

**GET.com Launches GETdeals™ App –  
First And Only Mobile App in Singapore That Shows  
The Widest Range of Credit Card Deals**

*GETdeals™ app features more than 2,300 credit card deals using a location-based search engine, making it easy and convenient for consumers to locate deals on the go*

Singapore, 21 July 2015 – Personal financial comparison startup GET.com Pte. Ltd. announced today the launch of its GETdeals™ app, which is the first and only mobile app in Singapore that features the widest range of credit card deals. The app shows more than 2,300 credit card deals from all major banks in Singapore and automatically displays up-to-date card offers based on proximity to the user. The all-in-one app allows cardholders to enjoy the ease and convenience of locating relevant credit card discounts and privileges on the go. The GETdeals™ app is available for download free on the Apple App Store and Google Play for iPhone and Android phone users.

The creation of GETdeals™ app stems from Singaporeans' love for convenience and getting the best value for their money. The app comes in handy for Singapore credit consumers who own an average of six credit cards per individual<sup>1</sup>, with some holding cards from multiple banks. These cardholders no longer need to download multiple banking apps or refer to several different websites to suss out credit card deals that they are entitled to. Instead, they only need to use the GETdeals™ app to conveniently access the most comprehensive and up-to-date credit card offers available in the market.

Besides, the use of a mobile app to convey useful money-saving tips for one's purchases resonates well with Singapore consumers. According to the recent Consumer Barometer research released by Google<sup>2</sup>, Singapore was reported to have the highest smartphone adoption rate in the world at 85%. The survey also noted that 48% of Singaporeans researched products on their smartphones before buying, and 35% of Singaporean smartphone users used their phones at some stage in the buying process of the last item they bought - among the highest rates globally.

Some key features of the app, in greater detail:

**Simple and intuitive user interface**

● **Overview screen gives quick access to deals near you**

Upon opening the app, the user will be able to view at a glance all available credit card deals, automatically listed in a logical order of nearest to furthest distance from the user. The key features of the deals -

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<sup>1</sup> <https://secure.mas.gov.sg/msb-xml/Report.aspx?tableSetID=I&tableID=I.17> (According to May 2015 figures - there were 9,721,768 credit cards in circulation in Singapore.)

<http://www.straitstimes.com/business/10-billion-in-outstanding-credit-card-loans-by-christmas> (Extracted from the article: "According to figures from Credit Bureau (Singapore), there were nearly 1.58 million credit card consumers as of October (2014)")

<sup>2</sup> <http://googleasiapacific.blogspot.sg/2014/10/asias-mobile-first-world.html>;

<http://www.digitalnewsasia.com/mobile-telco/asian-smartphone-use-eclipsing-the-west-google-tns-survey>;

<http://www.straitstimes.com/news/singapore/more-singapore-stories/story/six-favourite-things-singaporeans-do-using-their-smartph>;

<http://www.todayonline.com/singapore/spore-number-one-smartphone-adoption-google-study>

merchant's name and address, type of offer and establishment, and brand of credit card issuer - are prominently displayed on the overview screen.

- **Useful information on individual deals easily accessible**

Users can tap on individual deals to get more details including a list of all locations offering a specific deal, terms and conditions of the deal as well as see the original deal on the card issuer's website. By tapping on the "call" icon or "GO" icon shown beside each deal location, the user will be able to make a quick call to the merchant or get directions to the venue via google maps. All these functions are available within the same app.

### **Customisable search methods**

- **Locate relevant deals using map view, keyword search or categories filter**

Users can tap on the map icon on the overview screen to see available deals nearby, with colour-coded icons depicting the type of establishment. They can zoom in and out of the map to see the deal's location or view other deals in the area. They can also tap on individual icons to check out the deal specifics.

The app's search field function allows users to quickly and easily view specific credit card offers that they may be interested in, simply by keying in the merchant's name.

Alternatively, users can tap on the app's menu bar to filter the types of deals - by categories and card issuers. There are a total of six categories of merchants namely, Entertainment, Food & Beverages, Health & Fitness, Petrol, Shopping and Travel, as well as more than 10 card issuers including all the major banks in Singapore to choose from. Any selection by the user will be saved on the mobile device such that the previous search filters will be reapplied automatically for subsequent use.

### **Interactive and engaging platform**

- **Go viral on newfound deals via preferred social platform**

Users can instantly share their favourite or recommended deals with friends and loved ones via a variety of social platforms such as Facebook, Whatsapp, Email or SMS. A website link is automatically included in the message shared to enable easy access to the details of the deal.

Mr Pedro Pla, co-founder and CEO of GET.com, said: "When we first toyed with the idea of developing a money-saving tool that is both unique and useful, we were motivated by the factors that drive the purchase decision of a typical Singapore consumer – one who is constantly on the lookout for all things cheap, good and fast. Bearing this in mind, we decided to come up with an app that is able to do just that, one that brings together the most up-to-date and comprehensive credit card deals to help people identify value-for-money offers right at their fingertips."

Ms Grace Cheng, co-founder and Editor-in-Chief of GET.com, added: "The GETdeals™ app is a natural extension of our personal finance comparison website GET.com, which is all about providing relevant information, tools and deals to help consumers make informed choices about spending and saving money. We urge fellow Singapore consumers to make full use of the app to seek out good bargains for their everyday purchases, and to enjoy sharing their finds with one another in the process."

## **About GET.com**

GET.com is a personal finance comparison website that allows consumers to easily compare a broad range of financial products to get the best value-for-money offer for their lifestyle needs. The company differentiates itself in the personal finance comparison industry using its unique and powerful 3T's formula, namely Technology, Transparency and Teamwork.

GET.com's proprietary technology platform allows consumers to assess real-time information on credit cards, insurance and loans, and compare the financial products available in the market at their fingertips. In ensuring transparency on its websites, GET.com makes a conscious effort to maintain a comprehensive database of financial products for comparison, and openly discloses the names of partners and its comparison criteria. As a true reflection of the company's culture of innovation and flexibility, its global team of go-getters uses technology to its limits in communicating and collaborating with one another, despite coming from diverse areas of expertise and geographic locations spanning the United States, Europe and Singapore.

Started in the United States in 2011, GET.com features over a thousand personal financial products and deals from leading financial institutions and merchants. It automatically updates information on more than 600 credit cards in its comparison database in the United States and more than 130 credit cards in Singapore. The credit cards are objectively rated based on their features, interest rates and fees. In line with helping consumers make informed decisions on their personal finances, the GET.com editorial team also contributes regular reviews on the products in its comparison database, and shares insights into relevant personal finance topics close to consumers' hearts.

Over the years, GET.com has established itself as a trusted source in the personal finance comparison space, with over 200,000 Americans having signed up for credit cards through the website since 2011. It has quickly gained a strong presence in Singapore since launching the local comparison website in early 2015. GET.com and its founders have been featured in various international media including Financial Times, Chicago Sun Times, ABC News, The Straits Times, The Sunday Times, The Business Times, Lianhe Zaobao, Channel NewsAsia and AsiaOne.

For more information, please visit [get.com](http://get.com).

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