

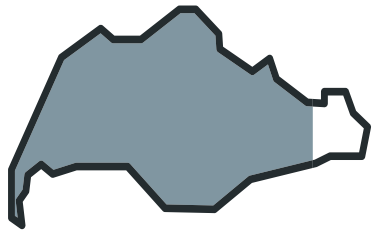
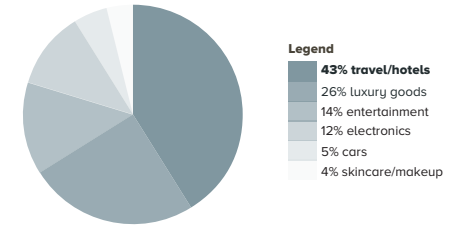
THE HNWIS

(HIGH-NET-WORTH-INDIVIDUALS)



239,000
of Singaporeans
are high-net
worth-individuals¹.

The HNWIs' Discretionary Spending²



80%

of bus shelter coverage is owned by Clear Channel³.

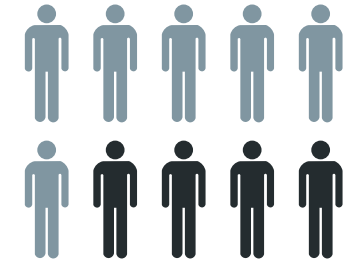
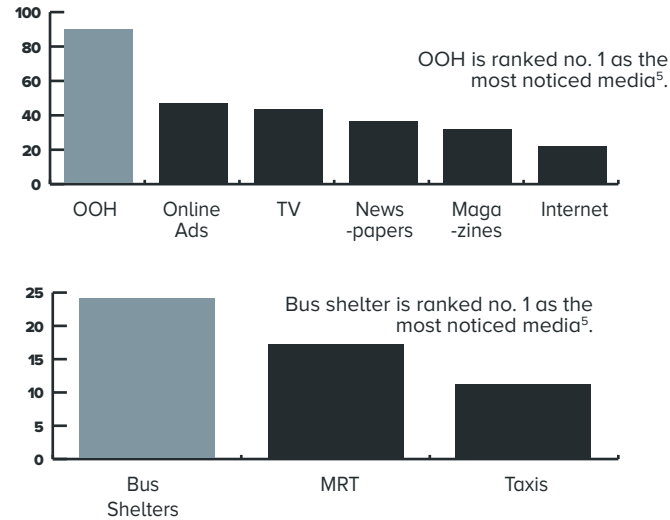
1,400

sites located within 1km from affluent residential areas in Singapore³.



80%

Clear Channel's coverage amongst affluent residential areas in Singapore. (locations include Chinatown, Clementi Park, Harbourfront, Newton, Orchard Road, Tanglin, the East Coast and the Quays)⁴



6 OUT OF 10

respondents were inclined to purchase the product after seeing the ad⁵.

Atas ProxPax

Reach the high-net worth consumers with the **Atas** pack where poster sites are located within the vicinity of their residences, frequented places such as country clubs, and shopping malls in the prime areas.

Reach & Frequency⁶

72.2%
1+ Reach

14.6x
Average frequency

LEXI⁷

537,245
footfall

171,002
views

