

## Maybank Championship Malaysia 2016

**Media Conference:** Emcee Script: Talk Show Format

**Date:** 11th November 2015

**Venue:** Royal Selangor Golf Club

**Time:** 8.30 am - Dry Run

### List of VIPs:

Maybank	:	Tan Sri Dato' Megat Zaharuddin Megat Mohd Nor, Chairman of Maybank
Royal Selangor Golf Club	:	Tan Sri Yong Poh Kon, President of RSGC
Globalone	:	Tan Sri Razali Rahman, Chairman, Globalone Mr. John Eu , CEO Globalone
European Tour:	:	Mr Keith Waters, COO
Asian Tour	:	Mr.Mike Kerr , CEO Mr. Kyi Hla Han, Chairman

Time	Activity	Action	
10.30 am	Arrival of Media and Guests		
10.55 am	Emcee invites guest and media to take their seats	Emcee: Chuah	Good morning everyone, we are about to begin shortly, may I invite you to take your seats please.
11.00 am	Media Conference Begins	Emcee: Chuah	<p>A very warm welcome to</p> <ul style="list-style-type: none"><li>• Yang Berbahagia Tan Sri Dato' Megat Zaharuddin Megat Mohd Nor, Chairman of Maybank</li><li>• Yang Berbahagia Tan Sri Yong Poh Kon, President of RSGC</li><li>• Yang Berbahagia Tan Sri Razali Rahman, Chairman, Globalone</li><li>• Mr. Keith Waters, Chief Operating Officer, European Tour</li><li>• Mr Mike Kerr, Chief Executive Officer, Asian Tour</li><li>• Mr.Kyi Hla Han, Chairman, Asian Tour</li><li>• Mr. John Eu , Chief Executive Officer Globalone</li><li>•</li></ul> <p>Ladies and Gentlemen and members of the media</p> <p>Thank you for joining us this morning for the official launch of the inaugural Maybank Championship Malaysia 2016.</p> <p>My name is Chuah Choo Chiang , Director ,Communications Asian Tour.</p>

			We have a series of exciting announcements to share today but before we begin, here is a video that we have put together.
11.05	Video Play	GOL	Play Video
11.10	Introduction of Panel	Emcee : Chuah	<p>The Maybank Championship Malaysia represents the next stage of Maybank's stated and long-standing commitment to developing golf as a professional sport in Malaysia and across Asia. It builds on the brand's very successful relationships through the previously sponsored Maybank Malaysian Open that had over the past ten years helped raise the standard of Malaysian professional golf through the largest involvement of Malaysians in the field.</p> <p>With a prize purse of USD 3 million, the Maybank Championship Malaysia will be held in February 2016 right here at the Royal Selangor Golf Club.</p> <p>Today, we are not going to have a press conference but rather a panel discussion with the key personalities involved in the Maybank Championship Malaysia.</p> <p>Our distinguished panellist will cover the Maybank Championship Malaysia and the details surrounding this event from the host venue , player innovation , participating players and many more details.</p> <p>Allow me to invite our speakers on stage</p> <ul style="list-style-type: none"> <li>• Yang Berbahagia Tan Sri Dato' Megat Zaharuddin Megat Mohd Nor, Chairman of Maybank</li> <li>• Yang Berbahagia Tan Sri Yong Poh Kon, President of RSGC</li> <li>• Mr. Keith Waters, Chief Operating Officer, European Tour</li> <li>• Mr.Kyi Hla Han, Chairman, Asian Tour</li> </ul> <p>Thank you gentlemen. Before we begin, let's have our panellist introduce themselves and say a few words.</p> <p>We will begin with Yang Berbahagia Tan Sri Megat Zaharuddin , Chairman of Maybank</p>
		Yang Berbahagia Tan Sri Dato' Megat Zaharuddin Megat Mohd Nor, Chairman of Maybank	<ul style="list-style-type: none"> <li>• Welcome Guests and VIPs</li> <li>• Maybank was honoured to have played a significant role in raising the visibility and profile of the MMO and golf, over the last 10 years</li> <li>• Now its time move ahead with a newly innovated event.</li> <li>• Thank Globalone and the Tours for their long standing support.</li> <li>• As a leading regional financial services provider, Maybank intends to extend this Championship to the regional level where we can further promote golf among ASEAN communities. We believe this is an</li> </ul>

			<p>appropriate role we can play as part of our corporate responsibility in helping build ASEAN together</p> <ul style="list-style-type: none"> <li>• Maybank's intention is to continue to have the largest number of appropriately qualified Malaysian golfers participate in its forthcoming tournament which will be one of the richest among the European and Asian Tours in this part of the world</li> <li>• We have embarked on a new chapter with a new vision for the way golf is played in Asia.</li> </ul>
		Emcee : Chuah	Thank you Tan Sri Megat. Now lets hear from Yang Berbahagia Tan Sri Yong Poh Kon, President of RSGC
		Yang Berbahagia Tan Sri Yong Poh Kon, President of RSGC	<ul style="list-style-type: none"> <li>• Introduce yourself</li> <li>• Highlight RSGC as one of the oldest courses in Malaysia</li> <li>• Established in 1893</li> <li>• Hosted first pro event in Malaysia (1962)</li> <li>• International members base from Embassies to support ASEAN aspirations</li> <li>• Excited to host the inaugural Maybank Championship Malaysia.</li> </ul>
		Emcee Chuah	Thank you Tan Sri. Mr. Keith Waters, Chief Operating Officer, European Tour
		Mr Keith Waters Chief Operating Officer, European Tour	<ul style="list-style-type: none"> <li>• Introduce yourself</li> <li>• Elaborate a little on the European Tour</li> <li>• Maybank and European Tour 10 year relationship</li> <li>• Fastest Organically grown event in the region from USD 1.29 million to USD 3 million</li> <li>• Substantial Official World Ranking Points</li> <li>• Included in European Tour Race To Dubai</li> <li>• Pre-Augusta (The Masters)</li> </ul>
		Emcee Chuah	Thank you Keith. Finally Mr.Kyi Hla Han, Chairman, Asian Tour
		Mr.Kyi Hla Han, Chairman, Asian Tour	<ul style="list-style-type: none"> <li>• Introduce yourself</li> <li>• Elaborate a little on the Asian Tour</li> <li>• Long standing relationship with Maybank</li> <li>• Points earned at this event contribute to the Asian Tour Order of Merit.</li> </ul>
		Emcee Chuah	<p>Thank you gentlemen</p> <p>Questions</p> <ol style="list-style-type: none"> <li>1. What was the idea behind the Maybank Championship Malaysia?</li> <li>2. Why was Royal Selangor Golf Club chosen as the host venue</li> <li>3. What was the rational behind an ASEAN Event?</li> <li>4. Can you elaborate on the player innovation?</li> </ol>

			<ol style="list-style-type: none"> <li>5. How do players qualify for the Maybank Championship Malaysia?</li> <li>6. How does Maybank Championship Malaysia impact Olympic Qualifying Standard?</li> <li>7. Has there been any players confirmed participation as yet?</li> <li>8. Can you elaborate why Martin Kaymer and Louis Oosthuizen are the first to be announced?</li> <li>9. Could you elaborate a little on the Malaysia players and how they are chosen?</li> <li>10. What can spectators expect at this years event?</li> </ol> <p>Thank you gentlemen, that was indeed a comprehensive discussion.</p> <p>As mentioned earlier we have both confirmed Martin Kaymer and Louis Oosthuizen as the first two professionals who have confirmed participation.</p> <p>They have both sent you a special message. Lets take a look</p>
11.40	Play Video – Players	GOL	
11.45	Media Q & A	Emcee – Chuah	That was a great message from our players. Its time now to open the floor for questions.
11.55	Photo Opportunity	Emcee – Chua	<p>Members of the media, before we end the press session , we would like to invite our VIPs to stand up for a photo opportunity .</p> <p>Can I have</p> <ul style="list-style-type: none"> <li>• Yang Berbahagia Tan Sri Dato’ Megat Zaharuddin Megat Mohd Nor, Chairman of Maybank</li> <li>• Yang Berbahagia Tan Sri Yong Poh Kon, President of RSGC</li> <li>• Yang Berbahagia Tan Sri Razali Rahman, Chairman, Globalone</li> <li>• Mr. Keith Waters, Chief Operating Officer, European Tour</li> <li>• Mr Mike Kerr, Chief Executive Officer, Asian Tour</li> <li>• Mr.Kyi Hla Han, Chairman, Asian Tour</li> </ul>
		GOL	Unveil the backdrop, align the VIPS for photo opp.
12.00	Lunch	Emcee	<p>Thank you ladies and gentlemen and members of the press. Lunch is served next door at Modestos . For those of you playing golf , please meet at outside of Modestos at 1 pm.</p> <p>Thank you and see you at the Maybank Championship Malaysia 2016</p>

