



**MEDIA RELEASE**

**FOR IMMEDIATE RELEASE**

**WORLD GOLFING TALENT TO RETURN IN 2017 AT THE MAYBANK CHAMPIONSHIP MALAYSIA, ASEAN'S LEADING HOMEGROWN INTERNATIONAL GOLF EVENT**

**KUALA LUMPUR, MALAYSIA, September 05, 2016:** The world's leading golfers, including a contingent of ASEAN's best professional golf players, are expected to make a return to the 2017 Maybank Championship Malaysia from the 9th – 12th February 2017 at the Palm Course, Saujana Golf & Country Club. It will feature a field of 156 players from the Asian Tour and European Tour, competing for a USD 3 million prize purse.

"I am happy to announce that next year's Maybank Championship Malaysia, will again be in collaboration with the Asian Tour, European Tour, and promoted by our long-time partner GlobalOne. It will be held at the re-designed Saujana Golf and Country Club. The world's best ASEAN golfing talents that competed in the recent Rio Olympics would have inspired many more ASEAN players to rise in the world of professional competitive golf, so our focus to give them and many more ASEAN golfers playing opportunities at the 2017 Maybank Championship Malaysia should prove energising for our talents," said Tan Sri Dato' Megat Zaharuddin, Chairman of Maybank.

"But don't expect the rising professionals from the European and Asian Tours to wilt in the heat either. The Maybank Championship Malaysia's attractions, including early timing in the year and prize money, have always led to a hugely competitive field, and each year's winner has been a surprise. So, come for the excitement," added Tan Sri Dato' Megat.

In 2017, Maybank will reinforce its commitment to grow the game across the region by having the largest number of appropriately qualified ASEAN golfers participating at the Maybank Championship Malaysia. This will further hone their skills and offer these rising talents an opportunity to be seen and appreciated at an international level.

The 2017 edition will also feature new innovations, opportunities and exciting offerings for sports fans and stakeholders alike, with the expected



reappearance of certain elements true to Maybank Championship Malaysia, namely corporate responsibility features and bespoke corporate-linked events. This is especially important to the core values of Maybank as it continues to realise its mission of *Humanising Financial Services*.

“We are delighted to return as a sanctioning partner of the Maybank Championship Malaysia, and expect next year’s tournament to be as successful as the inaugural edition. The Maybank Championship Malaysia will again offer a lucrative prize fund and will be held at a world-class venue in Saujana Golf and Country Club, a European Tour Destination, so these are exciting times for the tournament and we look forward to strengthening our long-standing relationship with Maybank, the Asian Tour and GlobalOne in the coming years,” said Keith Waters, Chief Operating Officer of the European Tour.

The Maybank Championship Malaysia is a valuable platform that allows participating golfers an opportunity to secure Official World Golf Ranking points as they compete in one of the most diverse and balanced fields of play among international golfing tournaments. This is pivotal as ensuring that ASEAN players are supported and their financial, sports development and competitive opportunity needs are met, continue to be the bedrock of the Maybank Championship Malaysia’s development and growth.

“Maybank is a great sponsor for golf in Malaysia and across the region. Their sponsorship goes a long way in promoting the sport and creating more playing opportunities. We are delighted to return to Saujana, a venue where our players such as Thongchai Jaidee and Anthony Kang have tasted success in the past. We look forward to another great event and working closely together with Maybank, the European Tour and GlobalOne,” said Kyi Hla Han, the Commissioner of the Asian Tour.

### **Where Present and Rising Stars Gather**

The Palm Course at Saujana Golf & Country Club, nicknamed “The Cobra,” has recently been upgraded and lengthened to cater for more competitive tournaments, cementing the course’s standing as one of the most difficult golf courses in the world, and a leading Championship Course in Asia.



The Maybank Championship Malaysia, which is co-sanctioned by the Asian Tour and the European Tour, and endorsed by the Sports Commissioner of Malaysia, also offers the richest tournament purse among the European Tour and Asian Tour events in the ASEAN region.

Thus, with diverse and talented players from around the world, coupled with the recent strong showings from golfers featured during the inaugural year, namely Kiradech Aphibarnrat and Thongchai Jaidee of Thailand; Miguel Tabuena of the Philippines; Danny Chia and Gavin Green from Malaysia; Siddikur Rahman from Bangladesh; S.S.P Chawrasia of India; Maybank Championship Malaysia 2016 winner Marcus Fraser from Australia; Martin Kaymer from Germany; and Danny Willett from England; the 2017 Maybank Championship Malaysia promises to be an event to look forward to!

\*\*\*\*\*Ends\*\*\*\*\*



### **About 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 19 countries namely Malaysia, Singapore, Indonesia, Philippines, Brunei Darussalam, Vietnam, Cambodia, Thailand, 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 46,000 employees serving more than 22 million customers worldwide. ([www.maybank.com](http://www.maybank.com))

### **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.

### **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.



### **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](http://www.asiantour.com), [www.facebook.com/asiantourgolf](https://www.facebook.com/asiantourgolf), [www.twitter.com/asiantourgolf](https://www.twitter.com/asiantourgolf), [www.youtube.com/theasianatour](https://www.youtube.com/theasianatour) and [www.weibo.com/asiantourgolf](http://www.weibo.com/asiantourgolf).

### **Saujana Golf & Country Club**

Founded in 1984, Saujana Golf and Country Club offers two 18-hole golf courses namely '*Palm Course*' and '*Bunga Raya Course*'. These courses are exquisitely designed for championship play by the renowned golf course landscaped architect, Ronald Fream Design Group California, USA & Ted Parslow of E&G Parslow, Australia. The two world renowned courses, have been accorded countless international accolades including "The best Championship Course in Asia (Palm Course)" by Asian Golf Monthly 2005 and # 69 "Top 100 Best Courses outside the USA (Bunga Raya Course)" by Golf Digest 2005. Further voted in the World's Top 1000 Golf Courses by Rolex & 6<sup>th</sup> Toughest Course in the World (Palm Course) by CNNGo.com 2012. SGCC is the 15<sup>th</sup> Member of the exclusive European Tour Properties, only the third outside of Europe and the first in Malaysia to be an official European Tour Destination. Saujana Golf & Country Club is also nestled alongside the beauty of two hotels, namely The Saujana Kuala Lumpur and The Club Saujana Resort.