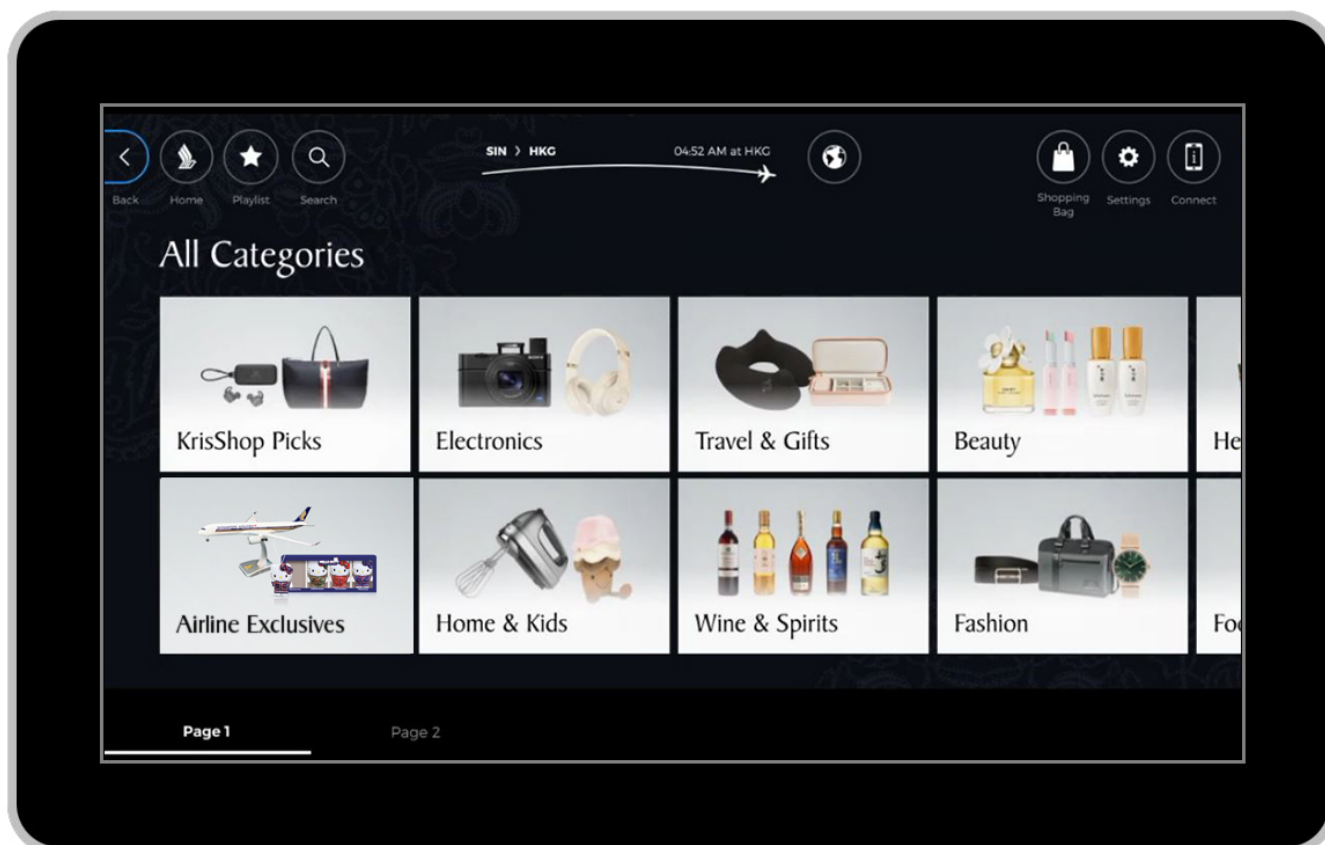


# Singapore Airlines and KrisShop launch live in-air shopping experience

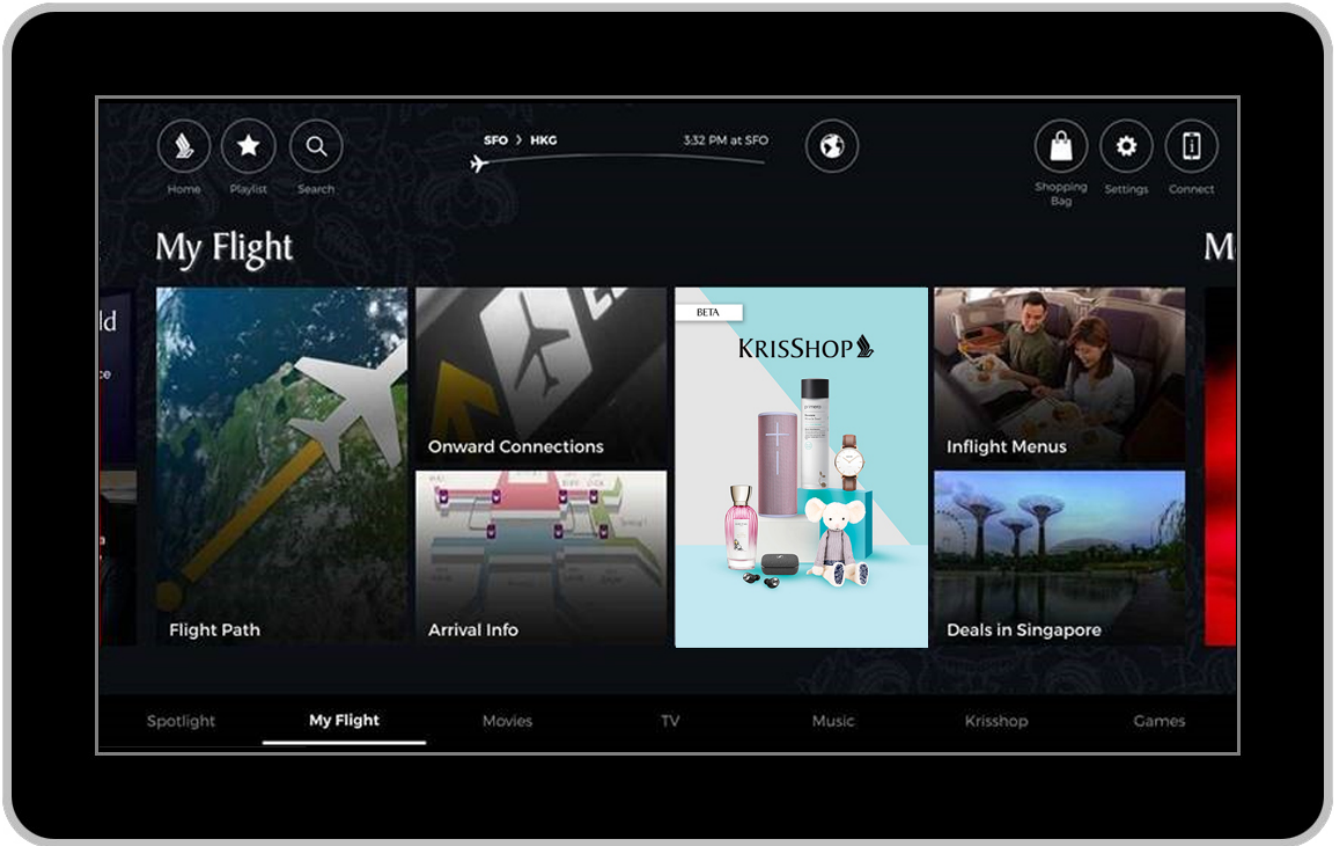
Singapore Airlines and KrisShop have announced a new live online shopping experience as of June 28, 2021. Singapore Airlines will be the first to offer this platform. The service will initially be available on select Airbus A350 aircraft, progressively rolling out over the rest of the network with the exception of the Boeing 737-800 NG.



This live in-air shopping experience includes offerings across multiple categories

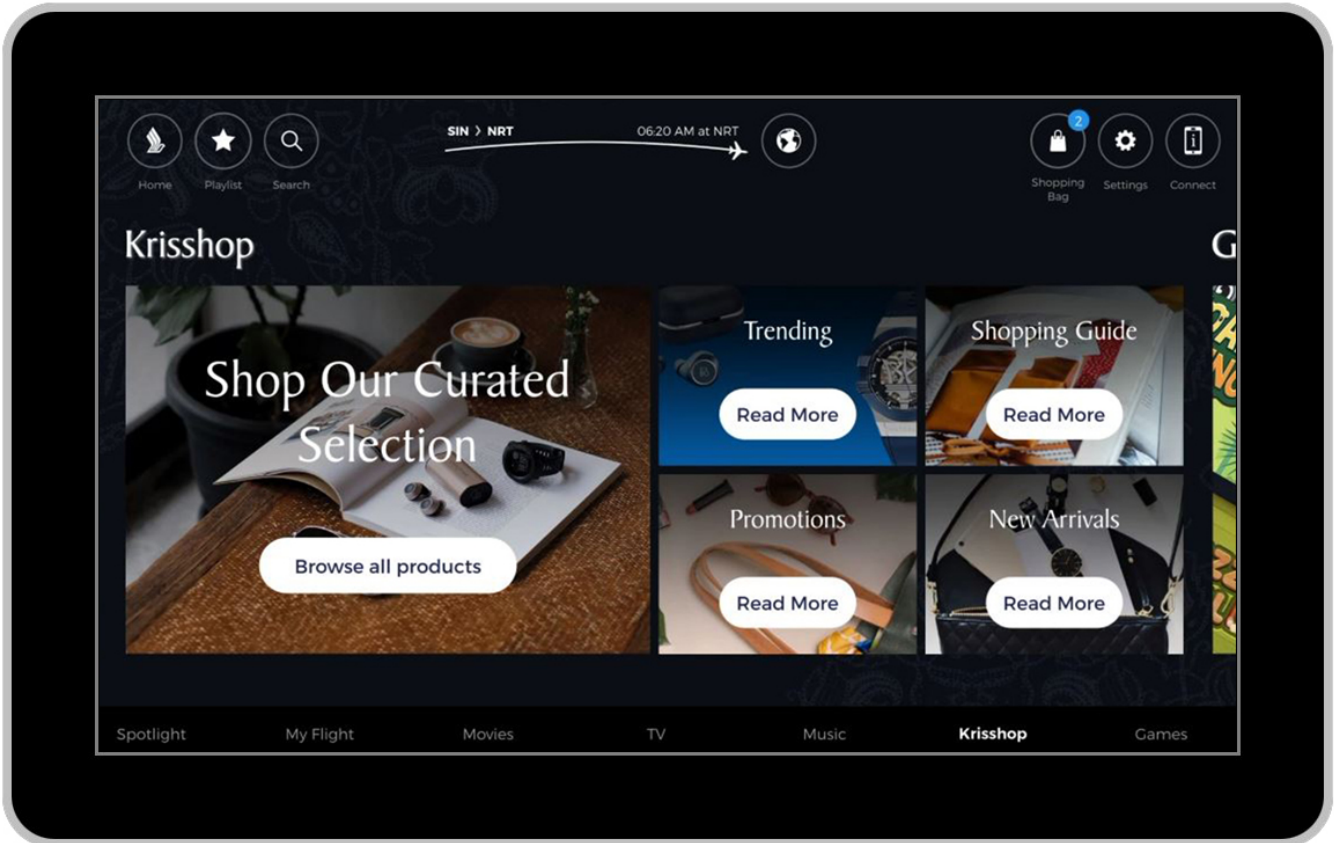
This platform will offer over 4,000 products including exclusive airline merchandise across multiple categories, and customers can choose home delivery as an option.

This experience is a partnership between Singapore Airlines, KrisShop, AirFree, Thales, and Panasonic Avionics. The system leverages an industry-first air-to-ground connectivity technology, connecting KrisShop directly to the aircraft IFE system. This connectivity enables both live updates on product availability and credit card authorization.



The home screen makes shopping a simple, live, interactive option

“E-commerce is the future of shopping, and integrating this feature into our in-flight entertainment system is yet another industry first for SIA. This allows KrisWorld to go beyond movies, television shows, music, and games, and offer customers more of what they want while flying with us. This is part of our unwavering commitment to continuously innovate and enhance our product and service offerings, and augment the travel experience for our customers,” said Mr Yeoh Phee Teik, Senior Vice President Customer Experience, Singapore Airlines.



Shopping is a fun in-flight pastime with this enjoyable interface

Mr Chris Pok, Chief Executive Officer, KrisShop said: “KrisShop has been at the forefront of connecting with consumers since our rebranding in 2019. Today, together with Singapore Airlines, we are excited to be able to enhance and rejuvenate the in-flight shopping experience with the inclusion of our live e-commerce platform on KrisWorld. This extends our reach to the travel audience segment, and reinforces our commitment to deliver an integrated user experience to all customers.”

As specials during the launch, customers will receive a 15% discount on a minimum spend of SGD\$150 (US\$111), or they can receive a 10% discount on home delivery.