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MST GOLF SHAKES UP SOUTHEAST ASIA WITH THE LAUNCH OF GROUNDBREAKING TAYLORMADE Qi10 IN INDONESIA

TaylorMade Unveils Game Changing Line-up with Qi10 Range at 2024 Product Launch for Malaysia, Singapore and Indonesia.

Jakarta, 18 January 2024 – TaylorMade's most forgiving line-up yet, the Qi10 family made its presence known in Southeast Asia during the 2024 TaylorMade Product Launch for Malaysia, Singapore, and Indonesia at Sedayu Indo Golf, Jakarta.

A product of TaylorMade's pursuit of pushing the boundaries of innovation, the highlight of the latest line-up is none other than the Qi10 Max which unlocks an unparalleled level of forgiveness with the highest MOI (Moment of Inertia) in TaylorMade history: 10,000g/cm.

Organised by MST Golf, the launch was attended by more than 100 guests, including dealers, members of the media, TaylorMade ambassadors, and golf influencers from Malaysia, Singapore, Indonesia, and Thailand. Proudly the exclusive distributor for TaylorMade across Malaysia, Indonesia, and Singapore, the event further solidified MST Golf's presence as the region's leading golf service provider.

Representing Team TaylorMade were Ken Yeo, General Manager of TaylorMade Golf Asia, joined by Urupong Sindusard, General Manager of TaylorMade Golf Southeast Asia & India, and Worarak Wangtal, Senior Products & Marketing Manager of TaylorMade Golf Southeast Asia, both from Thailand. They were accompanied by their Singapore-based colleague, Simon Sim, Senior Manager Sales Business Development of TaylorMade Golf Southeast Asia. Also gracing the event were MST Golf Executive Chairman KP Low, MST Golf Singapore Chairman Dato' Loh Ah Joo, and joint venture partners of MST Golf Indonesia - President Director of Erajaya Group Budiarto Halim, and CEO of Erajaya Active Lifestyle Djohan Sutanto.

The product launch at the ballroom of Sedayu Golf Club kick-started with an introduction video of the new Qi10 family, showcasing the firsthand experiences of Tiger Woods, Rory McIlroy, and Nelly Korda with the new Qi10 driver line-up.

MST Golf Group Chief Executive Officer, Ng Yap in his welcome address said, "Southeast Asia is regarded as the key growth region for golf by the brands and industry with its growing wealth, and the younger and vibrant consumers' base. Coming into this new year, we believe the industry is on a strong footing with a high base of golf consumers, and we are excited for the growth prospects in the region. With the continued support towards the TaylorMade brand among dealers, retailers and golfers, we

share the same anticipation with TaylorMade when the range of Qi10 enters the market in February 2024.”.

Adding to the excitement was a recorded message by none other than TaylorMade Golf CEO, David Abeles himself, who not only showed his gratitude to MST Golf’s efforts in commencing the launch of TaylorMade’s latest product but also the anticipation of having the guests get to try the new line-up firsthand.

“We are on the verge of launching the greatest product line in the history of TaylorMade Golf and it starts with our Qi10 and Qi10 Max products. For the first time in the history of golf, TaylorMade – the company that makes the fastest drivers in golf, now makes the fastest and most forgiving drivers and the best game improvement irons we have ever developed. TaylorMade is better positioned in 2024 than we’ve ever been with our products, world-class athletes who will tell our story, and the commitment of our dealers for their commitment towards our products in the marketplace.”, said Abeles.

After another short and sweet welcome address from Ken Yeo, TaylorMade’s Simon Sim took the audience through an in-depth presentation of the 2024 product range headlined by the Qi10 Max, Qi10 LS and Qi10 drivers.

Guests then made their way to the driving range at Sedayu Golf Club, where they had the opportunity to test out TaylorMade’s fastest and most forgiving line-up of drivers, fairway woods, and irons yet. The fun and excitement did not end there as the event culminated with a round of golf at the scenic yet challenging links-inspired golf course where attendees got to experience first-hand TaylorMade’s latest products in actual playing conditions.

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About MST GOLF

Established in 1989, MST Golf is a home-grown golf specialty retailer with more than 90 brands of golf equipment under its belt. Today, MST Golf is the leading and largest golf retailer in Malaysia with presence in more than 45 locations in Malaysia, Singapore and Indonesia. With retail as its backbone, MST Golf’s businesses also include brand management, wholesale and distribution, golf academies, indoor golf centres with F&B, golf event and tournament management, corporate merchandising, tech shops and driving range operations.

In July 2023, MST Golf was listed on the Main Market of Bursa Malaysia Securities Berhad as MST Golf Group Berhad under the stock name MSTGOLF and stock code 5316. More info about MST Golf at www.mstgolfgroup.com.

About TaylorMade Golf

Headquartered in Carlsbad, California, TaylorMade Golf is a leading manufacturer of high-performance golf equipment, golf balls, accessories. TaylorMade has a history of innovative industry-leading products such as the groundbreaking Qi10 Driver, TP5/TP5x Golf Balls and P-Series irons. TaylorMade’s technological advancements touch all sectors of the golf industry, including customization, visual technology seen in pix™ and Tour Response Stripe golf balls and digital

experiences such as the MyTaylorMade+ app. A major force across the world's professional tours, TaylorMade has an unrivalled athlete portfolio that includes Tiger Woods, Rory McIlroy, Scottie Scheffler, Nelly Korda, Brooke Henderson, Collin Morikawa, Tommy Fleetwood, Dustin Johnson, Rickie Fowler, Charley Hull, Maria Fassi and more.

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