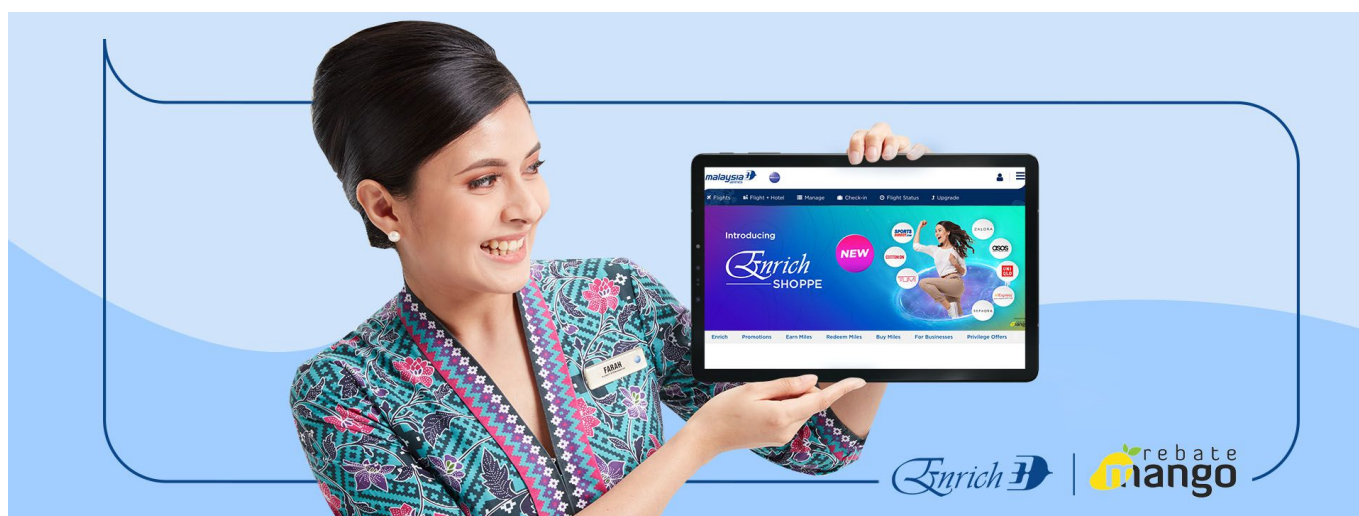


Malaysia Airlines offers new shopping platform



Malaysia Airlines' shoppers will earn Enrich Miles, to be used for all sorts of travel-related perks

Malaysia Airlines' frequent flyer program, Enrich, today announced the launch its new online shopping platform called Enrich Shoppe, which is powered by RebateMango.

Enrich Shoppe provides Enrich members in Malaysia, Singapore, Thailand and Philippines a way to earn Enrich Miles when shopping over 500 famous e-commerce brands such as Tumi, Sephora, Michael Kors, Watsons, JD Sports, Uniqlo, Cotton On, and many more.

The partnership between Enrich, RebateMango and Malaysia Airlines allows Enrich members to instantly earn up to 10X Enrich Miles for every US\$1 spent.

These Enrich Miles can be redeemed for flights, hotel stays at Enrich Hotels or Temptations' inflight duty-free products, as well as seat upgrades, Golden Lounge Access exclusive dining and lifestyle vouchers and more.

In celebration of the launch, Enrich members will earn Double Enrich Miles from 8 January to 28 February 2021. Members can start shopping from their preferred online stores at Enrich Shoppe via www.malaysiaairlines.com/enrichshoppe and then log in to their Enrich account to get automatically rewarded. Enrich will be running a social media contest for its members from January 11 to 31, for a chance to win 2,500 Enrich Miles.

Malaysia Airlines' Group Chief Marketing and Customer Experience Officer Lau Yin May said, "Online shopping has become the better alternative these days, especially now in light of the current restrictions and the second phase of the movement control order in Malaysia, hence we embarked on this collaboration with RebateMango to meet customers' preferences. This partnership is a great opportunity for customers to enjoy a safe and seamless shopping experience with their favourite brands from the comfort of home and to be rewarded with Enrich Miles for the four (4) million Enrich members when they shop with Enrich Shoppe. As we continue to provide more options and flexibility to earn Enrich Miles, we believe this latest addition will be rewarding for our members. If you are not a member yet, sign up as Enrich member now which is absolutely free of charge to start enjoying many exclusive benefits by Enrich!"

Paul Koh, co-founder of RebateMango, said, "Once again, we are able to integrate a valuable partner in the rewards space and enhance their offering to members in a cost-effective and non-tech-heavy way. We are delighted to launch with Malaysia Airlines and look forward to their members being able to earn more Enrich Miles whenever they shop online!"