

## **COMFORTDELGRO TO LAUNCH ONE-STOP MOBILITY AND LIFESTYLE APP**

2 March 2021 – Too many apps just to do three simple things like book a cab, grab dinner and plan a romantic weekend staycation to surprise your better half? Now you can do all that – and more – on just one app.

*Zig*, the newest lifestyle and mobility app is being launched by ComfortDelGro to cater to the growing need for speed and convenience – through the ubiquitous mobile phone.

Instead of opening and closing various apps to find the quickest way to get to your mum's place and look for the nearest Teochew porridge near her house so you can grab it the minute you reach the nearby coffeeshop, you can do it all on a single app! In the future, you can even arrange to pre-order and pick up groceries for her.

Come 9 March 2021, Singapore residents will be able to connect and commute conveniently, as well as discover new experiences in and around Singapore. Its interactive map-based interface makes it easy to search for lifestyle services – from making dining reservations, placing click-to-collect orders at selected Food & Beverage (F&B) merchants, purchasing tickets at entertainment outlets and attractions, to finding great deals, as well as planning their journeys from one point to another. Each experience can be customised to fit a user's personal preferences – whether they are adventure seekers or creatures of habits.

Conceptualised and operated by CDG Zig Pte Ltd, a wholly-owned subsidiary of the ComfortDelGro Group, the new app marks the Group's entry into the lifestyle arena whilst leveraging on its strength in the mobility business.

Mr Yang Ban Seng, Managing Director/Group CEO of ComfortDelGro, said: "In a digital world, mobility is no longer just about simply transporting people from point A to point B. It is about bringing services to people wherever they are, whenever they need. This is the first time we are rolling out

such an all-in-one lifestyle and mobility app that we hope will provide our commuters with more choices.”

For a start, Zig is partnering with Chope and Klook to offer users a combined network of over 1,500 dining options ranging from Asian, Mexican to Western cuisines, as well as over 300 entertainment deals such as hotel staycations and even kayaking excursions. By partnering with local F&B players such as MXG Classics (Mala Xiang Guo), PIVOT (cake shop) and Gyu Nami (Japanese eatery), Zig hopes to encourage users to explore districts and neighbourhoods and in doing so, discover “hidden gems”. Travelling from one place to another will also be easier as the Zig offers journey planning and taxi booking services on the same platform. As more users are onboarded, more innovative services will be rolled out.

Mr Liew Wei Chee, Zig CEO, said: “The user experience of Zig, with its fun persona and bold visual aesthetic, has been designed to give users a whole gamut of features to make lifestyle discovery fun, socially interactive and most importantly, more convenient.”

Zig will be available for download on the iOS App Store and Google Play Store on 9 March 2021. A new Zig loyalty rewards programme will be rolled out in the second quarter of 2021.

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## **Background**

ComfortDelGro is one of the world's largest land transport companies with a total fleet size of over 40,000 buses, taxis and rental vehicles. We also run 83km of light and heavy rail networks in Singapore. Our global operations span seven countries – Singapore, Australia, China, the United Kingdom, Ireland, Vietnam and Malaysia.

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