



SIMMONS (SOUTHEAST ASIA) PRIVATE LIMITED

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NEWS RELEASE

Launch of Simmons Studio, Plaza Singapura - Targets Families and Young Couples & makes mattress buying more convenient for new homeowners

Singapore, Embargoed till 6 March 2021 – As part of growing Simmons brand presence in the marketplace and to make premium, good quality Simmons mattresses more readily available to young couples and families, Simmons has made its mark in the Central part of sunny Singapore, with the introduction of Simmons Studio in Plaza Singapura.

Riding on the success of Simmons Studio, Thomson Plaza, entry into Plaza Singapura enhances Simmons brand footprint. “Simmons brand has evolved as a strong consumer brand. Despite what has happened last year with the demise of Robinsons, Simmons has registered growth in the last quarter of Y2020. It reflected consumers' confidence in Simmons brand and also the recognition of Simmons brand as the leading mattress brand in the industry not defined by geographical locations. In short, this goes to show that consumers recognize our mattress brand more than the store brand and our long-term brand building has helped achieved the desired brand in consumers' mind,” affirmed Ms. Michelle Anne Ng, Senior Marketing Manager, Simmons SEA.

Ms Ng further added, “With Singapore managing Covid-19 well, coupled with increasing foreign investments, the resilient property prices & upcoming completion of BTOs and high disposable income due to borders closure, Simmons is confident and optimistic in our sales across all stores, particularly Plaza Singapura.”

Plaza Singapura is a high traffic mall that is conveniently located at the Dhoby Ghaut MRT station, where three MRT lines cross. With consumers focusing much on health and safety, and having more disposable income, home products are amongst the top of the consumers' shopping list. According to <https://www.statista.com/outlook/247/124/furniture-appliances/singapore>, revenue in Furniture & Appliances segment is projected to reach US\$558m in 2021.



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With the great potential of growth, Simmons Studio will play a crucial role in brand outreach to young couples and families. In terms of product offerings, it has a range of products that include the best-sellers and entry models that are within an affordable price range. The products available include bedding accessories, fully imported models from Japan, exclusive in-house models and the ever-popular BackCare® e-Ion Series.

Simmons Studio concept was first introduced in Y2017. It has a minimalistic look with underlying tones of grey to complement the whites. A specialty bedding retail store, Simmons Studio has an open-door concept to welcome its customers. It is built to be approachable and customers will have ease of stepping in. One can also be assured of the similar service level at Simmons Studio.

Simmons Studio, Plaza Singapura has more grey hues to create neutrality and balance. Nicely styled with Simmons history images, it showcased the importance of Simmons heritage and reflects a nostalgic feel in a modern setting. A kids' corner is created near the entrance with a built-in bunk bed to allow kids to try their share of mattresses. Simmons Studio, Plaza Singapura measures 1205 sqft and is located at 68 Orchard Road, L05-21/22, Singapore 238839. Tel: +65 6235 7791. Operating hours are from 11am to 9pm.

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About Simmons (SEA) Pte Ltd

Simmons is one of the world's largest mattress producers with 150 years of heritage. Maker of Beautyrest®, Beautyrest Black® and BackCare® mattresses, Simmons is also the preferred hospitality partner amongst world-renowned hoteliers, which include Westin Hotels, Marriott Group of Hotels, Marina Bay Sands, Shangri-la hotels and Frasers Hospitality Group. In Asia, the license to manufacture and distribute Simmons products is owned by Simmons Co. Ltd. Japan, a subsidiary of Nifco Inc., a plastic fastening company which is listed on the Tokyo Stock Exchange. Simmons Co. Ltd. Japan owns the perpetual licence to 22 countries in Asia, including Singapore. Simmons edged its presence in Singapore in 1977 and in



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Simmons is committed to developing superior mattresses to promote 8 hours of high performance sleep for our consumers. Because with Simmons Beautyrest innovations and technology, consumers sleep better and be more awake.

Simmons (SEA) Pte Ltd

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