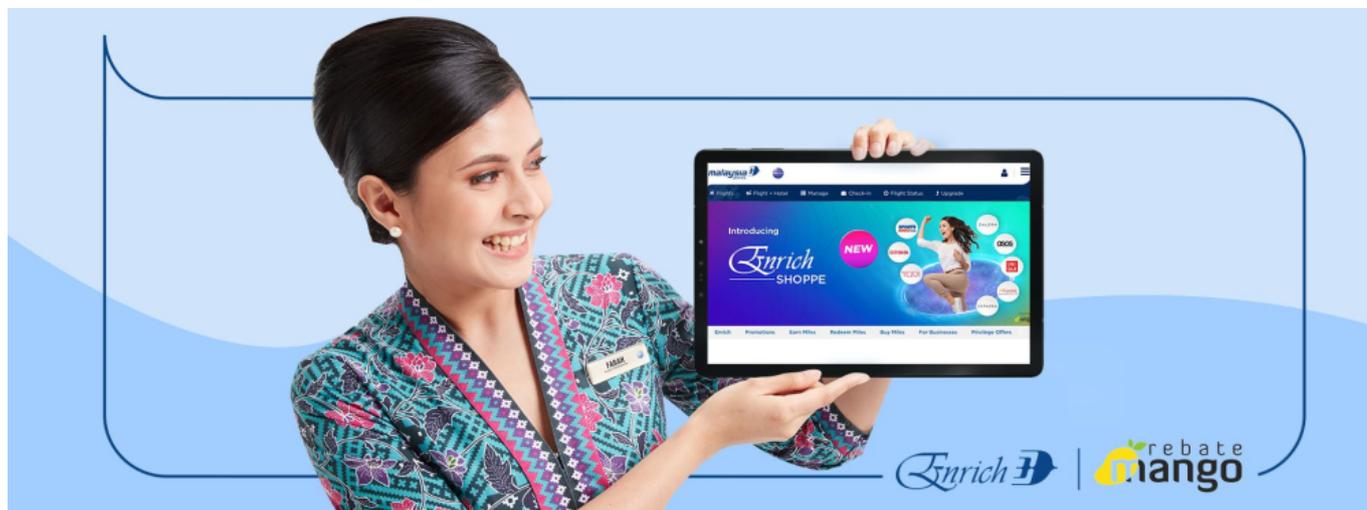


Malaysia Airlines launches online shopping platform



Enrich members can earn up to 10 times the Enrich Miles for every US dollar spent on the platform

[Malaysia Airlines'](#) frequent flyer program, Enrich, announced last week the launch of online shopping platform [Enrich Shoppe](#). Powered by [RebateMango](#), Enrich Shoppe provides a way for Enrich members in Malaysia, Singapore, Thailand and Philippines to earn Enrich Miles for purchases from more than 500 e-commerce brands, such as Tumi, Sephora, and Michael Kors.

Through the partnership, Enrich members can earn up to 10 times the Enrich Miles for every US dollar spent on the platform. Miles can be used to redeem flights, hotel stays via Enrich Hotels and Temptations' inflight duty free products, as well as a variety of lifestyle vouchers, exclusive dining vouchers or add more comfort to their next travel by redeeming them for seat upgrades and Golden Lounge Access.

"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," said Lau Yin May, Malaysia Airlines' Group Chief Marketing and Customer Experience Officer. "This partnership is a great opportunity for customers to enjoy a safe and seamless shopping experience with their favorite brands from the comfort of home and to be rewarded with Enrich Miles for the four million Enrich members when they shop with Enrich Shoppe."

Today, Malaysia Airlines revealed that it has received full marks for its COVID-19 Safety Protocols from [Airline Ratings](#) in an [independent review](#). The rating is based on seven criteria: COVID-19 guidance on the airline's website, social distancing during boarding, flight attendants' Personal Protective Equipment (PPE), the compulsory wearing of face masks onboard, modifications to the meal service, passenger hygiene kits, and the deep cleaning of the aircraft. Malaysia Airlines was deemed to have excelled in all categories, resulting in it being awarded all seven stars.

"COVID-19 has presented a challenge unlike any the aviation industry has faced previously, and Malaysia Airlines has needed to adapt our services and protocols quickly to ensure that our passengers and staff are kept safe and comfortable," said Captain Izham Ismail, Group Chief Executive Officer of Malaysia Airlines,. "In July 2020 we introduced the "Fly Confidently" campaign, to

educate passengers on the enhanced measures implemented across touch points at airports as well as on board.”