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Tesco offers greater value to customers through two new stores

KUALA LUMPUR, 9th June 2020: Tesco Stores (Malaysia) Sdn Bhd is set to open two more stores this month, with Tesco Teluk Intan to begin welcoming customers on 10th June and Tesco Mines to follow suit on 17th June. With the addition of the two new stores, the retailer will now operate 62 stores nationwide.

“The launch of our two new stores symbolises not only growth for the Tesco brand, but also the prospect of enriching the lives in the communities we serve. Through our value of *No One Tries Harder for Customers*, we believe that we can provide greater convenience, range, and value for money as well as better facilities for our customers,” said Tesco Chief Executive Officer, Paul Ritchie.

He noted that the opening of Tesco Teluk Intan is particularly significant given that it has been almost a decade since the retailer opened its last Perak-based store, Tesco Seri Iskandar back in 2011.

“Perak continues to be an exciting market for Tesco. Its vibrant economy and high consumer confidence have made this state a destination of choice for retailers. Since the launch of our first ever store in Perak through Tesco Ipoh in 2005, we have worked hard in *Serving Customers a Little Better Everyday* and have become the retailer of choice in this part of Malaysia,” said Ritchie.

“The opening of our 3,000 sq metres store in the historical city of Teluk Intan, home to Malaysia’s very own Leaning Tower is a continuation of the value that we have been offering to not only the people of Perak, but Malaysians in general.”

Inclusive of the opening of Tesco Teluk Intan, the retailer will now operate eight stores in the northern state which are Tesco Ipoh, Extra Ipoh, Kampar, Manjung, Seri Iskandar, Station 18 and Taiping.

Tesco Mines meanwhile, is located in the high-density area of Seri Kembangan where most residents are seeking quick and seamless shopping trips for their family’ needs. To reflect this need, Tesco Mines will be the second 2,000 sq metres superstore after Tesco Wangsa Walk which was launched in October last year.

“Our market research has shown that Klang Valley customers are time poor and shopping for everyday necessities has become a chore. These customers would like to find the items that they want and finish their shopping as quickly as possible,” said Ritchie.

“In providing a smaller 2,000sq metres superstore with a targeted range of our famous value for money pricing, such as our Halal chicken prices which have remained flat at RM5.99 per kilo since August 2016 and our Tesco Own Brand products that are on average 10 per cent cheaper than national brands, we are providing convenience and value for money to customers in this area who were not able to enjoy all these before.”

Tesco has also collectively employed over a hundred new local colleagues in Tesco Teluk Intan and Tesco Mines stores, thus creating a positive socio-economic impact in both areas.

“Both Tesco Teluk Intan and Tesco Mines are 100 per cent manned by Malaysians, further underlining our commitment in creating employment for Malaysians during a time that many have lost their sources of incomes due to the ongoing pandemic,” said Ritchie.

Tesco had throughout the Movement Control Order (MCO) period employed over 400 new colleagues to help with the increased demand during the MCO itself as well as the Ramadan and Hari Raya celebrations. On top of that, Tesco is also one of the companies that participated in the Federal Territories Ministry's Career Preparation Programme, which saw the city's homeless trained and hired for jobs.

In ensuring that Tesco remains a safe place to shop, the retailer has implemented all the prescribed government Standard Operating Procedures at its stores including Tesco Teluk Intan and Tesco Mines. These measures, which are also the new normal now, include taking down relevant information for potential contact tracing, temperature checking before entering, providing hand sanitizers for customers' usage, limiting the number of customers in stores at any point, social distancing markings on the floor as well as encouraging customers to wear masks to further mitigate the spread of infections.

Both stores are also enabled with Scan & Shop app as well as fully cashless Self-Service Checkout Counters which accepts payments from American Express, Mastercard, and Visa as well as e-wallets AliPay, Boost, GoodKredit, GrabPay, Kiple, and TnG eWallet. The combination of these two services will enable customers to continue to practice social distancing while shopping.

The Scan & Shop app allows customers to scan their grocery items themselves as they shop in any Tesco store. Through the app, customers can also track their expected spending amount in their basket which will help in managing their budgets. Once done, they can proceed directly to the Self-Service Checkout Counters, provide the app-generated barcode and pay without removing any items from the basket or having a cashier scan the items.

Customers are encouraged to Like and Follow Tesco's official Facebook page for promotional and discounts updates on the openings of the two new stores.

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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 62 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.