

Maybank to hold inaugural Maybank Championship Malaysia Golf in 2016

Maybank announced today that it will be holding its inaugural Maybank Championship Malaysia (MCM) Golf tournament in February next year.

The event, which is being sanctioned by the European and Asian Tours, builds upon Maybank's very successful relationships with these two Tours over the last ten years through involvement in the Maybank Malaysian Open (MMO). The MMO had helped raise the standards of Malaysian amateurs and professional golfers through the largest involvement of Malaysians in the field.

Maybank's intention is to continue to have the largest number of appropriately qualified Malaysian golfers participate in its forthcoming tournament. Prize money for the Maybank Championship Malaysia will be USD3 million, one of the richest among the European/Asian Tours in this part of the world.

"Next year will also be when golf will feature as an event at the 2016 Olympics for the first time, and we want this tournament to be an important staging point for our professional golfers who can represent the country in Rio," said Tan Sri Dato Megat Zaharuddin, Chairman of Maybank.

He added, "Our considerations to have our own Championship are to ensure that our objectives in projecting our brand to our stakeholders worldwide and to support our community aspirations can be sustained in the best possible ways."

Tan Sri Megat said that Maybank was honoured to have played a significant role in raising the visibility and profile of the MMO over the last 10 years. "We believe that now is an opportune time for Maybank to introduce our flagship Championship profiling our significant role in ASEAN community building. Hence, with this championship, we will also be nurturing budding ASEAN golfing talents by providing a fixed number of spots to other ASEAN golfing talents."

Supporting Maybank in promoting this effort is its long-time partner, Global One. Discussions are about to start with them on preparations needed. The choice of venue is also being finalised with various parties.

"For this next championship, we want the venue to best provide the challenge expected by the top-class field, yet fulfill our other aspirations to promote Kuala Lumpur and Malaysia, not just as a golf destination but also its rich heritage and diversity," said Tan Sri Megat.

Keith Waters, Chief Operating Officer of The European Tour said, "It is great news for the country, and indeed the entire south east Asian region, that Maybank has extended its sponsorship portfolio to include its own Championship.

“Maybank’s support of golf over the past decade has been superb, and we look forward to growing our relationship with them and developing the Maybank Championship Malaysia over the coming years. With golf returning to the Olympics next year, this tournament gives Asian players the perfect platform to gain some valuable World Ranking points and stake a claim for a place in Rio.”

Asian Tour CEO Mike Kerr said “We are delighted to continue our partnership with Maybank to develop professional golf in Asia through the staging of the inaugural Maybank Championship Malaysia next year. Maybank has been one of the longest serving supporters and sponsors in Asia and Tan Sri Megat’s vision in creating its own tournament is a strong endorsement for the game in Malaysia and South East Asia in general. We also look forward to working closely again with our partners, The European Tour, to ensure the successful launch of the Maybank Championship Malaysia.”

Promoting this new regional platform will be long time Maybank partner and leading sports event promoter, GlobalOne

Tan Sri Razali Rahman, Chairman of the tournament promoter GlobalOne, said: “We are excited to extend our decade long relationship with Maybank, and to have assigned our preferred dates with our partners, The European and Asian Tours. The tournament should attract global stars competing against the best in Asia, and will help Maybank further expand its reach.”

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Maybank – Humanising Financial Services

Maybank is among Asia's leading banking groups and South East Asia's fourth largest bank by assets. The Maybank Group has an international network of 2,400 offices in 20 countries namely Malaysia, Singapore, Indonesia, Philippines, Brunei Darussalam, Vietnam, Cambodia, Thailand, Papua New Guinea, Hong Kong SAR & People's Republic of China, Bahrain, Uzbekistan, Myanmar, Laos, Pakistan, India, Saudi Arabia, Great Britain and the United States of America. The Group offers an extensive range of products and services, which includes consumer and corporate banking, investment banking, Islamic banking, stock broking, insurance and takaful and asset management. It has over 47,000 employees serving more than 22 million customers worldwide.

www.maybank.com

Asian Tour

As the official sanctioning body for professional golf in Asia, the Asian Tour leads the development of golf across the region, enhancing the careers of its members while maintaining a commitment to the integrity of the game. The Asian Tour, through its membership of the International Federation of PGA Tours, is the only recognised pan-Asian professional golf tour in Asia. This unique feature positions the Asian Tour at the pinnacle of professional golf in Asia; providing its events with Official World Ranking status. Visit us at www.asiantour.com, www.facebook.com/asiantourgolf, www.twitter.com/asiantourgolf, www.youtube.com/theasiantour and www.weibo.com/asiantourgolf.

The European Tour

The European Tour is committed to celebrating the game of golf from the origins of the professional game, building a proud history of achievement, sportsmanship and integrity as well as showcasing our diverse global talent and rich landscapes. The European Tour's innovative approach enables us to embrace the world, combining championships of tradition with new tournaments in the cities and countries of the future. The European Tour International Schedule, which from 2009 has incorporated The Race to Dubai, is a thriving global brand which, in 2013, will feature a minimum of 45 tournaments spread across all five continents of the world; the European Challenge Tour focuses on the up and coming players of the future; while the European Senior Tour provides a new start for champions celebrating their 50th birthday. The European Tour's corporate identity features the iconic silhouette image of six-time Open Champion Harry Vardon who gives his name to The Harry Vardon Trophy, presented to the player who is crowned European Tour Number One and winner of The Race to Dubai at the end of the season.

About GlobalOne

GlobalOne (Emerald Evolution Holdings Sdn Bhd) is an executive lifestyle sports promoter and we create sports event ownerships.

We specialise in providing the full spectrum in sponsorship event management and have an excellent track record in planning and delivering on PGA European Tour golf events for Malaysia (Maybank Malaysian Open), Singapore (Singapore Masters) and Indonesia (Indonesia Open) since 1999. We have strong relations with sports governing bodies, the media and commercial sponsors and technical partners to deliver on the bottom line.

We assist all our clients to create strategic, high-return, best practice sponsorship to provide a strong, unified vision, across departments and stakeholders, of the broad range of marketing and business objectives that can be achieved through this sponsorship. We also form and maintain strong relationship with players' managers to source the best players. GlobalOne has staged a highly successful and prestigious tournament in Asia – the Maybank Malaysian Open, (2006 – 2015) which is co-sanctioned by the European Tour and the Asian Tour providing the event with Official World Ranking status.