**PRESS RELEASE**

*TO BE RELEASED IMMEDIATELY*

# **ABG & MAP ACTIVE ANNOUNCES NEW MASTER PARTNER FOR PRINCE RACQUET SPORTS IN INDONESIA**

**Jakarta, 11th July, 2023** – Authentic Brands Group (ABG), owner of a global portfolio of fashion, sports, celebrity, and entertainment brands and PT Map Aktif Adiperkasa Tbk (MAP ACTIVE), a leading sports and lifestyle retailer in Indonesia with more than 1,327 physical retail stores across the country, today announced a multiyear merchandising & master license partnership for PRINCE brand. Prince is an American-born, global racquet sports brand. Through this partnership, MAP ACTIVE has been appointed as the master license partner for Prince brand across Indonesia and ASEAN.

As part of the partnership, MAP Active will introduce a new range of Prince products. The collection, which will be available exclusively at MAP Active-operated retail outlets, online marketplaces and wholesalers, will include hardgoods, footwear, apparel, accessories for adults. Additionally, MAP Active will create dedicated Prince sections in some of its physical and online stores.

“We are delighted to re-introduce Prince to our Market and we believe the brand’s legacy will translate into our markets, especially now tennis is a growing demand for sports” said Lilyana Gani, Senior Merchandising General Manager of MAP Active.

MAP ACTIVE will develop all new lines of Prince performance apparel and accessories for men and women and distribute the Prince racquet line exclusively in Indonesia.

“We are committed to continuously evolving Prince’s offerings to meet the needs of today’s modern consumer,” said Jamie Salter, Chairman & CEO of ABG. “Through this partnership with MAP Active, we will extend Prince to an important and loyal international market.”

The all-new Prince branded racquet sports equipment, accessories, and performance & lifestyle apparel lines from MAP Active will launch online and in multi-brand stores Planet Sports Asia and Sports Stations throughout Indonesia in July 2023.

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 **About Prince™**

Prince is an American-born leading global racquet sports brand that elevates the game of every individual, on and off the court. As an industry leader, Prince is focused on meeting the needs of its wide-ranging customer base through providing a comprehensive selection of innovative, game- changing equipment. Prince’s offerings include racquets, footwear, strings, tennis balls, grips, ball machines, accessories and apparel. Products are available at specialty, club and online retail outlets nationwide. For more information visit PrinceTennis.com. Prince™ is a trademark of Prince Sports, LLC.

 **About Authentic Brands Group, LLC**

Authentic Brands Group, LLC (ABG) is a brand development company, which builds long-term value through the ownership of intellectual property associated with prominent fashion, sports, celebrity and entertainment brands. Headquartered in New York City, ABG enhances brand equity through partnering with best-in-class licensees and retailers. ABG’s global portfolio of world- renowned brands includes Marilyn Monroe®, Mini Marilyn®, Elvis Presley®, Muhammad Ali®, Shaquille O’Neal®, Michael Jackson® \*managed brand\*, Bobby Jones®, Juicy Couture®, Jones New York®, Judith Leiber®, Frederick’s of Hollywood®, Adrienne Vittadini®, Taryn Rose®, Misook®, Hickey Freeman®, Hart Schaffner Marx®, Spyder®, Tretorn®, Tapout®, Prince®, Airwalk®, Vision Street Wear®, and Hind®. ABG-NYC.com

**About PT Map Aktif Adiperkasa Tbk (MAPA)**

PT Map Aktif Adiperkasa Tbk (MAPA) is a ‘brand commerce’ entity managing and marketing

international brands across Indonesia. A subsidiary of PT Mitra Adiperkasa Tbk (MAPI), MAPA

operate more than 40 exclusive brands in over 1,300 stores and 11 online sites. Its three principal

business lines are Sports, Leisure, and Kids which are sold via mono-brand and wholly owned

multi-brand store formats including PlanetSports.Asia, Sports Station, Golf House, and Kidz

Station. In 2018, the company acquired Astec, a leading regional brand in badminton, fitness, and

leisure activities founded by Olympic Champions, Alan Budikusuma and Susy Susanti. For more

information about MAPA, please visit www.mapactive.id.

# **Press Contacts:**

*Haley Steinberg 646.612.7439*

hsteinberg@abg-nyc.com

*Bridgette McGuire 646.612.7439*

bmcguire@abg-nyc.com

*Ade Sarah*

PT Map Aktif Adiperkasa Tbk

Sahid Sudirman Center 26th Floor

Jalan Jend. Sudirman Kav. 86 Jakarta 10220

+6221 80648 488 Ext. 81106

Ade.sarah@mapactive.id