

DFS Partners Citibank And Pure Commerce

- A Winning Formula For Customer Service Satisfaction

DFS Galleria, the world's leading luxury retailer catering to the traveling public, makes true its promise to offer exceptional products with exceptional levels of service as it enters into its second year of partnership with Citibank Singapore Limited and Pure Commerce.

One significant way it has done so is through technology automation methods involving the seamless integration of its business partners' offerings. This promotes efficiency, productivity and an enjoyable retail experience for all of DFS's customers.

The three-way partnership between Citibank, DFS and Pure Commerce started when DFS was seeking a strong partnership in the area of payment processing for both travelers and local shoppers.

Said Mr Craig McKenna, Managing Director of DFS, Asia South, "As the world's leading luxury retailer for the travel market, we wanted to showcase our innovative and customer-service-oriented approach by providing accurate and efficient payment modes in local and foreign currencies in our stores both at Changi airport and Scottswalk Galleria. Citibank and Pure Commerce provided that for us."

Citibank came in as the acquiring bank behind DFS Singapore's point-of-sale system, while Pure Commerce handled currency conversion. As well-recognized experts in their fields, both companies provided an efficient and effective payment gateway for locals and foreigners to meet their traveling needs and concerns on currency exchange, thereby allowing customers to enjoy a seamless shopping experience at DFS.

Citibank and Pure Commerce also partnered with Changi Airport Group to provide payment solutions at DFS stores, ensuring that shoppers going through Changi

Airport were accorded an exchange rate that was transparent, competitive, and with a service guarantee for double the difference refund if not the case.

"The working relationship between DFS, Citibank and Pure Commerce has been a collaborative one as we are all aligned in our goal to provide the smoothest possible customer service experience for our customers, said Daniel Lavecky, Chief Executive Officer, Pure Commerce.

"We are happy to continue this partnership and look forward to achieving higher retail standards. DFS's well-deserved win as the top departmental store in customer service satisfaction rankings for the third year running is a testament to the excellent retail standards achieved."

Jacquelyn Tan, Business Director of Credit Payment Products at Citibank concurred, "Providing our customers with an unparalleled experience and services that are directly relevant to their needs are top priorities for us at Citibank. Our strategic long-term partnership with DFS and Pure Commerce has enabled us to offer our customers a world-class payment solution that is streamlined, efficient, and secure."

Some of the initiatives that have been implemented under this partnership include luxury LCD displays for payment processing, simple yet innovative display formats to communicate and complete payment processing with the customers, and secure and reliable backend integration for fast turnaround and improvement to overall transaction processing. Service measurements also ensure that customers are accorded the most competitive rates for foreign payment processing.

The result is that customers of DFS are provided a first class payment solution that clearly communicates the payment

options and helps them make informed payment choices.

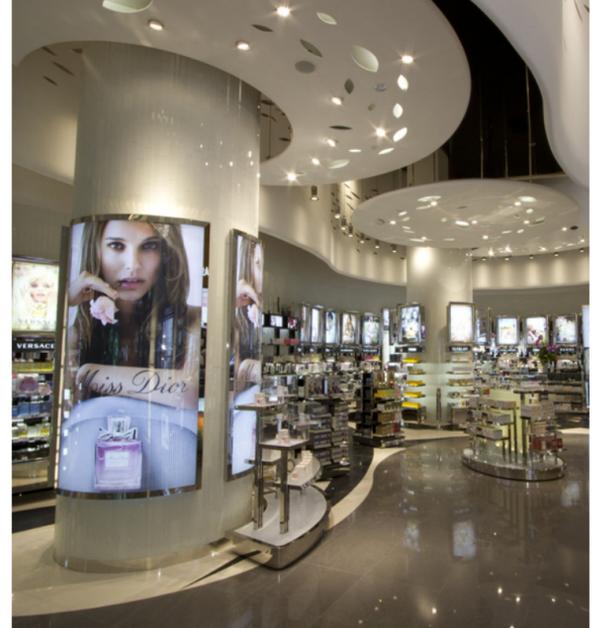
With a seamless end-to-end solution for retail payment, customers can be assured that their shopping transactions will be both accurate and guaranteed.

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- Daniel Lavecky,
Chief Executive Officer, Pure Commerce

"Our exacting standards in delivering superior customer service experiences has benefitted all parties. This collaboration with like-minded business partners like DFS and Pure Commerce has worked well for us and we hope to continue the relationship in years to come."

- Jacquelyn Tan,
Business Director of Credit Payment Products,
Citibank



The new Point-of-sale systems implemented in the newly launched Beauty Hall in DFS Galleria Singapore enables secure and speedy transactions with the option for the most competitive foreign exchange rates.

Citibank & Pure Commerce congratulate Mr Craig McKenna and his team at
DFS Venture Singapore Pte Ltd
 for topping the Customer Satisfaction Index of Singapore 2012
 in the Departmental Stores sub-sector.



We are glad to have partnered DFS in these key milestones years and believe that our partnership will only strengthen in the years ahead. Together, we hope to contribute to the success of Singapore's economy and retail industry.

