

## Annex – Information on LTA x BreadTalk collaboration




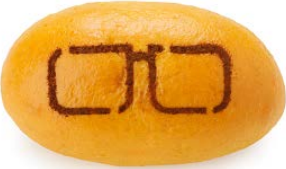
### LTA x BreadTalk Collaboration

To celebrate the 10th year anniversary of the Thoughtful Bunch, LTA partnered with homegrown bakery BreadTalk to develop fresh and delightful bun creations inspired by characters of the Thoughtful Bunch, ambassadors of the Graciousness Campaign.

Leveraging BreadTalk's strong reputation in developing novel flavours for their bread and cakes, each creation is not only delectable but also serves as a reminder to commuters to embrace the spirit of graciousness in public transport, making our daily rides more enjoyable.

This collaboration will run from 1 to 31 October 2024 with nine new time-limited bakes for sale. These bakes will be available at all BreadTalk outlets except 313@Somerset, Great World, Marina Bay Link Mall, Raffles City, Rivervale Mall, Sixth Avenue, The Centrepoint and Zhongshan Mall.

In addition to the buns inspired by the five Thoughtful Bunch characters, BreadTalk has also produced four special creations for the celebration: Thoughtful Push Pops, Thoughtful Sea Salt Cheesecake, Thoughtful Cottony Cakes and Thoughtful Sharing Toast.

<p><b>Strawberry Dream</b> 草莓梦 (Stand-up Stacey)</p> 	<p>Inspired by Stand-Up Stacey's flower hair clip and her love for all things pink and purple, this Strawberry Dream is a delightful pink creation filled with luscious strawberry custard. It's the perfect sweet and fruity treat to perk up your day!</p>
<p><b>Golden Mochi</b> 黄金麻薯 (Move-in Martin)</p> 	<p>As round and poofy as Move-In Martin's signature hairstyle, this Golden Mochi Bun also sports the same glasses as Martin. Filled with your favorite stretchy mochi and pumpkin filling, it's a treat Martin can't wait for you to try!</p>

<p><b>Chocolate Boluo</b> 巧克力菠萝 (Give-way Glenda)</p> 	<p>Give way for the arrival of Chocolate Boluo bun with soft and fragrant pandan bun alongside signature custard cream filling. Not forgetting the crunchy chocolate boluo topping, modelled after Glenda's curly hair.</p>
<p><b>Thai-Style Tuna</b> 泰式鮪魚 (Bag-down Benny)</p> 	<p>Put your bag down and get your tuna fix with the bun inspired by Bag-Down Benny's sweater. It's perfectly spiced with Thai-style tuna filling to add a kick to your day!</p>
<p><b>Yammy Yam</b> 香浓香芋 (Hush-Hush Hannah)</p> 	<p>Experience Hush-Hush Hannah's passion for music with this bun, topped with musical notes and an earpiece design filled with fragrant yammy yam. Treat yourself to this harmonious blend and grab one today!</p>
<p><b>Thoughtful Cottony Cakes</b> 彩虹棉花蛋糕</p> 	<p>Perfect for sharing with family and friends, Thoughtful Cottony Cakes features a variety of mini cottony cakes, each with a unique flavor, just like the distinctive Thoughtful Bunch characters. With flavours like blueberry, kaya, orange, speculoos, and strawberry, there's something for everyone to enjoy!</p>

<p><b>Thoughtful Sea Salt Cheesecake</b> 彩虹乳酪</p> 	<p>Crowd favourite Sea Salt Cheesecake in rainbow colours to brighten up your day just like how the Thoughtful Bunch characters bring joy to your public transportation rides. Share it with someone special and spread the joy!</p>
<p><b>Thoughtful Push Pop</b> 彩虹推推乐</p> 	<p>Make every ride as enjoyable as our Thoughtful Push Pops! Filled with five layers, each representing the different Thoughtful Bunch characters to make each ride more enjoyable just like how each layer of the push pop is a joy to bite into.</p>
<p><b>Thoughtful Sharing Toast</b> 彩虹吐司</p> 	<p>Sharing is caring, and sharing rides with other commuters can be a breeze when you follow the Thoughtful Bunch on your journey. Share this soft and fluffy Thoughtful Sharing Toast with your friends and family to spread the word!</p>

### **About BreadTalk**

BreadTalk is a distinctive, award-winning Singapore brand that has gained international appeal for its signature Flosss. With the belief that every bun has a life of its own and a story to tell, BreadTalk is renowned for the way it has revolutionised the culture of bread consumption with creativity and innovation.

BreadTalk has earned both industry and consumer recognition for its brand efforts. Its international brand accolades include its success at the prestigious World Retail Awards 2014 in Paris; and World Branding Awards for “Brand of the Year” in the Bakery Category in 2014, 2016, 2017, 2018, 2021 & 2022.

Other wins include consecutive accolades in the “Five Star Diamond Brand Award” by the World Brand Laboratory in Shanghai and “Top Brand” by the Influential Brands Awards in Singapore from 2013 to 2015 & 2022.

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