

SimplyGo Adventure Quest Launches 1 June: Earn Rewards and Collectibles Just by Commuting

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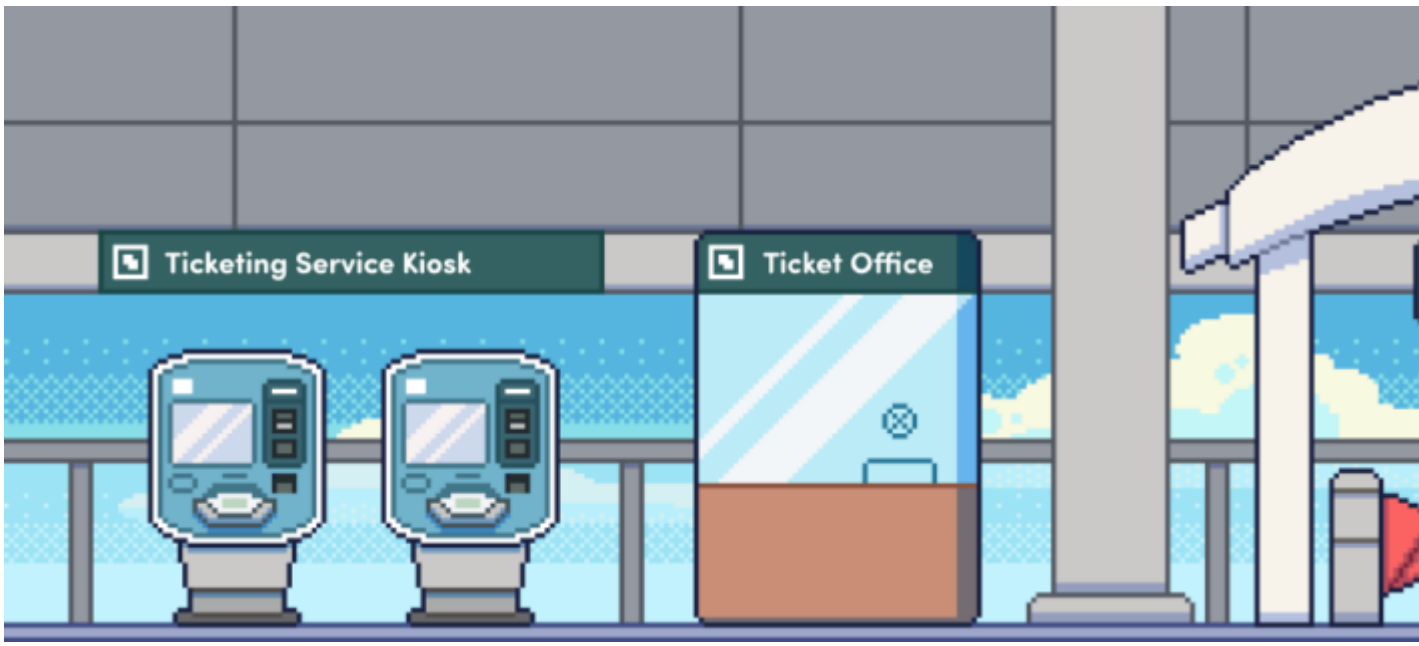
If your kids have been begging you for a reason to ride the MRT this June holidays, hereâ??s one that might actually convince them: your EZ-Link card is now the key to an islandwide adventure game. From **1 June 2026**, SimplyGo is launching **SimplyGo Adventure Quest** â?? a transport-themed quest that turns everyday commuting and spending into missions, rewards, and collectibles inspired by Singaporeâ??s public transport culture.

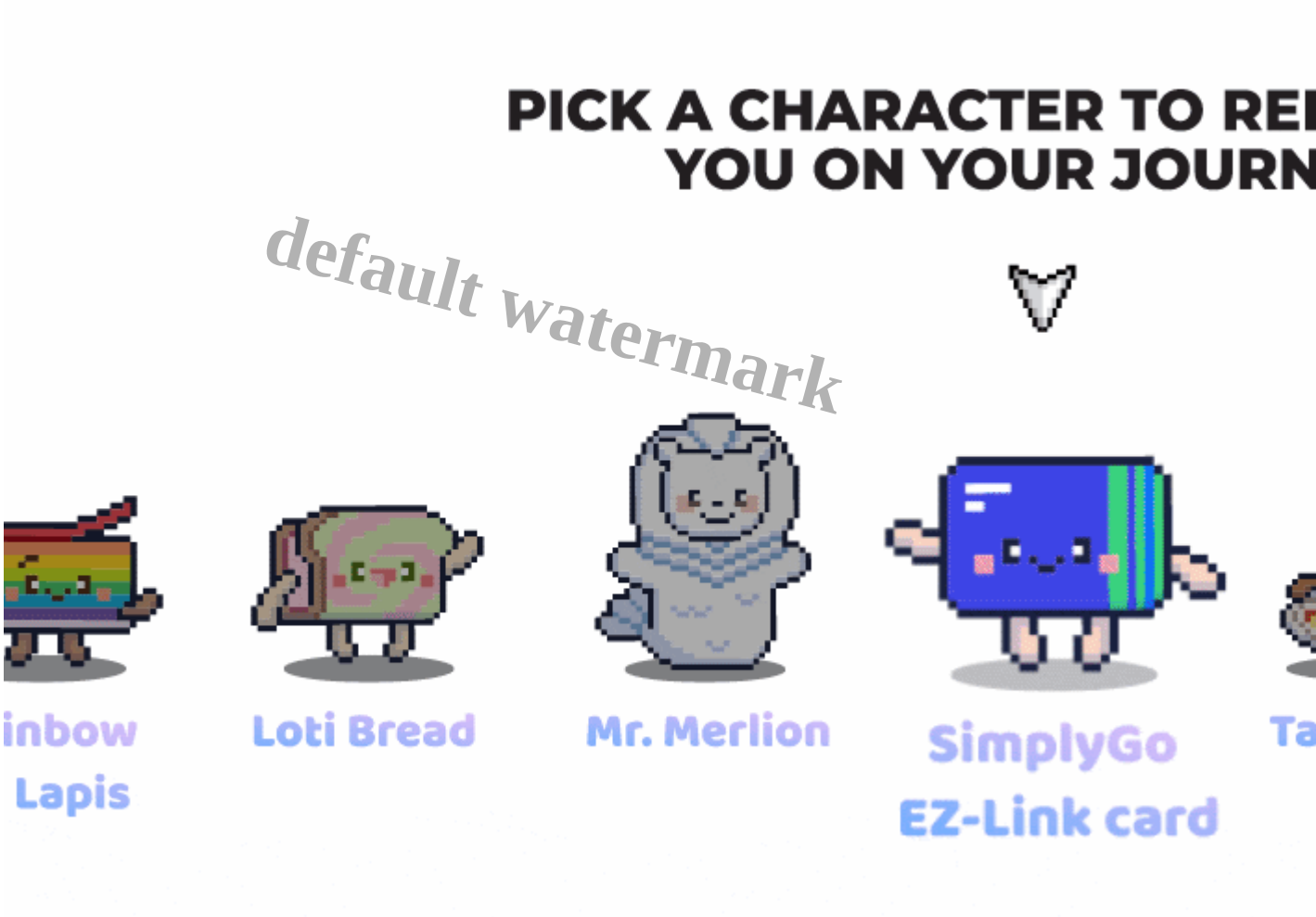


SimplyGo Adventure Quest â?? turning your daily commute into an islandwide game from 1 June 2026

What Is SimplyGo Adventure Quest?

SimplyGo Adventure Quest gamifies your daily commute. Using your **SimplyGo EZ-Link card** or **SimplyGo Concession card**, you earn rewards by taking buses and trains, making retail payments via SimplyGo, and completing in-app mini missions scattered across the island. Think of it as a real-world RPG â?? except your characterâ??s map is the entire Singapore public transport network.

Rewards include **cashback**, **merchant vouchers**, and **limited-edition Mr. Merlion & Friends merchandise** exclusive to the campaign. There are also **QR code stamp hunts** at all SimplyGo Ticket Offices and Ticketing Service Centres, encouraging players (and their families) to explore different corners of Singapore by train and bus.



Complete missions, collect stamps, and win rewards across Singaporeâ??s transport network

Who Can Join?

The Adventure Quest is open to all SimplyGo cardholders â?? whether youâ??re commuting as an adult, a student, a National Serviceman, a senior citizen, or a person with disabilities. The eligible card types are the SimplyGo EZ-Link card and the SimplyGo Concession card.



SimplyGo EZ-Link Card

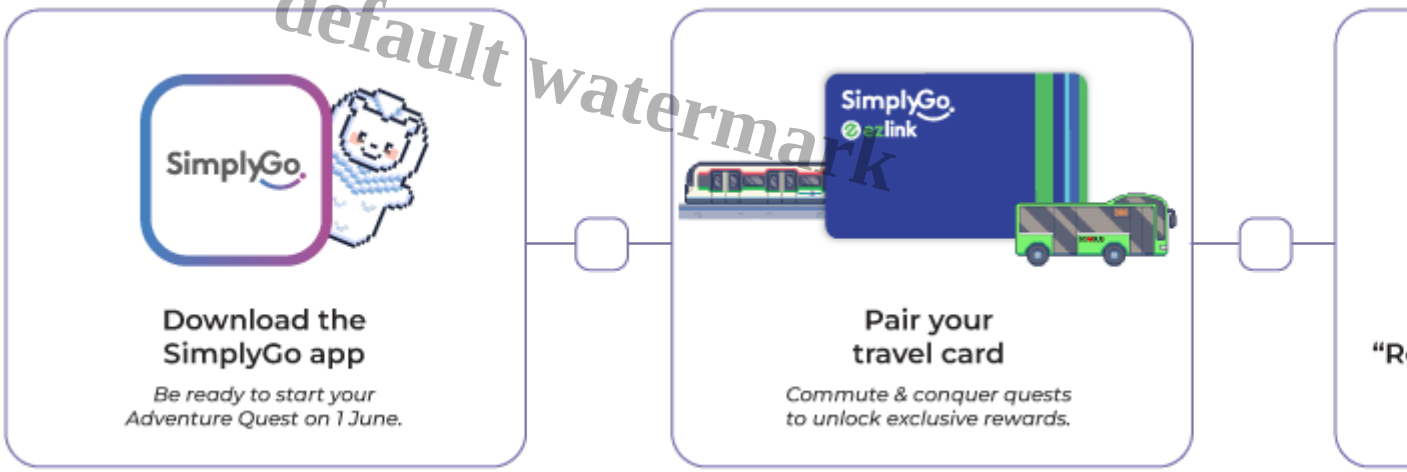


SimplyGo Concession card
Adults | Children and Students | National Serviceme
Persons with Disabilities | Senior Citizens

Both the SimplyGo EZ-Link card and SimplyGo Concession card are eligible for the Adventure Quest

How to Get Started Before 1 June

To be ready when the game launches, complete these steps before 1 June:



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Three steps to have ready before the Adventure Quest launches on 1 June

1. **Download the SimplyGo app** â?? available on the App Store and Google Play
2. **Pair your travel card** to the app â?? this links your EZ-Link or Concession card to your profile
3. **Turn on â??Receive marketing messagesâ?•** in your app settings â?? this keeps you updated on rewards, prizes, and game progress

Win Exclusive Mr. Merlion & Friends Merchandise

Beyond cashback and vouchers, top rewards include limited-edition collectibles from the **Mr. Merlion & Friends** range â?? the campaignâ??s mascot characters inspired by Singaporeâ??s transport icons. Merchandise includes plushies, keychains, sticker packs, coasters, and fridge magnets. These are available only through the Adventure Quest, making them genuine collectibles for both kids and transport enthusiasts.



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The exclusive Mr. Merlion EZ-Link plushie â?? one of the limited-edition collectibles available through SimplyGo Adventure Quest

Bugis+ Pop-Up: 15 June â?? 5 July 2026

Beyond the app, the Adventure Quest spills over into the real world with a **pop-up event at Bugis+ Level 1 Atrium from 15 June to 5 July 2026**. If youâ??re heading to Bugis+ with the family during the June school holidays, this is worth a detour â?? thereâ??ll be activity booths, photo opportunities against transport-themed backdrops, a QR mission to complete on-site, merchandise for purchase, and on-the-spot prize redemptions.

SimplyGo Adventure Quest: What You Need to Know

- **Game launch:** 1 June 2026
- **Eligible cards:** SimplyGo EZ-Link card and SimplyGo Concession card
- **How to play:** Commute, make retail payments, complete in-app missions, hunt QR stamps islandwide
- **Rewards:** Cashback, merchant vouchers, limited-edition Mr. Merlion & Friends collectibles
- **Bugis+ pop-up:** 15 June â?? 5 July 2026, Level 1 Atrium
- **To receive notifications:** Enable â??Receive marketing messagesâ?• in your SimplyGo app settings

For full campaign details and to download the SimplyGo app, visit www.simplygo.com.sg/adventure-quest.

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