

Annex C – Screenshots of the features on PRISM+'s website and the changes made

The statement “*Popular items are selling fast! Purchase within the next [timer] minutes to secure stock and avoid losing out*” on the checkout page (as indicated in the red box) was removed of countdown timer and accompanying messages at checkout page.


Before

1.1 New Year Sale Extended | Ends in 3d 9h 14m 58s

PRISM+ | Continue Shopping

My Shopping Cart (4items)

⌚ Popular items are selling fast! Purchase within the next **5:00 minutes** to secure stock and avoid losing out.

PRODUCT	QUANTITY	TOTAL
 PRISM+ Zero Size: System 2 - Indoor unit: 9K/9K, Outdoor unit: 28K	- 1 +	\$2,499.00

Cart Summary

Discount Code **Apply**

Stack a \$300 NEA Climate Voucher with our PRISM+ Vouchers to your order!
Applicable for purchases of PRISM+ Aircons, Ceiling Fans or Refrigerators, excluding EverShine TMF 530 & PureFresh TMF 530.

APPLY \$300 CLIMATE VOUCHER

Subtotal **\$2,499.00**

ESTIMATED SHIPPING Calculated at checkout

CHECKOUT

Payment Methods

PRISM+ Support


Source: CCS captured the screenshot on 7 January 2025

After

Storewide up to 67% off | Ends in 4d 2h 1m 17s

PRISM+ | Continue Shopping

My Shopping Cart (1item)

PRODUCT	QUANTITY	TOTAL
 PRISM+ Q65-QE PRO Remarks: Delivery & Assembly (Free)	- 1 +	\$1,249.00

Cart Summary

Discount Code **Apply**

Stack a \$400 NEA Climate Voucher with our PRISM+ Vouchers to your order!
Applicable for purchases of PRISM+ Aircons, Ceiling Fans, Washers or Refrigerators, excluding Dryers, EverShine TMF 530 & PureFresh TMF 530.

APPLY \$400 CLIMATE VOUCHER

Subtotal **\$1,249.00**

ESTIMATED SHIPPING Calculated at checkout

CHECKOUT

Payment Methods

VISA Mastercard Apple Pay atome Grob Pay

Source: CCS captured the screenshot on 17 May 2025

The stock indicator “*In Stock: Running Low!*” on certain product listing pages (as indicated in the red box) was amended to “*In Stock*”.

Before

Stack up to \$1,000 worth of in-store vouchers | Ends in 5d 6h 35m 9s

PRISM+ [Extra \\$300 off with Climate Voucher](#) TV Air Conditioners Smart Locks **NEW** Fridges **NEW** Air Purifiers Ceiling Fans Monitors Soundbars Accessories Support

TECH SPECS BUY NOW

PRISM+ Q55 Ultra

★★★★★ (4.9) 1449 reviews **In Stock: Running Low!**

\$1,299 ~~\$999~~

\$1,999 Up to 67% Off!

4x \$325 w/ **GroB** or 3x \$433 w/ **atome**

Presenting Q-Ultra series, featuring QLED technology, Dolby Atmos, Dolby vision, HDR10, PRISM+ Support and more. Our top of line QLED series with Google TV. It's where price meets performance.

Select Option

Delivery & Assembly (Free)

Exclusive Soundbar Deals with TV Purchase!
Add a Dolby Atmos Soundbar to Complete your Cinematic Home

PRISM+ Rhythm
2.1ch Surround Sound with Dolby Atmos and 240W Peak Power
PRISM+ Promo Code: **\$249**

HAPPENING NOW

CNY SALE

Source: CCS captured the screenshot on 20 January 2025.

After

Storewide up to 67% off | Ends in 3d 6h 1m 0s

PRISM+ [Extra \\$400 off with Climate Voucher](#) TVs Air Conditioners Laundry **NEW** Smart Locks **NEW** Fridges **NEW** Air Purifiers Ceiling Fans Monitors Soundbars Accessories Support

TECH SPECS BUY NOW

PRISM+ Q55 Ultra QLED+

4K AI Google TV **In Stock!**

★★★★★ (4.9) 1582 reviews

\$1,299 ~~\$868~~

\$1,999 Up to 57% Off!

4x \$325 w/ **GroB** or 3x \$433 w/ **atome**

Unleash cinematic brilliance with the Q-Series Ultra and its advanced 4K QLED+ panel—powered by Dolby Vision®, AI processor, Dolby Atmos®, dbx-tv® audio, and 120Hz for ultra-smooth gaming.

Select Option

Delivery & Assembly (Free)

Exclusive Soundbar Deals with TV Purchase!
Add a Dolby Atmos Soundbar to Complete your Cinematic Home

PRISM+ Flow
3.1ch Soundbar with Dolby Audio 350W **\$308**

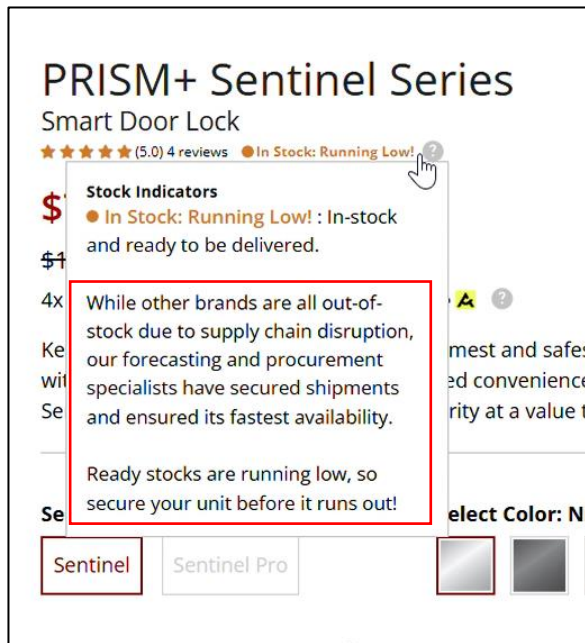
HAPPENING NOW

8.8 NATIONAL DAY SALE

Source: CCS captured the screenshot on 7 August 2025.

Hovering the mouse over the tooltip beside the stock indicator shows a pop up with the statement: **“While other brands are all out-of-stock due to supply chain disruption...”** or **“There’s an industry-wide shortage and all brands are sold out completely...”** (indicated in red boxes). The full statements have since been removed.

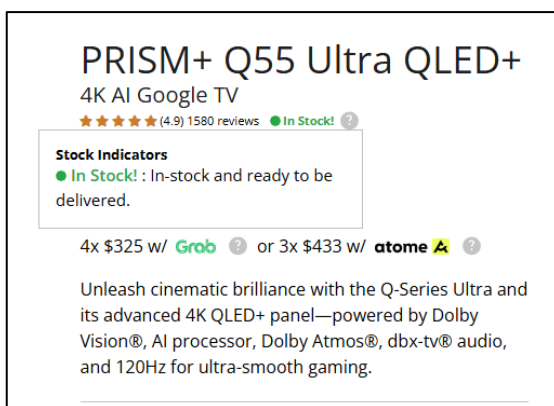
Before



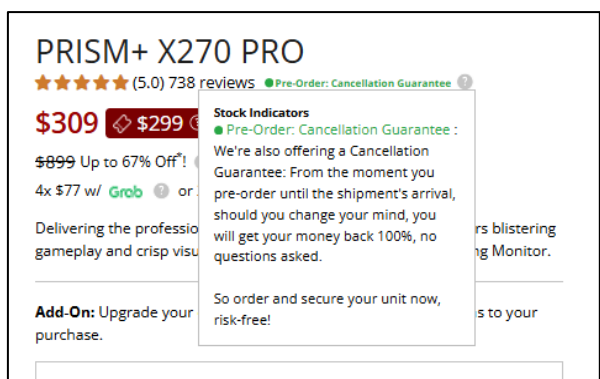
Source: CCS captured the screenshot on 23 February 2025

Source: CCS captured the screenshot on 20 March 2025

After



Source: CCS captured the screenshot on 6 August 2025



Source: CCS captured the screenshot on 24 November 2025

‘Up to 67% off’ was displayed for ten products beside their strikethrough prices. This is incorrect as the actual percentage discounts achievable for these products are less than 67%. For example, for PRISM+ Oasis (shown in the screenshot below), the offer price (with the use of a voucher) is \$349. Compared to the strikethrough price of \$599, the maximum discount would be 42%, which is 25% lower than the claimed discount of “Up to 67% off”.

The affected products are the Q65 Ultra QLED+ TV, PRISM+ X340 Pro 180Hz, Oasis Ceiling Fan (Smart Model), Q55 Ultra QLED+ TV, Q43 QE TV, C270 Monitor, X240 Monitor, X270 Monitor, EverShine TMF 420 Refrigerator, and the EverShine TMF 530 Refrigerator.

The percentage discount shown in “Up to 67% Off!” has since been corrected for the ten products.

Before

The screenshot shows a product page for the PRISM+ Oasis ceiling fan. At the top, a blue banner reads "Storewide up to 67% off" with a countdown timer "Ends in 4d 9h 52m 27s". Below the banner, a navigation bar lists various product categories: PRISM+, Extra \$400 off with Climate Voucher, TVs, Air Conditioners, Laundry, Smart Locks, Fridges, Air Purifiers, Ceiling Fans, Monitors, Soundbars, Accessories, and Support. A secondary bar contains buttons for "BUYING GUIDE", "TECH SPECS", "CHAT NOW", and "BUY NOW".

The main product section features three small images of the fan on the left and a large image of the fan in the center. To the right of the images, the product name "PRISM+ Oasis" is displayed with a 4.9-star rating from 2979 reviews. The price is shown as \$449, with a strikethrough price of \$599 and a voucher price of \$349. A red box highlights the text "Up to 67% Off!". Below the price, it says "From 3x \$117 w/ atome or 4x \$88 w/ Grob".

The description states: "Turn your living space cool and comfortable with the PRISM+ Oasis ceiling fan, available with 6 speed selection and integrated dimmable lights." A disclaimer follows: "Disclaimer: Please note that actual product colors may vary slightly from those displayed on our website."

Below the description, there are selection options: "Select Model" with "Smart" and "Standard" buttons, "Select Size" with "46\" and "52\" buttons, and "Select Motor-LED Housing Colour: Matte Black" with three color swatches (black, white, and red).

At the bottom left, there is a blue bar with the word "EXTENDED" in yellow.

Source: CCS captured the screenshot on 20 March 2025.

After

Stack up to \$1,000 worth of in-store vouchers

Ends in 3d 10h 43m 12s

PRISM+ \$400 off with Climate Voucher

TV

Monitor

Air Conditioner

Fans

Vacuum NEW

Laundry NEW

Fridge NEW

Smart Lock

Air Purifier

Soundbar

Accessories

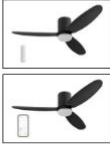
Support


BUYING GUIDE


TECH SPECS

CHAT NOW

BUY NOW







PRISM+ Oasis

★★★★★ (4.9) 3142 reviews In Stock

\$449

\$349

\$0

\$599

Up to 42% OFF!

From 3x \$117 w/ **atome** or 4x \$88 w/ **Grab**

Turn your living space cool and comfortable with the PRISM+ Oasis ceiling fan, available with 6 speed selection and integrated dimmable lights.

Disclaimer: Please note that actual product colors may vary slightly from those displayed on our website.

Select Model

Smart

Standard

Select Size

46"

52"

Select Motor-LED Housing Colour:Matte Black

EXTENDED

10.10 SALE

STACKABLE CLIMATE VOUCHER!

Maximize savings by stacking PRISM+ vouchers with your \$400 climate vouchers

Climate Vouchers

PROMO CODE:

\$400 OFF CLIMATE400

Source: CCS captured the screenshot on 21 October 2025.