

PRESS RELEASE*For Immediate Release***ERAJAYA ACTIVE LIFESTYLE AND MST GOLF INAUGURATE FIRST MST GOLF STORE IN INDONESIA***Synergy of Two Renowned Retailers Introduce World-Class Golf Retail Experience with MST Golf Arena*

Jakarta, January 12, 2024 – Erajaya Active Lifestyle (ERAL) and MST Golf Group Berhad (MST Golf) have officially opened the first MST Golf Arena outlet in Jakarta, Indonesia. Located at La Piazza Summarecon Kelapa Gading, the inauguration of this store signifies MST Golf's strategic foray into the burgeoning golf industry in Indonesia, solidifying its position as the most comprehensive golf service provider in the region. Poised to cater to a diverse range of enthusiasts from seasoned golfers to new golfers, MST Golf Arena encompasses retail, indoor golf, golf academy, club fitting, and F&B, delivering a world-class golf retail experience and environment.

Leveraging ERAL's expertise in the retail and distribution of active lifestyle products in Indonesia, coupled with MST Golf's experience in golf retail, MST Golf's presence in Indonesia aims to deliver a cutting-edge golfing experience with high-quality products for the Indonesian community. MST Golf will introduce 59 leading golf brands to enthusiasts in Jakarta, including TaylorMade, Honma, Puma, G/FORE, adidas, ASICS, Majesty, ONOFF, Yamaha and Nike.



The 1st MST Golf Indonesia Store at La Piazza Summarecon Kelapa Gading

Djohan Sutanto, CEO Erajaya Active Lifestyle, stated that “The opening of the first MST Golf store in Jakarta today is the embodiment of the collaboration with MST Golf of Malaysia that we announced a few months back. It also marks the initial step for MST Golf in expanding its market reach in Indonesia by providing convenient access to golf for everyone, both professionals and beginners. MST Golf Arena will offer comprehensive facilities for those interested in golf, providing enjoyable learning and playing areas, shopping, and a place to gather with like-minded communities. We hope

that this concept will be well-received in Indonesia, and contribute to the growth of golf as an active lifestyle in the community.”

Ng Yap, Executive Director and Group Chief Executive Officer of MST Golf said, “The launch of MST Golf Arena marks our inaugural retail store in Indonesia, and this is just the beginning of an exciting journey as we move forward on our regional expansion plans. We are confident in our partner, Erajaya Active Lifestyle, and are optimistic that this partnership will yield fruitful outcomes in the future. This is just the beginning. We have plans to open more outlets in the near future, aiming to serve more golf enthusiasts and attract new golfers into the scene across our outlets, providing a world-class golf retail experience.”

Boasting a curated selection of over 90 equipment, apparel, and accessories from esteemed golf brands, the retail store promises unparalleled quality. In addition to the retail store, MST Golf Arena features indoor golf facilities supported by Trackman technology, a golf academy and club fitting service through The Golf Lab SEA, and a collaboration with SIXTYNINE Cafe for F&B services. From premium merchandise to immersive learning and playing opportunities, MST Golf Arena welcomes golfers and non-golfers alike to a one-stop destination designed for golf retail sophistication where you can Shop, Play, Learn, Fit, Eat & Drink.

To celebrate the grand opening, MST Golf Arena presents a series of enticing promotions from 12 - 31 January 2024, including:

- Free MST Golf merchandise for visitors with a minimum purchase of 2 million Rupiah
- Cashback of 500,000 Rupiah for a minimum purchase of 5 million Rupiah for specific bank cardholders
- Discount of 1.5 million Rupiah for a minimum purchase of 10 million Rupiah for specific bank cardholders

**Terms & conditions apply.*

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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 [mstgolf_id](#) on Instagram for updates and upcoming activities.

About Erajaya Active Lifestyle

PT Sinar Eka Selaras Tbk (ticker code: ERAL) or Erajaya Active Lifestyle is a subsidiary entity of the Erajaya Group focusing on marketing, distribution, and retail network activities for 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 September 2023, ERAL operates 100 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.

About MST GOLF

Established in 1989, MST Golf is a home-grown golf specialty retailer with more than 90 brands of golf equipment under its belt. Today, MST Golf is the leading and largest golf retailer in Malaysia with presence in more than 45 locations in Malaysia and Singapore. 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.

In July 2023, MST Golf was listed on the Main Market of Bursa Malaysia Securities Berhad as MST Golf Group Berhad under the stock name MSTGOLF and stock code 5316. More info about MST Golf at mstgolfgroup.com.

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Appendix:**Documentation of MST Golf Arena:**

<https://bit.ly/MSTGolfArenaLaPiazza>