

Examples of companies joining the Government in providing support to families

About mothercare

Mothercare, started by Kim Hin International (KHI), began trading in Singapore in 1984. Today, we have 11 stores island-wide. With the largest range of mother and baby equipment in Singapore, we showcase a comprehensive and wide variety of products ranging from children's furniture, strollers and car seats, to baby & kids' fashion and toys.

Here at mothercare, we pride ourselves on having both the products and the people to assist our customers in this rewarding experience, called parenting. In 2019, we revamped our mega store located at HarbourFront Centre to feature our first experiential concept store globally. The 10,000 sqft store promises shoppers a visual and tactile experience that will help them make better purchasing decisions. The incorporation of 'real life' elements – such as stroller test tracks, weighted baby dolls, and airplane overhead cabins – allow shoppers to properly test out products before purchasing them; inspirational nursery room sets let parents envision how the new additions to their nests may look like.

mothercare is Made For Families

In support of the Made For Families (See [Annex 1](#) for more information about the Made For Families initiative), mothercare will be giving away their [VIP membership](#) to all Singaporeans who are giving birth over the next 12 months. This will entitle them to special discounts. In addition, mothercare has put together several special deals on baby essentials to assist parents better manage costs.

Besides products, mothercare also pride ourselves as a **progressive workplace**, and this is evinced by our male:female employee ratio (30:70), as well as our high women composition in the management (75%). Many of our female HODs also take on positions which are not traditionally filled by females, such as our CFO and our Warehouse Manager. We are also very encouraging of new mums returning to the workforce. Besides the strong support that we offer, both in terms of staff benefits and the flexible work arrangements, we have also been hiring actively in the last six months (in spite of the tough market for job seekers) – our new Head of Marketing and IT Solution Analyst both just joined us after having delivered not more than six months at their point hire.

Examples of our inclusive HR policies include

- **Maternity Benefits**
 - All confirmed employees with a new born will be able to claim up to S\$300 worth of Mothercare purchases.
- **Staff Benefits for new parents and existing breastfeeding parents**

MEDIA FACTSHEET

- New parents will be issued a set of Loveamme Pump of their choice.
- For existing parents who are still breastfeeding their child, the parents are also entitled to a set based on own choice too.
- **Flexi-work Arrangement**
 - Flexi-Time
 - Flexible work schedule with a band of two hours for work start and stop time. Employees eligible can opt to either:
 - Start work up to two hours earlier and therefore stop work two hours earlier; or
 - Start work up to two hours later and therefore stop work two hours later.
 - Flexi-Place (Telecommuting)
 - Employees work from home with company assigned laptops and equipment.
 - Regular Part-time
 - Employees working less than 35 hours per week on regular basis for employees with family commitment

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ShopBack

ShopBack is the largest rewards and discovery platform in Asia-Pacific. First launched in Singapore in 2014, ShopBack has since expanded its reach to nine markets. It is the first stop of a consumer's shopping journey, helping users make better purchase decisions and shop 'The Smarter Way'. ShopBack gives users cashback, while delivering performance-based marketing with high and measurable ROI to merchants. In Singapore, the company has also extended its service offering with ShopBack GO, an app-based rewards platform for in-store shopping, dining, and entertainment.

ShopBack is Made For Families

ShopBack is constantly looking for more ways to simplify the shopping experience and drive value to consumers through additional savings on time and money. This is especially important and relevant for families who are going through difficult times now. ShopBack is thrilled to be participating in the Made for Families initiative (See **Annex 1** for more information about the Made For Families initiative) to help build a conducive ecosystem that supports families in Singapore. ShopBack offers the best deals and cashback promotions, both online and offline, throughout the year. Shoppers can also visit ShopBack's 10.10 [campaign page](#) to view a curation of exclusive deals and stay updated on new events. Shoppers also enjoy greater savings from a variety of brands, including family favourites such as Fairprice, Pupsik, Watsons, Brands, and many more.

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Shopee

Shopee is the leading e-commerce platform in Southeast Asia and Taiwan. It was launched in 7 markets in 2015 to connect consumers, sellers, and businesses in the region. Shopee offers an easy, secure, and engaging experience that is enjoyed by millions of people daily. It offers a wide product assortment, supported by integrated payments and logistics, as well as popular entertainment features tailored for each market. Shopee is also a key contributor to the region's digital economy with a firm commitment to helping brands and entrepreneurs succeed in e-commerce.

Shopee is a part of Sea Limited (NYSE:SE), a leading global consumer internet company. In addition to Shopee, Sea's other core businesses include its digital entertainment arm, Garena, and digital financial services arm, SeaMoney. Sea's mission is to better the lives of consumers and small businesses with technology.

Shopee is Made For Families

Shopee has always believed that e-commerce is for everyone and will do our part to ensure that families are able to reap the invaluable benefits of e-commerce. Our very own membership based Shopee Mum's Club provides users exclusive access to the best Toys, Kids, and Babies' category deals, vouchers, and tiered benefits based on participation. In full support of the Made For Families initiative (See **Annex 1** for more information about the Made For Families initiative), Shopee will also be curating special deals and discounts aimed at benefiting families and young children.

As an employer, Shopee places a great emphasis on inculcating family-friendly work practices and cultivating a family-oriented culture. This includes flexible working hours for mothers and the freedom to spread our maternity leaves over a period of time instead of block clearance. Shopee also has a working mothers group to encourage mothers at Shopee to get together to discuss new ways in which the organisation can support them in juggling their vital roles both at Shopee and at home.

Together with the Made For Families initiative, Shopee will continue to do its part to encourage a family-first culture - something we firmly value.

About Made For Families

Launched in June 2020, “*Made for Families*” is a new brand mark that represents the different ways - big and small - in which Singapore supports families. An initiative by the National Population and Talent Division (NPTD) in the Strategy Group, Prime Minister’s Office, *Made For Families* aims **to assure families in Singapore of support from the government and community at large**. We also hope to call out to more employers, corporate and community partners to contribute, and collectively build a conducive ecosystem that supports families in Singapore.

Employers, corporates and community groups can apply to adopt the Made For Families brand mark if they have implemented family-friendly practices at the workplace, and/or offer initiatives, programmes, products or services that facilitate child-raising and help parents to manage parenthood. Businesses that help to ease couples’ financial concerns about having a child and defray child-raising costs, such as by offering discounts on essential items / services can request to be considered Made For Families. Government programmes that help couples marry, start and bring up their families will also be identified as reasons why Singapore is Made for Families.

More information on Made For Families can be found at go.gov.sg/MadeForFamilies.