



FOR IMMEDIATE RELEASE

KEDAI AYAMAS PARTNERS WITH FAVE TO OFFER MORE REWARDS TO CUSTOMERS

- *Customer may pay for the purchases with Fave to receive 10% cashback*
- *Kedai Ayamas announces its partnership with Fave to offer cashless payments at all 51 outlets across Malaysia*

KUALA LUMPUR, 6 AUGUST 2019 – Kedai Ayamas has joined Growth Malaysia's omnichannel initiative by partnering with leading digital merchant platform, Fave. This will allow Ayamas' customers to go cashless while paying for their favourite Kedai Ayamas products and be entitled to a 10% cashback reward along with AirAsia Big Points.

This will benefit all Ayamas lovers as the brand is famous for its delicious roasters favourites such as Ayam Percik, Golden Roast and Pepper Roast. With this, customers paying full price via Fave will receive 10% cashback in their Fave app to be utilized towards next purchase. To celebrate this partnership, they are offering their customers an additional reward of RM5 cashback, above the preexisting 10% cashback offered by Fave, which will be available across all outlets in 11 states until 31st August 2019.

Kedai Ayamas collaboration with Fave provides convenience to their customers across all 51 outlets nationwide by incorporating cashless payment methods. This contributes to the country's ambition of becoming a digital and cashless nation as well as adapting to the ever-changing habits of consumers through the adoption of technology.



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Tuan Haji Abd Rahman Md Dawi, Executive Director of Kedai Ayamas said, 'We are excited to offer this to our loyal customers as they can now try various Ayamas flavours and rewarded with cashback at the same time. This is indeed our way of thanking existing and encourage new customers to try out different delicious and healthier chicken meals at Ayamas.

Meanwhile, Jake Abdullah, Managing Director of Fave Malaysia said, "We're excited to be partnering with Kedai Ayamas, to be named as their key partner in digitising their business and to help them grow through providing rewards and a greater level of convenience to their loyal customers,"

"We believe that every offline merchant should be digitally empowered. Keeping this in mind, we are constantly innovating on digital merchant solutions at Fave. Through commonly available devices such as mobile phones, merchants can easily connect to any digital service where they can customize and compile real-time solutions that are ideally catered to their business. These can exist in the form of marketing, operations, data and financing. Most importantly, merchants can focus solely on what they do best with Fave taking care of everything else!" he added.

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About Kedai Ayamas

Kedai Ayamas is a modern setting convenience food store concept in Malaysia operated by Ayamas Shoppes Sdn Bhd (ASSB), a subsidiary of KARA Holding Sdn Bhd (KARA). KARA is a wholly-owned subsidiary of Johor Corporation.

KEDAI AYAMAS is the first established store in Malaysia to introduce the sale of HALAL fresh chicken and other chicken-based products in a modern setting that is both hygienic and convenient. In tandem with its tagline "More than just Chicken", KEDAI AYAMAS also offers customers ready-to-eat food products such as Nasi Briyani Bukhara Ayam, Nasi Pilaf Ayam Mentega, Nasi Kandar Ayam Masala, Nasi Bijan Ayam Bulgogi, Nasi Kari Hijau Ayam Thai and ready-to-cook products such as its wide range of pastes,



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spices, herbs and other kitchen-shelf products which range from special sauces to confectionery as well as beverages. Currently, there are 51 KEDAI AYAMAS stores nationwide. They comprise of 35 stores owned by ASSB and 16 stores operated by licensees, through their KEDAI AYAMAS Licensing Programme. Apart from KEDAI AYAMAS, KARA is also involved in a wholesale business activities with their supply of HALAL fresh chicken and frozen products to distributors and other F&B establishments across Malaysia.

For media enquiries, please contact:

NurFarah binti Abdul Jamaludin,
Marketing Department, Ayamas Shoppe Sdn Bhd,
T: 019-2717046
E: farah.abdjamaludin@ayamasshoppe.co

About Fave

Fave is the next generation Digital Merchant Platform that empowers offline merchants to grow and connect with their customers in a whole new way. Fave is on a mission to accelerate the offline world's transition to the digital economy by putting growth at the centre of our merchants, our customers, our people and our partners because growth is good for everyone.

Fave connects merchants and consumers to deliver seamless payment experience and merchant rewards. It serves as a payment aggregator for the most popular cards (Visa, Mastercard, AMEX) and wallets (Grab, OVO). Integrated with other strategic partners Fave offer merchants more value add and more customer exposure through marketing, data, financing and operations. Merchants can now focus on what they do best for their customers; because everything else is taken care of.

Fave operates in all 13 states in Malaysia across 20 cities, as well as Singapore and Indonesia.

For Media Enquiries:

PRecious Communications for Fave
T: +6012 609 6174
E: pashmina@preciouscomms.com / fave@preciouscomms.com



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