



SAVE AND STAY SAFE WITH TESCO'S 'RAYA JIMAT, RAYA SELAMAT' CAMPAIGN

KUALA LUMPUR, 23 April 2020: Tesco Stores (Malaysia) Sdn Bhd today launched its *Raya Jimat, Raya Selamat* campaign, in addressing the changing consumer needs while living in the new normal brought on by the Covid-19 pandemic.

“As our customers welcome the holy month of Ramadan amid the challenges of Covid-19, we are mindful of our customers' need to manage their cost of living while staying healthy. Our *Raya Jimat, Raya Selamat* campaign offers great savings to help our customers manage their cost of living while maintaining their social distancing to ensure a safe and happy Hari Raya,” said Tesco Chief Executive Officer, Paul Ritchie.

“We also understand that this Ramadan might be the first Ramadan that many would spend apart from their families and loved ones, however, we can still be *Bersama Walaupun Jauh* through our bond in traditions and love for food. Our *Raya Jimat, Raya Selamat* campaign is our way in helping customers make new treasured memories this year while keeping track of their spending.”

Raya Jimat

“Since the beginning of the Movement Control Order (MCO) Tesco has worked tirelessly in ensuring that our stores are well stocked with daily necessities such as meat, chicken, fresh fruits and vegetables so that customers can continue to feed their families during these uncertain times,” said Ritchie.

“Given the financial concerns brought on by Covid-19, Tesco has also maintained its multiple price investments into essentials products such as whole chicken, which have been at RM5.99 per kilo since August 2016, while Tesco Own Brand (TOB) range is on average 10 per cent cheaper than national brands.”

Tesco is also working hard to ensure that customers can still get their Raya staples of rendang and satay with imported beef (RM18.99 per kilo), Australian lamb shoulder (RM 31.99 per kilo) and whole chicken all at a great value. Just because Raya celebrations might be spent without extended family this year, doesn't mean that customers cannot still celebrate with great food.

Given the cancellation of Ramadan bazaars this year and other challenges in movement restrictions, Tesco will have up to 30 per cent discount on most of its chilled and frozen items such as nuggets, chicken drumlets and pratha bread to make *buka puasa*, faster and easier. Tesco is also bringing in seven different types of dates (khenaze, deglet nour, medjool, al-hisham khalas, masafii lulu, masfii rabbie and masafii emirates), imported from the United Arab Emirates, Tunisia and Palestine.

Meanwhile, TOB products, which are on average 10 per cent cheaper than national brands, has now become a household staple. Customers will be able to enjoy even cheaper TOB items such as UHT full cream and chocolate milk (RM4.29), Berry 1-liter cordial range (RM8.99), Butter cookies 454g (RM12.99) and many more throughout the '*Raya Jimat, Raya Selamat*' promo period.

The Tesco Clubcard loyalty programme will also give extra savings to customers, as their purchases are translated into accumulated points, which are then converted to vouchers. Vouchers can then be used towards future purchases. Given the current circumstance, the Clubcard points are even more beneficial than ever to help customers manage their cost of living.

Tesco will also run weekly recipe content of dishes usually found in Ramadan bazaars, in which customers can attempt themselves by using products found in Tesco stores. Customers are encouraged to share photos or videos of their attempt at the recipe, tag Tesco and those with the most creative content and captions will stand to win Tesco vouchers worth RM500 each. To help customers shop with even greater ease this festive season, Tesco's Raya family clothing range is also made available on Lazada with an extra 10 per cent off for their kids and toddlers and range.

Raya Selamat

"Just like the rest of Malaysia, we too are adjusting to the Covid-19 pandemic and how it changed not just the way we live our lives, but also how we conduct our business. The panic buying frenzy at the beginning of MCO has now been replaced with calmer, contactless or online shopping where customers can maintain social distancing," said Ritchie.

"In serving our customers a little better every day, we have since the beginning of the MCO increased our online delivery slots by 44 per cent, rolled out the WhatsApp-based Order & Collect service and boosted our Scan & Shop usage in stores so customers can continue to practice social distancing while shopping in our store. We also embarked on a recruitment drive to add on 600 new colleagues to ensure support the changing pattern of demand during this period."

“For this Ramadan and Raya period, we are launching Click & Collect service at eight of our stores. The Click & Collect service would enable customers to order through the Tesco Online platform using their existing Tesco Online account and then collect at the store of their choice. It is just one of our ways in serving not only value but also convenience for customers,” continued Ritchie.

Click & Collect will be made available in Tesco stores that are already operating the Tesco Online service, namely Tesco Selayang, Mutiara Damansara, Cheras, Puchong, Desa Tebrau, Seberang Jaya, Ipoh Extra and Melaka. Click & Collect will complement both Tesco Online deliveries and the WhatsApp-based service, Order & Collect.

Click & Collect operates similarly to Tesco Online in which customers can place orders up to three weeks in advance. Customers are then required to pick a collection time slot of between 1pm to 6pm daily, and then to go to the collection both in their selected stores and pick up their order within two hours of the selected timeslot.

In ensuring convenience to customers, the Click & Collect booth will be placed at the mall entrance so that customers can lessen their time outdoors. As per Tesco Online, customers can only order up to 30kg worth of items through Click & Collect. There are no service fees for Click & Collect.

In the meantime, Tesco is taking all safety measures in ensuring that its stores remain a safe place to shop. This includes preventive measures such as temperature checking for customers, limiting the number of customers in stores at any point, encouraging customers to practice good handwashing hygiene, social distancing as well as wearing masks to further prevent the spread of infections.

The ‘*Raya Jimat, Raya Selamat*’ campaign will run from 23 April to 11 June, in all 60 Tesco stores and online channels inclusive of Tesco Online, Lazada and Shopee.

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About Tesco Stores (Malaysia) Sdn Bhd

Tesco Malaysia was established in May 2002 through its first store in Puchong, Selangor. Today, it employs over 7,000 employees across 60 stores and two distribution centres throughout Peninsular Malaysia. In 2013, Tesco paved the way in online grocery shopping through the launch of Tesco Online which started in Klang Valley before expanding to Penang, Johor Bahru, Melaka, Negeri Sembilan and Ipoh.