

PRESS RELEASE***For Immediate Release*****Continuing Retail Expansion In Indonesia, MST Golf Opens 3rd Store at Summarecon Mall Serpong**

Tangerang, 19 April 2024 – MST Golf Indonesia, a joint venture between MST Golf Group Berhad and Erajaya Active Lifestyle, unveiled its third store in Indonesia located at Summarecon Mall Serpong. The grand opening of this third store featured a limited-edition TaylorMade golf collection designed by Indonesian local artist, indieguerillas, live DJ and dance performances. Attended by golf enthusiasts, the event delivered a fusion of golf and art like never before!

Spanning over 7,000 sqft, the new store adopts the Super Store concept that combines golf retail and club fitting creating accessibility and convenience for golfers particularly in the Tangerang area. Explore over 59 iconic golf brands such as TaylorMade, HONMA, Puma, GFore, adidas, Majesty, OnOff, and Yamaha ranging from golf equipment, apparel, shoes, to accessories. MST Golf Super Store at Summarecon Mall Serpong is also equipped with club fitting facilities supported by The Golf Lab, allowing customers to optimise their golf clubs to match their golfing needs.



Inauguration of MST Golf Super Store at Summarecon Mall Serpong

For the first time in this store opening, MST Golf Indonesia presented an art collaboration between TaylorMade and indieguerillas, duet artists from Yogyakarta recognised for their proficiency in visual effects and inter-media experimentation in their works. Carrying the theme of "Golf Traveller," indieguerillas will create 1 (one) TaylorMade duffle bag filled with leather patches that combine manual and digital techniques, complete with a luggage tag and keychain. Another creation from indieguerillas will be adorned on TaylorMade caps. Both limited edition products will be displayed at

the store, and available for auction until April 28th, 2024. MST Golf Indonesia pledges to direct the auction proceeds to the local artists, fostering creativity and innovation in the community.

"Following the success of our two previous stores, we hope that the newest MST Golf Super Store will strengthen MST Golf's presence in Indonesia and expand its reach to golf enthusiasts in the Tangerang region. Surrounded by several renowned golf courses in this area, the presence of our latest outlet here is strategic as it will facilitate access for golfers to quality golf equipment from a variety of leading golf brands. Equipped with world-class retail facilities, we welcome golfers of all levels to enjoy a complete golf shopping experience as we strive to elevate the sport and enhance every player's game," said Djohan Sutanto, CEO of Erajaya Active Lifestyle.

In celebration of the inauguration of the MST Golf's spanking new store, don't miss these exclusive promotions valid from April 19th to April 28th, 2024, including:

- Sales up to 40% OFF for Golf Equipment
- Sales up to 40% OFF for Golf Bags
- Sales up to 25% OFF for Golf Shoes
- Sales up to 25% OFF for New Arrival Product
- Sales up to 10% OFF for Apparel & Accessories
- Additional cashback up to IDR 1.5mio for selected bank cardholders

Follow MST Golf Indonesia and stay tuned to to the latest activities and offers at @mstgolf_id on Facebook and Instagram.

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About MST Golf Indonesia

MST Golf Indonesia is a joint venture between Erajaya Active Lifestyle and MST Golf Group Berhad, and is operated under PT MST Golf Indonesia. MST Golf Indonesia business includes retail golf products, indoor golf centre with F&B, and golf academy. MST Golf Indonesia plans to open more new outlets in 2024. Follow MST Golf Indonesia on Instagram and Facebook for updates and upcoming activities.

About Erajaya Active Lifestyle

PT Sinar Eka Selaras Tbk (ticker code: ERAL) or Erajaya Active Lifestyle is a company that focuses on marketing, distribution, and operating retail network of active lifestyle products. This includes Internet of Things (IoT) and its ecosystem, lifestyle devices, smart home, and active fashion products. Currently, ERAL is entrusted to represent renowned brands such as Apple, DJI, Garmin, IT (Immersive Tech), Lamina, Loops, Marshall, Nothing, OPPO, Samsung, SHOKZ, and many other global brands. As of the end of December 2023, ERAL operates 116 retail outlets like Urban Republic, Garmin Brand Stores, DJI Experiences Store, JD Sports, ASICS, and others. On August 8, 2023, ERAL officially became a public company and listed its shares on the Indonesia Stock Exchange. More info about Erajaya Active Lifestyle at www.ses.id.

About MST GOLF

Established in 1989, MST Golf is a home-grown golf specialty retailer with more than 95 brands of golf equipment under its belt. Today, MST Golf is the leading and largest golf retail chain in Malaysia with presence across 50 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.

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

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