
COMPETITION ACT 2010

Undertaking given by –

1. Sunflower Holidays Sdn Bhd;
2. Amazing Travel & Tours Sdn Bhd;
3. Angkola Travel & Tours Sdn Bhd;
4. Citytan Holidays & Limousine Sdn Bhd;
5. Renungan Mesra Travel & Tours Sdn Bhd;
6. Real Living Sdn Bhd;
7. Advance System Holidays Sdn Bhd;
8. Orange Leisure Sdn Bhd;
9. Tropical Charters Sdn Bhd;
10. Cime Services & Travel Sdn Bhd;
11. Global Marque Holidays Sdn Bhd;
12. Jasa Teratai Holidays Sdn Bhd;
13. Interhighlands Adventure Sdn Bhd;
14. PS Holidays.com Sdn Bhd;
15. Scubatex Resources Sdn Bhd;
16. Moghul Travel and Tour;
17. SPC Langkawi Travel & Tours Sdn Bhd;

18. DIY Business System;
19. FQD Travel & Tours Sdn Bhd;
20. Travelbee Holiday Tours Sdn Bhd;
21. Travelpac Holidays Sdn Bhd;
22. Winshield Travel & Tours Sdn Bhd;
23. Haniff Travel Services Sdn Bhd;
24. Tourplus Holidays Services Sdn Bhd;
25. Brighton Travel & Tour Sdn Bhd;
26. Syuen Zens Resources;
27. Fay Holidays; and
28. Winwin Vacation Sdn Bhd

to the Competition Commission.

COMPETITION ACT 2010 [ACT 712]

Pursuant to section 43 of the Competition Act 2010 [Act 712], this Undertaking is given by the members of the Executive Committee, comprising the office bearers and committee members of the Malaysian Inbound Tourism Association (“MITA”), being enterprises operating in the market for tour transport services in Malaysia (“collectively referred to as Enterprises”), to the Malaysia Competition Commission (“the Commission”).

ENTERPRISES GIVING THIS UNDERTAKING

1. This Undertaking is given to the Commission by MITA (ROS Registration No.: PPM-005-14-07062004), a society registered in Malaysia and operating at No.69, Mezzanine Floor, Jalan Mamanda 1, Taman Dato’ Ahmad Razali, 68000 Ampang, Selangor and by the following enterprises:

No.	Names of Members	Enterprises	Registered Addresses of Enterprises
1.	Leong Hooi Min (President)	Sunflower Holidays Sdn Bhd	76-2, Jalan Bunga Tanjung 10, Taman Muda Cheras, 56100 WP Kuala Lumpur
2.	Mohd Anuar B Fazal Din (Deputy President I)	Amazing Travel & Tours Sdn Bhd	1-28A, Selayang Point Business Complex, Jalan SP 1, 68100 Gombak, Selangor

No.	Names of Members	Enterprises	Registered Addresses of Enterprises
3.	Abdul Haris Harahap Bin Khairudin (Deputy President II)	Angkola Travel & Tours Sdn Bhd	No. 44-1, Jalan 2/23A, Taman Danau Kota Off Jalan Genting Klang, 53100 WP Kuala Lumpur
4.	Tan Kuan Yin (Committee Member)	Citytan Holidays & Limousine Sdn Bhd	Wisma Citytan, No 24B, Jalan BP 6/13, 47120 Klang, Selangor
5.	Logeswaran K Sukumar (Committee Member)	Renungan Mesra Travel & Tours Sdn Bhd	No. 16, Tingkat 1, Jalan PPSJ 3-1, Pusat Perniagaan Senawang Jaya, 70450 Seremban, Negeri Sembilan
6.	Robin Lee Wei Ern (Committee Member)	Real Living Sdn Bhd	Jalan Perusahaan Amari, Kawasan Industri Batu Caves, WP Kuala Lumpur
7.	Lee Choy Kum (Committee Member)	Advance System Holidays Sdn Bhd	33, 2nd Floor, Jalan Pandan Prima Satu, Dataran Pandan Prima, WP Kuala Lumpur

No.	Names of Members	Enterprises	Registered Addresses of Enterprises
8.	Ng Nguk Foong Winnie (Committee Member)	Orange Leisure Sdn Bhd	C1-19, Jalan Good View 16, Taman Good View Height, 43000 Kajang, Selangor
9.	Mohd Fadhil Bin Kamaruddin (Honorary Secretary)	Tropical Charters Sdn Bhd	12-3 Langkawi Boulevard Langkawi City, Jalan Mahawangsa 1, 07000, Kuah Langkawi
10.	Teh Tiong Lay (Assistant Secretary)	Cime Services & Travel Sdn Bhd	No. 24, Jalan KU 3, Taman Utama Krubong, 76100 Melaka
11.	Chuah Ze Pey (Treasurer)	Global Marque Holidays Sdn Bhd	No. 10-G & 10-2, Street Wings, Sunsuria Avenue, Persiaran Mahogany, Kota Damansara PJU 5, 47810 Petaling, Selangor
12.	Mimi Rodiah Binti Abdul Rahman	Jasa Teratai Holidays Sdn Bhd	1st Floor, 3089C, Simpang 4 Pasir Hor, Jalan Sultan Yahya

No.	Names of Members	Enterprises	Registered Addresses of Enterprises
	(State Representative)		Petra, 15200 Kota Bharu, Kelantan
13.	Vun Ling Ling (State Representative)	Interhighlands Adventure Sdn Bhd	Lot 4, Blok 4, Tingkat 2, Yuen Hup Industrial Estate, Batu 2¾, Jalan Labuk, Kota Kinabalu, Sabah
14.	Chua Poh Kok (State Representative)	PS Holidays.com Sdn Bhd	Ground Floor A05, Stadium Sultan Ibrahim, Gelang Patah, 81300 Johor Bahru, Johor
15.	Mastura Bt Abd Manap (State Representative)	Scubatex Resources Sdn Bhd	29, Jalan Industri 1/6, Taman Perindustrian USJ 1, Subang Jaya, 47620 Petaling, Selangor
16.	Mirza Mohammad Raziq Beg (State Representative)	Moghul Travel and Tour	6A, Jalan Muara 8/9, Shah Alam, 40200 Petaling, Selangor

No.	Names of Members	Enterprises	Registered Addresses of Enterprises
17.	Taqiyuddin Bin Tahiruddin (State Representative)	SPC Langkawi Travel & Tours Sdn Bhd	Lot 1087, Island Plaza, Langkawi, 07000 Kedah
18.	Wong Toong Foo (State Representative)	DIY Business System	7, Jalan Kemajuan 19, Taman Universiti, Skudai, 81300 Johor Bahru, Johor
19.	Farit Qayyum Bin Daud (State Representative)	FQD Travel & Tours Sdn Bhd	T2A-11-01, 3 Tower, 30 Jalan Avens 1, Avens Residence, 43800 Sepang, Selangor
20.	Abdul Aziz Bin Abdul Wahid (State Representative)	Travelbee Holiday Tours Sdn Bhd	31-8C-08, Q Sentral, 2A Jalan Stesen Sentral, 50470 WP Kuala Lumpur
21.	Chew Siew Joon (State Representative)	Travelpac Holidays Sdn Bhd	Lot 489, Jalan Pasar, Sg Pelek, 43950 Sepang, Selangor
22.	Thewin Raj A/L Vijaya Sangkar	Winshield Travel & Tours Sdn Bhd	No. 14-2A, Jalan Bandar Tujuh, Pusat Bandar Puchong, Selangor

No.	Names of Members	Enterprises	Registered Addresses of Enterprises
	(State Representative)		
23.	Isma Saring Bin Abu Ismail (State Representative)	Haniff Travel Services Sdn Bhd	No. 79A, Jalan Timur 6/1B, @Enstek, Bandar Enstek, Negeri Sembilan
24.	Goh Hoo Wan (State Representative)	Tourplus Holidays Services Sdn Bhd	57, Jalan Camar 4/15, Kota Damansara, 47810 Petaling, Selangor
25.	Wilson Chiam Tak Chee (State Representative)	Brighton Travel & Tour Sdn Bhd	Unit 15, Level 2, Soon Hup Tower, 98000 Miri, Sarawak
26.	Low Vai Hung (State Representative)	Syuen Zens Resources	B01-A-9, Menara 2, 3 Jalan Bangsar, KL Eco City, 59200 WP Kuala Lumpur
27.	Nor Ilhana Bt Mohd Ali (State Representative)	Fay Holidays	Menara Keck Seng 203, Jalan Bukit Bintang, WP Kuala Lumpur

No.	Names of Members	Enterprises	Registered Addresses of Enterprises
28.	Phan Phoo Choo Penny (State Representative)	Winwin Vacation Sdn Bhd	B-17-03, Atria Sofo Suites, Jalan SS22/23, Damansara Jaya, Petaling Jaya, Selangor

Background

2. MITA is an association registered under the Societies Act 1966 whose objectives include promoting and developing the inbound tourism industry in Malaysia. MITA's membership comprises enterprises engaged in various segments of the inbound tourism trade, including enterprises operating in the market for tour transport services in Malaysia.
3. On 30 March 2026, MITA, Malaysian Indian Tour & Travel Association ("MITTA"), Persatuan Van Pelancongan Malaysia ("PVPM") and Malaysian Tourist Guide Council ("MTGC") jointly held a press conference at Dorsett Hotel, Kuala Lumpur. During the press conference, ceiling fares for tour bus and tour van services were publicly announced, with effect from 1 April 2026. The announced ceiling fares were made available to attendees through a QR scan code displayed during the press conference.
4. Following the press conference, the Minister of Domestic Trade and Costs of Living, YB Datuk Armizan bin Mohd Ali, directed the Commission to commence an investigation pursuant to section 14(2)

of the Competition Act 2010 into possible infringement of section 4(1) read together with section 4(2)(a) of the Competition Act 2010.

5. In the course of its investigation, the Commission identified information indicating that MITA had coordinated with other associations in relation to the organisation of the joint press conference and the public announcement of ceiling fares for tour bus and tour van transport services.
6. Notwithstanding the Commission's finding that there are reasonable grounds to believe that the conduct gives rise to competition concerns under section 4(2)(a) read together with section 4(1) of the Competition Act 2010, the Commission has decided to accept the undertaking offered by the Enterprises pursuant to section 43 of the Competition Act 2010. The Commission is satisfied that the undertaking will secure the immediate cessation of the conduct and provide an effective and expeditious remedy in the public interest without the need to proceed to a formal infringement decision under section 40 of Competition Act 2010.

Commencement of Undertaking

7. This Undertaking shall take effect when:
 - (i) the President and Secretary General of MITA to sign this Undertaking on behalf of MITA and the Enterprises; and
 - (ii) the Commission accepts the signed Undertaking.

8. Upon this Undertaking taking effect, the Enterprises shall comply with the obligations set out in paragraphs 9 and 11 below. Pursuant to section 43(2) of Competition Act 2010, the Commission shall close the investigation without making any finding of infringement and without imposing any financial penalty.

Undertaking

9. The Enterprises hereby undertake to the Commission that they shall:
- (i) issue a public announcement of apology (“Announcement”), in such form and wording as may be approved by the Commission and ensure that the Announcement is forwarded to the relevant media;
 - (ii) publish and prominently display the Announcement in the following manner:
 - (a) on the official website of MITA at www.mita.com.my where it shall remain pinned at the top of the homepage for a continuous period of thirty (30) days;
 - (b) on the official Facebook page of MITA where it shall remain pinned for a continuous period of thirty (30) days;
 - (iii) immediately remove and permanently cease the publication or dissemination of all videos, photographs, recordings, price charts (*jadual harga*) and any other materials relating to the press conference held on 30 March

2026 from all websites, social media platforms and digital channels under the Enterprises' control;

- (iv) immediately cease and refrain from engaging, whether directly or indirectly, in any price-fixing, price coordination and/or price signalling conduct in relation to tour bus and tour van transport services or any other tourism-related or transport services;
- (v) circulate a copy of this Undertaking to all members of MITA via WhatsApp and provide the Commission with documentary proof of such circulation; and
- (vi) engage a qualified legal practitioner or competition law expert to conduct a competition law advocacy programme for all office bearers and members of MITA, within two (2) months from the date of this Undertaking. The programme shall cover, at a minimum, the requirements and prohibitions under the Competition Act 2010, including guidance on price-related discussions, joint announcements and coordinated conduct.

10. The Enterprises acknowledge and agree that, should they engage in any conduct after the date of this Undertaking that may constitute an infringement of the Competition Act 2010, the Commission may investigate such conduct together with the conduct arising from the press conference held on 30 March 2026 as described above. The acceptance of this Undertaking shall not preclude the Commission from taking into account both the conduct arising from the press conference

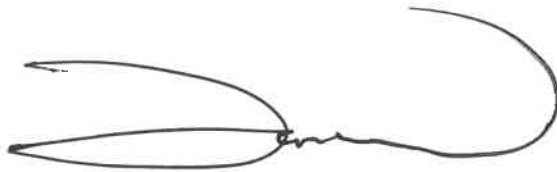
held on 30 March 2026 and any subsequent conduct in determining the appropriate enforcement action under the Competition Act 2010.

11. The Enterprises further acknowledge that any breach of this Undertaking or any subsequent conduct that may constitute an infringement of the Competition Act 2010 will be regarded as a serious matter by the Commission. In such circumstances, the Commission may take such enforcement action as it considers appropriate under Competition Act 2010, which may result in the imposition of a financial penalty.

Acknowledgments

12. The Enterprises acknowledge that:
- (i) Pursuant to section 43(3) of the Competition Act 2010, the Commission shall make this Undertaking available for the inspection of the public by publishing it on the Commission's website at www.mycc.gov.my;
 - (ii) the Commission may, from time to time, make public reference to this Undertaking, including in media statements, publications and other public communications issued by the Commission; and
 - (iii) this Undertaking does not prejudice or otherwise affect any rights and remedies available to any person arising from the conduct described in this Undertaking.

Executed by:



Leong Hooi Min (Mint Leong)

(President, Malaysian Inbound Tourism Association)



Mohd Fadhil Bin Kamaruddin

(Secretary General, Malaysian Inbound Tourism Association)

This 01 day of July 2026.

Accepted by the Competition Commission,



TAN SRI DATO' SRI IDRUS BIN HARUN
Chairman

Malaysia Competition Commission (MyCC)

Chairman

Malaysia Competition Commission

This 01 day of July 2026.

On behalf of the members of the Executive Committee of MITA,
comprising the office bearers and committee members listed below:

- 1. Sunflower Holidays Sdn Bhd**
76-2, Jalan Bunga Tanjung 10, Taman Muda Cheras, 56100
WP Kuala Lumpur

- 2. Amazing Travel & Tours Sdn Bhd**
1-28A, Selayang Point Business Complex, Jalan SP 1, 68100
Gombak, Selangor

- 3. Angkola Travel & Tours Sdn Bhd**
No. 44-1, Jalan 2/23A, Taman Danau Kota Off Jalan Genting
Klang, 53100 WP Kuala Lumpur

- 4. Citytan Holidays & Limousine Sdn Bhd**
Wisma Citytan, No 24B, Jalan BP 6/13, 47120 Klang,
Selangor

- 5. Renungan Mesra Travel & Tours Sdn Bhd**
No. 16, Tingkat 1, Jalan PPSJ 3-1, Pusat Perniagaan
Senawang Jaya, 70450 Seremban, Negeri Sembilan

- 6. Real Living Sdn Bhd**
Jalan Perusahaan Amari, Kawasan Industri Batu Caves, WP
Kuala Lumpur

- 7. Advance System Holidays Sdn Bhd**
33, 2nd Floor, Jalan Pandan Prima Satu, Dataran Pandan
Prima, WP Kuala Lumpur
- 8. Orange Leisure Sdn Bhd**
C1-19, Jalan Good View 16, Taman Good View Height, 43000
Kajang, Selangor
- 9. Tropical Charters Sdn Bhd**
12-3 Langkawi Boulevard Langkawi City, Jalan Mahawangsa
1, 07000, Kuah Langkawi
- 10. Cime Services & Travel Sdn Bhd**
No. 24, Jalan KU 3, Taman Utama Krubong, 76100 Melaka
- 11. Global Marque Holidays Sdn Bhd**
No. 10-G & 10-2, Street Wings, Sunsuria Avenue, Persiaran
Mahogany, Kota Damansara PJU 5, 47810 Petaling, Selangor
- 12. Jasa Teratai Holidays Sdn Bhd**
1st Floor, 3089C, Simpang 4 Pasir Hor, Jalan Sultan Yahya
Petra, 15200 Kota Bharu, Kelantan
- 13. Interhighlands Adventure Sdn Bhd**
Lot 4, Blok 4, Tingkat 2, Yuen Hup Industrial Estate, Batu 2¾,
Jalan Labuk, Kota Kinabalu, Sabah

14. PS Holidays.com Sdn Bhd

Ground Floor A05, Stadium Sultan Ibrahim, Gelang Patah,
81300 Johor Bahru, Johor

15. Scubatex Resources Sdn Bhd

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16. Moghul Travel and Tour

6A, Jalan Muara 8/9, Shah Alam, 40200 Petaling, Selangor

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Lot 1087, Island Plaza, Langkawi, 07000 Kedah

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20. Travelbee Holiday Tours Sdn Bhd

31-8C-08, Q Sentral, 2A Jalan Stesen Sentral, 50470 WP
Kuala Lumpur

21. Travelpac Holidays Sdn Bhd

Lot 489, Jalan Pasar, Sg Pelek, 43950 Sepang, Selangor

22. Winshield Travel & Tours Sdn Bhd

No. 14-2A, Jalan Bandar Tujuh, Pusat Bandar Puchong,
Selangor

23. Haniff Travel Services Sdn Bhd

No. 79A, Jalan Timur 6/1B, @Enstek, Bandar Enstek, Negeri
Sembilan

24. Tourplus Holidays Services Sdn Bhd

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25. Brighton Travel & Tour Sdn Bhd

Unit 15, Level 2, Soon Hup Tower, 98000 Miri, Sarawak

26. Syuen Zens Resources

B01-A-9, Menara 2, 3 Jalan Bangsar, KL Eco City, 59200 WP
Kuala Lumpur

27. Fay Holidays

Menara Keck Seng 203, Jalan Bukit Bintang, WP Kuala
Lumpur

28. Winwin Vacation Sdn Bhd

B-17-03, Atria Sofo Suites, Jalan SS22/23, Damansara Jaya,
Petaling Jaya, Selangor

Appendix A

ANNOUNCEMENT OF APOLOGY BY MALAYSIAN INBOUND TOURISM ASSOCIATION

The Malaysian Inbound Tourism Association (“MITA”) expresses its sincere regret and apologises to the public in relation to the announcement of ceiling fares for tour bus and tour van services made during the joint press conference held on 30 March 2026 at Dorsett Hotel, Kuala Lumpur, together with the Malaysian Indian Tour & Travel Association, the *Persatuan Van Pelancongan Malaysia* and the Malaysian Tourist Guides Council.

Following the press conference, the Malaysia Competition Commission (“MyCC”), pursuant to the direction of the Minister of Domestic Trade and Cost of Living commenced an investigation under the Competition Act 2010.

In the course of the investigation, MITA acknowledged that the announcement of the ceiling fares may give rise to competition concerns under the Competition Act 2010.

Accordingly, MITA hereby withdraws the announcement of the ceiling fares made on 30 March 2026. MITA has also directed its members not to implement, apply or rely on the said ceiling fares. All tour bus and tour van operators remain free to independently determine and set their own prices in accordance with their respective commercial considerations.

In furtherance to the above, MITA has voluntarily provided an undertaking to MyCC pursuant to section 43 of the Competition Act 2010. Through the undertaking, MITA has committed to refrain from engaging in any anti-competitive conduct and to take the necessary measures to comply with the Competition Act 2010 among its office bearers and members.

MITA recognises the importance of maintaining a competitive, transparent and fair marketplace for the benefit of consumers, businesses and the tourism industry. MITA further urges all enterprises and industry associations in Malaysia to ensure that all commercial decisions, including those relating to prices, charges and other trading conditions, are made independently and in full compliance with the Competition Act 2010.