

PRESS RELEASE*For Immediate Distribution***MST GOLF UNVEILS FIRST PREMIUM RETAIL CONCEPT STORE IN INDONESIA, FEATURING A COLLECTION OF BESPOKE GOLF BRANDS**

The grand opening of MST Golf Premium marks the fourth store in Indonesia, offering a comprehensive collection of golf equipment from renowned premium brands worldwide.

Jakarta, July, 05th, 2024 – MST Golf Indonesia, a joint venture between MST Golf Group Berhad and Erajaya Active Lifestyle, officially opened its first premium golf retail store in Indonesia, located at Pacific Place Mall, South Jakarta. The opening of MST Golf Premium marks the fourth store for MST Golf since its entry into Indonesia, offering a comprehensive shopping experience for all golf needs, including equipment, apparel, footwear, and accessories from 59 renowned golf brands worldwide.

Embracing a premium golf retail concept, the first MST Golf Premium store in the country spans over 588 square metres featuring high-end golf brands, including HONMA, Majesty and GIII, and popular brands such as TaylorMade, Yamaha and GFORE. Additionally, MST Golf Premium at Pacific Place will introduce premium golf apparel brands such as Malbon, Manors, and Students, appealing to younger golfers.



Djohan Sutanto, CEO of Erajaya Active Lifestyle, stated, "The opening of the first MST Golf Premium store is in line with our vision to serve the best in everything and underscores our commitment to deliver world-class golf retail shopping experience to golf enthusiasts. With our premium golf retail concept store, we will bolster our presence in Indonesia, appealing to high-end shoppers and those seeking to elevate their golf game and fashion with high-end brands. We believe that the addition of MST Golf Premium store at Pacific Place Mall strengthens our market position, following our retail presence MST Golf Arena @ Summarecon Mall Kelapa Gading comprising retail, indoor golf and The Golf Lab, and two other golf retail stores at Pondok Indah Mall 1 and Summarecon Mall Serpong.

To celebrate its grand opening, MST Golf Premium is hosting a Longest Drive Competition in collaboration with Bank BRI. This fun challenge competition will be held in groups of three, and the winning team will receive TaylorMade Qi10 Drivers as prizes. The Longest Drive Competition is free for Bank BRI customers, while non-BRI customers can participate by making a minimum purchase of Rp 1.000.000 at MST Golf Premium Pacific Place Mall. All participants in the competition will receive a free LA GOLF ball while stocks last.

In celebration of its grand opening, MST Golf Premium is delighted to offer exclusive promotions for customers from July 5 to July 14, 2024. These exciting offers include:

- Discounts of up to 50% on golf equipment
- Discounts of up to 25% on the latest products
- Discounts of up to 20% on apparel purchases (minimum 2 items)
- Discounts of up to 10% on golf shoes and accessories
- Additional cashback of up to 1.5 million Rupiah for selected cardholders

MST Golf Indonesia's portfolio of stores include MST Golf Arena at La Piazza Summarecon Mall Kelapa Gading, MST Golf Store at Pondok Indah Mall 1, MST Golf Super Store at Summarecon Mall Serpong and MST Golf Premium at Pacific Place Mall.

For more information about MST Golf's latest products and offers, follow MST Golf Indonesia on [Facebook](#) and [Instagram](#).

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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 operates under PT MST Golf Indonesia. MST Golf Indonesia's business activities include retail, indoor golf centers with F&B (MST Golf Arena), golf academies and club fitting (The Golf Lab), and distribution. MST Golf Indonesia plans to open several new stores in 2024. For more information, please follow the Instagram account @mstgolf_id.

About Erajaya Active Lifestyle

PT Sinar Eka Selaras Tbk (ticker code: ERAL) or Erajaya Active Lifestyle is a company that focuses on the marketing, distribution, and operation of a retail network for active lifestyle products. This includes the Internet of Things (IoT) and its ecosystem, lifestyle devices, smart home, and active fashion products. ERAL is currently trusted 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 December 2023, ERAL operated 116 retail outlets under the retail banners 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. For more information about Erajaya Active Lifestyle, please visit <https://www.ses.id/>

About MST GOLF

Established in 1989, MST Golf Group Berhad is a golf specialty retailer dedicated to providing world-class golf retail experience, serving the best in everything golf. The Group's extensive portfolio includes over 90 renowned brands including equipment, accessories, apparel and footwear. As the leading and largest golf retailer, MST Golf proudly serves golf enthusiasts with more than 50 store locations across Malaysia, Singapore and Indonesia.

While retail remains as the Group's core focus, MST Golf is well-established in other golf-related services such as wholesalers and distribution, brand management, indoor golf centers with F&B, golf academies, golf events and tournament management, corporate merchandising and tech shops.

MST Golf is 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 at www.mstgolfgroup.com

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