



CONSUMERS ASSOCIATION OF SINGAPORE

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MEDIA RELEASE

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CASE recruits 150 community volunteers as Price Kaki Champions

The Consumers Association of Singapore (“CASE”) held its first Price Kaki Champions Workshop on 4 May 2024 and recruited its pioneer batch of 150 Price Kaki Champions from Tanjong Pagar GRC and Radin Mas SMC.

During the workshop, community volunteers were taught how to use the Price Kaki mobile application to compare prices of daily essentials, groceries and cooked food. They were also taught how to use Price Kaki to upload deals that they find within their neighbourhoods and teach others to use Price Kaki to compare prices and alleviate cost of living pressures.

The workshop is part of CASE’s collaboration with the People’s Association (“PA”) to recruit 2,000 community volunteers as Price Kaki Champions. As Price Kaki Champions, these volunteers will help monitor price changes within their neighbourhoods and alert friends and neighbours to the best deals and promotions.

Speaking at the workshop, Mr Melvin Yong, President, CASE said: “We are living in a time where cost of living is a major concern for many Singaporeans. Through Price Kaki, consumers can compare prices easily and save when buying our daily essentials. Our Price Kaki Champions play an important role as they help to monitor prices of household essentials in their neighbourhoods and suss out good deals for sharing with others on the app.”

Mdm Lina Yong San Foong, 47, said: “I find this workshop very meaningful in helping Singaporeans alleviate inflation. I learnt that the price for my favourite hawker food such as chicken rice can vary by as much as \$2, and I can get a better deal just by going to the coffeeshop across the road. Price Kaki empowers us as consumers to be able to choose from various alternatives. I am happy to be a Price Kaki Champion so that I can share the best deals in my neighbourhood.”

Mr Abdul Kader, 54, said: "Among my family and friends, I pride myself on always being the first to find the best deals. One lesser known place with unexpected good deals is at the convenience stores located within the petrol stations where we can often find various items selling at big discount. The supermarket near my home also has new sale items every week. As a Price Kaki Champion, I can now share such deals with everyone."

Melvin Yong
President
Consumers Association of Singapore

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About the Consumers Association of Singapore:

The Consumers Association of Singapore ("CASE") is an independent, non-profit organisation that is committed to protecting consumers' interest through information and education and promoting an environment of fair and ethical trade practices. One of its key achievements is in advocating for the Consumer Protection (Fair Trading) Act ("CPFTA") which came into effect on 1 March 2004.

About Price Kaki:

CASE launched mobile application Price Kaki in September 2019 as a tool to help consumers compare prices of daily essentials, groceries, and cooked food amidst rising cost of living concerns. Since its launch, the mobile application has been downloaded by close to 160,000 users, who use it to compare prices of over 10,000 daily essentials and over 75,000 cooked food items islandwide.

Price Kaki is available on the Apple App Store, Google Play and Huawei AppGallery.

About Price Kaki Champions

This initiative is a response to feedback from Price Kaki users who would like more opportunities and avenues online and offline to engage other consumers with similar interests and share deals beyond price comparison.

Through this initiative, CASE hopes to improve price transparency, promote cost-consciousness and empower consumers to make better value-for-money purchasing decisions.

Annex A



Mr Melvin Yong, President, CASE with 150 community volunteers from the Tanjong Pagar GRC and Radin Mas SMC at the first Price Kaki Champions Workshop.



Mr Melvin Yong sharing with Mdm Lina Yong San Foong how to use the Price Kaki mobile application to check prices of a drink.



Mr Melvin Yong (left) guiding Mr Abdul Kader (right) on how to upload product prices to the Price Kaki mobile application.