

FOR IMMEDIATE RELEASE

Red Box Karaoke Malaysia Celebrates 25th Anniversary with the Launch of Exclusive New Member VISA Card

Kuala Lumpur, January 10, 2025 – Red Box Karaoke Malaysia, the country’s leading karaoke entertainment provider, is celebrating 25 years of bringing joy and unforgettable experiences to music lovers across the nation. To mark this milestone, Red Box Karaoke is proud to announce the launch of the new Red Box Karaoke Member Card namely **REDPAY VISA CARD**—a special initiative designed to enhance the karaoke experience for loyal customers while offering exclusive benefits and rewards in collaboration with loyalty partner REWARDSLINK.

The Red Box Karaoke Member Card - REDPAY Visa Card is an all-in-one loyalty and payment card that allows members to access exciting privileges at Red Box Karaoke outlets nationwide. With this card, customers will enjoy *special discounts, birthday treats, priority booking* for private karaoke rooms, *exclusive access to members-only events*, and the ability to earn *points on every transaction* that can be used to offset 10% of their next bill spending.

A Milestone Celebration: 25 Years of Red Box Karaoke

Since its inception in 2000, Red Box Karaoke has been a pioneering force in Malaysia’s karaoke entertainment scene, offering top-notch facilities, a vast music library, and a fun and vibrant atmosphere for all ages. Over the years, Red Box Karaoke has expanded to multiple locations nationwide, becoming a household name for both casual singers and professional performers alike.

To commemorate this exciting milestone, Red Box Karaoke is also planning a series of celebratory events throughout the year, including exclusive performances, giveaways, and special promotions. The launch of the REDPAY Visa Card is just one of the many ways Red Box Karaoke is expressing its appreciation for the continued support of its loyal customers.

"This is a significant milestone for Red Box Karaoke, and we are thrilled to offer our members something special as a thank you for their unwavering support over the years," said **Terry Swee, General Manager of Red Box Karaoke Malaysia**. "With the REDPAY Visa Card, we aim to enhance the karaoke experience by offering our customers exclusive rewards, discounts, and unforgettable experiences that celebrate the joy of singing together."

"Through the years, Red Box Karaoke’s mission is to provide an enjoyable platform for friends and family to spend time together, promoting camaraderie amongst Malaysians who share the common passion for music and singing. Along the way, we have developed a solid base of fervent fans and customers, while attracting a new base of young generation of K-singing enthusiasts. We look forward to another 25 years of fun, music, and memories with all our customers," added Terry.

About Red Box Karaoke Malaysia:

Red Box Karaoke Malaysia is a premier karaoke entertainment provider, offering an unmatched experience in private karaoke rooms, food and beverage services, and a diverse selection of songs in various languages.

For more information about the Red Box Karaoke Member Card or to find the nearest Red Box Karaoke outlet, please visit www.redbox.com.my.

About 9R Limited:

Listed on the Catalist board of the Singapore Exchange Securities Trading Limited, 9R Limited (“9R”) has two core business: **lifestyle retail** and **supply chain management**. In the lifestyle retail business segment, the Group owns and operates a chain of nine family karaoke outlets in major malls across the key cities of Kuala Lumpur, Petaling Jaya, Georgetown, Subang Jaya, Klang and Seremban in Malaysia under the brands **Red Box Plus and Red Box**.

In the supply chain management business segment, the Group distributes AI-powered robotics and solutions, enhancing industries such as F&B, sanitization, and hospitality.

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