



Membership for the Changi Rewards loyalty programme is free, and all members are entitled to shopping rebates and GST-absorbed shopping in participating outlets.

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Changi Airport refreshes loyalty programme, Changi Rewards, with host of exciting changes to elevate customer experience

SINGAPORE, 27 September 2024 – Part of what makes the Changi Airport experience memorable for visitors is its vibrant shopping and dining scene, bolstered by a robust retail ecosystem. Changi Airport Group (CAG) constantly strives to elevate the customer experience through every touchpoint,

including its eclectic mix of brick-and-mortar shops across all terminals and Jewel Changi Airport (Jewel), e-commerce platform iShopChangi, digital payment solution Changi Pay, and loyalty programme Changi Rewards.

Membership for Changi Rewards is free, with more than two million members on the programme today. Members can earn shopping rebates in the form of points from most shops and restaurants across Changi Airport's terminals and Jewel. A myriad of rewards are available for redemption from the extensive catalogue, including Jewel attraction tickets, e-vouchers for use in Changi Airport and Jewel, parking vouchers, Krisflyer miles, and more.

GST-absorbed (Goods & Service Tax) shopping at most shops in the public areas of Changi Airport's terminals^[1] is another unique feature of the programme, allowing members to enjoy 9% GST savings on their purchases throughout the year.

In line with CAG's continuing efforts to elevate the customer experience, Changi Rewards has been revamped with a slew of attractive perks, ranging from enhanced free parking to birthday vouchers, as well as the introduction of a new membership tier for its most esteemed patrons, appropriately named 'Monarch'.

Differentiated birthday benefits for Gold tier and above



During their birthday month, all Changi Rewards members used to earn double bonus points on their first transaction (capped at S\$1,000) with a minimum spend of S\$10.

While regular members continue to enjoy this perk, Gold and Platinum members now receive S\$20 and S\$40 worth of Changi e-Voucher Flexi respectively on the first of their birthday month. These vouchers can be used at any participating outlet at Changi Airport's terminals and Jewel.

Enhanced free parking benefits

CHANGI REWARDS	Member	Gold	Platinum
Complimentary Hourly Parking without spend	Unlock Gold tier to enjoy your free hourly parking	✓ 1 hour daily	✓ 2 hours daily

Previously, Gold members were required to spend a minimum of S\$35 to redeem one hour of free parking at Changi's terminals. This is now enhanced to one hour of free parking daily, with no minimum spend. If Changi Rewards members spend S\$60 at Terminals 1 to 4 or S\$80 at Jewel Changi Airport (Jewel), they can enjoy two hours of free parking^[2]. This means Platinum members can enjoy a maximum of four hours of free parking, building on the two hours of free parking they are entitled to without spend.

Unveiling Monarch: Changi Rewards' gateway to VVIP privileges



Named after the king of butterflies, Monarch provides exclusive benefits to Changi Rewards' most premium members including one of the highest shopping rebates in Singapore.

The Changi Rewards refresh also includes the introduction of a new premium tier called 'Monarch', to serve its most esteemed customers.

Monarch members are treated to a 4% rebate on their spending, in the form of eight times the amount of Changi Rewards points earned by Changi Rewards' Member tier, without any points cap.

Year-round complimentary parking at all Changi Airport terminals and Jewel with more than 20 reserved parking spots, highly personalised 1-on-1 shopping and dining reservation services from the dedicated Monarch Concierge team, and S\$60 worth of Changi e-Voucher Flexi for birthday months are just some of the other enticing benefits.

A by-invite only membership tier, Monarch members must attain a qualifying spend of S\$25,000 across 12 months at Changi Airport, iShopChangi or Jewel, among other criteria.

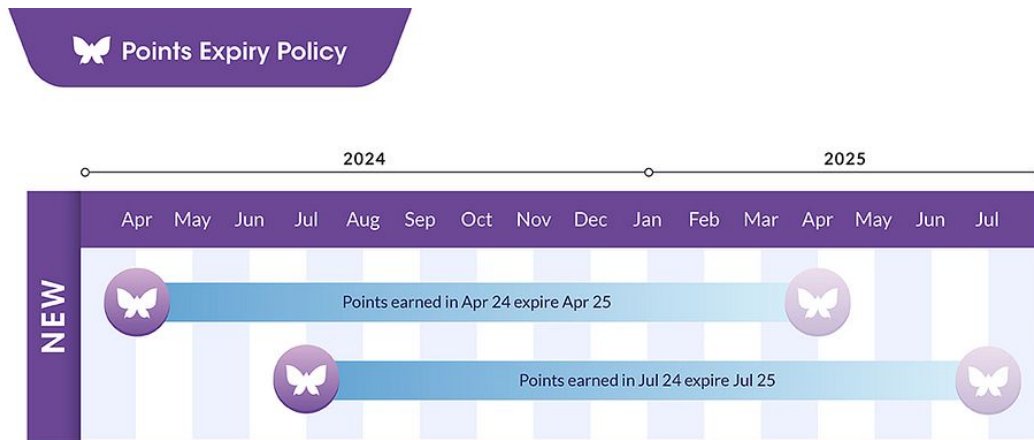
For more information on Changi Rewards' Monarch tier, visit:

<https://rewards.changiairport.com/en/monarch.html>

Other benefits for all Changi Rewards members

Members across all tiers are entitled to a plethora of perks. In addition to GST-absorbed shopping at participating outlets in the public areas of Changi

Airport's terminals, members can earn double rewards points for both Changi Rewards and CapitaStar programmes when they shop at Jewel and receive exclusive invitations to events and experiences, like [Changi 1st](#) launches.



Furthermore, a 12-month rolling expiry now applies to all membership tiers. Earned points for each programme year used to expire each year on 30 June. Points are now valid for 12 months from the point of earning them, giving members more time and flexibility to redeem their points.

Jeffrey Loke, Senior Vice President of Pricing and Commercial Strategy at Changi Airport Group, said, "With the Changi Rewards refresh, we aim to give both loyal and new customers even better reasons to shop and dine at Changi Airport. One upcoming enhancement that members can look forward to is being able to directly offset your payments at Changi Airport's terminals, Jewel, and iShopChangi with Changi Rewards points."

"CAG's strong push to lift the customer experience and enliven our retail and dining scene also helps our tenants by pulling in footfall, which is why we have a constant pipeline of exciting initiatives and events, including the much-anticipated year-end Changi Festive Village," he added.

A summary of Changi Rewards membership perks can be found in Annex A.

High-resolution images can be downloaded at <https://changi.me/ChangiRewards>. Please credit all images to Changi Airport Group.

[1] List of participating outlets for GST-absorption programme:
<https://rewards.changiairport.com/en/benefits-and-privileges/how-it-works.html>

[2] Excluding the eve of and public holidays

About Changi Airport Group

Changi Airport Group (Singapore) Pte Ltd (CAG) (www.changiairportgroup.com) was formed on 16 June 2009 and the corporatisation of Singapore Changi Airport (IATA: SIN, ICAO: WSSS) followed on 1 July 2009. As the company managing Changi Airport, CAG undertakes key functions focusing on airport operations and management, air hub development, commercial activities and airport emergency services. It also manages the Changi East development project, which includes the building of a new Terminal 5 for Changi Airport. CAG also operates Seletar Airport (IATA: XSP, ICAO: WSSL) and through its subsidiary Changi Airports International, invests in and manages airports around the world.

As one of Asia's most connected international aviation hubs, Changi Airport links Singapore to some 150 cities globally, with close to 100 airlines operating more than 6,900 flights weekly. Jewel Changi Airport, a multi-dimensional lifestyle destination, opened in April 2019, bringing Changi Airport's shopping and dining offering to over 600 F&B and retail outlets. The world's most awarded airport, Changi has won 680 accolades for its consistent and excellent airport staff service, passenger experience and safety standards.

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