

## ENRICH X B INFINITE CAMPAIGN WITH BONUS POINTS (Terms and Conditions)

### A. Campaign Duration

1. The **ENRICH X B INFINITE CAMPAIGN WITH BONUS POINTS** is organised by **Malaysia Airlines Berhad** (“MAB” or “Enrich”) with **BLoyalty Sdn Bhd** (“B Infinite”) and will run from **24 April 2024 until 31 May 2024** both dates inclusive (“Campaign Period”).

### B. Campaign offer

1. Subject to the Terms and Conditions herein, Enrich members who convert their Enrich Points to B Infinite BPoints during the Campaign Period with the converted B Infinite BPoints successfully received into the B Infinite account, will be entitled for the following respective additional Bonus Points campaign offer:

Campaign Offer	Validity Date
Additional <b>10%</b> B Infinite BPoints	<b>24 April 2024 – 31 May 2024</b>

2. For this campaign, member must convert a minimum of 1,800 Enrich Points and above to BInfinite BPoints.
3. Upon successful conversion, Member will receive an additional B Infinite BPoints from the Enrich X B Infinite BPoints conversion over and above the base B Infinite BPoints converted. Below is the earning illustration:

Campaign Period	Total Enrich Points Required	Normal B Infinite Points Earned	Additional B Infinite Points	Total B Infinite Points Received
<b>24 Apr – 31 May 2024</b>	1,800 Enrich Points	3,000 B Infinite BPoints	<b>10%</b> (300 B Infinite BPoints)	3,300 B Infinite BPoints

4. The additional B Infinite BPoints will be awarded only for every successful eligible points conversion transacted and received into the B Infinite membership account within the Campaign Period.

### C. Eligibility and Participation

1. Any person(s) who has fulfilled all the criteria below is eligible to participate in this Campaign (“Participant”):
  - i. Must be an Enrich/B Infinite Member and Enrich/B Infinite Account must be an active account at the time of the conversion.
  - ii. For new members please register online at

<https://enrich.malaysiaairlines.com/signup.>

- iii. The conversion is strictly for Enrich Members who have B Infinite Account.

#### **D. Redemption of Enrich Points to B Infinite Points**

1. The application for conversion shall be published in Enrich Website in a denomination of BInfinite Points offered with the amount of Enrich Points required specified in these terms and conditions.
2. The Enrich Account must be an active account at the time of the conversion.
3. A **minimum of 1,800** Enrich Points is required for an Enrich member to convert to B Infinite BPoints in the denomination published in the Enrich's website. Enrich Member who do not have enough Enrich Points balance in their Enrich account shall not be eligible for any conversion.
4. In any event such conversion is made, the conversion will not be processed and any additional purchase of Enrich Points via cash or credit card is strictly prohibited and will not be accepted.
5. There is no maximum number of conversion applied to Enrich Members throughout the Redemption Period.
6. The application for conversion is available in the Enrich Website at <http://enrich.malaysiaairlines.com/login.>
7. Conversion is the only option made available for Enrich Members. Any purchase or conversion of Enrich Points made via cash or credit card will not be accepted.
8. The Enrich Points conversion into B Infinite BPoints will be processed within twenty-four (24) hours. However, should a system failure or technical glitch occur, it may take seven (7) working days for the conversion to be processed.
9. Enrich shall not be held responsible for any delays caused by inaccurate submission of the details provided by Enrich Member. In the event where inaccurate details are submitted, the conversion shall become null and void.
10. Once the conversion is successful, the appropriate number of Enrich Points will be deducted from the Enrich member's account and will not be refunded or reversed under any circumstances except for technical glitches, subject to verification.
11. The Enrich Points are non-refundable, non-transferable and cannot be exchanged for cash in part or full.
12. The conversion is strictly for Enrich Members who hold a valid B Infinite account registered with B Loyalty Sdn Bhd.
13. The conversion is only applicable to the Enrich Member who is the B Infinite cardholder. Enrich Member must ensure the name in the Enrich Account matches with the name registered with B Infinite account. If the Enrich and B Infinite name registered do not match, the transaction will be rejected and the Enrich member is required to contact the B Infinite Customer Service mail to

[enquiry@binfinite.com.my](mailto:enquiry@binfinite.com.my) to check further.

14. Enrich members are not allowed to convert and transfer Enrich Points to other B Infinite cardholders. The conversion applies only to the Enrich member's account with B Infinite under the same member name.
15. In the event, the Enrich Points are transferred to other B Infinite cardholders knowingly or unknowingly, the Enrich account may be suspended immediately. B Infinite reserves the right to reject the Enrich Points converted.
16. The B Infinite account number provided during the conversion request or transacting through Enrich member's account must be owned by the Enrich member. Each member shall be solely responsible for keeping the B Infinite Account Number and all details in connection with the account, always confidential and secured and shall immediately notify Enrich of any unauthorised access to the account.
17. Enrich accepts no liability for the disclosure of the Account Identification to any third party, whether intentionally or otherwise. Enrich reserves the right to suspend or protect an Account from being accessed if Enrich have reasonable grounds to believe that the security of the Account has been breached or is at the risk of exposure. Enrich member shall be responsible for maintaining the security of the Account and maintaining settings that reflect member preferences.
18. Enrich member is responsible to check and verify the accuracy of all the records and activities in connection with member Account regularly and member shall immediately notify Enrich at [enrich@malaysiaairlines.com](mailto:enrich@malaysiaairlines.com) of any inaccurate records or activities.
19. Enrich reserves the right to change the redemption conversion rate without prior notice to Enrich members.
20. 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.
21. Enrich shall not be held responsible for any lost, stolen, unused or expired B Infinite BPoints which have been received by Enrich Members.
22. Enrich reserves the right to cancel the conversion by any Enrich Member who is in breach of these terms and conditions.
23. The conversion displayed in the catalogue and Enrich website are correct at published time and is subject to change from time to time.

#### **E. Usage of Points conversion to B Infinite 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. Any Points recorded in error to any Points related to a transaction which is cancelled, Enrich has

the right to deduct any such Points as stated above without notifying the Enrich member.

3. 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 Card members.
4. Enrich and B Infinite will not be liable and/or be required to offer replacement of Enrich Points redemption for:
  - discontinued or cancelled Enrich Points conversion to B Infinite BPoints;
  - improper use of, or inability to convert the Enrich Points; or
  - the inability to convert Enrich Points due to technical issues.
5. All other applicable terms and conditions shall apply.
6. Please visit <https://enrich.malaysiaairlines.com/enrich/about-enrich/terms-conditions.html>.
7. Member can direct to [enquiry@binfinite.com.my](mailto:enquiry@binfinite.com.my) for any enquiries on B Infinite.

#### **F. General Terms**

1. Enrich member(s) will be disqualified from this Campaign without any appeal if verified and deemed to be an invalid conversion processed to other Enrich member(s) name.
2. Enrich Points converted to B Infinite BPoints made prior to this Campaign will not be eligible for the additional Bonus Enrich Points subject to the Terms and Conditions. No appeals will be entertained.
3. The Converted Enrich Points are non-refundable or reversable and cannot be exchanged for cash in part or full. No appeals will be entertained.
4. Enrich will not be liable for any unsuccessful transaction or if the converted Enrich points are not received into the B Infinite account within the campaign period.
5. Enrich accepts no liability for the disclosure of the Account identification to any third party, whether intentionally or otherwise. Enrich reserves the right to suspend or protect an Account from being accessed if Enrich has reasonable grounds to believe that the security of an Account has been breached or is at the risk of exposure. Enrich member shall be responsible for maintaining the security of the account and maintaining settings that reflect member preferences.
6. Enrich shall not be held responsible for any delays caused by inaccurate submission of the details by Enrich Member.
7. Enrich reserves the right at its sole discretion to deduct or change any Points redeemed from the Enrich Members account for the purpose of correcting any errors or inaccuracies in the conversion.
8. All transportation, accommodation, personal costs and/or any other costs and/or related

expenses that are incurred to attend/participate in this Campaign and to redeem the Enrich Points are the sole responsibility of the Participants.

9. MAB reserves the right to use, reproduce, edit and distribute materials submitted for this Campaign for publication and/or display in any media format and any media channels without obtaining further prior permission and payment of any fees or royalty to the Participant.
10. MAB reserves the right to use the participant's name, images, comments, materials relating to this Campaign and the results of this Campaign for the purpose of any announcement or promotional or marketing purposes in any media format and any mediachannels without any fee being paid. The Participant shall hold MAB free and harmless from any claims and/or liabilities whatsoever resulting from the usage or the reproduction of the submitted materials by MAB. This clause shall survive the expiration of this Campaign Period.
11. MAB, at its sole and absolute discretion, reserves the right to disqualify any Participant and revoke or forfeit any Enrich Points at any stage of the Campaign without prior notice if:
  - (a) The participant is not an eligible Participant;
  - (b) The Participant fails to fully comply with the Terms and Conditions stipulated herein;
  - (c) The Participant breaches any of the Terms and Conditions or other rules and regulations of the Campaign or violates any applicable laws or regulations;
  - (d) MAB has, at its sole discretion, any reason whatsoever to believe that such Participant has attempted to undermine the operation of the Campaign in any way whatsoever, including but not limited to fraud, cheating or deception.
12. MAB's decision on matters relating to the Campaign shall be final and absolute. No discussion, correspondence, enquiry, appeal or challenge by any of the Participants in respect of any decision of MAB shall be entertained.
13. MAB, its affiliates, subsidiaries, agents, employees, representatives, retailers, distributors, dealers as well as its advertising, creative, media, digital, design and other creative agencies of MAB, shall not be liable for any loss or damage whatsoever suffered (including but not limited to loss of opportunities and any indirect or consequential losses) or personal injury suffered or sustained in connection with or arising from participation in this Campaign.
14. The Terms and Conditions of the Campaign shall be construed, governed and interpreted in accordance with the laws of Malaysia.
15. All rights and privileges herein granted to MAB are irrevocable and not subjected to rescission, restraint or injunction under any and all circumstances. Under no circumstances shall the Participant have the right to injunctive relief or to restrain or otherwise interfere with the organisation of the Campaign, the production, distribution, exhibition and/or exploitation of the Campaign and/or any product based on and/or derived from the Campaign.

16. MAB reserves the right at its absolute discretion to vary, delete or add to any of these Terms and Conditions without any prior notice.

/end.