With close to 100 stations and 2,200 billboards all over the island, we are definitely Singapore’s largest out-of-home marketing and advertising network.

From digital screens and interactive ads in our stations, to ads carried around Singapore by our buses and taxis, or even vast on-site campaigns and installations, we have the perfect platform for you to capture, engage and activate the millions using our network daily.

Speak to us, and let us provide you with unparalleled visibility to deliver your message and brand to large captive audiences.

One of Singapore’s Largest Digital and OOH Media Company

*Source: Marketing Magazine 2012, 2013 & 2014*
Capture audiences with enthralling ads, visuals and installations they will go wild over, as they journey in our network.

213 trains  99 stations  1,282 buses  3,593 taxis
ENGAGE

Smartphones and tablets will run out of juice but ads on our platforms won’t. Get your business surfing by engaging waves of captive audiences with your brand.

21.1 million weekly ridership

42 minutes average commuting time

*Source: SMRT Trains and Buses 2014, Singapore Census of Population 2010*
ACTIVATE
Make it a smash. Your brand doesn’t have to be a one-way channel. Activate interaction using one of our latest new media or mobile technology platforms, and let audiences return your serve.

558 digital screens   2,200 billboards   125 event spaces
Note:
• Min ad period: 2 weeks
• Operates 18 hours daily
• Max 6 advertisers, based on a 30 sec slot,
on 368 iPlasma units
• Sticker schemes are subject to approval
  from authorities
• All production of stickers to be undertaken
  by XCO
• Production costs will be provided upon request

<table>
<thead>
<tr>
<th>Stations</th>
<th>Premium</th>
<th>Main Line</th>
<th>City Hall, Jurong East, Orchard, Raffles Place</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cosmo</td>
<td>Main Line</td>
<td>Ang Mo Kio, Bedok, Bishan, Boon Lay, Bugis, Clementi, Dhoby Ghaut, Somerset, Tampines, Tanjong Pagar, Toa Payoh, Woodlands, Yishun</td>
<td></td>
</tr>
<tr>
<td>Circle Line</td>
<td>Main Line</td>
<td>Bayfront, Bishan, Bras Basah, Dhoby Ghaut, Esplanades, HarbourFront, Holland Village, Promanado, Serangoon</td>
<td></td>
</tr>
<tr>
<td>Lifestyle</td>
<td>Main Line</td>
<td>Admiralty, Choa Chu Kang, Novena, Outram Park, Pasir Ris, Paya Lebar, Sembawang, Tiong Bahru</td>
<td></td>
</tr>
<tr>
<td>Hubs</td>
<td>Main Line</td>
<td>Aljunied, Braddell, Bukit Batok, Bukit Gombak, Buona Vista, Canberra, Changi Airport, Chinese Garden, Commonwealth, Dover, Eunos, Expo, Glen Circle, Jon Koon, Kallang, Kembangan, Khatib, Kranji, Lakeside, Lavender, Marina Bay, Marina South Pier, Marsiling, Newton, Pioneer, Queenstown, Redhill, Simei, Tanah Merah, Tuas Crescent, Tuas Link, Tuas West Road, Yew Tee, Yio Chu Kang</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>TVC Weekly Rate ($ per slot)</th>
<th>15 sec</th>
<th>6,500</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>30 sec</td>
<td>13,000</td>
</tr>
<tr>
<td>Frequency</td>
<td>936 spots/week</td>
<td></td>
</tr>
</tbody>
</table>

| Aspect Ratio | 16:9 |
| Format (video) | avi, mov, mpg, wmv, ogg |

<table>
<thead>
<tr>
<th>Frame Wrap Weekly Rate ($ per station)</th>
<th>Premium</th>
<th>Cosmo</th>
<th>Lifestyle</th>
<th>Hubs</th>
</tr>
</thead>
<tbody>
<tr>
<td>Main Line</td>
<td>2,300</td>
<td>1,870</td>
<td>1,400</td>
<td>1,000</td>
</tr>
<tr>
<td>Circle Line</td>
<td>1,200</td>
<td>1,000</td>
<td>700</td>
<td></td>
</tr>
</tbody>
</table>

| Screen Size (mm)                      | H520 x W920 |
| Plassa TV Size (mm)                   | H720 x W1,150 |

| Estimated Production Cost | $120 per piece |

**DIGITAL SMRT MEDIA**

**iViewSMRT**

<table>
<thead>
<tr>
<th>Frequency</th>
<th>Full Day 6am - 12mn ($ per week)</th>
<th>252,000 spots/week</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Morning Travel Peak 6am - 10am ($ per week)</td>
<td>56,000 spots/week</td>
</tr>
<tr>
<td></td>
<td>Lunch Travel Peak 12mn - 3pm ($ per week)</td>
<td>42,000 spots/week</td>
</tr>
<tr>
<td></td>
<td>Evening Travel Peak 5pm - 8pm ($ per week)</td>
<td>42,000 spots/week</td>
</tr>
<tr>
<td></td>
<td>Leisure Hour 10am - 12mn* ($ per week)</td>
<td>112,000 spots/week</td>
</tr>
</tbody>
</table>

| Specification - Full Screen (px) | 1,080 x 1,216 |
| Format | jpeg, avi, mov, mpg, wmv, ogg |

**DIGITAL iPLASMA**

<table>
<thead>
<tr>
<th>Frequency</th>
<th>5 sec</th>
<th>1,400</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>15 sec</td>
<td>4,000</td>
</tr>
<tr>
<td></td>
<td>30 sec</td>
<td>7,200</td>
</tr>
<tr>
<td></td>
<td>60 sec</td>
<td>13,000</td>
</tr>
</tbody>
</table>

| Specification - Full Screen (px) | 1,080 x 1,216 |
| Format | jpeg, avi, mov, mpg, wmv, ogg |
Slot Buy (30 sec) Weekly Rate ($)  
1 iBillboard 5,000  
2 iBillboards 8,000  
Frequency per iBillboard 3,024 spots/week  
Full Buy Out Weekly Rate ($)  
1 iBillboard 20,000  
2 iBillboards 35,000  
Frequency per iBillboard 15,120 spots/week  
Specification (px) 896 x 560  
Aspect Ratio 16:10  
Format (video) avi, mov, mpg, wmv, ogg  
Format (static image) jpeg  

Note:  
- Min ad period: 4 weeks  
- Operates 18 hours daily  
- Sticker schemes are subject to approval from authorities  
- All production of stickers to be undertaken by XCO  
- Production costs will be provided upon request

Exclusive Concept Linkway (incl Sticker Wall) Weekly Rate ($)  
28,000*  
Resolution W x H (px) 3960 x 480  
Aspect Ratio 8.25:1  
Display Size W x H (m) 15.64 x 1.92  

Note:  
- Min ad period: 4 weeks  
- Operates 18 hours daily  
- Sticker schemes are subject to approval from authorities  
- All production of stickers to be undertaken by XCO  
- Production costs will be provided upon request
### Main Line Trains

<table>
<thead>
<tr>
<th>Interior</th>
<th>Weekly Rate ($ per train)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>8,000</td>
</tr>
</tbody>
</table>

### Circle Line Trains

<table>
<thead>
<tr>
<th>Interior</th>
<th>Weekly Rate ($ per train)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>5,000</td>
</tr>
</tbody>
</table>

**Note:**
- Min ad period: 4 weeks
- Size and quantity vary by design
- Site measurements are required
- Sticker schemes are subject to approval from authorities
- All production to be undertaken by XCO
- Production costs will be provided upon request.
### Window Stickers

<table>
<thead>
<tr>
<th>No. of Windows per Train</th>
<th>Weekly Rate ($ per train)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Main Line Trains</td>
<td>5,500*</td>
</tr>
<tr>
<td>Circle Line Trains</td>
<td>2,800</td>
</tr>
</tbody>
</table>

**Note:**
- Min. ad period: 4 weeks
- Maximum 25% coverage per window
- Size and quantity vary by design
- Sticker schemes subject to approval from authorities
- All production to be undertaken by XCO
- Production costs will be provided upon request

### In-Train Panels

<table>
<thead>
<tr>
<th>No. of Panels</th>
<th>Weekly Rate ($)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Window Network (across train network)</td>
<td></td>
</tr>
<tr>
<td>Main Line¹</td>
<td>300</td>
</tr>
<tr>
<td>Circle Line²</td>
<td>30</td>
</tr>
<tr>
<td>Main Line + Circle Line³</td>
<td>150</td>
</tr>
<tr>
<td>Main Line + Circle Line⁴ Plus</td>
<td>210</td>
</tr>
<tr>
<td>Whole Train (per train)</td>
<td></td>
</tr>
<tr>
<td>Main Line</td>
<td>54</td>
</tr>
<tr>
<td>Circle Line</td>
<td>34</td>
</tr>
</tbody>
</table>

**Note:**
- Min. ad period: 4 weeks
- All production to be undertaken by XCO
- Production costs will be provided upon request
- Window network means 300 panels across 50 Main Line trains
- 30 panels across 10 Circle Line trains
- 120 panels across 20 Main Line trains and 30 panels across 10 Circle Line trains
- 180 panels across 30 Main Line trains and 30 panels across 10 Circle Line trains

### Train Hangers

<table>
<thead>
<tr>
<th>Whole Train</th>
<th>Rate ($ per distribution)</th>
</tr>
</thead>
<tbody>
<tr>
<td>20,000 hangers across 5 trains per distribution</td>
<td>8,000</td>
</tr>
</tbody>
</table>

**Note:**
- Min. ad period: 4 weeks
- Includes production cost for 1 design only
### CONCOURSE / PLATFORM CONCEPTS

**Weekly Rate ($ per concourse / platform per station)**

<table>
<thead>
<tr>
<th></th>
<th>Premium</th>
<th>Cosmo</th>
<th>Lifestyle</th>
<th>Hubs</th>
</tr>
</thead>
<tbody>
<tr>
<td>Main Line</td>
<td>17,000*</td>
<td>11,000</td>
<td>8,000</td>
<td>6,000</td>
</tr>
<tr>
<td>Circle Line</td>
<td>7,000</td>
<td>5,600</td>
<td>4,200</td>
<td></td>
</tr>
</tbody>
</table>

**Note:**
- Min ad period: 4 weeks
- Size and quantity vary by stations
- Site measurements are required
- Sticker schemes are subject to approval from authorities
- All production to be undertaken by XCO
- Production rates will be provided upon request

**Stations**

<table>
<thead>
<tr>
<th>Premium</th>
<th>Main Line</th>
<th>City Hall, Jurong East, Orchard, Raffles Place</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cosmo</td>
<td>Main Line</td>
<td>Ang Mo Kio, Bedok, Bishan, Boon Lay, Bugis, Clementi, Dhoby Ghaut, Somerset, Tamplines, Tanjong Pagar, Toa Payoh, Woodlands, Yishun</td>
</tr>
<tr>
<td>Circle Line</td>
<td>Bayfront, Bishan, Bras Basah, Dhoby Ghaut, Esplanade, HarbourFront, Holland Village, Promenade, Serangoon</td>
<td></td>
</tr>
<tr>
<td>Lifestyle</td>
<td>Main Line</td>
<td>Admiralty, Choa Chu Kang, Novena, Ourram Park, Pasir Ris, Paya Lebar, Sembawang, Tiong Bahru</td>
</tr>
<tr>
<td>Circle Line</td>
<td>Buona Vista, Kent Ridge, Marina Bay, Paya Lebar, Stadium, Tai Seng</td>
<td></td>
</tr>
<tr>
<td>Hubs</td>
<td>Main Line</td>
<td>Aljunied, Braddell, Bukit Batok, Bukit Gombak, Buona Vista, Changi Airport, Chinese Garden, Commonwealth, Dover, Eunos, Expo, Joo Koon, Kallang, Kembangan, Khatib, Kranji, Lakeside, Lavender, Marina Bay, Marina South Pier, Marsiling, Newton, Pioneer, Queenstown, Redhill, Simei, Tanah Merah, Yew Tee, Yio Chu Kang</td>
</tr>
<tr>
<td>Circle Line</td>
<td>Bartley, Botanic Gardens, Caldecott, Dakota, Farrer Road, Haw Par Villa, Labrador Park, Lornong Chuan, MacPherson, Marymount, Mountbatten, Nicoll Highway, one-north, Pasir Panjang, Telok Blangah</td>
<td></td>
</tr>
</tbody>
</table>
### STATIONS

**PLATFORM SCREEN DOORS (PSD)**

<table>
<thead>
<tr>
<th>Stations</th>
<th>Main Line</th>
<th>Cosmo</th>
<th>Lifestyle</th>
<th>Hub</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Premium</strong></td>
<td>24,100*</td>
<td>16,600*</td>
<td>10,300*</td>
<td>7,700*</td>
</tr>
<tr>
<td><strong>Main Line</strong></td>
<td>600 WINKs</td>
<td>480 WINKs</td>
<td>480 WINKs</td>
<td>480 WINKs</td>
</tr>
<tr>
<td><strong>PSD</strong> includes:</td>
<td>1 week of WINK+ scans at corresponding station PSD</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Banner ad &amp; logo exposure on app</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Circle Line</strong></td>
<td>8,400*</td>
<td>6,800*</td>
<td>5,300*</td>
<td></td>
</tr>
<tr>
<td><strong>PSD</strong> includes:</td>
<td>300 WINKs</td>
<td>300 WINKs</td>
<td>300 WINKs</td>
<td></td>
</tr>
<tr>
<td></td>
<td>1 week of WINK+ scans at corresponding station PSD</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Banner ad &amp; logo exposure on app</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### Note:
- PSD includes WINK+ in-app pop-up banners for QR codes at corresponding station Platform Screen Doors
- Maximum 1 week or when WINKs are fully redeemed
- All production to be undertaken by XCO
- Production costs will be provided upon request
- *Half height Platform Screen Doors
- Size and quantity vary by stations
- Sticker schemes are subject to approval from authorities

---

**Stations**

<table>
<thead>
<tr>
<th>Stations</th>
<th>Main Line</th>
<th>Cosmo</th>
<th>Lifestyle</th>
<th>Hub</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Premium</strong></td>
<td>City Hall, Jurong East*, Orchard, Raffles Place</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Cosmo</strong></td>
<td>Ang Mo Kio*, Bedok*, Bishan, Boon Lay*, Bugis, Clementi*, Dhoby Ghaut, Somerset, Tampines*, Tanjong Pagar, Toa Payoh, Woodlands*, Yishun*</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Lifestyle</strong></td>
<td>Admiralty*, Choa Chu Kang*, Novena, Outram Park, Pasir Ris*, Paya Lebar*, Sembawang*, Tiong Bahru</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Hub</strong></td>
<td>Buona Vista, Kent Ridge, Paya Lebar*, Stadium*, Tai Seng</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Circle Line</strong></td>
<td>Bayfront, Bishan, Bras Basah, Dhoby Ghaut*, Esplanade, HarbourFront*, Holland Village, Promenade, Serangoon</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Lifestyle</strong></td>
<td>Buona Vista, Kent Ridge, Paya Lebar*, Stadium*, Tai Seng</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Circle Line</strong></td>
<td>Bartley*, Botanic Gardens, Caldecott, Dakota, Farrer Road, Haw Par Villa, Labrador Park, Loring Chase, MacPherson, Marina Bay*, Marymount, Mountbatten, Nicoll Highway, one-north*, Pasir Panjang, Telok Blangah</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
For enquiries on other Wallscapes, please contact our sales team.
Email: hello@xco.sg
Tel: 6331 1383

For enquiries on other Wallscapes, please contact our sales team.
Email: hello@xco.sg
Tel: 6331 1383

Note:
- Min ad period: 4 weeks
- Size and quantity vary by stations
- Site measurements are required
- Sticker schemes are subject to approval from authorities
- All production to be undertaken by XCO
- Production costs will be provided upon request
  - Wall 4 x 4 units of 6 Sheets
  - Linkway Wall + 5 units of Large Format Lightbox

STATIONS WALLSCAPES

<table>
<thead>
<tr>
<th>Stations</th>
<th>Weekly Rate ($ per wall)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Premium</td>
<td></td>
</tr>
<tr>
<td>Orchard¹</td>
<td>11,500</td>
</tr>
<tr>
<td>Raffles Place²</td>
<td>13,800</td>
</tr>
</tbody>
</table>

STATIONS SHOWCASES @ ORCHARD

<table>
<thead>
<tr>
<th>Weekly Rate ($)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Showcase 1</td>
</tr>
<tr>
<td>Showcase 2 (includes showcase TV screen)</td>
</tr>
</tbody>
</table>

Specification for Screen (px)
- Aspect Ratio: 16:9
- Format (video): avi, mov, mpg, wmv, ogg
- Format (static image): jpeg

Note:
- Min ad period: 4 weeks
- Sticker schemes and display items are subject to approval from authorities
- All production of stickers to be undertaken by XCO
- Production costs will be provided upon request

Note:
- Min ad period: 4 weeks
- Sticker schemes and display items are subject to approval from authorities
- All production of stickers to be undertaken by XCO
- Production costs will be provided upon request
### Weekly Rate ($ per station)

<table>
<thead>
<tr>
<th></th>
<th>Premium</th>
<th>Cosmo</th>
<th>Lifestyle</th>
<th>Hubs</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Main Line</strong></td>
<td>4,030</td>
<td>3,300</td>
<td>2,500</td>
<td>1,800</td>
</tr>
<tr>
<td><strong>Circle Line</strong></td>
<td>2,100</td>
<td>1,600</td>
<td>1,300</td>
<td></td>
</tr>
</tbody>
</table>

**Premium Main Line**
- City Hall, Jurong East, Orchard, Raffles Place
- Ang Mo Kio, Bedok, Bishan, Boon Lay, Bugis, Clementi, Dhoby Ghaut, Somerset, Tampines, Tanjong Pagar, Toa Payoh, Woodlands, Yishun
- Bayfront, Bishan, Bras Basah, Dhoby Ghaut, Esplanade, HarbourFront, Holland Village, Promenade, Serangoon
- Admiralty, Choa Chu Kang, Novena, Outram Park, Pasir Ris, Paya Lebar, Sembawang, Tiong Bahru
- Buona Vista, Kent Ridge, Marina Bay, Paya Lebar, Stadium, Tai Seng
- Aljunied, Braddell, Bukit Batok, Bukit Gombak, Buona Vista, Camden, Changi Airport, Chinese Garden, Commonwealth, Dover, Eunos, Expo, Guil Circle, Joo Koon, Kallang, Kembangan, Khatib, Kranji, Lakeside, Lavender, Marina Bay, Marina South Pier, Marsiling, Newton, Pioneer, Queenstown, Redhill, Simei, Tanah Merah, Tuas Crescent, Tuas Link, Tuas West Road, Yew Tee, Yio Chu Kang
- Bartley, Botanic Gardens, Caldecott, Dakota, Farrer Road, Haw Par Villa, Labrador Park, Lorong Chuan, MacPherson, Marymount, Mountbatten, Nicoll Highway, one-north, Pasir Panjang, Telok Blangah

Note:
- Min ad period: 4 weeks
- Size and quantity vary by stations
- Site measurements are required
- Sticker schemes are subject to approval from authorities
- All production to be undertaken by XCO
- Production costs will be provided upon request

### Weekly Rate ($ per zone)

<table>
<thead>
<tr>
<th></th>
<th>Premium</th>
<th>Cosmo</th>
<th>Lifestyle</th>
<th>Hubs</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Main Line</strong></td>
<td>11,000*</td>
<td>7,480</td>
<td>5,600</td>
<td>4,000</td>
</tr>
<tr>
<td><strong>Circle Line</strong></td>
<td>4,750</td>
<td>3,950</td>
<td>3,950</td>
<td>2,800</td>
</tr>
</tbody>
</table>

**Premium Main Line**
- City Hall, Jurong East, Orchard, Raffles Place
- Ang Mo Kio, Bedok, Bishan, Boon Lay, Bugis, Clementi, Dhoby Ghaut, Somerset, Tampines, Tanjong Pagar, Toa Payoh, Woodlands, Yishun
- Bayfront, Bishan, Bras Basah, Dhoby Ghaut, Esplanade, HarbourFront, Holland Village, Promenade, Serangoon
- Admiralty, Choa Chu Kang, Novena, Outram Park, Pasir Ris, Paya Lebar, Sembawang, Tiong Bahru
- Buona Vista, Kent Ridge, Marina Bay, Paya Lebar, Stadium, Tai Seng
- Aljunied, Braddell, Bukit Batok, Bukit Gombak, Buona Vista, Camden, Changi Airport, Chinese Garden, Commonwealth, Dover, Eunos, Expo, Guil Circle, Joo Koon, Kallang, Kembangan, Khatib, Kranji, Lakeside, Lavender, Marina Bay, Marina South Pier, Marsiling, Newton, Pioneer, Queenstown, Redhill, Simei, Tanah Merah, Tuas Crescent, Tuas Link, Tuas West Road, Yew Tee, Yio Chu Kang
- Bartley, Botanic Gardens, Caldecott, Dakota, Farrer Road, Haw Par Villa, Labrador Park, Lorong Chuan, MacPherson, Marymount, Mountbatten, Nicoll Highway, one-north, Pasir Panjang, Telok Blangah

Note:
- Min ad period: 4 weeks
- Size and quantity vary by stations
- Site measurements are required
- Sticker schemes are subject to approval from authorities
- All production to be undertaken by XCO
- Production costs will be provided upon request
### Stations

#### Escalator Ambient

<table>
<thead>
<tr>
<th>Stations</th>
<th>Weekly Rate ($ per wall)</th>
</tr>
</thead>
<tbody>
<tr>
<td>City Hall</td>
<td>11,500</td>
</tr>
<tr>
<td>Orchard</td>
<td>5,750</td>
</tr>
<tr>
<td>Raffles Place²</td>
<td>8,000</td>
</tr>
</tbody>
</table>

**Note:**
- Min ad period: 4 weeks
- Size and quantity vary by stations
- Site measurements are required
- Sticker schemes are subject to approval from authorities
- All production to be undertaken by XCO
- Production costs will be provided upon request
- Escalator Wall + Planter
- Escalator Wall + Crown

For enquiries on other Escalator Ambient, please contact our sales team.
Email: hello@xco.sg
Tel: 6331 1383
### STATIONS

#### ESCALATOR SIDES

**Weekly Rate ($ per escalator per station)**

<table>
<thead>
<tr>
<th>Stations</th>
<th>Premium</th>
<th>Cosmo</th>
<th>Lifestyle</th>
<th>Hubs</th>
</tr>
</thead>
<tbody>
<tr>
<td>Main Line</td>
<td>3,000</td>
<td>1,210</td>
<td>900</td>
<td>700</td>
</tr>
<tr>
<td>Circle Line</td>
<td>770</td>
<td>650</td>
<td>450</td>
<td></td>
</tr>
</tbody>
</table>

**Note:**
- Min ad period: 4 weeks
- Site and quantity vary by stations
- Site measurements are required
- Sticker schemes are subject to approval from authorities
- All production to be undertaken by XCO
- Production costs will be provided upon request

#### STAIR RISERS

**Weekly Rate ($ per flight of stairs per station)**

<table>
<thead>
<tr>
<th>Stations</th>
<th>Premium</th>
<th>Cosmo</th>
<th>Lifestyle</th>
<th>Hubs</th>
</tr>
</thead>
<tbody>
<tr>
<td>Main Line</td>
<td>3,000</td>
<td>2,500</td>
<td>1,800</td>
<td>1,300</td>
</tr>
<tr>
<td>Circle Line</td>
<td>1,600</td>
<td>1,300</td>
<td>900</td>
<td></td>
</tr>
</tbody>
</table>

**Stations**

<table>
<thead>
<tr>
<th>Premium</th>
<th>Main Line</th>
<th>Cosmo</th>
<th>Lifestyle</th>
<th>Hubs</th>
</tr>
</thead>
<tbody>
<tr>
<td>Main Line</td>
<td>Ang Mo Kio, Bedok, Bishan, Boon Lay, Bugis, Clementi, Dhoby Ghaut, Somerset, Tampines, Tanjong Pagar, Toa Payoh, Woodlands, Yishun</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Circle Line</td>
<td>Bayfront, Bishan, Bras Basah, Dhoby Ghaut, Esplanade, HarbourFront, Holland Village, Promenade, Serangoon</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Lifestyle</td>
<td>Admiralty, Choa Chu Kang, Novena, Outram Park, Pasir Ris, Paya Lebar, Sembawang, Tiong Bahru</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Hubs**

| Main Line | Aljunied, Braddell, Bukit Batok, Bukit Gombak, Buona Vista, Changi Airport, Chinese Garden, Commonwealth, Dover, Eunos, Expo, Joo Koon, Kallang, Kembangan, Khatib, Kranji, Lakeside, Lavender, Marina Bay, Marina South Pier, Marsiling, Newton, Pioneer, Queenstown, Redhill, Simei, Tanah Merah, Yew Tee, Yio Chu Kang |
| Circle Line | Bartley, Botanic Gardens, Caldecott, Dakota, Farrer Road, Haw Par Villa, Labrador Park, Lorong Chuan, MacPherson, Marymount, Mountbatten, Nicoll Highway, one-north, Pasir Panjang, Telok Blangah |

**Note:**
- Min ad period: 4 weeks
- Size and quantity vary by stations
- Site measurements are required
- Sticker schemes are subject to approval from authorities
- All production to be undertaken by XCO
- Production costs will be provided upon request

#### TRAVELATOR SIDES

**Weekly Rate ($ per travelator per station)**

<table>
<thead>
<tr>
<th>Stations</th>
<th>Cosmo</th>
<th>Lifestyle</th>
<th>Hubs</th>
</tr>
</thead>
<tbody>
<tr>
<td>Circle Line</td>
<td>2,500</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Stations**

<table>
<thead>
<tr>
<th>Circle Line</th>
<th>Serangoon</th>
</tr>
</thead>
</table>

**Note:**
- Min ad period: 4 weeks
- Size and quantity vary by stations
- Site measurements are required
- Sticker schemes are subject to approval from authorities
- All production to be undertaken by XCO
- Production costs will be provided upon request
Note:
• Min ad period: 4 weeks
• Size and quantity vary by stations
• Site measurements are required
• Sticker schemes are subject to approval from authorities
• All production to be undertaken by XCO
• Production costs will be provided upon request

### Weekly Rate ($ per station)

<table>
<thead>
<tr>
<th>Stations</th>
<th>Premium</th>
<th>Cosmo</th>
<th>Lifestyle</th>
<th>Hubs</th>
</tr>
</thead>
<tbody>
<tr>
<td>Main Line</td>
<td>4,600</td>
<td>3,740</td>
<td>2,800</td>
<td>2,000</td>
</tr>
</tbody>
</table>

### Weekly Rate ($ per concourse / platform per station)

<table>
<thead>
<tr>
<th>Stations</th>
<th>Premium</th>
<th>Cosmo</th>
<th>Lifestyle</th>
<th>Hubs</th>
</tr>
</thead>
<tbody>
<tr>
<td>Main Line</td>
<td>8,050</td>
<td>6,600</td>
<td>5,000</td>
<td>3,500</td>
</tr>
<tr>
<td>Circle Line</td>
<td>4,200</td>
<td>3,500</td>
<td>2,500</td>
<td>2,000</td>
</tr>
</tbody>
</table>

### Weekly Rate ($ per side per station)

<table>
<thead>
<tr>
<th>Stations</th>
<th>Premium</th>
<th>Cosmo</th>
<th>Lifestyle</th>
<th>Hubs</th>
</tr>
</thead>
<tbody>
<tr>
<td>Main Line</td>
<td>1,500</td>
<td>1,000</td>
<td>800</td>
<td>600</td>
</tr>
<tr>
<td>Circle Line</td>
<td>640</td>
<td>550</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### Stations

- **Premium Main Line:** City Hall, Jurong East, Orchard, Raffles Place
- **Cosmo Main Line:** Ang Mo Kio, Bedok, Bishan, Boon Lay, Bugis, Dhoby Ghaut, Somerset, Tampines, Tanjong Pagar, Woodlands
- **Lifestyle Main Line:** Admiralty, Choa Chu Kang, Novena, Ourram Park, Pasir Ris, Paya Lebar, Sembawang, Tiong Bahru
- **Hubs Main Line:** Aljunied, Braddell, Bukit Batok, Bukit Gombak, Buona Vista, Changi Airport, Chinese Garden, Commonwealth, Dover, Eunos, Expo, Jurong East, Kallang, Kembangan, Khatib, Kranji, Lakeside, Lavender, Marina Bay, Marina South Pier, Marsiling, Newton, Pioneer, Queenstown, Redhill, Simel, Tanah Merah, Yew Tee, Yio Chu Kang

Note:
• Min ad period: 13 weeks
• Size and quantity vary by stations
• Site measurements are required
• Sticker schemes are subject to approval from authorities
• All production to be undertaken by XCO
• Production costs will be provided upon request

### Stations

- **Premium Main Line:** City Hall, Orchard, Raffles Place, Jurong East
- **Cosmo Main Line:** Ang Mo Kio, Bishan, Boon Lay, Bugis, Dhoby Ghaut, Somerset, Tampines, Tanjong Pagar, Woodlands
- **Lifestyle Main Line:** Bedok, Choa Chu Kang, Clementi, Novena, Ourram Park, Paya Lebar, Pasir Ris, Toa Payoh, Yishun
- **Hubs Main Line:** Aljunied, Braddell, Bukit Batok, Bukit Gombak, Changi Airport, Chinese Garden, Commonwealth, Dover, Eunos, Expo, Jurong East, Kallang, Kembangan, Khatib, Kranji, Lakeside, Lavender, Marina Bay, Marina South Pier, Marsiling, Newton, Pioneer, Queenstown, Redhill, Simel, Tanah Merah, Yew Tee, Yio Chu Kang

### Stations

- **Premium Main Line:** City Hall, Orchard, Raffles Place, Jurong East
- **Cosmo Main Line:** Ang Mo Kio, Bishan, Boon Lay, Bugis, Dhoby Ghaut, Somerset, Tampines, Tanjong Pagar, Woodlands
- **Lifestyle Main Line:** Bedok, Choa Chu Kang, Clementi, Novena, Ourram Park, Paya Lebar, Pasir Ris, Toa Payoh, Yishun
- **Hubs Main Line:** Aljunied, Bukit Batok, Bukit Gombak, Buona Vista, Changi Airport, Chinese Garden, Commonwealth, Dover, Eunos, Expo, Jurong East, Kallang, Kembangan, Khatib, Kranji, Lakeside, Lavender, Marina Bay, Marina South Pier, Marsiling, Newton, Pioneer, Queenstown, Redhill, Simel, Tanah Merah, Yew Tee, Yio Chu Kang
**BILLBOARDS**

**4 SHEETS**

<table>
<thead>
<tr>
<th>Weekly Rate ($ per poster per station)</th>
<th>Premium</th>
<th>Cosmo</th>
<th>Lifestyle</th>
<th>Hubs</th>
</tr>
</thead>
<tbody>
<tr>
<td>Main Line</td>
<td>440</td>
<td>390</td>
<td>300</td>
<td>250</td>
</tr>
<tr>
<td>Circle Line</td>
<td>250</td>
<td>210</td>
<td>180</td>
<td>100</td>
</tr>
</tbody>
</table>

- Material Size (mm): H1,530 x W1,010
- Display Size (mm): H1,500 x W990
- Estimated Production Cost: $50 per piece

---

**BILLBOARDS**

**4 SHEET NETWORKS**

<table>
<thead>
<tr>
<th>Stations</th>
<th>No. of Panels</th>
<th>Weekly Rate ($ per network)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Broadcast Network¹</td>
<td>105</td>
<td>13,700</td>
</tr>
<tr>
<td>Shopping &amp; Entertainment Network²</td>
<td>55</td>
<td>8,300</td>
</tr>
<tr>
<td>PMET Network²</td>
<td>20</td>
<td>4,000</td>
</tr>
<tr>
<td>Youth Network²</td>
<td>20</td>
<td>3,600</td>
</tr>
</tbody>
</table>

- Material Size (mm): H1,530 x W1,010
- Display Size (mm): H1,500 x W990
- Estimated Production Cost: 105 panels - $3,200, 55 panels - $1,800, 20 panels - $1,000

---

**Stations**

<table>
<thead>
<tr>
<th>Stations</th>
<th>Main Line</th>
<th>Shopping &amp; Entertainment Network</th>
<th>PMET Network</th>
<th>Youth Network</th>
</tr>
</thead>
<tbody>
<tr>
<td>Premium</td>
<td>Ang Mo Kio, Bedok, Boon Lay, Bugis, Clementi, Dhoby Ghaut, Somerset, Tampines, Tanjong Pagar, Toa Payoh, Woodlands, Yishun</td>
<td>Ang Mo Kio, Bedok, Boon Lay, Bugis, Dhoby Ghaut, Somerset, Tampines, Tanjong Pagar, Toa Payoh, Woodlands, Yishun</td>
<td>Bras Basah, Buona Vista, Choa Chu Kang</td>
<td>Ang Mo Kio, Bedok, Boon Lay, Bugis, Dhoby Ghaut, Somerset, Tampines, Tanjong Pagar, Toa Payoh, Woodlands, Yishun</td>
</tr>
<tr>
<td>Cosmo</td>
<td>Bras Basah, Esplanade, Holland Village, Serangoon</td>
<td>Bras Basah, Buona Vista, Choa Chu Kang</td>
<td>Bras Basah, Buona Vista, Choa Chu Kang</td>
<td>Bras Basah, Esplanade, Holland Village, Serangoon</td>
</tr>
<tr>
<td>Circle Line</td>
<td>City Hall, Jurong East, Raffles Place</td>
<td>Circle Line Buona Vista, Kent Ridge, Paya Lebar</td>
<td>Circle Line Buona Vista, Kent Ridge, Paya Lebar</td>
<td>Circle Line Botanic Gardens, Haw Par Villa, Labrador Park, Lorong Chuan, Marymount, Pasir Panjang, Telok Blangah</td>
</tr>
<tr>
<td>Lifestyle</td>
<td>Ang Mo Kio, Bedok, Boon Lay, Bugis, Clementi, Dhoby Ghaut, Somerset, Tampines, Tanjong Pagar, Toa Payoh, Woodlands, Yishun</td>
<td>Lifestyle Main Line</td>
<td>Shopping &amp; Entertainment Network</td>
<td>Lifestyle Main Line</td>
</tr>
<tr>
<td>Hubs</td>
<td>City Hall, Jurong East, Raffles Place</td>
<td>Circle Line Buona Vista, Kent Ridge, Paya Lebar</td>
<td>Shopping &amp; Entertainment Network</td>
<td>Circle Line Buona Vista, Kent Ridge, Paya Lebar</td>
</tr>
</tbody>
</table>

---

**Note:**
- Min ad period: 13 weeks
- All production to be undertaken by XCO

---

**Note:**
- Max 2 panels per station
- Min 1 panel per station
- All production to be undertaken by XCO

---

**Rate does not include Sticker Wall**

---
<table>
<thead>
<tr>
<th>Stations (static panels)</th>
<th>Material Size (mm)</th>
<th>Display Size (mm)</th>
<th>Estimated Production Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Premium Main Line</td>
<td>H1,800 x W1,200</td>
<td>H1,715 x W1,145</td>
<td>$70 per piece</td>
</tr>
<tr>
<td>Cosmo Main Line</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Circle Line</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Lifestyle Main Line</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Note:**
- **Min ad period:** 13 weeks
- **All production to be undertaken by XCO**

<table>
<thead>
<tr>
<th>Stations (static panels)</th>
<th>Material Size (mm)</th>
<th>Display Size (mm)</th>
<th>Estimated Production Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Premium Main Line</td>
<td>H1,500 x W3,050</td>
<td>H1,450 x W2,970</td>
<td>$200 per piece</td>
</tr>
<tr>
<td>Cosmo Main Line</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Circle Line</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Lifestyle Main Line</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Hubs Circle Line</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Note:**
- **Min ad period:** 13 weeks
- **All production to be undertaken by XCO**

---

**BILLBOARDS 6 SHEETS**

<table>
<thead>
<tr>
<th>Stations (static panels)</th>
<th>Material Size (mm)</th>
<th>Display Size (mm)</th>
<th>Estimated Production Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Premium Main Line</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Cosmo Main Line</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Circle Line</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Lifestyle Main Line</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Weekly Rate ($ per poster per station)**

<table>
<thead>
<tr>
<th>Premium</th>
<th>Cosmo</th>
<th>Lifestyle</th>
<th>Hubs</th>
</tr>
</thead>
<tbody>
<tr>
<td>Main Line</td>
<td>880</td>
<td>730</td>
<td>550</td>
</tr>
<tr>
<td>Circle Line</td>
<td>470</td>
<td>360</td>
<td>270</td>
</tr>
</tbody>
</table>

**Note:**
- **Min ad period:** 13 weeks
- **All production to be undertaken by XCO**

---

**BILLBOARDS 12 SHEETS**

<table>
<thead>
<tr>
<th>Stations (static panels)</th>
<th>Material Size (mm)</th>
<th>Display Size (mm)</th>
<th>Estimated Production Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Premium Main Line</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Cosmo Main Line</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Circle Line</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Lifestyle Main Line</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Hubs Circle Line</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Weekly Rate ($ per poster per station)**

<table>
<thead>
<tr>
<th>Premium</th>
<th>Cosmo</th>
<th>Lifestyle</th>
<th>Hubs</th>
</tr>
</thead>
<tbody>
<tr>
<td>Main Line</td>
<td>830</td>
<td>660</td>
<td>500</td>
</tr>
<tr>
<td>Circle Line</td>
<td>420</td>
<td>350</td>
<td>280</td>
</tr>
</tbody>
</table>

**Note:**
- **Min ad period:** 13 weeks
- **All production to be undertaken by XCO**

---

**BILLBOARDS**

<table>
<thead>
<tr>
<th>Stations (static panels)</th>
<th>Material Size (mm)</th>
<th>Display Size (mm)</th>
<th>Estimated Production Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Premium Main Line</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Cosmo Main Line</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Circle Line</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Lifestyle Main Line</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Hubs Circle Line</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Weekly Rate ($ per poster per station)**

<table>
<thead>
<tr>
<th>Premium</th>
<th>Cosmo</th>
<th>Lifestyle</th>
<th>Hubs</th>
</tr>
</thead>
<tbody>
<tr>
<td>Main Line</td>
<td>880</td>
<td>730</td>
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</tr>
<tr>
<td>Circle Line</td>
<td>470</td>
<td>360</td>
<td>270</td>
</tr>
</tbody>
</table>

**Note:**
- **Min ad period:** 13 weeks
- **All production to be undertaken by XCO**

---

**BILLBOARDS**

<table>
<thead>
<tr>
<th>Stations (static panels)</th>
<th>Material Size (mm)</th>
<th>Display Size (mm)</th>
<th>Estimated Production Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Premium Main Line</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Cosmo Main Line</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Circle Line</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Lifestyle Main Line</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Hubs Circle Line</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Weekly Rate ($ per poster per station)**

<table>
<thead>
<tr>
<th>Premium</th>
<th>Cosmo</th>
<th>Lifestyle</th>
<th>Hubs</th>
</tr>
</thead>
<tbody>
<tr>
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</tr>
<tr>
<td>Circle Line</td>
<td>420</td>
<td>350</td>
<td>280</td>
</tr>
</tbody>
</table>

**Note:**
- **Min ad period:** 13 weeks
- **All production to be undertaken by XCO**

---

**BILLBOARDS**

<table>
<thead>
<tr>
<th>Stations (static panels)</th>
<th>Material Size (mm)</th>
<th>Display Size (mm)</th>
<th>Estimated Production Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Premium Main Line</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Cosmo Main Line</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Circle Line</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Lifestyle Main Line</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Hubs Circle Line</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Weekly Rate ($ per poster per station)**

<table>
<thead>
<tr>
<th>Premium</th>
<th>Cosmo</th>
<th>Lifestyle</th>
<th>Hubs</th>
</tr>
</thead>
<tbody>
<tr>
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</tr>
<tr>
<td>Circle Line</td>
<td>470</td>
<td>360</td>
<td>270</td>
</tr>
</tbody>
</table>

**Note:**
- **Min ad period:** 13 weeks
- **All production to be undertaken by XCO**
### BILLBOARDS

**BULKHEADS**

<table>
<thead>
<tr>
<th>Stations</th>
<th>Panel No.</th>
<th>Weekly Rate ($ per network per station)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Premium</td>
<td></td>
<td></td>
</tr>
<tr>
<td>City Hall</td>
<td>1</td>
<td>1,600</td>
</tr>
<tr>
<td>Orchard</td>
<td>1, 2, 3</td>
<td>1,200, 2,000</td>
</tr>
<tr>
<td>Raffles Place</td>
<td>1, 4, 5</td>
<td>1,600</td>
</tr>
<tr>
<td>Jurong East</td>
<td>1, 2, 3</td>
<td>1,200</td>
</tr>
</tbody>
</table>

**Note:**
- Min ad period: 13 weeks
- All production to be undertaken by XCO

**Estimated Production Cost**
Vary by size of panel

For enquiries on other Bulkheads, please contact our sales team.
Email: hello@xco.sg
Tel: 6331 1383

### BILLBOARDS

**ESCALATOR CROWN NETWORKS**

<table>
<thead>
<tr>
<th>Stations</th>
<th>Panel No.</th>
<th>Weekly Rate ($ per poster)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Premium</td>
<td></td>
<td></td>
</tr>
<tr>
<td>City Hall</td>
<td>1</td>
<td>1,600</td>
</tr>
<tr>
<td>Orchard</td>
<td>1, 2, 3</td>
<td>1,200, 2,000</td>
</tr>
<tr>
<td>Raffles Place</td>
<td>1, 4, 5</td>
<td>1,600</td>
</tr>
<tr>
<td>Jurong East</td>
<td>1, 2, 3</td>
<td>1,200</td>
</tr>
</tbody>
</table>

**Estimated Production Cost**
Vary by size of panel

For enquiries on other Bulkheads, please contact our sales team.
Email: hello@xco.sg
Tel: 6331 1383

### BILLBOARDS CONCOURSE LIGHTBOXES

<table>
<thead>
<tr>
<th>Stations</th>
<th>Panel No.</th>
<th>Weekly Rate ($ per poster)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Premium</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Main Line</td>
<td>660</td>
<td></td>
</tr>
<tr>
<td>Raffles Place</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Estimated Production Cost**
$180 per piece

### BILLBOARDS LARGE FORMAT LIGHTBOXES

<table>
<thead>
<tr>
<th>Stations</th>
<th>Panel No.</th>
<th>Material Size H x W (mm)</th>
<th>Display Size H x W (mm)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Premium</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Main Line</td>
<td>2,200</td>
<td>1,670</td>
<td></td>
</tr>
</tbody>
</table>

**Estimated Production Cost**
$800 per piece

### BILLBOARDS BILLBOARDS

<table>
<thead>
<tr>
<th>Stations</th>
<th>Panel No.</th>
<th>Material Size H x W (mm)</th>
<th>Display Size H x W (mm)</th>
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<tbody>
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<td></td>
<td></td>
</tr>
<tr>
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<td></td>
<td></td>
</tr>
<tr>
<td>Raffles Place</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Estimated Production Cost**
Vary by size of panel

For enquiries on other Bulkheads, please contact our sales team.
Email: hello@xco.sg
Tel: 6331 1383

**Note:**
- Min ad period: 13 weeks
- All production to be undertaken by XCO

### BILLBOARDS BILLBOARDS

<table>
<thead>
<tr>
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<th>Display Size H x W (mm)</th>
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</tr>
<tr>
<td>Main Line</td>
<td>2,200</td>
<td>1,670</td>
<td></td>
</tr>
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</table>

**Estimated Production Cost**
Vary by size of panel

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---

**Note:**
- Min ad period: 13 weeks
- All production to be undertaken by XCO
### ROADS BUSES

<table>
<thead>
<tr>
<th>Type</th>
<th>Weekly Rate ($ per bus)</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Fab (Shopping)</td>
<td>2,600</td>
<td>2,300</td>
</tr>
<tr>
<td>Pro (Business)</td>
<td>1,800</td>
<td>1,600</td>
</tr>
<tr>
<td>Omni (Long Haul / Feeder service)</td>
<td>850</td>
<td>800</td>
</tr>
</tbody>
</table>

#### Estimated Production Cost ($ per bus)

- **Double Wrap with eLumiNex**: 1,600
- **Double Wrap**: 1,100
- **Bendy Wrap**: 700
- **Single Wrap**: 525
- **Full Rear Panel**: 150 (Single & Bendy)
- **In-bus Panel**: $40 per bus

**Note:**
- Min ad period: 12 weeks
- All production to be undertaken by XCO

### BUS INTERCHANGE BANNERS

<table>
<thead>
<tr>
<th>Interchanges</th>
<th>Banner No.</th>
<th>Weekly Rate ($ per banner)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bukit Panjang</td>
<td>1, 2</td>
<td>625</td>
</tr>
<tr>
<td>Choa Chu Kang</td>
<td>1, 2, 3</td>
<td>625</td>
</tr>
<tr>
<td>Woodlands</td>
<td>1, 2, 3, 4, 5</td>
<td>625</td>
</tr>
<tr>
<td>Yishun</td>
<td>1, 2, 3</td>
<td>625</td>
</tr>
</tbody>
</table>

**Note:**
- Min ad period: 4 weeks
- Size vary by banner
- Site measurements are required
- Banner schemes are subject to approval from authorities
- All production to be undertaken by XCO
- Production costs will be provided upon request

### BUS HANGERS

<table>
<thead>
<tr>
<th>Whole Bus</th>
<th>Rate ($ per distribution)</th>
</tr>
</thead>
<tbody>
<tr>
<td>20,000 hangers across 10 buses per distribution</td>
<td>7,000</td>
</tr>
</tbody>
</table>

**Note:**
- Min ad period: 4 weeks
- Includes production cost for 1 design only

### TAXIS

<table>
<thead>
<tr>
<th>Taxi Type</th>
<th>Weekly Rate ($ per taxi)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Epica Taxi</td>
<td>100</td>
</tr>
</tbody>
</table>

**Note:**
- Min ad period: 12 weeks
- Min quantity: 50 taxis
- Includes production costs
We are very pleased with the results! SMRT stations and trains offer us multiple touch points, creating endless possibilities for us to reach out to our target audience. By strategically placing our communications in prominent spots where it can be easily viewed, our message has reached out to a sizeable portion of daily commuters. XCO is proven to be effective in mass interaction and audience activation.

Janice Cai
Account Manager
Adbox Advertising Pte Ltd

We were able to reach a large group of captive audiences with SMRT’s concept train, and reinforced our new brand message throughout their journeys. We received very positive feedback from the public about the Super Smile campaign in SMRT trains.

Lillian Wong
Marketing Manager
Super Coffee Corporation Pte Ltd
XCO gave us the opportunity to create a synchronised advertising experience across their extensive train and road network. Their expertise and attention to details made outdoor advertising a confident solution for our brands. Outdoor advertising will continue to be an instrumental component of Silkpro’s future marketing and advertising plan, to help us achieve our goal of increasing brand and product awareness, and more. Moving forward, we will definitely choose XCO as an effective platform for our integrated media plan.

Lervinia Swee
Marketing Manager
Tohtonku (S) Pte Ltd

We launched the latest 2-in-1 Cough & Cold Relief on SMRT’s iBillboards @ Raffles, comprising two large format LED digital screens at Raffles Place MRT Station. This medium allowed us to highlight our fast action and non-drowsy formula in a dynamic and captivating way. The campaign successfully targeted professionals and executives, and raised both awareness and sales.

May Tan
Brand Manager
GlaxoSmithKline Pte Ltd
We are impressed that the linkway advertising space turned out to be more than just a static wall. It allowed us to engage consumers while generating hype for the sustenance phase of our Samsung GALAXY S4 With LTE campaign. The Orchard Media Hub Wall combined motion and sound to fully immerse commuters in the S4 experience. Through this and the busy linkway at Somerset, we were able to reach out to shoppers along the prime Orchard Road shopping belt effectively.

Irene Ng
Vice President of Marketing
Samsung Asia Pte Ltd

We wanted an impactful way to inspire Singaporeans, and help them visualize what colours can do in beautifying their living spaces. SMRT’s train stations have some of the best platforms to portray interesting concepts and designs to engage consumers’ minds. We love how compelling transit advertising is, and are looking forward to greater partnerships.

Josephine Lee
Head of Marketing, Singapore and New Markets
Akzo Nobel Paints Singapore Pte Ltd
1. **INTERPRETATION**

In this Agreement, the following expressions shall have the following meanings:

1.1 “Advertiser/Company” means the person (including a natural person, partnership, body corporate or incorporated) who has entered into this Agreement with XCO and shall include his successors in title and assigns where relevant.

1.2 “Advertising Material” means the final product that are displayed on XCO's advertisement spaces.

1.3 “Advertising Rate” means such rate quoted by XCO herein or otherwise for advertisement space.

1.4 “Applicable Laws” means any and all treaties, statues, laws, by-laws, regulations, rules, orders, judgments, awards, injunctions, decisions, determinations or requirements made or issued by any statutory body or competent governmental authority in Singapore.

1.5 “Artwork” is the final artwork that the Advertiser/Company provides to XCO for purpose of the advertisement production.

1.6 “Contract Amount” means the total aggregate value of the contract (exclusive of all applicable taxes). For the avoidance of doubt, any deductions made by XCO pursuant to this Agreement or otherwise and/or additional payments made by the Advertiser/Company pursuant to Clause 5.8(b) of this Agreement shall not go towards or in any way affect the computation of the total aggregate value unless the parties so consent in writing.

1.7 “Contract Period” means the period during which the advertisement is displayed or the period during which the OptiMAX Truck has been contracted for use by the Advertiser/Company.

1.8 “Display Timing” means the daily timing during which the advertisement is displayed.

1.9 “Display Commencement Date” refers to the date from which the display of the advertisements or use of the OptiMAX Truck shall commence as specified in the Order.

1.10 “Downtime” means the disruptions caused by preventive maintenance and technical malfunction of OptiMAX Truck(s), iWaveSMRT, digital platforms or WINK (as the case may be).

1.11 “OptiMAX Truck” means the vehicles on which advertisements are displayed, including vehicles which shall include all fittings, installations and accessories affixed to the vehicle from time to time.

1.12 “Order” means an order for the display of advertisement space placed with XCO and/or order for production of stickers or posters.

1.13 “Parties” shall mean the Advertiser/Company and XCO.

1.14 “Production Costs” means all costs, charges, fees and expenses incurred for the material creation of advertisement(s) arising out of or in connection with an Order.

1.15 “XCO” means The X Collective Pte Ltd and shall include its successors in title and assigns.

1.16 “WINK” means XCO’s loyalty programme at website www.winktank.sg which allows consumers to redeem e-vouchers with points accumulated by consumers.

2. **TERMS AND CONDITIONS FOR ANY ORDER**

2.1 These terms and conditions shall be deemed to have been accepted and agreed to by the Advertiser/Company when he places an Order; and shall not be varied or amended without the prior written consent of XCO. XCO shall not be or be deemed to be bound by any terms or rates stated on or that accompany (whether attached, enclosed and/or annexed to) any Order.

3. **TERMS & CONDITIONS**

Cancellation of Any Order

2.2 Subject always to the right of XCO to allow the same at its sole discretion and without prejudice to any of the other rights and/or remedies of XCO, the Advertiser/Company may, without prejudice to Clause 7 (Payment), be entitled to cancel any Order for advertisement space by way of written notice to XCO provided always that the Advertiser/Company pays to XCO the following amounts for such cancellation:

- a. Cancellation fee, which shall be calculated as follows:
  - (i) If before the Display Commencement Date:
    - 50% of the Contract Amount should such written notice be received by XCO less than eight (8) weeks (but more than four (4) weeks) before the Display Commencement Date; or
    - 80% of the Contract Amount should such written notice be received by XCO less than four (4) weeks before the Display Commencement Date.
  - (ii) If after the Display Commencement Date:
    - 50% of the Advertising Rates of the remaining Contract Period should such written notice be received by XCO less than eight (8) weeks (but more than four (4) weeks) before the expiry of the Contract Period; or
    - 80% of the Advertising Rates of the remaining Contract Period should such written notice be received by XCO less than four (4) weeks before the expiry of the Contract Period.
  - b. all of the Production Costs incurred up to the date of cancellation;
  - c. the cost of all commitments to third parties and works in progress.

2.3 Notwithstanding Clause 2.2, if the Advertiser/Company cancels the order for production of stickers and posters before approving the proofs or before production has started in accordance with Clause 8 (Production of Stickers and Posters), there will be no charges payable by the Advertiser/Company except for the cost of materials which were specially purchased or ordered for this Order.

3. **ADVERTISING AGENCIES/MEDIA SPECIALIST**

An Advertiser/Company who is an advertising agency or media specialist shall be deemed to contract as principal with such rights and liabilities including (without limitation) full responsibility to make punctual and complete payments as required under this Agreement and full authority to approve and/or amend the Advertising Materials.

4. **ADVERTISING COMMISSION**

All accredited advertising agencies will be entitled to an agency commission of 15% of the Contract Amount less any such discount given by XCO to the Advertiser/Company.

5. **ADVERTISING RATES**

Save for advertisements on taxis, digital platforms, iWaveSMRT, OptiMAX Truck and WINK, all Advertising Rates are exclusive of the Production Costs and the cost of the Advertising Materials, both of which shall be borne fully by the Advertiser/Company.

6. **CHANGE OF ADVERTISING RATES AND CONDITIONS**

If XCO exercises its right to vary, amend or adjust the Advertising Rates and/or Terms and Conditions pursuant to this Clause 6.1, it will give written notice of such change to the Advertiser/Company and, any such changes by XCO shall, unless the Advertiser/Company exercises its right under Clause 2.2, take effect on the date specified by XCO in such written notice or four (4) weeks after service of such written notice on the Advertiser/Company, whichever date is the later.
6.2 In the event that XCO exercises its rights under Clause 6.1 the Advertiser/Company shall be entitled to cancel any Order it has placed with XCO provided that no payment has been made by the Advertiser/Company to XCO in accordance with the applicable invoice and no liability for any damages or losses resulting from the cancellation of the Order shall be incurred by XCO.

7 PAYMENTS

7.1 Subject always to Clause 7.3, all other payments by the Advertiser/Company shall be made:
   a. 30 days after the date of the relevant invoice or by the due date specified in XCO’s invoices and
   b. unless otherwise instructed in writing by XCO, by crossed cheques and
   c. For the avoidance of doubt, the Advertiser/Company is responsible for the payment of any applicable taxes (including but not limited to Goods and Services Tax) and fees (including but not limited to transfer fees and payment processing fees) in relation to all amounts payable under the Contract.

Late Payment Interest

7.2 Interest at the rate of 1.06% per month shall be charged for XCO for and on all late payments calculated on a daily basis.

Upfront Payment

7.3 XCO in its sole discretion, has the right to request for upfront payment of the Contract Amount prior to the Display Commencement Date and/or the Contract Period. The Advertiser/Company shall be responsible for ensuring that XCO receives the same at least 14 days prior to the Display Commencement Date:
   a. in the event that the Advertiser/Company’s registered office is not located within Singapore, XCO may request for full payment of the Contract Amount.
   b. in the event that the Advertiser/Company’s registered office is within Singapore, XCO may request for full payment of the Contract Amount from the Advertiser/Company.

Right of Set-Off

7.4 The Advertiser/Company agrees that XCO shall have the right to, exercised at XCO’s sole discretion, use any monies paid by the Advertiser/Company under Clause 7.3 to offset against any amounts due and owing to XCO from the Advertiser/Company (whether as a result of the Advertiser/Company’s commercial transactions and/or any other transactions between the Advertiser/Company and XCO) and/or to set aside any amount in any way for the performance, non-performance or standard of performance of any services.

9.3 APPROVAL OF ARTWORK & COMMENCEMENT OF DISPLAY CHARGE

The Advertiser/Company must obtain XCO’s written approval of the Artwork (including but not limited to video clips and static posters) at least three (3) weeks before the Display Commencement Date. No display of any advertisements within Singapore, XCO’s sole discretion, will be liable to pay for the display of Advertising Materials from the commencement date of this Agreement.

9.4 SUPPLY OF ARTWORK

a. Once XCO has given its written approval of the Artwork, the Advertiser/Company shall supply and deliver all Artwork at its own expense to XCO at least fourteen (14) days before the Display Commencement Date. Such delivery shall be addressed and delivered to XCO at its current address or to such other address or addresses as XCO shall specify.

b. Notwithstanding any late delivery or non-delivery of such Artwork by Advertiser/Company, the charge for delivering shall be payable by the Advertiser/Company to XCO within the Contract Period stated in the Agreement without XCO being liable for any delays arising from such late delivery or non-delivery. During any period of non-display of Advertising Materials, XCO shall have the absolute right to display any other Advertising Materials as it deems fit.

9.5 COMPLIANCE WITH SPECIFICATIONS

All Advertising Materials supplied to XCO by the Advertiser/Company shall be such as specified and requirements of XCO as may be varied by XCO and notified to the Advertiser/Company to time from time.

8 PRODUCTION OF STICKERS AND POSTERS (IN RELATION TO BUSES, TAXIS, TRAINS, MRT/LRT STATIONS, SHOPPING MALLS AND OPTIMAX TRUCKS ONLY)

8.1 The selection of production house for the stickers and posters shall be determined by XCO. In the event of any deviation, XCO has the right to change an additional 10% of Production Cost of the Stickers and Posters to the Advertiser/Company.

8.2 The Advertiser/Company shall provide XCO with high resolution images suitable for the production of stickers and/or posters. XCO shall not be liable for any damages or losses resulting from the production of stickers and/or posters, which were specially purchased or ordered for this Order.

8.3 XCO may submit proofs for the Advertiser/Company’s approval:
   a. should there be any alterations or changes, XCO may change the Advertiser/Company an additional 10%,
   b. the Advertiser/Company agrees that XCO shall be entitled to a general lien, where appropriate, on any and all late payments calculated on a daily basis.

b. unless otherwise instructed in writing by XCO, by crossed cheques and
   c. For the avoidance of doubt, the Advertiser/Company is responsible for the payment of any applicable taxes (including but not limited to Goods and Services Tax) and fees (including but not limited to transfer fees and payment processing fees) in relation to all amounts payable under the Contract.

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b. unless otherwise instructed in writing by XCO, by crossed cheques and
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b. Notwithstanding any late delivery or non-delivery of such Artwork by Advertiser/Company, the charge for delivering shall be payable by the Advertiser/Company to XCO within the Contract Period stated in the Agreement without XCO being liable for any delays arising from such late delivery or non-delivery. During any period of non-display of Advertising Materials, XCO shall have the absolute right to display any other Advertising Materials as it deems fit.

9.5 COMPLIANCE WITH SPECIFICATIONS

All Advertising Materials supplied to XCO by the Advertiser/Company shall be such as specified and requirements of XCO as may be varied by XCO and notified to the Advertiser/Company to time from time.
9A.1 Definitions for the purposes of this Clause 9A:

- "Authorised Driver" shall mean the driver(s) contracted by XCO who is duly authorised by XCO to drive and/or operate the OptiMAX Truck.
- "Event" shall mean an event which is roadshows, roadshows organized and held by the Advertiser/Company (or the Advertiser/Company’s representatives) for any sponsorship, advertisement, exhibition, promotion, or demonstration or any similar event for which the OptiMAX Truck is engaged in.
- "In incidental Charges" shall mean all incidental charges in connection with the normal operation of the OptiMAX Truck including but not limited to fuel and other consumption, necessary, parking charges, ERP charges and all other outgoings.
- "Purpose" shall mean the placement of Advertisement and/or the usage of OptiMAX Trucks in Events.

9A.2 Use of the OptiMAX Truck

a. Driving Route of the OptiMAX Truck

i. XCO and the Advertiser/Company shall mutually agree on the routes of the OptiMAX Truck prior to the Display Commencement Date.
ii. XCO shall have the sole discretion relating to the use (including the parking of the OptiMAX Truck).

iii. In the event of any unforeseeable event, such as road accidents and road works/closures, which may result in a delay or change of route of the OptiMAX Truck, all incidental charges shall be borne by the Advertiser/Company.

iv. XCO shall be entitled to change the routes of any of the OptiMAX Trucks, as XCO deems fit, in its sole and absolute discretion.

b. All foreseeable Incidental Charges relating to the use (including the parking of the OptiMAX Truck) will be paid by the Advertiser/Company.

c. Should XCO, in its sole and absolute discretion, choose to change the routes of any of the OptiMAX Trucks, all incidental charges as a result of such unforeseen events which are stated in Clause 9A.3.iv) without prior written approval of XCO, all additional incidental Charges arising from such change will be borne by XCO.

d. Unless otherwise approved by XCO, the OptiMAX Truck shall only be driven and/or operated by the Authorised Driver.

e. Advertiser/Company shall:

- Not display any inflammable, explosive or incendiary material, or any other material prohibited by law, on or in the OptiMAX Truck.
- Not display any material that may cause offence, damage, deface, or be unsuitable for any reason.
- Not display any material that may cause inconvenience, discomfort, or annoyance to the public.

f. To comply with and in all respects comply with all Applicable Laws and regulations, and any request of XCO.

9A.3 General Obligations of the Advertiser/Company in relation to the OptiMAX Truck

The Advertiser/Company agrees and undertakes:

a. To make payment in accordance with Clause 7 (Payment) of all Incidental Charges.

b. To observe and ensure that all rules, regulations or directives as communicated by XCO from time to time.

c. To procure and maintain all applicable licences required or necessary for the Purpose and use of the OptiMAX Truck for the Purpose.

d. To comply with and in all respects comply with all Applicable Laws.

e. To permit XCO to inspect the OptiMAX Truck at all reasonable times at such place as may be determined by XCO in connection with the Event including (but not limited to) liabilities to third parties including, but not limited to, XCO and/or third partyAdvertiser/Company.

f. To keep the OptiMAX Truck free from unlawful, execution or any other enforcement or legal proceedings.

9A.4 Repossession of OptiMAX Truck

a. XCO may at any time repossess the OptiMAX Truck without prior notice and for this purpose to enter onto any premises where the OptiMAX Truck is being held or used or at such other place as may be necessary to gain access thereto without being liable for any action or proceeding at the cost of the Advertiser/Company or anyone claiming against the OptiMAX Truck in the event that the Advertiser/Company have failed to perform any obligation in accordance with the provisions of this Agreement.

b. Should repossession of the OptiMAX Truck under Clause 9A.4.c becomes necessary, the Advertiser/Company shall remove within three (3) days of the date of repossession of the OptiMAX Truck on XCO’s request, all items which XCO may request to be removed and/or set free or voidable or any premium payable thereunder may be increased.

c. Not to license, assign, part with possession or dispose of the OptiMAX Truck except with the prior written approval of XCO and at XCO’s request.

d. Not to use the OptiMAX Truck or to permit or suffer any thing to be done whereby any privilege or right or any other privilege or right shall be lost, void or voidable or any premium payable thereunder may be increased.

9A.5 Disposal of OptiMAX Truck

a. If the Advertiser/Company or the Authorised Driver tampers with or suffer any unauthorised person to alter, add, modify or tamper with the OptiMAX Truck or any component or part of the OptiMAX Truck, XCO shall have the right, after giving the Advertiser/Company reasonable notice:

- to cancel the Order;
- to alter the position of or withdraw temporarily or permanently any item of advertising media for operational, aesthetic or other reasons and no claims of any nature shall be made against XCO in respect thereof.

10 CHANGE OF ADVERTISING MATERIALS

10.1 The Advertiser/Company shall give XCO at least four (4) weeks’ prior written notice for a change of Advertising Materials within ten (10) days.

10.2 XCO will use reasonable efforts to complete the change of Advertising Materials within ten (10) days.

10.3 Notwithstanding Clause 10.2, in the event that the Advertiser/Company requests for a change or touch-up or repair of the Advertising Materials, XCO shall charge for the same.

10.4 In the event that the Advertiser/Company requests for a change or touch-up or repair of the Advertising Materials, XCO shall charge for the same.

11 LIABILITY

11.1 XCO shall not be liable for any damage or loss of any kind suffered or incurred by the Advertiser/Company or any of its representatives and/or agents (in each case a "Representative") in connection with the use of the OptiMAX Truck caused by Advertiser/Company.

11.2 XCO shall not be liable for any damage or loss of any kind suffered or incurred by the Advertiser/Company or any of its Representatives in connection with the use of the OptiMAX Truck caused by another party.

11.3 XCO shall not be liable for any damage or loss of any kind suffered or incurred by the Advertiser/Company or any of its Representatives in connection with the use of the OptiMAX Truck caused by another party.

11.4 In no event will XCO be liable for any special, indirect, incidental or consequential damages, losses or damages resulting from the use of loss or profits and/or of loss of revenue arising out of or in connection with the Advertiser/Company’s use of the OptiMAX Truck without the prior written approval of XCO.

11.5 Except for any indirect, incidental and consequential damages, losses or damages resulting from the use of loss or profits and/or of loss of revenue arising out of or in connection with the Advertiser/Company’s use of the OptiMAX Truck without the prior written approval of XCO.

12.1 XCO shall be entitled to, without prior notice or reference to the Advertiser/Company, and at XCO’s sole and absolute discretion, withhold its approval without any liability on the part of XCO, refuse to accept or discontinue or remove the display of any Advertising Materials supplied to it by the Advertiser/Company if:

- in XCO’s opinion, they are objectionable, inappropriate, likely to cause offence, damage, deface, or be unsuitable for any reason;
- they are contrary to any editorial policy of XCO.

12.2 The Advertiser/Company’s obligations in this clause shall not affect XCO’s right to withhold its approval on any advertising media for operational, aesthetic or other reasons and no claims of any nature shall be made against XCO in respect thereof.

12.3 Any action or inaction by XCO in respect of any Order or request or notice or request of XCO hereunder shall be final and conclusive and XCO shall not be held liable or responsible for anything whatsoever.

13.1 XCO shall be entitled to, without prior notice or reference to the Advertiser/Company, to remove any Advertising Materials supplied to it by the Advertiser/Company if:

- in XCO’s opinion, they are objectionable, inappropriate, likely to cause offence, damage, deface, or be unsuitable for any reason;

13.2 XCO shall not be liable for any special, indirect, incidental or consequential damages, losses or damages resulting from the use of loss or profits and/or of loss of revenue arising out of or in connection with the Advertiser/Company’s use of the OptiMAX Truck without the prior written approval of XCO.

13.3 Any action or inaction by XCO in respect of any Order or request or notice or request of XCO hereunder shall be final and conclusive and XCO shall not be held liable or responsible for anything whatsoever.

14.0 All reasonable attorney fees incurred by XCO shall be payable by the Advertiser/Company.
13.2 The Advertiser/Company warrants and undertakes that:
a. all Advertising Materials comply with all Applicable Laws, including
but not limited to the Code of Advertising Practice laid down by the
Advertising Standards Authority of Singapore and all Applicable
Laws relating to the use of the OptiMAX Truck;
b. all necessary consents, licences and payments for use of any
intellectual property, material or appearance of any person in the
Advertising Materials have been obtained or made;
c. it shall comply with its obligations herein; and

14 TERMINATION

14.1 If at any time:
a. The Advertiser/Company fails to make payment in accordance with
Clause 7 (Payment); or
b. any lawful authority shall lawfully withdraw, or refuse to renew any
c. the Advertiser/Company or XCO shall become bankrupt or go
d. a receiver shall be appointed of the whole or any part of XCO's or the
the Advertiser/Company's undertakings; or
e. any execution of distress is threatened, levied or issued
f. XCO or the Advertiser/Company breaches its obligations under
h. Advertiser/Company shall have offered or given or agreed to
i. all Advertising Materials comply with all Applicable Laws, including
j. in the event that the land in the vicinity of the MRT Station and/or the
k. renewal of the Agreement is not due to any cause or causes beyond
l. the Advertiser/Company or XCO shall be entitled to:
m. the Advertiser/Company or XCO may give priority to any Orders which are

15. GENERAL PROVISIONS

a. NOTICES
Any notice given hereunder may be delivered or sent by hand or by
post or by email or facsimile transmission and shall be deemed to be
sent if:
i. sent by hand: at the time of delivery,
ii. sent by post to the address of the party to be served as
specified on the Order or such other address as may be notified
in writing from time to time: 48 hours after posting,
iii. sent by email to the email address of the party to be served as
specified on the Order or such other email address as may be
notified in writing from time to time: at the time of transmission
provided for in the confirmation of delivery provided that a copy
is sent by hand or post,
iv. Sent by facsimile transmission: the time stated in the
confirmation of transmission receipt.

b. FORCE MAJEURE
XCO shall not be obliged to perform any of its obligations under
this Agreement and/or be deemed to be in breach of this
Agreement by reason of its failure to perform its obligations due
to any cause or causes beyond its control (an event of “Force
Majeure”). Without prejudice to the generality of the foregoing,
the following shall be regarded as such causes: (i) acts of
God, lighting, floods, fire, explosion, tempest or accident; (ii)
nationalisation, expropriation, acts of war, terrorism, civil unrest,
riot, strikes or nuclear fixation; and (iii) any other circumstances
beyond the control of the quality workshop including without
limitation, outbreaks of epidemics and infectious diseases such as
severe acute respiratory syndrome, bird flu, plague, quarantine
restrictions.

c. ASSIGNMENT
The Advertiser/Company shall not assign its rights and obligations in
whole or in part under this Agreement without the prior written
consent of XCO. The Advertiser/Company agrees and accepts that
XCO shall be entitled to assign its rights and obligations in whole or
in part under this Agreement without requiring the Advertiser/
Company’s consent.

d. RENEWAL
XCO may give priority to any Orders which are bookings for
renewal of existing advertisements made by the Advertiser/
Company in writing received at least four (4) weeks before the
expiry of the Contract Period. For the avoidance of doubt, the
Advertiser/Company accepts and agrees that in any event, such
renovations are not guaranteed by XCO.

e. SEVERANCE
The various clauses and sub-clauses of this Agreement are
severable and if any provision is held to be invalid or unenforceable
by any court of competent jurisdiction then such invalidity or
unenforceability shall not affect the remaining provisions of this
Agreement which shall remain in full force and effect.

f. WAIVER
The failure by XCO or the Advertiser/Company to enforce at any
time or for any period any one or more of the terms and conditions
of this Agreement shall not be a waiver of them or of the right at
any time thereafter to enforce all terms and conditions of this
Agreement.

g. ENTIRE UNDERSTANDING
This Agreement constitutes the entire understanding of the parties and
supersedes all prior written or oral proposals of agreement
between the parties pertaining to the subject matter.

h. GOVERNING LAW
This Agreement shall be governed by and interpreted in
accordance with the laws of the Republic of Singapore and the
parties hereby submit to the non-exclusive jurisdiction of the
Singapore courts. Except for SMRT Corporation Limited and its
related corporations (as defined in the Singapore Companies Act
(Cap. 50)), any person who is not a party to this Agreement may not
enforce any of its terms under the provisions of the Contracts
(Right of Third Parties) Act.