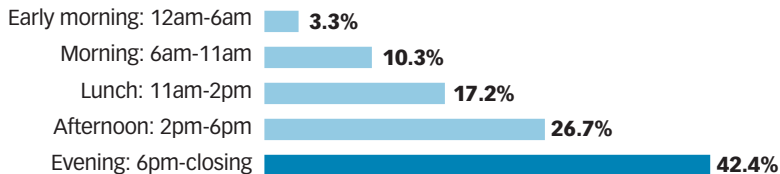
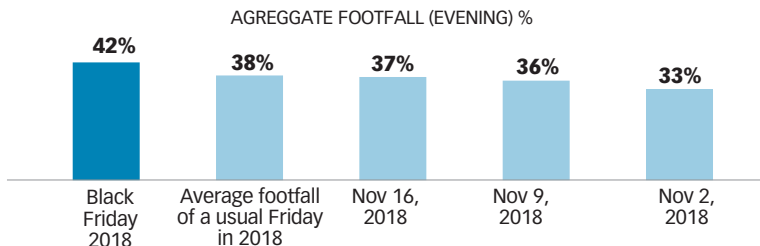


# The Black Friday effect

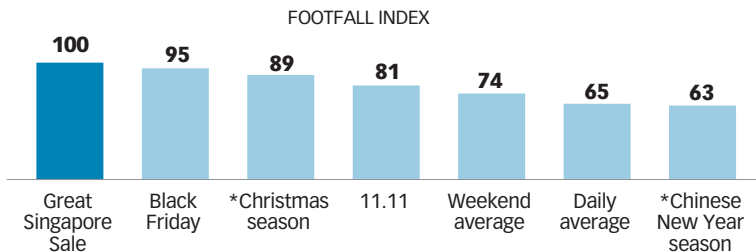
Footfall to Orchard Road malls by time of the day on Black Friday in 2018, based on time of arrival



Proportion of total visitors in the day arriving in the evening (6pm – closing): 2018 Black Friday vs 3 other Fridays in November vs Average based on all Fridays in 2018



Footfall comparison across key retail days in Singapore vs daily average vs weekend average



Note: Footfall is shown as relative average footfall on the particular day and indexed with the highest footfall as the base. The Great Singapore Sale (GSS) kicked off from Jun 8 to Aug 12 in 2018 and CBRE took the highest footfall during this period for the analysis.

\*For Christmas and Chinese New Year, CBRE took the footfall on the Sunday before the celebrated day.