

9 Jan 2017

Robinson celebrates the Chinese New Year 2017, the Year of Rooster under the campaign “RobinsOn Chinese New Year”.

Receive a lucky red envelope of the 1 Card reward points up to 8,888 points and a chance to win a Golden Rooster, weighing Bt40 and valued at over Bt1,000,000.

Robinson has joined hands with Bangkok Bank to give more privileges for customers. Shop and bring in prosperity and luck with the help of famous fortune teller and Fengshui master, Master Chang Tossaporn Sritula

Robinson welcomes the auspicious Chinese New Year with an exciting campaign “RobinsOn Chinese New Year” to aggressively boost customer spending. Robinson has invested over Bt15 million for this campaign that runs from January 4-31, 2017. Exceptional household items, fashions and accessories with colors and styles that help bring in prosperity, as advocated by well-known fortune teller, Master Chang Tossaporn Sritula, will be extensively available for customers to choose from. Shop and earn discounts, freebies and rewards. Receive up to 30% off of new merchandise and members of the 1 Card who spend over Bt1,000 or 10 points has a chance to win a Golden Rooster, 99.99 % pure gold, weighing Bt40 and valued over Bt 1 million. On Saturdays and Sundays, and as advertised in the rules, will receive rewards up to 8,888 points. Receive a free good-luck astrological amulet for the Year of the Rooster, blessed by Chinese spiritualists, or redeem for a Robin Bird blanket for a special price of Bt198, down from the full price of Bt790.

- Join in our extravagant Chinese New Year celebration. Experience the sights and sounds of a variety of cultural activities in the Chinese tradition. View the special exhibition “Silk Road”, showcasing the history of this important trade route of China. You will be amazed by a replica of the Great Wall, an exhibit about a world cultural heritage site in Xi’an city, China, and a spiritual giant drum more than 3 meters high. Shop sacred and prosperity-boosting charms or amulets. Attend a music concert for free, performed by popular Chinese-Thai idol, Hunz Issariya, and receive a good-luck souvenir, at Robinson Lifestyle Srisamarn. Watch the Lion Dance to wish you a prosperous New Year. Receive freebies, giveaways and rewards with Robinson every last day of the month at all 18 locations of Robinson Lifestyle. Robinson expects to bring 30% more customers during this campaign.

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(A Center Retail Company)

- For every purchase of a red envelope or “Robinson Gift Card” from all Robinson department stores and Robinson Lifestyle centers, Robinson will donate 1% from sales to a charity, “Robinson Children’s Scholarship Fund”, a project sponsored by Robinson to raise educational funds for needy children. The fund helps fulfill children’s dreams with opportunities they may not otherwise receive. This year marks the 11<sup>th</sup> anniversary and runs from January 1 – December 31, 2017.

Mr. Anawat Sangkhasap, Vice President - Marketing, Robinson Department Store Public Co. Ltd., disclosed “To start the new year of shopping at Robinson, we have launched an aggressive campaign to boost customer spending during the auspicious Chinese New Year, an important festival to celebrate the new year in Thailand. We believe that customers have more spending power during this time.”

The first two groups of most popular items are **household items** including kitchen appliances, dishware, and home décor items, etc., and **fashion items and accessories** including clothing, handbags, etc. To help customers who have traditional beliefs and seek happiness and prosperity boosting items, **Robinson has invested more than Bt15 million under the campaign “Robinson Chinese New Year”,** to be held from **January 4-31, 2017.** Wide selections of household items, fashion items, and accessories in extensive colors and styles, that help bring in fortune and luck as advocated and advised by famous fortune teller and Fengshui master, **Master Chang Tossaporn Sritula,** will be offered. Join various activities at Robinson and soak in the good luck. Receive a special discount promotion of up to 30% off of new merchandise and a chance to win the top prize, a Golden Rooster, made of 99.99% pure gold, weighing Bt40 and valued over Bt1,000,000. Earn up to 8,888 1 Card rewards points every Saturday and Sunday when shopping at any Robinson department store or Robinson Lifestyle center and when spending a minimum of Bt3,000 during January 4-31, 2017. Receive a free sacred astrological charm especially made for the Year of Rooster and blessed by Chinese spiritualists to boost your happiness and prosperity. Or redeem a one of a kind “Robin Bird blanket” for a special price of Bt198, down from the full price of Bt790. This Robin Bird blanket makes a great gift for all occasions.

Robinson has joined hands with Bangkok Bank, offering special rewards when customers use a Bangkok Bank credit card. **Mrs. Voranuch Siratharanont, Vice President - Marketing, Credit Card division, Bangkok Bank Public Co. Ltd.** revealed “For the Chinese New Year celebration this year, we have partnered with Robinson in the campaign called “RobinsOn Chinese New Year”, to offer the highest 4 rewards to customers

who shop with a Bangkok Bank credit card. These four rewards include 13% discount , a chance to win 8 right for a Golden Rooster, valued over Bt 1 million, a Bt100 Robinson Gift Card, and 1 Card rewards points of 800 points. We believe this promotion will undoubtedly be well received by customers.”

To celebrate the auspicious Chinese New Year, besides many exciting promotions and rewards offered, Robinson has organized various activities to highlight this important cultural event and its history and tradition. Customers are welcome to join rituals and activities that bring in good-luck and prosperity at any 18 Robinson Lifestyle.

○ **January 18-29, 2017 – Silk Road Exhibition**

View the special exhibition “Silk Road”, showcasing the history of this important trade route of China. You will be amazed by a replica of the Great Wall, a world cultural heritage site exhibit about Xi’an city, China, and a spiritual giant drum more than 3 meters high. The exhibition will take place at **Robinson Lifestyle Chachoengsao**.

○ **January 28, 2017 – Free admission! Mimi Concert by popular Chinese-Thai idol, “Hunz Issariya”**

Attend a concert and receive a lucky souvenir at **Robinson Lifestyle Srisamarn**. View the Lion Dance to bring you a prosperous year and receive a free sacred charm at any Robinson Lifestyle locations.

To celebrate the Chinese New Year, Robinson will also present a special promotional event “Good Day for You by Robinson”, everyday between January 26-31, 2017. Customers who shop at any Robinson Lifestyle can earn discounts, freebies and rewards during this end of month period. This promotion includes:

- **Receive discount or a redeemable coupon for a movie ticket or a gift card** from major stores including Major Cineplex movie theaters, Swenson’s, PA Phone, Hot Pot Buffet, Starbucks, B2S, Tops Market and many more.
- **Receive a free gift “Fun Friday Surprise”** when you shop on the last Friday of the month.
- **Free consultation meetings with famous fortune tellers** for the first 10 shoppers. Meet well-known fortune tellers with different astrological backgrounds. Meet Sinsae, master of signature reading at Robinson (Sakonnakorn branch), Man Magician, Thailand top master of mathematics and astrology (Chachoengsao branch), Master Tok Taek, master of horoscope reading by A4 paper (Surin Branch) and Sinsae Wang, master of horoscope reading by cards (Chanthaburi branch).

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*"We expect our launch of "Robinson Chinese New Year" to be our first successful campaign of the year. We plan to continuously carry out exciting campaigns to boost customer spending all year round. Moreover, we will aggressively market imported, brand-name merchandise to meet customer demand, adding more product lines such as Payless Shoes, Shoe Source, Baby Shop, Just buy Bt60, etc. to meet a group of customers that has concerns over "Value for Money" along with "Corporate Social Responsibility (CSR)", business practices that benefit society. Under our "Robinson Gives" project theme, and a charity project "Robinson Children's Scholarship Fund", Robinson will donate 1% of every sale to raise funds for educational scholarship for needy children. The fund helps fulfill children's dreams with opportunities they may not otherwise receive. This year marks the 11<sup>th</sup> anniversary of the children's scholarship project and runs from January 1 – December 31, 2017", Mr. Anawat concluded.*

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