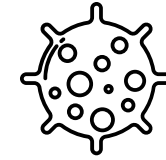
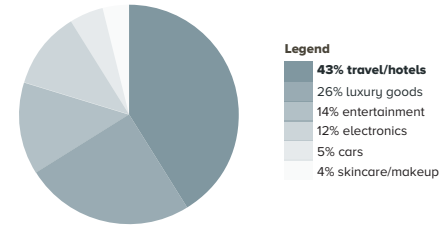


# THE HNWIS (HIGH-NET-WORTH-INDIVIDUALS)

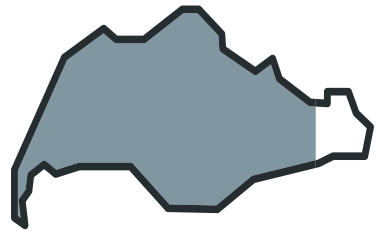


**154,000**  
of Singaporeans  
are ultra high-net-  
worth-individuals

## The HNWIs' Discretionary Spending<sup>2</sup>



**Covid-19** is driving HNWIs to consider more investing guidance, sustainability and succession planning<sup>3</sup>.



**80%**

of bus shelter coverage is owned by Clear Channel<sup>3</sup>.

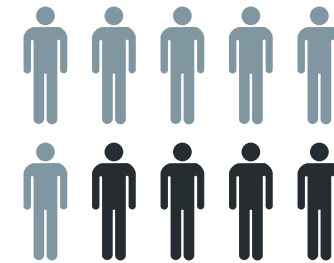
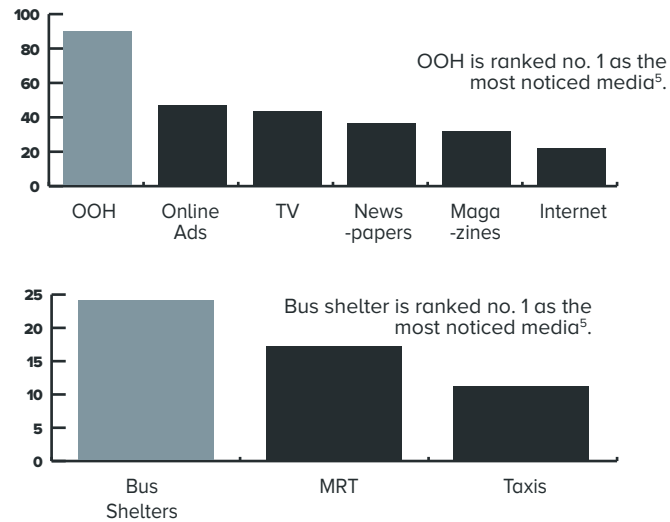
**1,400**

sites located within 1km from affluent residential areas in Singapore<sup>4</sup>.



**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)<sup>4</sup>



**6 OUT OF 10**  
respondents were inclined to purchase the product after seeing the ad<sup>5</sup>.



**104%**  
of audience has returned to the Atas environment as of Feb 2021<sup>7</sup>.

## 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 & Frequency<sup>6</sup>

**72.2%**  
1+ Reach

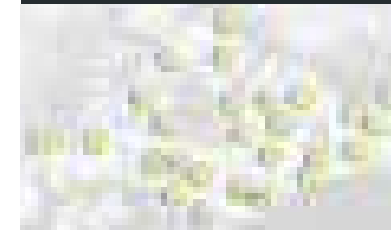
**14.6x**  
Average frequency

## LEXI<sup>7</sup>

**866,996**  
footfall

**85,082**  
views

## OutSmart Pin<sup>8</sup>



**Audience Reach**  
Frequent Luxury Shopper, Luxury Hotel Visitors, Luxury Fashion Visitors

**Places of Interest**  
Country Club, Golf Course, Hotels