

THE ENRICH POINTS
CONVERSION TO BPOINTS

(Terms and Conditions)

1. The Enrich Points Conversion to BPoints is a partnership between Enrich by Malaysia Airlines Berhad and B Loyalty Sdn Bhd (hereinafter be referred to as “Conversion” or “Redemption”).
2. Enrich by Malaysia Airlines Berhad is managed by MALAYSIA AIRLINES BERHAD (Company Reg No. 201401040974 (1116944-X)), a company incorporated in Malaysia and having its registered office at Level 1, Administration Building, South Support Zone, KLIA, 64000 Sepang, Selangor (“Enrich”).
3. B Infinite is managed by BLOYALTY SDN BHD (Company No. 154570-W), a company incorporated in Malaysia and having its registered office at Lot 13-01A, Level 13 (East Wing), Berjaya Times Square, No.1 Jalan Imbi, 55100 Kuala Lumpur and its business address at Level 16, Menara Cosway, No. 12, Jalan Imbi, 55100 Kuala Lumpur, Malaysia (hereinafter referred to as “B Loyalty”) of the other part.
4. BPoints means the Points awarded by B Loyalty to a B Infinite Member for purchases and redemption of Rewards at B Loyalty’s participating Merchants’ outlets or e-store.

[A] Redemption of Enrich Points to BPoints

1. The Conversion shall be applicable to all Enrich Members who are entitled to convert their Enrich Points to BPoints with effect from **2 January 2024** until **01 January 2025** (“Redemption Period”).
2. The application for Conversion shall be published in Enrich Website in a denomination of BPoints offered with the amount of Enrich Points required specified in this terms and conditions.
3. The application for Conversion is only available on Enrich Website. A link will be provided for such Conversion.
4. During the term of Redemption Period, only the option for Conversion will be available for Enrich Members. Any purchase or conversion of Enrich Points made via cash or credit card for the purpose of conversion to BPoints shall be rejected and an email notifying of such unsuccessful transaction will be sent to Enrich Members.
5. The Conversion will take seven (7) working days for the Enrich Points be redeemed into BPoints. B Infinite Members may check their converted BPoints from their member’s page at B Infinite website at www.binfinite.com.my
6. Enrich shall not be held responsible for any delays caused by inaccurate submission of the details by Enrich Member.
7. In the event where inaccurate details are submitted, the Conversion shall become null and void and such Enrich Points will be credited to Enrich Member’s Account within **fourteen (14)** working days from the date of the void transaction.
8. Once the Conversion is successful, the appropriate number of Enrich Points will be deducted from Enrich member’s account and will not be returned under any circumstances except for inaccurate details and technical glitch. The Enrich Points are non-refundable, non-transferable

- and cannot be exchanged for cash in part or full. No appeals will be entertained.
9. The Conversion are strictly for Enrich Members who holds a valid BInfinite account registered with B Loyalty Sdn Bhd. The Enrich Members are not allowed to convert their Enrich Points to their family and/or friends' BInfinite card.
 10. Enrich Members are required to have a min of 1,800 Enrich Points in their Enrich account to convert to the BPoints in the denomination published in the Enrich's website. Enrich Member who do not have sufficient Enrich Points balance in their Enrich account shall not be eligible for any Conversion. In the event such Conversion is made, it will not be processed, and any additional purchase of Enrich Points made via cash or credit card for the purpose of conversion to BPoints is strictly prohibited and will be rejected.
 11. The Enrich Points Conversion shall be on full Points term only and no cash terms are allowed.
 12. Enrich reserves the right to change the redemption Conversion rate without prior notice to Enrich Members.
 13. Enrich reserves the right at its sole discretion to deduct or change any Points redeemed from the Enrich Members for the purpose of correcting any errors or inaccuracies in the Conversion.
 14. The Enrich Account must be an active account at the time of the Conversion.
 15. Enrich shall not be held responsible for any lost, stolen, unused or expired BPoints which have been received by Enrich Members. All converted BPoints are valid up to 36 months from the date BPoints are issued. BPoints can be used to redeem for items or services at B Infinite's eDeal, at our selected Partner's outlet and e-store. Visit B Infinite website at www.binfinite.com.my for more information.
 16. Enrich reserves the right to cancel the Conversion by any Enrich Member who is in breach of these terms and conditions.
 17. The Conversion displayed in the catalogue and Enrich website are correct at published time and is subject to change from time to time.

[B] Usage of Points Conversion to BPoints

1. Enrich reserves the right to cancel or revoke the Points conversion for any reason, including the following circumstances: fraudulent purchasing activity, abuse or used in bad faith.
2. Enrich and B Infinite reserve the right to change the terms and conditions of the conversion program at any time without prior notice to Enrich Cardmembers and B Infinite Cardmembers.
3. Enrich and BInfinite will not be liable and/or be required to offer replacement Enrich Points redemption for:
 - discontinued of the Enrich Points and BPoints conversion program between Enrich and BInfinite ;
 - inability to convert the Enrich Points due to insufficient Enrich Points in Member's account
4. All other applicable terms and conditions shall apply.
5. Please visit <https://enrich.malaysiaairlines.com/enrich/about-enrich/terms-conditions.html>.

[C] General

1. Enrich, 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 Promotion. Any dispute concerning goods or services received under this Promotion shall be settled between the Member and BPoints. Enrich shall bear no responsibility for resolving such disputes or for the dispute itself.
2. Enrich reserves the right at any time to change, modify or cancel the Enrich Points Conversion Programme rules prior without notice including regulations, benefits and conditions of participation. All other applicable terms and conditions shall apply. Please visit <https://enrich.malaysiaairlines.com/enrich/about-enrich/terms-conditions.html>.
3. The Terms and Conditions of the Enrich Points Conversion Programme 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 Enrich Points Conversion Programme.
4. 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.
5. By participating in this Enrich Points conversion Programme, 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 Enrich's absolute discretion, result in forfeiture of any of the goods or services rendered. Enrich shall not be liable for any claim whatsoever resulting from the Member's participation in this Promotion.
6. Enrich will not be held responsible for any typographical errors or misprint under these Terms and Conditions.

/end.