



MEDIA RELEASE

Jewel Changi Airport and Mastercard® extend strategic collaboration to continue driving visitor spend and engagement

Renewed collaboration builds on three years of strong growth in Mastercard transaction volumes and visitor spend at Jewel



Mastercard Canopy Bridge, one of the most popular attractions at Jewel's Canopy Park by both local residents and tourists.

SINGAPORE, 23 October 2025 – Jewel Changi Airport (Jewel) has renewed its strategic collaboration with Mastercard, following three successful years of joint initiatives that has

generated growth in local and tourist spends. This continued relationship has been instrumental in driving quality spending and enhancing the overall visitor experience at Jewel through exclusive Mastercard cardholder privileges across retail, dining and leisure offerings.

Since the collaboration commenced in October 2022, Mastercard spend volume at Jewel has consistently registered strong year-on-year growth. Over the three-year period, the total number of card transactions grew at a Compound Annual Growth Rate (CAGR) of 20%. As many as 30 marketing campaigns were launched by Jewel during this time to stimulate retail and dining spend, all of which were designed to encourage the usage of Mastercard at Jewel.

Building on this success, Jewel will continue to leverage Mastercard's global network of issuing banks and travel partners to reach overseas travellers, while using data analytics solutions to refine marketing strategies and develop more tailored campaigns for its different visitor segments.

In addition, the renewed collaboration will augment Mastercard's efforts to drive cross-border transactions by rewarding tourists who spend at Jewel with exclusive vouchers and promotions. As one of Singapore's most iconic integrated lifestyle destinations with international visitors representing 35% of its total footfall, Jewel provides Mastercard with the opportunity to capture tourist spend, while offering cardholders memorable experiences and everyday value as they shop and dine.

Over the next three years, Jewel and Mastercard will continue to roll out more marketing campaigns. These initiatives will complement Jewel's curated line-up of experiences, including engaging events and activations, to drive return visits and enrich the overall visitor experience.

Lee Ching Wern, CEO of Jewel Changi Airport Development, said, "Mastercard is a long-standing partner of Jewel and we are pleased to continue our collaboration with them for another three years. We look forward to building on the strong foundation that we have established to further enhance the Jewel experience for our visitors, by creating moments that are both memorable and rewarding. The continued return of happy customers, drawn

by the compelling promotional offerings at Jewel, reflects the strength of this collaboration. Together with the support of our tenants, our continued relationship with Mastercard will strengthen Jewel's position as a must-visit destination for both local residents and international travellers visiting Singapore."

Deborah Heng, Country Manager, Singapore, Mastercard, said "Mastercard's decades of experience, innovative technology, rich expertise and deep data insights enable the development of compelling products and programmes for customers and consumers to drive engagement and loyalty. We have entered an era where purposeful and meaningful experiences define travel, and the extended collaboration with Jewel Changi Airport plays a pivotal role in meeting these shifting priorities head-on. By combining Mastercard's innovation with Jewel's world-class attractions, this collaboration delivers elevated experiences that inspire loyalty, strengthen connection, and help consumers create unforgettable memories to share and cherish."

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About Jewel Changi Airport (www.jewelchangiairport.com)

Jewel Changi Airport (Jewel), a world-class multi-dimensional lifestyle destination in Singapore, is developed by Jewel Changi Airport Trustee Pte. Ltd., a joint venture by Changi Airport Group and CapitaLand. Jewel is located at the gateway of Changi Airport.

Designed by world-renowned architect Moshe Safdie, Jewel features a distinctive dome-shaped facade made of glass and steel, making it an iconic landmark in the airport's landscape. At 135,700 sqm in size, it offers a range of facilities including airport services, indoor gardens and leisure attractions, retail and dining offerings as well as a hotel, all under one roof. These unique offerings in Jewel are envisaged to enhance Changi Airport's appeal as a premier air hub.

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