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Alibaba Cloud, National University of Singapore, and EZ-Link Collaborate to Advance Singapore's Digital Economy

Singapore, 16 January, 2017 – Alibaba Cloud, the cloud computing arm of Alibaba Group, the National University of Singapore (NUS), and EZ-Link, Singapore's largest issuer of Contactless e-Purse Application (CEPAS) compliant cards, today signed a Memorandum of Understanding to collaborate and boost Singapore's smart computing and data-driven capabilities.

The collaboration between the three organizations will bolster the University's data science curriculum and pave the way for a pilot data analytics project with EZ-Link. It will also help build local IT skillsets, meet enterprise demands and support the research and development of advanced technologies in the Big Data era.

Mr. Ethan Yu, Vice President of Alibaba Group and General Manager of Alibaba Cloud Global said, "Singapore has been a pioneer in fostering innovation and technological disruption in Asia, and we are proud to contribute to the nation's development through our partnership with NUS and EZ-Link. By leveraging the expertise of academia, the government and enterprises, we intend to raise the bar in nurturing talent, business and communities to reach new frontiers of the digital economy."

Alibaba Cloud will contribute USD500,000 in cloud credits towards the use of its cloud platform and data centres by students and researchers from NUS for academic and research purposes. IT experts from Alibaba Cloud will also offer hands-on lessons on the use of Alibaba Cloud's platform for NUS staff and students.

In addition, Alibaba Cloud and NUS will collaborate in the areas of cloud computing, big data analytics, artificial intelligence, cybersecurity, quantum computing, and interactive digital media, as well as identifying opportunities for joint research projects and information exchange.

"NUS contributes to Singapore's vision of becoming a digital economy through our University's strengths – creating value through fundamental and applied research, and training the next generation of digital talent. By working with Alibaba Cloud, a global cloud leader, we can tap into its extensive ecosystem and technology capabilities for these efforts. The partnership with Alibaba Cloud and EZ-Link further demonstrates the close collaboration between academia and industry in solving real-world problems, and will help contribute towards a future, cashless Singapore," said Professor Ho Teck Hua, NUS Deputy President (Research & Technology)."

The collaboration provides a platform for all three organizations to work collectively on harnessing data and translating it into ready-to-implement solutions which will positively impact Singaporeans and businesses. Alibaba Cloud and NUS are currently working with EZ-Link to analyze card usage patterns across the EZ-Link card schemes, service touch points, and customer segments to improve customer experience and create better services via real-time insights.

"The MoU signing with Alibaba Cloud and NUS is a momentous step for EZ-Link, demonstrating our commitment to embrace the power of data analytics to drive next-generation cashless possibilities for our customers. Alibaba Cloud's global technological prowess, NUS' growing digital know-how and EZ-Link's cashless expertise will provide a robust framework to convert usage pattern data into actionable



intelligence. It will move our customers into an era whereby they will be served according to their behaviour, interests and needs,” said Mr. Nicholas Lee, Chief Executive Officer of EZ-Link Pte Ltd.

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About Alibaba Cloud

Established in September 2009, Alibaba Cloud (intl.aliyun.com), Alibaba Group’s cloud computing arm, develops highly scalable platforms for cloud computing and data management. It provides a comprehensive suite of cloud computing services to support growing enterprises worldwide, including customers, sellers and other businesses participating in Alibaba Group’s online and mobile commerce ecosystem. Alibaba Cloud is a business of Alibaba Group.

About National University of Singapore (NUS)

A leading global university centred in Asia, the National University of Singapore (NUS) is Singapore’s flagship university, which offers a global approach to education and research, with a focus on Asian perspectives and expertise.

NUS has 17 faculties and schools across three campuses. Its transformative education includes a broad-based curriculum underscored by multi-disciplinary courses and cross-faculty enrichment. Over 38,000 students from 100 countries enrich the community with their diverse social and cultural perspectives.

NUS has three Research Centres of Excellence (RCE) and 30 university-level research institutes and centres. It is also a partner in Singapore’s fifth RCE. The University has established many research partnerships and joint laboratories with academic institutions, industry leaders and government agencies. Research activities are strategic and robust, and NUS is well-known for its research strengths in engineering, life sciences and biomedicine, social sciences and natural sciences. The University also strives to create a supportive and innovative environment to promote creative enterprise within its community.

For more information on NUS, please visit www.nus.edu.sg.

About EZ-Link Pte Ltd

EZ-Link’s core business is in the sale, distribution and management of EZ-Link cards, as well as the clearing and settlement of all EZ-Link card transactions generated in transit and non-transit (retail/merchant) sectors. To date, more than 17 million new CEPAS-compliant EZ-Link cards have been issued. In 2015, EZ-Link unveiled two new innovations in Singapore, EZ-Charms, the first non-card form factor, as well as the “EZ-Link Rewards with Perx” to reward commuters for using public transport with the EZ-Link card. EZ-Link continues to set new cashless trends with the “My EZ-Link Mobile” application, the world’s first Near Field Communication (NFC) mobile application for contactless card top-ups; “EZ-Link NFC SIM”, the first NFC payment service on Singapore’s public transit; and “EZ-Pay”, Singapore’s first free card-less ERP payment service.



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