

**TERMS AND CONDITIONS**  
**Enrich Redemption for Dadi Cinema Movie e-Voucher Code**

The Enrich and Dadi Cinema e-Voucher Redemption Campaign is organized by Enrich by Malaysia Airlines Berhad (Company No. 201401040794 (1116944-X)) a company incorporated in Malaysia of having its registered office at Level 1, South Support Zone, 64000 Sepang, Selangor, Malaysia (hereinafter referred to “Organizer”)

And

Dadi Cinemas (Malaysia) Sdn Bhd (Registration No. 202001037635 (1393956-D)), a company incorporated under the laws of Malaysia and having its registered office at Lot C5.02.00 & C6.01.00, Pavilion Kuala Lumpur, 168, Jalan Bukit Bintang, Bukit Bintang, 55100 Kuala Lumpur, Malaysia (hereinafter referred to as “Dadi Cinema”)

Redemption Period : 15<sup>th</sup> Mar 2023 – 31<sup>st</sup> Mar 2024 (11:59 PM, Malaysia Time)  
Usage Period : 15<sup>th</sup> Mar 2023 – 31<sup>st</sup> Mar 2024 (11:59 PM Malaysia Time)

**[A] Redemption of Dadi Cinema Movie e-Voucher Code (“Dadi Cinema e-Voucher Code”)**

1. The Dadi Cinema e-Voucher Code (s) is available for redemption during the campaign period published in the Enrich Website in a denomination offered with the amount of Enrich Points required specified in the campaign terms and conditions.
2. The amount of Enrich Points for this campaign is 2,500 Enrich Points for one (1) x Dadi Cinema e-Voucher Code.
3. The campaign period is as follow:
  - **Redemption period** : 15<sup>th</sup> Mar 2023 – 31<sup>st</sup> Mar 2024 (11:59 PM Malaysia Time)
  - **Usage period** : 15<sup>th</sup> Mar 2023 – 31<sup>st</sup> Mar 2024 (11:59 PM Malaysia Time)
4. The Dadi Cinema e-Voucher Code can only be redeemed at Enrich Online ([www.enrich.malaysiaairlines.com](http://www.enrich.malaysiaairlines.com)) and may not be redeemed or purchased with cash or credit card directly at any Dadi Cinema outlets.
5. Once redeemed, the Dadi Cinema e-Voucher Code (s) is non-refundable and cannot be exchanged for cash in part or full. However, the Dadi Cinema e-Voucher Code is transferable and may be utilized by Enrich member’s family and/or friends.
6. The appropriate Enrich Points will be deducted from the member’s Enrich account and will not be refunded under any circumstances. Once the Dadi Cinema e-Voucher Code (s) has been redeemed, it is considered utilized even if not used.
7. Enrich Member must have sufficient Points in their Enrich account to redeem the Dadi Cinema e-Voucher Code (s). In the event, member do not have sufficient Points, redemption request will not be processed and top up with cash/credit card is strictly not allowed.
8. The Redemption is on full Points term only; no Points + Cash terms is allowed.
9. There is no limit to the number of Dadi Cinema e-Voucher Code (s) to be redeemed if Enrich Points are sufficient in the member’s account.
10. Once redemption is successful, a Redemption Confirmation Order Email containing the steps to retrieve and utilize the Dadi Cinema e-Voucher Code (s) will be sent to the member’s registered email address in the Enrich profile.
11. Redemption for this Dadi Cinema e-Voucher Code (s) is subject to availability.

**[B] Usage of Dadi Cinema e-Voucher Code**

1. The Dadi Cinema e-Voucher Code (s) is valid at Dadi Cinema Mobile App and Dadi Cinema website and can be used one-time only.
2. The locations of Dadi Cinema outlets can be found at [https://www.dadi.my/#/other/activity\\_detail?id=594193552242638](https://www.dadi.my/#/other/activity_detail?id=594193552242638)
3. To utilize the Dadi Cinema e-Voucher Code (s), Enrich member is required to follow below steps in the Redemption Confirmation Order Email (including to download Malaysia Airlines (MH) mobile application from Apple App Store & Google Play Store). The e-Voucher will be loaded onto MH mobile app under MHvoucher section.
4. The “Redeem” tab on the Dadi Cinema e-Voucher Code can only be swiped **ONCE**. The Dadi Cinema e-Voucher Code is considered used once the “Redeem” tab is selected. This action cannot be reversed. Member can utilize the e-Voucher via Dadi Cinema mobile app or website only.
5. In order to utilize the Dadi Cinema e-Voucher Code, Enrich member is required to follow below steps:
  - a. Swipe “Redeem” tab on the Dadi Cinema e-Voucher Code via MH mobile app
  - b. Tap on “Redeem Now” button to use the e-voucher. A barcode will be displayed.
  - c. Enrich member to key-in the voucher code numbers (20 digits numbers) or scan the barcode at Profile page (under Coupon/Voucher) of Dadi Cinema mobile app or website.
  - d. Once successful, Enrich member to proceed with movie selection process and payment using the Dadi Cinema e-Voucher Code.
  - e. Combination of multiple Dadi Cinema e-Voucher Code (s) is allowed in a single transaction.
  - f. Enrich member is responsible to pay any fare difference of the total bill (over and above the amount of redeemed Dadi Cinema e-Voucher Code by credit card or online banking that is accepted at Dadi Cinema mobile app or website. Other payment types such as e-wallet is subject to the acceptance Dadi Cinema mobile app or website.
6. The Dadi Cinema e-Voucher Code (s) is good for a one-time purchase only.
7. The Dadi Cinema e-Voucher Code entitles the member for one (1) movie ticket for any movie at any Dadi Cinema outlets in Malaysia **excluding** Star+ Hall and Family Bed in Lil Star
8. The Dadi Cinema e-Voucher code is not valid for corporate bookings
9. The Dadi Cinema e-Voucher Code is non-refundable and non-exchangeable for cash.
10. The Dadi Cinema e-Voucher Code is not valid if the barcode is torn or damaged and no compensation, replacement or refund will be given.
11. The Dadi Cinema e-Voucher Code is not valid for purchase of food and beverages at the Dadi Cinema Concession Counter.
12. Once the Dadi Cinema e-Voucher is used, it is considered null and void.
13. The Dadi Cinema e-Voucher Code is limited in time and such validity period shall be as prescribed in this Order Confirmation Form. There will be no re-issuance of the Dadi Cinema e-Voucher Code upon the expiry date. No replacements or extension will be given for expired Dadi Cinema e-Voucher Code.
14. Dadi Cinema and the Organizer reserves the right to cancel or modify any order or revoke the use of the Dadi Cinema e-Voucher Code (s) for any reason, including the following circumstances: fraudulent purchasing activity, abuse or used in bad faith.

15. Dadi Cinema and the Organizer will not be liable and/or be required to offer refund, replacement of Dadi Cinema e-Voucher Code (s), discounts, credits, cash or otherwise compensate customers for:
  - a. Incorrectly redeeming this e-Voucher Code;
  - b. Duplicating the e-Voucher Code once used;
  - c. discontinued or cancelled e-Voucher Code;
  - d. improper use of, or inability to redeem, e-Voucher Code;
  - e. the inability to use e-Voucher Code due to technical issues; or
  - f. any lost or stolen e-Voucher Code
16. All other applicable terms and conditions shall apply. Please visit <https://www.dadi.my> or email to [customercare@dadimedia.my](mailto:customercare@dadimedia.my) for any enquiries relating to the Dadi Cinema e-Voucher Code purchase.
17. Member may email Organizer at [enrich@malaysiaairlines.com](mailto:enrich@malaysiaairlines.com) to report any issues pertaining to the voucher code redemption.
18. All reports or queries will be accepted within two (2) months after the campaign ended.
19. All other applicable terms and conditions shall apply.

**[C] General**

1. The Organizer, its agents and employees shall not be liable for any loss or damage whatsoever suffered (including but not limited to indirect or consequential losses) or personal injury suffered or sustained in connection with or arising from either participation in this Campaign. Any dispute concerning goods or services received under this Campaign shall be settled between the Member and Dadi Cinema. The Organizer shall bear no responsibility for resolving such disputes or for the dispute itself.
2. The Organizer is not liable for Dadi Cinema failure or delay in providing the goods or services to Enrich Member.
3. The Organizer shall not be liable for any disruption to the Campaign, whether due to technical problems or otherwise, which is beyond its reasonable control. In the event of disruption to the Campaign, reasonable efforts shall be used to rectify the disruption and resume the Campaign on a fair and equitable basis to the Enrich Members
4. The Organizer and Dadi Cinema reserve the right at any time to change, modify or cancel the Campaign rules prior without notice including regulations, benefits, and conditions of participation. All other applicable terms and conditions shall apply. Please visit <https://www.malaysiaairlines.com/my/en/enrich/about-enrich/terms-conditions.html>
5. The Terms and Conditions of the Campaign shall be construed, governed, and interpreted in accordance with the laws of Malaysia. Enrich Member agrees to submit to the exclusive jurisdiction of the Courts of Malaysia over all matters arising from this Campaign.
6. The main language of the Terms and Conditions shall be the English language. Any translation to any other language than English shall be for convenience only. Should there be any discrepancies between the English Terms & Conditions and the translated version, the English Terms & Conditions shall prevail.
7. By participating in this Campaign, it is deemed that the Enrich Member have read and agreed to be bound by these Terms and Conditions. Any breach of these Terms and Conditions may, at the Organizer's absolute discretion, result in forfeiture of any of the goods or services rendered. The Organizer shall not be liable for any claim whatsoever resulting from the Member's participation in this Campaign.
8. The Organizer will not be held responsible for any typographical errors or misprint under these Terms and Conditions.