



MUJI (SINGAPORE) PTE LTD

60 Albert Street
#15-03 to 06 OG Albert Complex
Singapore 189969
Tel: (65) 6338 3113 Fax: (65) 6883 1136
ROC No: 200300025H

MUJI (Singapore) Pte. Ltd.

A&P Department

Launch of Free Smartphone App [MUJI passport] Singapore Version!

For immediate release

Stay connected with MUJI /

MUJI passport

**Follow your favourite stores
and receive real-time updates
from our staff.**



MUJI (SINGAPORE) PTE. LTD. launches Singapore version of the free smartphone app “**MUJI Passport**” on 22nd September (Wednesday). The app allows users to earn Miles by shopping and dining at MUJI Singapore. The "MUJI passport" was initially launched in Japan during May 2013.

The Singapore version of "MUJI passport" is an app that is not only for the accumulation of “MUJI Miles”, the function “from MUJI” is also a communication tool that delivers MUJI products and store information. Through these functions, we aim to help the people in the area who shop at MUJI in Singapore and increase the number of MUJI fans.

■ About the smartphone app "MUJI passport" (Singapore version)



The "MUJI passport" allows you to receive the latest information such as MUJI products and store information, and the app itself serves as a membership card that you can present at the time of shopping, dining or check in at the stores to receive and accumulate "MUJI Miles".

MUJI passport users will receive exclusive coupons sent through the MUJI passport app periodically that can be used for shopping and dining at the stores. It also has functions such as store search and a redirection to MUJI web catalog (<https://www.muji.com/sg/products/>) for product information anytime, anywhere. It is no doubt an app for a more convenient shopping experience!

■ Features of MUJI passport app



1. Store blogs

Stay connected and receive first-hand information about MUJI products and services through in-app notifications. Follow your favorite stores to read the staff blogs and save articles to view it anytime.



2. Product Catalog

Get directed to our web catalog to access information on MUJI wide range of product selections. Selected products are available for purchase at our online stores.



3. MUJI Mile

(SGD1 spent = 1 mile)

Earn MUJI Mile when you shop and dine in-store! Simply present your MUJI passport app with the ID barcode to the staff during checkout. You will also receive MUJI Mile when you check-in at the store.

Get rewarded with an incentive coupon when your accumulated miles attain specific tier by its expiry date. Terms & Conditions apply.

➤ **1500 - 2500 miles:**

- Retail: \$10 OFF with minimum \$80 spent
- Café&Meal MUJI: \$3 OFF with minimum \$20 spent

➤ **2501 miles & above:**

- Retail: \$20 OFF with minimum \$150 spent
- Café&Meal MUJI: \$5 OFF with minimum \$25 spent.

However, MUJI Mile is not valid for online store, gift card purchase, embroidery service, home delivery and alteration charges, as well as corporate purchases.



4. Coupons

MUJI passport member enjoy exclusive periodic promotions. Discount and promotion coupons will be sent through the MUJI passport application.



5. Store locator and Check-in

(1 check-in = 10 miles)

Look up MUJI stores location easily and earn MUJI Mile when you check-in at the store with your MUJI passport app.

Note: Only 1 check-in is allowed at the same store daily. The daily upper limit is 5 times and no MUJI Mile will be rewarded upon reaching the daily limit. MUJI Mile from check-in will only reflect 1 day later.

Download MUJI passport app and receive a new member reward!



New Member Reward

Receive 50 miles upon initial MUJI passport application successful activation of account (one-time only). Users who download by the end of the month will receive the miles reward on the 10th of the following month.

■ "MUJI passport" (Singapore) app download links:

- iOS:

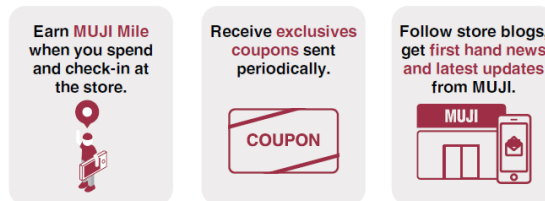
<https://apps.apple.com/sg/app/id1577120211?mt=8>

- Android:

<https://play.google.com/store/apps/details?id=net.muji.passport.android.sg>



Scan QR code to
download app!



Find out more details about MUJI passport (Singapore version):

<https://www.muji.com/sg/passport/>

For interviews and inquiries, please contact MUJI (Singapore) Pte. Ltd. Marketing Department.

Email: marketing@muji.com.sg