

## [Deals] 7-Eleven Supercharges Customer Experience and Convenience in Singapore with Just One App

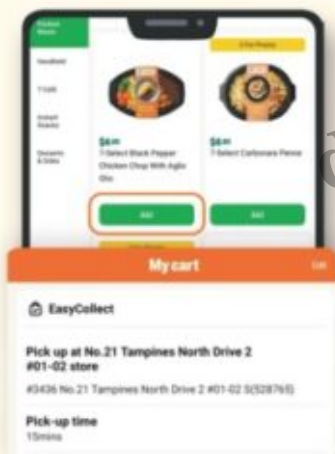
### Description

*The 7-Eleven mobile app offers customers savings, exciting rewards and a seamless shopping experience, wherever they go*

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# SHOP, SAVE, COLLECT

with just one  app



Order ahead, pay and  
collect seamlessly.



Collect stamps with  
purchase of selected  
products. Collect  
enough stamps and  
redeem **FREE!**



Bulk buy vouchers  
and enjoy up to **57% off.**  
Redeem it in any store,  
anytime!



Link to your  
yuu account to earn  
yuu points!

**Singapore, 27 February 2025** – Get ready, Singapore, 7-Eleven is levelling up convenience with the launch of its brand new mobile application! Packed with a curated suite of offerings, the app helps customers save time and grab great deals while unlocking fun perks – all at their fingertips! Designed to fit seamlessly into customers' daily routines, the 7-Eleven mobile app boasts a user-friendly interface packed with features including:

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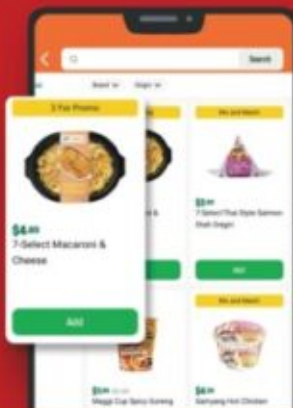
# Y so stress? Just chope with EasyCollect!

Shop conveniently with EasyCollect

STEP 1

## ORDER

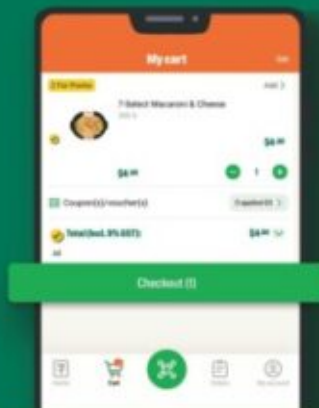
Browse and  
ADD to cart.



STEP 2

## PAY

CHECKOUT and  
pay easily.



STEP 3

## COLLECT

your READY-PACKED  
orders.



ORDER AHEAD, PAY & COLLECT  
**SEAMLESSLY**



Download  app now!


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- **EasyCollect:** The ultimate in convenience-on-the-go, EasyCollect enables customers to order and pay ahead on the app, and pick up the items from over 450+ 7-Eleven stores islandwide in just 3 simple steps. Be it quick snacks, ready-to-eat meals or daily essentials, EasyCollect helps customers save time and shop effortlessly as they go about their busy days. [Liquor](#) and [tobacco](#) sale laws apply.



- **SaverStamps:** Loyalty just got more rewarding! With SaverStamps, customers can collect stamps with every in-store or Easycollect purchase of selected products in the stamp reward programme via the app, including 7Cafe beverages, sandwiches, ready-to-eat meals and onigiris. Customers can also redeem 5 or 7 SaverStamps for a free product while unlocking exclusive rewards – an absolute value-for-money experience.



The graphic features a green background with an orange top-left corner. In the top-left corner, the 7-Eleven logo is next to the text 'app EXCLUSIVE'. In the top-right corner, the text 'VALUE PACKS' is displayed in large, white, bold letters with a yellow star above the 'V'. On the left side, the text 'BULK BUY VOUCHERS, SAVE & REDEEM ANYTIME!' is written in large, white, bold letters, with 'SAVE' in yellow. On the right side, a smartphone displays the 7-Eleven app interface, showing a search bar at the top and a grid of product bundles. Each bundle includes a product image, a discount percentage (e.g., 19%, 21%, 57%, 48%, 41%), a price (e.g., \$25.00, \$22.00, \$19.00), and a description (e.g., 'x10 Vouchers - Betagro Chicken Breast', 'x10 Vouchers - Hanjuku Eggs 100g', 'x10 Vouchers - Betagro Sausage'). Each bundle has a green 'View' button below it. A diagonal watermark reading 'default watermark' is visible across the center of the graphic.

T&Cs apply. View full list of T&Cs in the 7-Eleven SG app.

- **ValuePacks:** Love a good deal? ValuePacks allows users to bulk-buy vouchers on the app for their favourite items and redeem them anytime, anywhere! Perfect for multi-item purchases, ValuePacks unlocks smart savings by enabling users to pre-pay and purchase their favourite 7-Eleven items in bundles. From must-have snacks and drinks to everyday essentials, including the fan-favourite Betagro Chicken (10 pieces for just \$25) and Hanjuku eggs, ValuePacks offers unbeatable deals on items customers love!
- **Kawaii Collection:** Looking to build that collection? Get first dibs to an irresistible lineup of 7-Eleven licensed merchandise featuring Pokémon, Sanrio characters favourites, Crayon Shin-chan, Peanuts, and more with the Kawaii Collection feature. Expand your collection effortlessly with just a few clicks!

That's not all, the app also seamlessly links the yuu Rewards Club, making it easier than ever to rack up points while shopping. Customers who link their yuu ID can earn points and boost savings on their purchases, earning 1 point for every \$1 spent!

"7-Eleven is synonymous with convenience – be it in the bustling business district or Singapore's heartlands, we're always here and always near. We wanted to elevate convenience for our customers by bringing our stores, products and offerings even closer to them through EasyCollect and help them save money through our SaverStamps and ValuePacks- whether they shop with us in-store or online. We always aim to deliver the convenience and value our customers seek, wherever they go.," said

Anushree Khosla, Managing Director of 7-Eleven Singapore.

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A vibrant promotional graphic for the 7-Eleven Singapore app. The background is green with diagonal orange and red stripes. On the left, a smartphone displays the app's interface with icons for 'Hi!', 'SaverStamps', 'EasyCollect', 'ValuePacks', 'Kawaii Collection', and '7 app EXCLUSIVE'. A pink speech bubble with a star says 'NEW'. To the right, the text 'EH 🙄 y u never download the 7 app?' is displayed. Below this, a QR code is shown with the text 'Download now!'. At the bottom, two large yellow coupon cards are featured: '\$3 OFF \$15' and '\$5 OFF \$25', both labeled 'EASY COLLECT'. A diagonal watermark 'default watermark' is visible across the center.

**NEW**

Hi!

SaverStamps

EasyCollect

ValuePacks

Kawaii Collection

7 app EXCLUSIVE

EH 🙄 y u never download the 7 app?

Download now!

**WELCOME COUPONS**

**\$3 OFF \$15** EASY COLLECT

**\$5 OFF \$25** EASY COLLECT

T&Cs apply. View full list of T&Cs in the 7-Eleven SG app. Welcome coupons will be available for new downloads starting 19th February, while stocks last. 7-Eleven Singapore reserves the right to modify or terminate the welcome coupons mechanics, its terms or redemption option at any time without prior notice.



Available for download from the Apple App Store (iOS) and Google Play Store (Android), be among the first to download the app and stand to receive exciting welcome coupons such as \$3 off a minimum spend of \$15 and \$5 off a minimum spend of \$25 – for a limited time only!

To celebrate the launch, 7-Eleven is also dropping a new jingle, teaming up with one of Singapore's biggest YouTube sensations, Jian Hao Tan. "Just One App" rolls out across all 7-Eleven social media channels including YouTube, TikTok, Instagram and Facebook.

For more promotions and updates, stay tuned to [7-Eleven Singapore Facebook](#), [7-Eleven Singapore Instagram](#), [7-Eleven TikTok](#) pages and [7-Eleven Singapore Telegram](#) channel.

*For the latest deals and content, join our Telegram channel [here](#) today!*

**Date Created**

28/02/2025

**Author**

hamimah

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