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## MAYBANK CHAMPIONSHIP MAKES BOLD COMEBACK THIS YEAR WITH LPGA PARTNERSHIP

Maybank tees up a new era for women's golf in the region with no-cut tournament featuring ten ASEAN and Malaysian players

**KUALA LUMPUR, Malaysia, 28 March 2023** - Maybank, among Asia's leading banking groups, announced its return to golf after a three-year hiatus, to organise the Maybank Championship 2023, sanctioned by the Ladies Professional Golf Association (LPGA) Tour tournament which will take place from 26 to 29 October 2023 at the Kuala Lumpur Golf & Country Club (KLGCC).

After 14 years of showcasing top international and ASEAN golfers in co-sanctioned European Tour and Asian Tour championships, Maybank is proud to take the next step in its evolution by partnering with the LPGA to create a more diverse, accessible, and inclusive stage for women's golf, inspiring the next generation of golfers and promoting sporting excellence.

"Over the years, Maybank Championship has successfully achieved its main intent of elevating ASEAN on a global stage in sports. Now, we see that the way forward in the evolution is to champion inclusivity of the sport in the region," said **Dato' Khairussaleh Ramli Group President and Chief Executive Officer of Maybank** during the launch at KLGCC.

"With the LPGA, we have found a partner that is committed to ensuring that golf courses are an equitable place for everyone, and we are proud to stand alongside this association in realising their vision to help grow the women's game and provide equal opportunities for girls and women of all ages."

"The LPGA is excited to bring women's professional golf back to Malaysia for the first time in six years, thanks to Maybank's incredible support," said **LPGA Commissioner Mollie Marcoux Samaan**. "The LPGA and Maybank's shared values around elevating and empowering women make this an important partnership for us in this region of the world."

**Youth and Sports Minister YB Hannah Yeoh** who was present to officiate the event said, "We are delighted to see Maybank partnering with LPGA to support women's sports and provide opportunities for our players at the highest level. Together, we can reduce the gender gap between athletes in our nation and spotlight some of the most remarkable talents in the sport."

Also present at the launch was Maybank Chairman, Tan Sri Dato' Sri Zamzamzairani Mohd Isa; Club President of KLGCC, Tun Musa Hitam; LPGA's Chief Business Officer Asia, Sean Pyun and Group Managing Director of Sime Darby Property, Dato' Azmir Merican.

The Maybank Championship 2023 at the West Course of KLGCC will feature 68 professional golfers, with ten additional seats reserved for Malaysian and ASEAN players in this no-cut event. The tournament format enables each player to earn a share of the prize money over the four days.



“As we embark on the Maybank Championship 2023 together with the LPGA, we reaffirm our long-standing commitment to the sport of golf and our pledge to empower communities across ASEAN. This tournament is a testament to Maybank’s dedication to fostering an environment of excellence, both on and off the course,” **added Dato’ Khairussaleh Ramli.**

The three-plus-two (3+2) arrangement is expected to generate various benefits for players, communities, and the country while providing an opportunity to showcase Malaysia and ASEAN to a global audience through the LPGA network, which is broadcasted in over 170 markets and 560 million households.

The Maybank Championship 2023 will showcase most of the world’s Top 50 female golfers with various community-focused initiatives throughout the week of activities. Among these will include golf clinics, workshops, and knowledge exchange sessions, designed to promote the sport of golf by sharing inspiring stories of passion, patience, and perseverance.

Maybank’s commitment to female golfers and promoting values they believe in is reflected in the tournament’s theme, Retake the Green. The tagline embodies the bank’s belief that women’s golf has the potential to create positive change, on and off the course.

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