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MAJLIS SUKAN NEGERI JOHOR NAMES MAYBANK AS TITLE SPONSOR FOR INAUGURAL MAYBANK CYCLING SERIES JOHOR

Over 7,000 cycling enthusiasts expected to converge for the premier cycling event that celebrates both heritage and sustainability

Johor, 16 May 2024 – Cycling enthusiasts will be looking to Johor as Maybank signed a Memorandum of Understanding (MoU) with Majlis Sukan Negeri Johor (MSNJ) as the Title Sponsor for the upcoming inaugural cycling event symbolising a joint commitment from both parties to better community well-being, a healthier lifestyle and efforts in transitioning to a low-carbon economy.

The MoU signing ceremony marks a significant milestone for Malaysia's leading financial institution and the premier cycling event and is expected to witness over 7,000 cycling enthusiasts to converge for an event that celebrates both heritage and sustainability. Aptly named the Maybank Cycling Series Johor, the event is sanctioned by the Malaysia National Cycling Federation and is scheduled to take place on 14 September 2024, in Iskandar Puteri, Johor.

Maybank President and Group CEO, Dato' Khairussaleh Ramli said that this partnership is a testament to Maybank's dedication in fostering sustainability and an environment of well-being and excellence in line with its purpose to Humanise Financial Services. The Bank's approach to a healthy lifestyle has always been reflected through the various sporting and health events organised with plans to further regionalise across the Group. Leveraging on sports to be more than just an event, the Maybank Cycling Series Johor is a platform to advocate for sustainable impact both in the economical and societal aspect.

"We are honoured to be on board as title sponsor for the inaugural Maybank Cycling Series Johor especially after noticing an increase in participative sports and outdoor activities, namely cycling and marathons. As communities place more emphasis on personal health and fitness, we hope to inspire not only a healthy and active lifestyle but also an increased awareness for the environment and sustainability. On a macro level, the event will bring huge benefits to the local economy while at the same time help raise Johor's profile as a destination of choice for exciting events and cycling fans, as well as its commitment to fostering a culture of sustainability and promoting wellness among the community."

The Maybank Cycling Series Johor is poised to inject a staggering RM3.4 million through local and international tourist spending, breathing vitality into the local economy. Its venue, Iskandar Puteri, will

also stand to shine even brighter as it is destined to evolve into a premier cycling-friendly destination emphasised by its well-planned infrastructure and commitment to provide a safe experience for cyclists. Beyond that, Iskandar Puteri will solidify its identity as a modern and vibrant development endorsed by prominent stakeholders like Sunway, Gleneagles, Legoland, and Educity. Far more than a race, The Maybank Cycling Series Johor will serve as a resounding testament to Iskandar Puteri's undeniable allure as a nexus of growth, sustainability, and potential.

Choose Your Cycling Adventure

Participants can select from two exciting distances:

- **Road Race 120km:** An adrenaline-packed challenge opens to individual male and female age group categories, promising a test of endurance and speed.
- **Fellowship Ride 60km:** Perfect for riders of all levels, this category is also open to both individual male and female participants by age groups. It offers a leisurely ride through Johor's captivating landscapes.

The age groups available for each category are Men Under 23, Men Master A (24 to 35), Men Master B (36 and above), Women A (18 to 35), and Women B (36 and above).

Starting from Sunway Big Box Iskandar Puteri, both courses will lead riders on a picturesque route, unveiling many of Iskandar Puteri's iconic attractions such as Legoland and EnerG X Park, Leisure Farm Resort, Kukup Golf Resort, The Museum Bugis coastline path, and more. Many of these destinations not only showcase the rich tapestry of Johor's heritage and culture but also highlight a commitment to nurturing sustainability. As participants pedal through these paths, they will embark on an enriching journey, experiencing firsthand how these landmarks contribute towards eco-friendly exploration and sustainable practices. By participating in the Maybank Series Johor, riders themselves play a vital role in advocating for environmentally conscious practices and supporting initiatives aimed at preserving natural and cultural treasures.

As the wheels spin, a Festival Village springs to life at the starting venue offering a kaleidoscope of entertainment, arts, music, and hands-on activities such as cycling clinics and workshops. Pushbikes circuit races for children, ESG and CSR initiatives such as tree-planting, as well as exclusive health and wellness booths from event partners promise an unforgettable day.

Acknowledged by the Johor State Government, the Maybank Cycling Series Johor will also elevate Johor as a premier destination for national and regional sporting events, particularly cycling. "The Maybank Cycling Series Johor pledges an unforgettable sporting experience while positioning Johor as a captivating tourist haven. Support from the state government reinforces our commitment to not only ensure the success of sporting events in Johor but also to establish them as benchmarks for future endeavours in other locales. We extend our heartfelt congratulations to MSNJ, KPRJ Sports, Maybank, and other partners, offering our sincere best wishes for the success of this event," says Tuan Mohd Hairi Bin Mad Shah, Chairman of the Youth, Sports, Entrepreneur Development, and Cooperatives.

“MSNJ expresses sincere appreciation to our title sponsor, Maybank, for their unwavering support, and our event organiser, KPRJ Sports, for its collaborative efforts in bringing this inaugural event to life. The endorsement from the Johor State Government intensifies our excitement, ensuring the Maybank Cycling Series Johor becomes an unforgettable event. Beyond the cycling event, we see this as an opportunity to ignite enthusiasm and involvement within our community, particularly the youth, to foster a love for sports. MSNJ is committed to offering support and actively contributes to the growth of aspiring athletes in our magnificent state. The Maybank Cycling Series Johor serves as a platform for us to fulfil this commitment,” says Ts. Mohd Ekmaluddin Ishak, Director of Majlis Sukan Negeri Johor.

Registration opens on 16 May 2024 via www.johorcyclingseries.com

About Maybank

Maybank is among Asia's leading financial groups and Southeast Asia's fourth largest bank by asset with close to 44,000 employees worldwide. The Group has an international network of some 2,600 offices in 18 countries including all 10 ASEAN countries and also present in international financial centres such as London, New York, Hong Kong and Dubai. With a purpose to Humanise Financial Services and guided by its M25+ strategy, Maybank provides any array of value-based solutions established on sustainable and ethical principles to meet its customers evolving needs. These extensive range of products and services, include consumer and corporate banking, investment banking, Islamic banking, stock broking, insurance and takaful and asset management. (www.maybank.com)

About KPRJ Sports Sdn Bhd

KPRJ Sports Sdn Bhd (KSSB) is a Sports Management and Development company set up under the Johor state government as their penultimate Sports Development initiative and is wholly owned by Kumpulan Prasarana Rakyat Johor Sdn Bhd (KPRJ).

KSSB aims to be the catalyst for all sports development programs in Johor through the uniting of all sports activities and programs under one roof. These efforts are to be planned and professionally administered by KSSB and their team of capable and experienced personnel.

KSSB's goal is to empower sports as an industry and lifestyle, as well as acting as a catalyst to unite Bangsa Johor while transforming the people and communities of Johor to be more competitive and resilient both in sports and its related fields. As such, KSSB will bring holistic prosperity to the people and state of Johor towards 2030.

(www.kprj.com.my/sportsjohor)

About Majlis Sukan Negeri Johor

MSN Johor, also known as the Majlis Sukan Negeri Johor, is the State Sports Council of Johor, Malaysia. It is responsible for promoting and developing sports activities in the state of Johor. The council works towards enhancing the overall well-being of individuals through sports, fostering a healthy and active lifestyle among the people of Johor.

MSN Johor plays a vital role in coordinating and organizing various sporting events and competitions at the state level. It provides support and resources to athletes, coaches, and sports associations to help them excel in their respective disciplines. The council also collaborates with schools and universities to nurture young talents and encourage sports participation among students.

One of the key objectives of MSN Johor is to identify, groom, and support talented athletes in their pursuit of excellence. It offers training programs, coaching services, and financial assistance to promising athletes to help them reach their full potential. Additionally, the council organizes talent identification programs and sports development initiatives to discover and nurture young talents across different sports.

MSN Johor is also involved in the development and maintenance of sports facilities and infrastructure in the state. It works closely with the government and relevant stakeholders to ensure that quality facilities are available for training and competition purposes. The council aims to create a conducive environment for athletes to train and compete at their best.

Furthermore, MSN Johor actively promotes sports tourism in the state. It hosts and supports various national and international sports events, attracting participants and spectators from all over the world. These events not only showcase the sporting talents of Johor but also contribute to the local economy and tourism industry.

In conclusion, MSN Johor plays a significant role in promoting sports and physical activities in the state of Johor, Malaysia. Through its various initiatives, the council aims to develop and support athletes, enhance sports infrastructure, and foster a culture of sports excellence.

This press release is issued on behalf of KPRJ Sports Sdn Bhd by INK PR Sdn Bhd

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