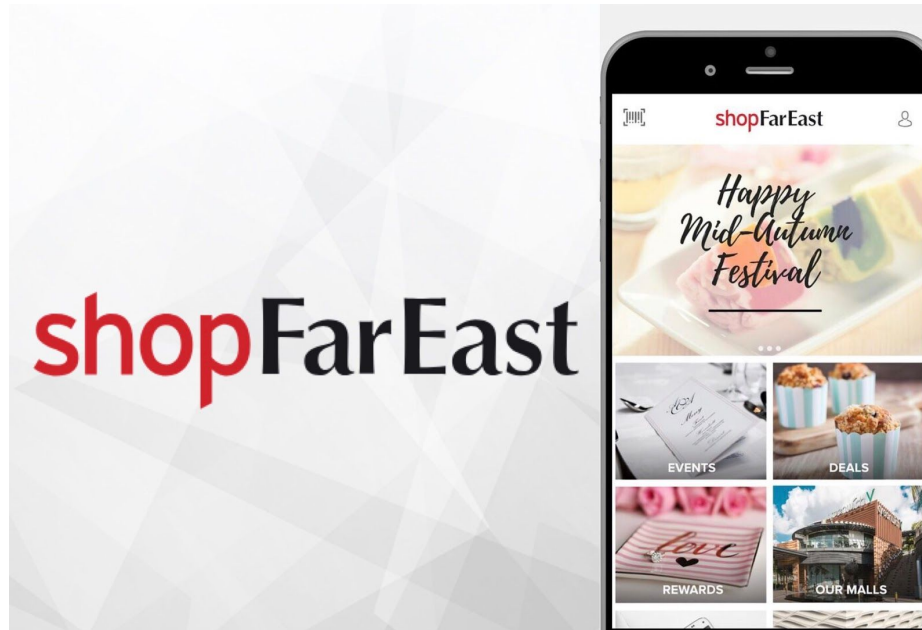


## ASCENTIS LAUNCHES NEW OMNI-CHANNEL CRM SERVICE FOR FAR EAST ORGANIZATION



Ascentis continues to lead the digitization charge of local retailers with the integration of the loyalty programme and relationship management platforms for Far East Organization (FEO), under the name ShopFarEast Rewards.

2 Ascentis launched FEO's new omni-channel CRM service housing Voucher Management System, Customer Relationship, Content Management System, Mobile App, and Concierge Portal for all 13 malls and over 2,500 tenants. This move eliminated the inefficiencies faced when working with multiple vendors, and introduced marketing automation tools.

3 The programme, retaining the name ShopFarEast Rewards, improves the overall customer experience, usability and supports other point accumulation acceleration tools. Ascentis continues to monitor and manage the system, relying on the data analytics for constant improvements and potential advancements.

4 In the next phase, Ascentis will integrate the new membership portal within this same suite of services, including benefits of greater efficiency and convenience to consumers.

5 More details will be released as the system undergoes these improvements.

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