

PRESS RELEASE

FOR IMMEDIATE RELEASE

TM.146/2026

18 JUNE 2026

JYY Group Launched its First National Gifting & Wellness Experiential Hub Opens at KLIA Terminal 2 in Malaysia

MyTreasure by JYY Group showcases Malaysia's natural treasures to millions of international travellers under Visit Malaysia 2026

KUALA LUMPUR – Malaysia today marked a new milestone in tourism and nation branding with the official launch of MyTreasure — short for "Malaysia's Treasure" — JYY first National Gifting & Wellness Experiential Hub at Kuala Lumpur International Airport Terminal 2 (KLIA Terminal 2).

Developed by JYY Group in conjunction with Visit Malaysia Year 2026 (VM2026), MyTreasure was created with a mission to discover, celebrate and elevate Malaysia's hidden treasures by bringing together the nation's natural wellness products, local flavours, cultural experiences and homegrown stories in a single destination for global travellers.

The grand opening ceremony was officiated by YBr. Encik Mohd Amirul Rizal bin Abdul Rahim, Director General of Tourism Malaysia who described the initiative as a meaningful platform to elevate Malaysia's unique offerings to the global stage.

"Malaysia has many treasures, but our greatest challenge has always been how to present them to the world in a meaningful and memorable way. MyTreasure reflects the kind of public-private collaboration that will be critical to the success of Visit Malaysia 2026. While the Government provides the platform and direction, it is visionary Malaysian companies like JYY Group that help bring the Malaysia story to life. As such, I would like to congratulate JYY Group - I hope it becomes a symbol of how Malaysian brands can proudly represent our nation, our culture and our heritage to the world." said YBr. Encik Mohd Amirul Rizal bin Abdul Rahim.

Alann Tan, Founder and Group CEO of JYY Group, shared "After nearly two decades in the gifting industry, we realised something. Malaysia is rich in amazing products, traditions and stories. Yet many remain undiscovered by the world. That inspired us to create MyTreasure. Not simply as a retail store but as a treasure hunter for Malaysia. Travelling across the nation, searching for authentic local treasures, curating them and bringing them together in one place. So that every traveller can discover the very best of Malaysia before leaving our shores."



Strategically located at KLIA Terminal 2, one of Malaysia's busiest international gateways serving millions of travellers annually, MyTreasure aims to redefine how visitors experience Malaysia before they return home. More than a retail destination, the experiential hub brings together wellness, culture, gastronomy and gifting under one roof, creating a curated showcase of Malaysia's most celebrated natural and cultural treasures.

Discover Malaysia's Natural Treasures

At the heart of MyTreasure is a carefully curated collection of products inspired by Malaysia's biodiversity, wellness heritage and local pride. Trigona Honey sourced from rainforests of East Malaysia, this rare and highly prized honey is celebrated for its natural antibacterial properties, rich nutritional profile and low-GI benefits. Often regarded as one of Malaysia's hidden wellness treasures, Trigona Honey has become increasingly sought after by consumers seeking natural and sustainable ways to support their daily wellbeing.

JYNNS concentrated bird's nest harvested from the Gomantong Caves of Sabah and crafted using an exclusive 28-year heritage recipe and preparation process, this premium bird's nest is recognised as one of Malaysia's most prized wellness treasures, embodying the country's rich biodiversity, heritage and wellness legacy.

Positioned as a new-generation national gifting symbol, MyTreasure seeks to offer travellers a more meaningful way to remember and share their Malaysian experience beyond conventional souvenirs. The experiential hub further reinforces its national-level positioning through its strategic collaboration with Tourism Malaysia, featuring official Visit Malaysia Year 2026 elements, including the campaign mascots Wira and Manja, across selected product packaging and displays.

"A Taste of Malaysia" Cultural Experience

Recognising that food is often one of the strongest memories travellers bring home, MyTreasure has introduced the "Taste of Malaysia" experience, inspired by the nation's iconic flavours and diverse culinary heritage.

Visitors can enjoy exclusive offerings such as Trigona Honey ice cream and specialty honey beverages, pandan cloud cake, durian coffee. The experiential concept was designed to encourage travellers to sample and appreciate Malaysian flavours before selecting gifts to bring home. The flagship hub also features exclusive Malaysian-inspired merchandise and lifestyle accessories, further enriching the gifting experience and providing visitors with distinctive keepsakes that celebrate the country's culture and identity.

JYNNS Trigona Honey Propolis Series Makes Official Debut

In conjunction with the launch of MyTreasure, JYY Group also officially highlighted JYNNS Trigona Honey Propolis as part of its ongoing commitment to transforming Malaysia's natural wellness treasures into meaningful solutions for modern lifestyles.

JYY Group has established a strategic partnership with Universiti Tunku Abdul Rahman (UTAR) to advance the scientific research, development and global recognition of Malaysian Trigona Honey.



Recent studies conducted with UTAR demonstrated that JYNNS Trigona Honey Propolis Spray ranked among the top-performing products tested against *Streptococcus pyogenes*, a bacteria commonly associated with throat discomfort, while also showing strong antibacterial activity against *E. coli* and *Salmonella Typhimurium*. The findings further highlighted its

antioxidant and anti-inflammatory properties, reinforcing the global potential of Malaysian Trigona Honey Propolis.

Exclusive Rewards and Opening Promotions

To celebrate the opening, MyTreasure is offering a series of exclusive promotions for travellers:

- Shoppers who make any purchase at the MyTreasure outlet are eligible to purchase WCT Buddy Shopping e-Vouchers at 20% off under the Voucher Bonanza Sales Promotion, on a first-come first-served basis.
- Visitors get to redeem complimentary Trigona Honey Ice Cream by showing their boarding passes at MyTreasure KLIA2 outlet. (Promotion valid until 30 June 2026.)
- Special promotions on JYNNS Trigona Honey and Lo Hong Ka Concentrated Bird's Nest, including Buy 2 Free 3 promotions and discounts of up to 60%. (Promotion valid until 30 June 2026.)
- Customers can enjoy exclusive Buy 1 Free 1 promotions of selected MyTreasure products at all JYNNS outlets nationwide (Promotion valid until 21 June 2026.)

As Malaysia prepares to welcome millions of visitors under Visit Malaysia Year 2026, MyTreasure aims to become a gateway for travellers to experience, remember and bring home the very best of Malaysia, transforming local treasures into global ambassadors for the nation.

- END -

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 (VM2026) 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 JYY Group

JYY Group is a pioneering leader in the health and wellness industry, and it is celebrated for its flagship brand, JYNNS, as well as Jin Ye Ye, Hong Kong Bay, and Lo Hong Ka. With a strong legacy, JYY Group is dedicated to uplifting lives through products that merge traditional wisdom with modern science, ensuring natural, effective, and safe solutions.



In recent years, JYY Group has further strengthened its influence by creating highly impactful Chinese New Year songs and cultural productions, successfully leading a new wave of contemporary Spring Festival culture.

Behind this cultural movement lies JYY Group's dual foundation of strong product innovation and powerful cultural storytelling:

- **Hard Power:** grounded in natural, scientific, and safe formulations, JYY Group develops internationally benchmarked wellness products that meet the highest quality standards.
- **Soft Power:** by using culture as a bridge, the Group brings forward the values, emotions, and love for Malaysia that underpin each product.

About MyTreasure

Established by JYY Group in 2026, MyTreasure ("Malaysia's Treasure") was born from the belief that Malaysia is home to an abundance of natural resources, wellness heritage, local flavours and cultural stories that deserve greater recognition on the global stage.

MyTreasure believes that meaningful gifting begins with meaningful experiences. Through tasting, discovery and interaction, visitors are invited to experience Malaysia's treasures firsthand — from their very first sip, taste or encounter.

Guided by its mission of "Discovering Malaysia's Treasures", MyTreasure aspires to become Malaysia's leading gifting platform and a proud symbol of the nation's identity, hospitality and cultural richness, while helping local brands gain greater visibility and appreciation both locally and internationally.

For enquiries, please contact:

Mohd Akbal Setia

Head of Visit Malaysia 2026 Secretariat
Senior Director of Advertising and Digital Division
akbalsetia@tourism.gov.my
Tel: +603 8891 8700

Norshariza Mohd Saad

Deputy Director
Corporate Communications Division
norshariza@tourism.gov.my
Tel: +603 8891 8775

