



A full set of Hello Kitty EZ-Charms.



An EZ-Link card with the SG50 design.

# Hello Kitty is the EZ Way to Go

By **Won Xue Li**  
Epoch Times Staff

Commuters in Singapore have never seen the likes of Hello Kitty being tapped on buses, trains and taxis, but it is now the new way to travel.

EZ-Link Pte Ltd, Singapore's largest issuer of CEPAS-compliant cards, has just launched the new Hello Kitty EZ-Charms, a trinket to hang on mobile phones or wallets.

These new EZ-Charms are used in the same way as the existing EZ-Link cards, and can be used on buses, trains, taxis, and for shopping and dining. They can also be topped up at all EZ-Link card channels.

Hello Kitty has been chosen to be the design of the first EZ-Charm. The mouthless feline has been tremendously popular among Singaporeans, as seen in the regular island-wide craze over McDonald's Hello Kitty figurines. It comes in four designs: red (white face with red bow), blue (white face with blue bow), pink (white face with pink bow) and black (black face with gold bow). At just 3.3cm wide, it is also very handy.

On top of commuting, a new reward system has been established to reward commuters for every trip

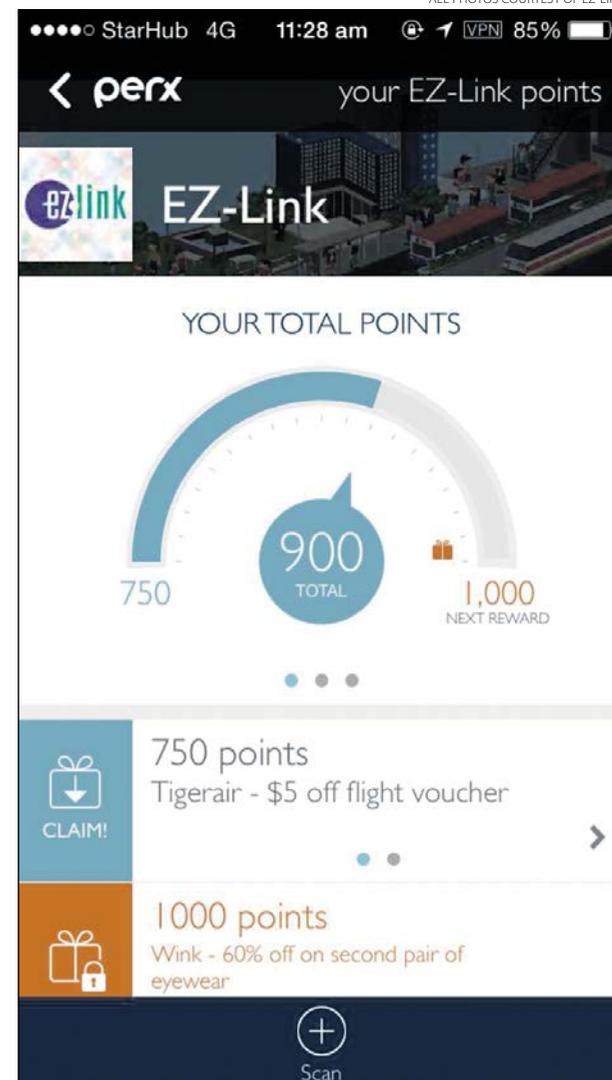
they make on SMRT/SBS buses and trains with the new EZ-Link Rewards scheme. Users simply have to download the mobile app Perx from Google Play Store or Apple App Store. Users can automatically earn points, as well as enjoy rewards and deals, by linking their EZ-Link cards (via the 16-digit CAN ID) to Perx.

A trip with an adult EZ-Link card earns 25 points, while trips with EZ-Link co-brand cards including EZ-Link Imagine American Express® Prepaid Card, FEVO Prepaid MasterCard® Card, M1 Prepaid MasterCard® Card, PASSion Card, DBS Live Fresh card, POSB Everyday card, PASSion POSB Debit card and Citibank SMRT card earn 50 points.

According to Mr Nicholas Lee, Chief Executive Officer of EZ-Link Pte Ltd: "Our aim is to push through boundaries to make every tap with EZ-link a rewarding and fun experience. The launch of EZ-Charms is significant as it represents a breakthrough in technical limitations and opens up many new possibilities for fashionable products in the future.

"On the other hand, with the new EZ-Link Rewards Scheme with Perx, EZ-link users will be rewarded for something they do every day - taking trains and buses."

ALL PHOTOS COURTESY OF EZ-LINK



Screenshot of Perx, the app hosting the EZ-Link Rewards scheme.