

4 APRIL 2024

MEDIA RELEASE

FOR PUBLICATION & BROADCAST



PETRON PROMOTES ROAD SAFETY AWARENESS THIS HARI RAYA

*Strategic partnership with the **Royal Malaysia Police (PDRM), Road Transport Department (JPJ), Applecrumby®**, NESQ, Farm Fresh and snskidz*

KUALA LUMPUR – As the number of injuries and deaths resulting from road accidents continue to rise in Malaysia, Petron Malaysia, in collaboration with **Royal Malaysia Police (PDRM), Road Transport Department (JPJ), Applecrumby®**, NESQ, Farm Fresh, and snskidz is promoting road safety awareness at selected service stations in line with Hari Raya Aidilfitri.

"Petron Malaysia cares deeply about road safety. Over the past decade, we have worked closely with both the **PDRM and JPJ** as our strategic partners to promote safety programmes. Today, we are pleased to extend this advocacy to the public through our service stations. We hope that, by teaching important but often neglected safety measures like taking necessary breaks during long drives, we can prevent more road accidents from happening," said Shaliza Mohd Sidek, Head of Retail Business at Petron Malaysia.

On April 4 2024, Petron Malaysia launched its first **Hari Raya Road Safety programme** at Petron MRR2 Safari. It was supported by PDRM and JPJ, underscoring the government's commitment to prioritising road safety. The Company also simultaneously conducted similar on-ground activations at Petron Bukit Lanjan NB and Petron Sg. Besi Toll SB, catering to northbound and southbound traffic, respectively. Petron also contributed more than 100 packs of 1 litre motorcycle engine oil to P-Miles customers at all three stations.

"We urge the society to obey traffic laws, especially with the projected increase in traffic flow during this Hari Raya season. PDRM is pleased with Petron Malaysia's initiative to gather all its like-minded partners for today's campaign, which focuses on road safety for children. The objective aligns with the implementation of Op Selamat 22 by PDRM in conjunction with the Aidilfitri celebration from April 8 to 13, 2024, ensuring everybody arrives at the destination safely during the *Balik Kampung* journey. On behalf of PDRM, I would like to express my deepest appreciation and gratitude to all the agencies involved in this campaign." stated Commissioner Police Datuk Hussein Omar Khan, Selangor Police Chief.

During this Hari Raya Road Safety Programme launch at Petron MRR2 Safari, the Road Transport Department contributed helmets to selected children from the neighbourhood, reinforcing the importance of using helmets for motorcyclists. **snskidz** is partnering with MIROS (Malaysian Institute of Road Safety Research), bringing their certified Child Occupant Safety Instructors (COSI) to conduct complimentary car seat checks on-site, ensuring that every child travels safely in an appropriate car seat. **snskidz** also provided free car seats to parents in need during the launch and offer valuable information on car seat safety.

NESQ gave away a free sachet of Kopi Klasik NESQ to the first 20 customers, along with Petron's Go-To-Safety-Point (GTSP) themed eco-friendly paper cup holders that emphasise the use of child safety helmets for iftar. **Farm Fresh** contributed both their popular Yarra by Farm Fresh ready-to-drink milk and their 30g Farm Fresh Grow 'easy-to-make-milk' powder in sachets for the convenience of travelling families with young toddlers, whilst **Applecrumby**® provided PureBasics sample diaper packs as part of the redemption for the first 500 customers at all three Petron stations, such as Petron MRR2 Safari, Petron Bukit Lanjan Northbound, and Petron Sg. Besi Toll Southbound, while stocks last. Furthermore, Applecrumby® also brought joy to children during the event by offering an enjoyable ice cream booth experience along with complimentary balloon artist entertainment.

Beyond participating in the Hari Raya Road Safety Programme launch, Applecrumby® also offered an attractive GWP (*Gift with Purchase*) by providing FREE Unicorn plush toys for customers who spent a minimum of RM150 in a single receipt on Applecrumby® products both online and offline. This offer was only limited to the first 50 customers who had to redeem the plush toy at Petron Safari physically. Customers could also enjoy Applecrumby®'s cash and carry bundles with hot deals in conjunction with 4.4 at their physical booth. These captivating initiatives from Applecrumby® are aimed at encouraging parents to choose a superior diaper option for their loved ones, ensuring worry-free travel during the upcoming festivities and minimising the need for frequent stops.

"During festive travels, safety and comfort are paramount, particularly for families journeying with young ones. At Applecrumby®, we prioritise both, offering diapers crafted with 100% chlorine, and chemical-free materials for gentle yet effective protection. Our diapers' superior absorbency is up to 12 hours to ensure comfort during long drives, providing peace of mind for parents. Partnering with Petron Malaysia in their Hari Raya Road Safety Programme allows us to extend this care, offering our diaper pack and providing families with convenience and safety on the road. Let's ensure a journey filled with comfort and security for all families this festive season." said Jesmine Tan, Co-founder and COO of Applecrumby.

With its commitment to fueling the safety and well-being of its customers and communities, Petron will continue to use its wide reach to bring road safety awareness to as many people as possible.

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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), 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 to more than 770

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.

Website: <https://www.petron.com.my/>

About Applecrumby®

Applecrumby is a story of love, family, and innovation that began in 2012. The brand was founded by a husband-and-wife team in Malaysia after the birth of their daughter. They were frustrated with the lack of safe, premium baby diaper options in the market and decided to take matters into their own hands.

The couple was committed to creating a diaper that was not only safe and gentle but also environmentally friendly. They spent months researching and testing different materials and designs until they found the perfect combination.

But why did they choose the name Applecrumby? For the founders, the name Applecrumby represents the essence of childhood, with its sweet and innocent connotations. Apples are a symbol of health and vitality, while "crumby" refers to the little moments of messiness and joy that come with raising a baby. Applecrumby wants to not only embrace all the joy that comes with raising a baby, but all the chaos that comes with it too.

Today, Applecrumby® is a name that parents all over Asia trust. It stands for top-notch quality and the safest baby essentials. It is more than just diapers, Applecrumby® is about a parent's deep love, wanting the very best for their kids, and hoping for a cleaner, greener world for them to grow up in.

They have created diapers that are both safe and effective, and products that parents can trust that are free from any nasties. It is all about being clear and open, and understanding what parents go through. With Applecrumby®, parents can be comforted knowing that their babies are in good hands.

For more information on Applecrumby, please visit <https://www.applecrumbyandfish.com> or find us on [Facebook](#), [Instagram](#), [LinkedIn](#) and [Twitter](#).