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FOR PUBLICATION & BROADCAST

PETRON'S 'JOM JALAN-JALAN' PUMP AND WIN CAMPAIGN IS BACK

Winners await holiday trip to Seoul in collaboration with Korea Tourism Organization and ONE TV Asia

KUALA LUMPUR – Petron Malaysia's highly successful '**Jom Jalan-Jalan**' Pump and Win Campaign is back, this time in partnership with Korea Tourism Organization (KTO) Malaysia Office and ONE TV Asia.

Through '**Jom Jalan-Jalan Seoul**', Petron Miles (P-Miles) can win a complimentary holiday trip to South Korea from 1 December 2023 to 29 February 2024, and see their K-Pop or K-Drama dreams come to life!

Shaliza Mohd Sidek, Petron Head of Retail Business Petron Malaysia noted on the Hallyu phenomenon that has swept the world by storm. "Today, Korea has emerged as one of the top travel destinations for Malaysians. Our collaboration with KTO and ONE TV Asia comes at an opportune time as we aim to reward our customers with an enriching cultural experience, including visits to popular tourist attractions, culinary treats, and an exclusive TV studio tour. These experiences align with our brand DNA in prioritising customer satisfaction, delivering product and service excellence, and building a rewarding relationship with our customers."

The '**Jom Jalan-Jalan**' campaign was first launched in 2021 as a way of rewarding Petron's loyal customers with holiday packages after being on extended lockdown due to the pandemic. The team first partnered with Tourism Malaysia to offer exciting tour packages to local destinations. This was followed by a partnership with Türkiye Tourism in 2022 for a spectacular trip to Türkiye

via Turkish Airlines. This year, '**Jom Jalan-Jalan Seoul**' aims to reward 62 lucky winners with prizes worth more than RM 250,000 throughout the three-month campaign period.

"We are thrilled to join hands with Petron Malaysia in celebration of the **VISIT KOREA YEAR 2023-2024**. With the growing global popularity of Korean culture, we plan to promote typical tourist content of Korea and aim to attract many more foreign travellers next year.¹ We also do our best to provide a safe and pleasant travel environment with the partners in the travel business of Korea, with tourists expecting a variety of cultural events and even promotions on flights and accommodations," says Mr. Moon Sangho, Managing Director of Korea Tourism Organization Malaysia Office.

The campaign is open to all P-Miles cardholders and is available nationwide at more than 770 Petron's service stations. With a minimum RM50 petrol purchase, P-Miles cardholders will get one entry, whilst P-Miles mobile app² users will have five (5) times more entries. Petron also partnered with Malaysian Airlines to provide two (2) entries for every Miles-Enrich points conversion during the campaign period.

'**Jom Jalan-Jalan Seoul**' was launched on 14 December at Menara Hap Seng, Kuala Lumpur, led by Shaliza Mohd Sidek, the Head of Retail Business Petron Malaysia, Mr Moon Sangho, Managing Director of Korea Tourism Organization Malaysia Office and Edith Goh, Executive Director Media & Sponsorship from One TV Asia. Multitalented Malaysian singer and actor [Alvin Chong](#) also made a special appearance, followed by an official announcement that he would accompany all the winners to Seoul.

Petron will be working with **ONE TV Asia** as the official TV media partner. George Chien, Co-Founder, President, and CEO of KC Global Media, the network that owns ONE TV Asia, said, "ONE is the leading K-entertainment channel that showcases the latest South Korean entertainment

¹ [Korea aims to attract 20 million tourists next year](#)

² The Petron Mobile app is a dedicated mobile app loyalty membership that is aimed at providing better services and rewards to Petron's loyal customers.

programmes, dramas and variety. We are thrilled to enhance our media partnership with Petron Malaysia, which is in sync with our vision to bring the best South Korean entertainment to every household in Malaysia and also to add our unique brand experience and offering to this exciting campaign."

On-ground activities will also take place at selected Petron service stations, featuring promotional collaterals, pop-up stores, and a line-up of Korean cultural activities from January 2024 onwards. To find out more about the campaign, please visit www.petronmiles.com.my.

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About Petron Malaysia

Petron Malaysia is part of Petron Corporation in the Philippines, an emerging and rapidly evolving Asian oil company. Petron Corporation joined Malaysia's dynamic and progressive market with the acquisition of ExxonMobil's downstream business in March 2012.

Petron Malaysia owns and operates Petron Port Dickson Refinery (PDR), which has a rated capacity of 88,000 barrels per day, producing a wide range of petroleum products which include gasoline, diesel, liquefied petroleum gas (LPG) and aviation fuel. Our world-class fuels are distributed from 10 strategically located depots and terminals of Petron subsidiaries in Malaysia.

As one of the leading brands in Malaysia, Petron is proud to be part of our customers' lives. We offer a wide range of premium fuels – Blaze 100RON Euro 4M, Blaze 97RON Euro 4M, Blaze 95RON Euro 4M, Turbo Diesel Euro 5, and Diesel Max Euro 5 through more than 770 Petron service stations nationwide. Our Treats convenience stores provide one-stop service experience to travelers on the road.

Our LPG brand, Petron Gasul provides efficient energy for Malaysian households. For convenience, Gasul is now available for cash and carry at selected Petron service stations.

Beyond our business agenda, we take our corporate and social citizenship to heart by supporting safety, environment and education programmes to ensure sustainability and contribute to social development. Through its volunteerism programs, Petron and its employees championed many local causes mostly to contribute to local social development.

Petron Malaysia is committed to its vision to be the leading provider of total customer solutions in the oil sector and allied businesses.

About Korea Tourism Organisation

Korea Tourism Organization (KTO) Malaysia office, established in 2004, plays its role in attracting Malaysian tourists to Korea by organizing various promotional activities for consumers and through its involvement and various collaboration with local tourism industry partners. It also serves as the key Korean liaison for local travel agencies, airlines, and media partners in promoting Korea as the top holiday destination among Malaysians. KTO also operates

Korea Plaza, located in Menara Hap Seng, providing useful Korea travel information and diverse Korean experience programs to consumers.

Visit our Website : <https://english.visitkorea.or.kr/> for more information or Follow us on

Facebook : www.facebook.com/KTOMalaysia Instagram: https://www.instagram.com/kto_malaysia/

About One TV Asia

ONE showcases the latest South Korean drama and entertainment programs. These include selected prime time dramas at the same time as Korea and within 24 hours of their debut broadcasts in Korea. Viewers can catch the biggest stars and hottest names in Korean entertainment, from young and trendy idol dramas to popular soap operas, along with the current variety buzz and the top K-pop hits. Popular shows include Running Man, United Fathers, Penthouse and Reborn Rich. ONE reaches more than 3.9 million households in 4 territories in Southeast Asia.

In addition, ONE has also regularly brought South Korean artists on promotional tours to meet with fans. Successful events have included stars like Kim Rae Won (Doctors), Kang Ha Neul (Scarlet Heart), Ricky Kim and kids (Oh! My Baby), Joo Won (The Gang Doctor), Zo In Sung (That Winter, The Wind Blows), Lee Hyun Woo (To the Beautiful You), Lee Dong Wook (Scent of a Woman), Kim Sun-A (Scent of a Woman), Jang Hyuk (Midas), and K-pop boy group BTOB; as well as the resoundingly successful Running Man fan-meet in Singapore and Malaysia.

ONE has also created "live" digital content experiences by connecting fans closer to their favourite South Korean stars including virtual fan-meet sessions with Kim Young Dae, from ONE's top rated award-winning Korean drama series, Penthouse, and singer and actress, Kim Seol Hyun, from Summer Strike, and "triple threat" entertainer, Lee Seung Gi, from The King 2Hearts.

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