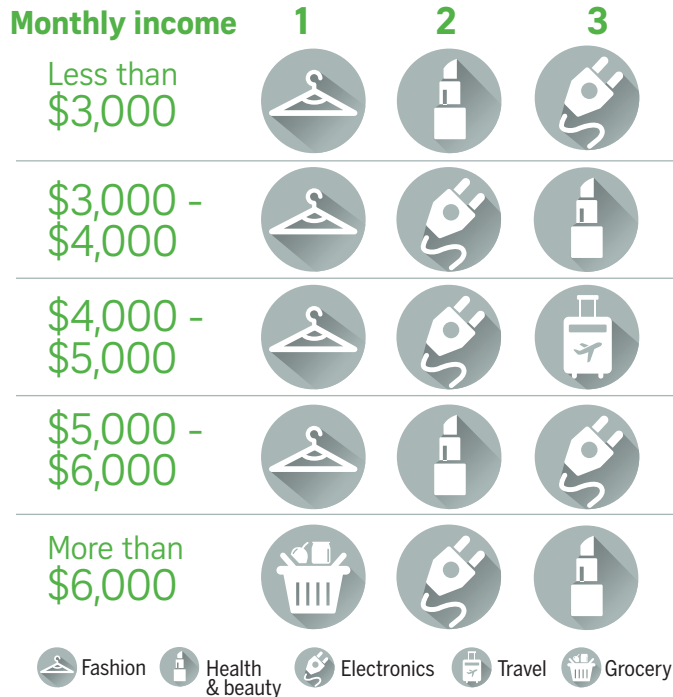


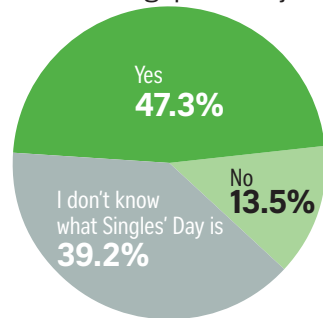
How they compare

Singaporeans with different monthly incomes like to buy...



Singles' Day shopping

Nov 11 is the biggest shopping holiday in the world. Are Singaporeans joining in?



80%

who are shopping on Singles' Day are planning to spend \$51 - \$500 on



69%



45%




44%

What makes Singaporeans click the "Buy now" button?

72% 
When prices are lower compared to offline stores

71%
When deals and promotions are offered



63% 
When product reviews are available

59%
Fast and affordable shipping 