

THE ART & SCIENCE OF CONNECTING WITH CONSUMERS

# MARKETING

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## PRODUCTIVITY & INNOVATION CREDIT (PIC) SCHEME INFORMATION

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Registered Singaporean businesses can enjoy under the Productivity and Innovation Credit (PIC) scheme:

- 400% tax deductions or allowances and/ or
- 40% cash payout for investment in innovation and productivity improvements

From 1 Aug 2016, e-Filing of the PIC Cash Payout application will be compulsory for all PIC Cash Payout applicants (including companies, partnerships and sole-proprietors). To apply, access IRAS' e-Services using SingPass via the 2-Step Verification (2FA). For assistance on how to set up your 2FA, please click [here](#).

Your attendance at any *Marketing* magazine event is eligible for PIC credits, either as a 40% cash refund or 400% tax deduction. Simply follow the process below:

1. Register and pay for the event
2. Complete the online PIC form – click [here](#) to find out how
3. Enjoy attending the event!
4. File:
  - your registration receipt
  - your record of attendance (which you can request from your audience manager)
  - the PIC form with your accounts department.

For more information, please visit: <https://www.iras.gov.sg/irashome/Schemes/Businesses/Productivity-and-Innovation-Credit-Scheme/>.

*Terms and conditions apply.*