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## PRESS RELEASE

### Offspring benefits for Maybank Cardmembers

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#### Key highlights:

- Latest tie-up includes exclusive discounts and privileges for Maybank credit Cardmembers
- Extending “*Little Things Matter*” motto of centering around safety of babies and environmental wellbeing towards customer convenience

**KUALA LUMPUR, 10 NOVEMBER 2022** - Offspring products look set to become more accessible at attractive prices for Maybank credit Cardmembers.

This has been made possible following a recent tie-up between Offspring Inc Sdn Bhd (“Offspring”), the Sustainable Healthcare arm of SEDANIA Innovator Berhad, and Malayan Banking Berhad (“Maybank”).

“Offspring is predominantly driven by its determination to provide the best quality and convenience for all customers while fulfilling our core mission to improve lives sustainably. This strategy of partnering with established financial institutions caters well to these goals, as we can strategically utilise the rewarding elements of discounts to entice parents towards choosing a brand which prioritises the most important aspect of child safety and contributes tangibly to environmental initiatives,” Offspring’s Chief Executive Officer Mohamed Roslan Ismail said.

“The tie-up with one of the most established financial institutions in Malaysia paves the way for our certified safe, eco-friendly products to be provided to a large portion of the parent and infant demographic at a more affordable rate as we would be able to tap into Maybank’s vast base of Cardmembers. This collaboration enables us to extend our value from preserving the safety of children and reducing the carbon footprint towards improving customer convenience as well,” Roslan added.

This partnership is aimed at offering Maybank’s vast cardbase exclusive discounts and privileges when they make payment for their purchases at Offspring’s webstore.



A 15% discount would be given exclusively to Maybank credit Cardmembers when they make their first purchase of Offspring products worth a minimum of RM50 using their credit card, while a further 10% discount is given with a minimum spend of RM300 in a single receipt for all subsequent purchases of Offspring products. Additionally, there would also be free delivery within Malaysia for purchase of Offspring products worth RM180 and above.

Offspring is presently the fastest growing mass prestige premium organic baby brand with more than 170 SKUs available in 23 countries via selected retail stores as well as e-commerce platforms encompassing Shopee, Lazada and GrabMart in Southeast Asia, Amazon in the United States, and Wildberries in Russia.

Consumers love its range of internationally-certified safe, non-toxic and organic products such as chlorine-free ultra-thin and fashion diapers, fully biodegradable wet wipes, plant-based ethanol household essential products, as well as a variety of other eco-friendly baby care essentials.

All these products are manufactured using ingredients which are not harmful to the environment, with usage of those products enabling sustainability by helping consumers play a role in lowering carbon emissions.

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### **About Offspring Inc Sdn Bhd**

Offspring Inc, which is the Sustainable Healthcare unit of Bursa-listed [SEDANIA Innovator Berhad](#), has become the fastest growing mass prestige premium organic baby brand with over 170 SKUs available in 23 countries ranging from US, Europe, Southeast Asia and Africa via online sales channels and selected retail stores.

Offspring's range of sustainable healthcare products include eco-friendly baby diapers, fully biodegradable wet wipes, baby care essentials and household products that use non-toxic, organic and plant based ingredients.



Besides the eco-friendly and organic nature of its products which help reduce carbon emissions, Offspring's products are also safe and sustainable as proven by its various certifications and accreditations. This includes EcoCert, Australian allergy-safe, the FSC certificate, as well as cruelty-free and non-toxic.

Log onto [www.offspringinc.com](http://www.offspringinc.com) to find out more about our well-loved eco-friendly healthcare products.

### **About SEDANIA Innovator Berhad**

SEDANIA Innovator Berhad is an investment holding company with a focus in sustainability-enabling businesses. Since its listing in 2015 on the ACE Market of Bursa Malaysia, SEDANIA has invested in innovative businesses which lead to the reduction of carbon emissions and enable sustainability.

SEDANIA invests in its corporate clients' future energy sustainability by financing and deploying energy efficiency solutions and renewable energy systems which to date saved over 66 gigawatt-hours and RM30 million in clients' energy cost.

For consumers, SEDANIA offers preventive healthcare products which reduce carbon emissions through the selection of eco-friendly ingredients and biodegradable material. Over 170 products are sold under the brand Offspring online and through selected retail stores in 23 countries.

We are Innovators. We improve lives sustainably. Log onto [www.sedaniainnovator.com](http://www.sedaniainnovator.com) to find out more about our Sustainable innovations.

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