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FOR PUBLICATION & BROADCAST

PETRON AND TÜRKİYE TOURISM LAUNCH 'JOM JALAN-JALAN TÜRKİYE'

More than RM300,000 worth of prizes to be won!

KUALA LUMPUR – Petron Malaysia, in collaboration with the Türkiye Tourism Board launched the '**Jom Jalan-Jalan Türkiye**' nationwide promotional campaign, running from 15 December 2022 to 15 March 2023. The campaign aims to reward Petron Miles (P-Miles) customers by giving them the chance to have their dream holiday through Petron's collaboration with Türkiye Tourism Board and its global "Go Türkiye" campaign. For Petron, this campaign is a continuation of its "Jom Jalan-Jalan", which was initiated in October last year, right after cross states traveled were allowed.

The launch was officiated on December 15 by the Ambassador of the Republic of Türkiye to Malaysia, His Excellency (H.E) Emir Salim Yüksel and attended by Petron Malaysia Marketing Manager, Mr. Danny Chen.

The three-month integrated campaign includes on-ground and online activation. The campaign kicked off with the "Turkish Grand Bazaar" at the Paradigm Mall from 15 – 18 December 2022. This was followed by nationwide roadshows with exciting games at selected Petron service stations as well as a social media contest. There will also be exclusive Petron "Jom Jalan-Jalan Türkiye" merchandise up for grabs.

Mr. Danny Chen, the Marketing Manager of Petron Malaysia remarked, "We are thrilled to collaborate with Türkiye Tourism Board, tourism partners and local sponsors to reward our loyal

customers with these amazing prizes. This comes in timely as Petron also celebrates its 10th anniversary. This campaign is our way of saying thank you to our customers who have been with us throughout the journey.”

Aside from the collaboration with Türkiye Tourism, Petron also worked with other partners namely Türkiye Embassy, Turkish Airlines, Plaza Premium Group and American Tourister to promote international inbound, outbound travel and offer customers the chance to win exciting vacation packages.

The contest is open to all P-Miles cardholders. Customers will need to download and register on the P-Miles mobile app when making petrol purchases to participate. They will earn an automatic entry with a minimum RM50 petrol purchase at any Petron service stations and qualify for final lucky draw. The campaign aims to reward 336 lucky winners with more than RM300,000 worth of prizes throughout the three-month campaign period.

One (1) Grand Prize winner will be awarded a spectacular 8-day and 7-night travel package worth more than RM50,000 together with his/her chosen companion. Together, they will experience the comfort of travelling in Turkish Airlines business class.

Aside from the Grand Prize, there will be an additional five (5) 1st Prize winners. Each winner is entitled to an 8-day and 7-night travel package for two persons with return Economic Class air tickets and access to Plaza Premium lounge.

Winners of this package will have a unique experience exploring ancient cities in Türkiye, sampling local delicacies, and participating in the diverse culture of the country. Among others, the travel package consists of a breathtaking hot air balloon ride soaring through the skies of Cappadocia.

A total of 330 Consolation Prize winners will be selected. 30 winners will receive RM800 worth of American Tourister luggage, and another 300 winners will enjoy RM500 worth of P-Miles

points. All the winners of each prize category will be announced after the three-month campaign ends.

“International flights have recorded an increase after the reopening of international borders. In support of the tourism recovery efforts and Türkiye tourism global campaign, this collaboration comes at an opportune time as Türkiye sees an uptick in travel and I look forward taking the next step to develop and promote Türkiye to Malaysians,” says H.E Emir Salim Yüksel, Ambassador of the Republic of Türkiye to Malaysia.

‘Jom Jalan-Jalan Türkiye’ will run from 15 December 2022 until 15 March 2023. For more information, visit www.petronmiles.com.my

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About Petron Malaysia

Petron Malaysia is part of Petron Corporation in the Philippines, an emerging and rapidly evolving Asian oil company. Petron Corporation joined Malaysia’s dynamic and progressive market with the acquisition of ExxonMobil’s downstream business in March 2012.

Petron Malaysia owns and operates Petron Port Dickson Refinery (PDR), which has a rated capacity of 88,000 barrels per day, producing a wide range of petroleum products which include gasoline, diesel, liquefied petroleum gas (LPG) and aviation fuel. Our world-class fuels are distributed from 10 strategically located depots and terminals of Petron subsidiaries in Malaysia.

As one of the leading brands in Malaysia, Petron is proud to be part of our customers’ lives. We offer a wide range of premium fuels – Blaze 100RON Euro 4M, Blaze 97RON Euro 4M, Blaze 95RON Euro 4M, Turbo Diesel Euro 5, and Diesel Max Euro 5 through more than 740 Petron service stations nationwide. Our Treats convenience stores provide one-stop service experience to travelers on the road.

Our LPG brand, Petron Gasul provides efficient energy for Malaysian households. For convenience, Gasul is now available for cash and carry at selected Petron service stations.

Beyond our business agenda, we take our corporate and social citizenship to heart by supporting safety, environment and education programmes to ensure sustainability and contribute to social development. Through its volunteerism programs, Petron and its employees championed many local causes mostly to contribute to local social development.

Petron Malaysia is committed to its vision to be the leading provider of total customer solutions in the oil sector and allied businesses.