PRESS RELEASE

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TOURISM MALAYSIA AND ZUS COFFEE CELEBRATE THE ESSENCE OF MALAYSIA THROUGH 'INILAH MALAYSIA'

KUALA LUMPUR – In conjunction with the Visit Malaysia 2026-2027 (VM2026-2027) campaign, Tourism Malaysia and homegrown brand ZUS COFFEE have launched the *'Inilah Malaysia'* campaign. This strategic partnership merges Malaysia's everyday flavours and coffee culture with travel, heritage and destinations, aiming to boost domestic and international tourism while driving positive economic growth across local hospitality and retail sectors.

With several pillars within the campaign, the collaboration supports VM2026-2027 by creating accessible experiences that encourage all visitors to discover more of Malaysia, while inspiring Malaysians to rediscover local destinations and appreciate the country's diverse cultural heritage.

Highlighting Malaysia's gastronomic appeal, ZUS COFFEE's Gula Melaka Latte has been renamed to The Malaysian Latte, celebrating a familiar Malaysian flavour through locally sourced palm sugar syrup. As a warm gesture of local hospitality, visitors can enjoy this signature beverage at a special rate of RM6.90 upon presenting their MyKAD (for Malaysian citizens) or Passport (for international visitors) at selected stores until 31 December 2026.

Visitors can also bring a taste of Malaysia home through ZUS NGUPI, ZUS COFFEE's instant coffee range featuring local favourites including Kopi O, Kopi Cham, Kopi Coklat and White Coffee. Crafted from Arabica, Robusta, and locally grown Liberica beans, the range seamlessly elevates Malaysia's gastronomic tourism profile by offering visitors authentic culinary souvenirs that carry the Malaysian story far beyond our borders.

The campaign also introduces the Koleksi Corak Malaysia ZUS Lifestyle (Flora & Fauna Series), incorporating Malaysian wildlife with elements inspired by traditional craftsmanship such as *Wau Bulan, pucuk rebung, kain tenun*, woodcarving and *songket*. The collection provides visitors with a tangible representation of Malaysia's cultural heritage and biodiversity to take home, effectively turning every visitor into a global ambassador for Malaysia's vibrant arts and culture scene.

To drive regional tourism and exploration, the ZUS Stamp Journey, which began on 5 October 2026, invites customers to visit participating ZUS COFFEE stores across the country to collect stamps and complete their journey. Currently a trending activity, this

interactive stamp programme acts as a catalyst for travel intent, funnelling footfall to heritage states and hidden gems while rewarding participants with a free Malaysian Latte upon completion, adding another touchpoint for visitors to experience a Malaysian-inspired flavour.

Lastly, as part of ZUS COFFEE's *Inilah Malaysia* campaign in collaboration with Tourism Malaysia, a social series called Wajah-wajah Malaysia was created in partnership with digital publication platform, Mono Malaysia, to showcase people and stories that shape the Malaysian experience. The four-part series invites visitors and Malaysians alike to discover a side of the country that goes beyond its landmarks and tourist destinations, through the communities, traditions, heritage and livelihoods that make Malaysia unique.

These efforts come at a time when Malaysia continues to see positive growth in its tourism sector. From January to August 2026, Malaysia has welcomed 28.8 million international visitor arrivals, marking a growth of 1.8 per cent compared to 28.2 million in the same period last year. Meanwhile domestic tourism recorded a 5.6 per cent increase with151.6 million visitors for the first half of 2026 in comparison to 143.5 million in January to June 2025.

Through *Inilah Malaysia*, Tourism Malaysia and ZUS COFFEE aim to make Malaysian culture, flavours and destinations more accessible for all visitors through everyday experiences, while showcasing that tourism is a collective, nation-building effort.

The *Inilah Malaysia* campaign runs nationwide until 31 December 2026, with activities rolling out across selected ZUS COFFEE stores and platforms. For more information, visit ZUS COFFEE on its official social channels on Instagram, Facebook and TikTok.

For further details, kindly refer to media kit :

https://drive.google.com/drive/folders/1h17iobNqEVs0hmpLnPrGQA9o53-IWeEZ?usp=drive_link

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About Tourism Malaysia

Malaysia Tourism Promotion Board, also known as Tourism Malaysia, is an agency under the Ministry of Tourism, Arts and Culture Malaysia (MOTAC). It focuses on promoting Malaysia as a preferred tourism destination and has, since its establishment, played a significant role in strengthening the country's presence and competitiveness in the global tourism landscape.

Visit Malaysia 2026-2027 (VM2026-2027) underscores Malaysia's commitment to sustainable tourism development, in line with the United Nations Sustainable Development Goals (UNSDGs). The campaign aims to showcase the nation's diverse natural attractions, rich cultural heritage, and vibrant tourism offerings, while driving inclusive growth and long-term value for local communities and industry stakeholders.

For more information, visit Tourism Malaysia's website www.tourism.gov.my and social media accounts on Facebook, Instagram, X, YouTube, and TikTok.

About ZUS COFFEE

At the heart of ZUS COFFEE, our mission is to make high-quality coffee accessible. Through our cafés and wide range of fast-moving consumer goods, we aim to enable more coffee lovers to conveniently enjoy ZUS COFFEE everywhere. We strive to understand what coffee means to consumers and remain committed to delivering greater convenience and accessibility for the community.

At every touchpoint, our aim is to deliver the best ZUS COFFEE experience, ensuring ZUS COFFEE is **always a Necessity, not a Luxury**. For more information, visit https://zuscoffee.com/.

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