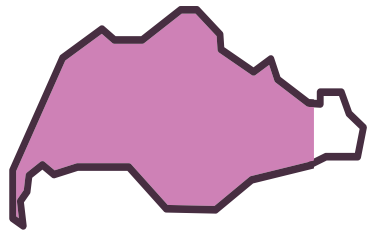


6 & THE CITY



80%

of bus shelter coverage is owned by Clear Channel³.

100%

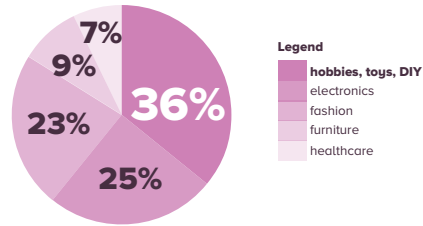
coverage in prime residential business, retail and Entertainment enclaves such as BBB District, Chinatown and The Historic District, Embassy Row, Fort Canning Hill and The Quays, Marina Bay, Marina Centre, Orchard and Scotts Road and The Central District³.



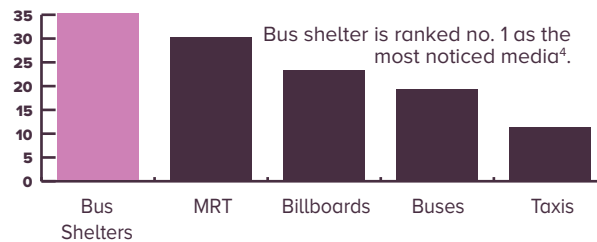
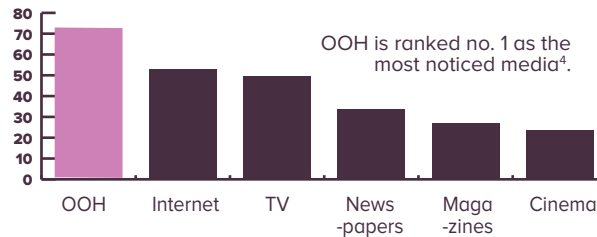
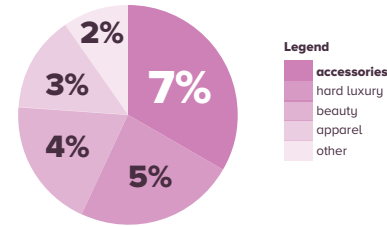
70%

Clear Channel's coverage amongst shopping malls in the city. (Locations include 313@Somerset, Bugis Junction, Chinatown Point, Far East Plaza Golden Mile Complex, ION Orchard, Liang Court, Marina Square, Ngee Ann City, Suntec City, etc.)³

Singaporeans' Spending Receipts¹



Annual Growth Rate of Luxury Goods (2016-2017)²



7 OUT OF 10

respondents showed interest after seeing the ad⁴.



54%

of audiences has returned to the 6 & The City environment as of Feb 2021⁶.

6 & the City ProxPax

The **6 & The City** Pack comprises 60 static and digital 6-sheets, located in premium locations across the City Centre, and is guaranteed to capture the hearts and minds of the high-income consumers who live, work and play in prime residential, business, retail and entertainment enclaves across the City.

Reach & Frequency⁵

87.6%
1+ Reach

22.9x
Average frequency

LEXI⁶

908,356
footfall

95,330
views

OutSmart Pin⁷



Audience Reach

Hotel Visitors, Luxury Shop Visitors, Shopping Enthusiasts, Shopping Mall Visitors

Places of Interest

Hotels, Shopping Malls