

## Media Release

### **COMFORTDELGRO CABBIES TAPPED AS NETS AMBASSADORS IN NEW PARTNERSHIP TO ENCOURAGE HAWKERS TO GO CASHLESS**

- *Partnership will see 15,000 cabby-ambassadors reach out to their favourite hawkers to encourage them to sign up as NETS merchants*
- *Works in tandem with consumer campaign to build cashless ecosystem at hawker centres*

**Singapore, 1 February 2018** — NETS and ComfortDelGro Taxi are partnering to drive digital payments adoption at hawker centres across the island with a new incentive programme that rewards ComfortDelGro cabbies for every new hawker that they sign up.

The 'Hawker Champion' incentive programme supports Singapore's Smart Nation vision and works in tandem with NETS' existing 'Go Cashless' consumer campaign in building a cashless ecosystem at hawker centres. Under the programme, ComfortDelGro cabbies will introduce the NETS QR code payment solution to hawkers unfamiliar with the system. Interested hawkers will be referred to NETS and cabbies will be rewarded for every hawker that signs up for NETS services.

As part of this partnership and to encourage the use of cashless payment options at hawker centres, ComfortDelGro cabbies and staff will receive a \$10 NETS FlashPay card (NETS FlashPay card valued at \$5 and usage value of \$5) when they download the NETSPay app.

NETS CEO, Jeffrey Goh, said: "We're excited to be partnering with ComfortDelGro Taxi on this new programme – after all, who knows hawkers better than taxi drivers? Ask any taxi driver for food recommendations and they'll be able to point you to their favourite hawker stalls all over Singapore. Hence, we thought they'd be the perfect ambassadors to help us reach out to their favourite hawkers and encourage them to embrace cashless payments since the drivers themselves are familiar with NETS QR payments."

ComfortDelGro cabbies are well accustomed to cashless payment options and were amongst the first to use the NETS QR code payment solution in their taxis.

Said Ang Wei Neng, CEO of ComfortDelGro Taxi: "Our cabbies are familiar with different kinds of cashless payments on our taxis and they appreciate the convenience of cashless payments. To be an ambassador for cashless payments at hawker centre is an extension of something that they are familiar with. In the process, we are happy that our cabbies can be part of the effort in moving Singapore towards becoming a Smart Nation."

Tham Yuet Kok, 69, who is one of the first 100 cabbies to sign on the programme, said: "Having gone through the transition from cash to cashless and, now cardless payments, I have come to appreciate the convenience that cashless payments bring. But I also fully understand the concerns hawkers may have, and will be able to share my experience with them."

The 'Hawker Champion' programme is being piloted amongst 100 cabbies who have already undergone customised training from NETS and will be rolled out to the rest of the fleet over the next few months.

#### Driving Merchant Adoption

To encourage the installation of NETS terminals by hawkers, NETS is waiving all terminal and transaction fees for three years.

There are currently more than 1,000 stalls across 70 hawker centres which accept NETS QR code and NETS card payments, including those at Beo Crescent, Tanjong Pagar, Yishun Park and Zion Road. NETS is also accepted at food courts and canteens at Singapore Polytechnic, Republic Polytechnic, Nanyang Polytechnic, Temasek Polytechnic and the Nanyang Technological University.

#### Driving Consumer Adoption

Under the 'Go Cashless' consumer campaign, the first 288 customers who make eight QR code payments a month using NETSPay, DBS' PayLah!, OCBC'S Pay Anyone or UOB's Mighty at any participating hawker centre from 17 November 2017 to 31 March 2018 will receive S\$28 in rebates.

During this promotion period, the top three hawker stalls who attain the highest number of cashless transactions on a monthly basis will receive S\$388, S\$288 and S\$188 respectively.

More details on the campaign can be found at [www.nets.com.sg/gocashless](http://www.nets.com.sg/gocashless).

ENDS



**About NETS**

The NETS Group is a leading payments services group, enabling digital payments for merchants, consumers and banks across the entire payments value chain.

The Group operates Singapore's national debit scheme enabling customers of DBS Bank/POSB, HSBC, Maybank, OCBC Bank, Standard Chartered Bank and UOB to make payments using their ATM cards or mobile devices at more than 102,000 acceptance points in the country as well as online payments. The NETS network also accepts NETSPay, UnionPay and BCA cards, and includes 40,000 Unified POS terminals and 51,000 QR acceptance points. NETS is also the issuer of CashCard and Flashpay cards.

The NETS Group manages and operates the clearing and payment infrastructure for the Singapore Clearing House Association and core electronic transfer services FAST, Inter-bank GIRO and PayNow.

It is the market leader for payment and clearing solutions (Real-Time Gross Settlement system and Cheque Truncation System) in the region with some S\$1 trillion in transaction value processed through its systems every year.

NETS is a member of the Asian Payment Network and a council member of UnionPay International.

For more information on the NETS Group, please visit [www.nets.com.sg](http://www.nets.com.sg).

**About ComfortDelGro**

ComfortDelGro is one of the world's largest land transport companies with a total fleet size of over 43,500 buses, taxis and rental vehicles. Headquartered in Singapore, the Group also has operations in China, the United Kingdom, Ireland, Australia, Vietnam and Malaysia. In Singapore, ComfortDelGro Taxi operates a fleet of about 13,500 taxis.