Mobile App WhereIsWhere Launches in Singapore

- In less than three clicks - discover exclusive retail offers helping you decide what to eat, shop and do
- Merchants at launch comprise over 1,500 location, shops and malls across Singapore: Old Chang Kee, Kopitiam, Sushi Express, Millenia Walk - and many more!

SINGAPORE, 30 July 2018 – Singapore's [WhereIsWhere,](#) a first-of-its-kind location-based discovery mobile app, is now available for consumers to download for free. Through the initial launch of WhereIsWhere's mobile app, consumers can now discover flash promotions, product and service offerings and activities within a kilometre from *where* they search, as well as timing-based offers around *when* they search.

At the initial app launch, WhereIsWhere is already working with over 1,500 retail locations on its app, island-wide – ranging from food and beverage chains including Old Chang Kee, Kopitiam, and Sushi Express and service providers such as Jean Yip to major shopping malls such as Millenia Walk. A number of additional retailers, malls and locations will be added to WhereIsWhere's app by September 2018.

"With Singapore's consumers spending hours each day on their smartphones, we are catering to their mobile-first needs. These consumers are inundated with content and information - we make their decisions simpler, easier, while bringing an element of discovery and excitement. WhereisWhere brings great places, experiences, promotions and storefronts within your vicinity, or at any point on the map, helping you to decide what to eat, shop and do," said Michael Leong, Industry Advisor, WhereIsWhere.

Navigate the map, discover offers, favourite brands for exclusive experiences and deals

According to Ernst & Young, on average Singaporeans spent over 12 hours a day, in 2017, on their digital devices. WhereIsWhere's interactive map and sophisticated filters - including favourite retailers, promotion timings, category lists, and sub-categories - makes searching for the nearest outlets offering products, services, time-based offers and experiences of interest easy and hassle-free, whenever, wherever they are. Consumers can even move their point of search to explore and discover new points of interest.

Once consumers spot what they want from merchants on the app, they can easily follow these merchants' latest flash promotions and offerings by clicking "Favourite". Doing so will drive curated push notifications and live updates from these merchants based on the consumer's choice of parameters. Consumers can also share the promotions they have discovered easily via a "Share" button.

Flash Promotions and Exclusive Offers

Terence Mak, CEO and founder of WhereIsWhere said: "Think of us as Google Maps, but for finding and connecting with deals and activities nearby. Not only do our users

find plenty of options on what to see and do, but they can also follow their favourite brands and receive real-time offers and flash promotions. The retail sector is already betting big on WhereIsWhere's app to connect with consumers – since the launch of our discovery platform for Singapore retailers in end-February this year, we have surpassed 1,500 locations island-wide, and counting, and plans are already in place to launch WhereIsWhere in Asian markets beyond Singapore."

Among the first malls to be on board the platform, Millenia Walk is confident in driving brand awareness for its merchants and elevating consumers' retail experience to new heights through WhereIsWhere's location-based, real-time targeting capabilities. "Millenia Walk is constantly on the lookout for new technologies in line with delivering a specially curated shopping experience for Singapore consumers. We are excited to be among the first malls in Singapore to take a step forward in the retail digital revolution through WhereIsWhere," said Diane Aw, Head of Retail at Millenia Walk.

Consumers can download WhereIsWhere for free on [Google Play](#) and [App Store](#).

Merchants can register with WhereIsWhere for free of charge. Registered merchants will be able to list their stores details and location on the app, as well as run promotions among relevant audiences which have opted to follow their brand.

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About WhereIsWhere
WhereIsWhere is a location-based platform connecting retailers to consumers who are nearby. Through WhereIsWhere, users can easily discover what to eat, shop and do based on two key factors: where they are, and when they search. What this means for consumers is that we've simplified one of the hardest choices you will face: what to do at any given point in time. And for businesses - we bring a cost-effective and convenient way to create hyper-targeted promotional messages and marketing campaigns, driving traffic and sales.

WhereIsWhere was founded in Singapore in 2015. Our team comprises retail industry leaders who truly understand the challenges and opportunities facing retailers and consumers. For more information, visit [whereiswhere.com](#).

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