

PRESS RELEASE

DRIVING RANGE TAKE OVER BY GOLF HOUSE



Female Professional Golfer, Dea Mahendra, gave coaching clinic at the opening of Golf House Driving Range Take Over, Friday (7/7).

Jakarta (7/7) – Golf House, as one of the brands under MAP Active that has played a role in encouraging public interest and participation in playing golf since 1995, held a "Driving Range Take Over" at The Range, Damai Indah Golf PIK, for the next 3 days. Driving Range Take Over was initiated by Golf House to invite the public to explore various golf equipment from well-known brands distributed by Golf House, such as Srixon, Mizuno, XXIO, Cleveland, Wilson, Taylormade, Callaway, and Cobra, on the form of Demo Day.

"We see an increase in the trend of playing golf during the pandemic," said Tinneke Agustina, General Manager of MAP Active. "It is part of Golf House's commitment to



continue to educate, inspire and expand the golf community in Indonesia, one of which is by holding this Driving Range Take Over event", she added. The demo day program for the public will be open for two days, 8-9 July 2023 from 2.00 - 8.00 pm at The Range Damai Indah Golf PIK, Jakarta.

In addition to trying various golf equipment from these brands, attendees can also take part in various challenges and collect points to get attractive prizes. Not only for adults, children aged 8-12 years can also participate in various challenges at Kids Corner. "The hope is that parents can introduce golf to their children from an early age, so that the routine of going to the driving range can be part of quality time with the family," explained Tinneke.

On the opening day of Driving Range Take Over, Friday (7/7), Golf House invited media partners, KOLs and golf enthusiasts to try various golf equipment that suits their needs. In addition, young golfer Jonathan Wijono participated in a charity auction, where Jonathan will auction some of his golf apparels to be donated to social foundations.

Female professional golfer, Dea Mahendra, was also present to provide coaching clinics and explained some tips for beginner golfers. "Before playing golf we need to stretch, starting from the shoulders, hips to the lower body to minimize injury," said Dea.

As one of the pioneers in the golf industry, Golf House has presented a variety of quality products and services to meet the needs of golf lovers. Through more than 48 retail stores spread throughout Indonesia, Golf House is here to pamper golf enthusiasts with a variety of golf needs, including the best equipment, clothing, and accessories.

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About PT Mitra Adiperkasa Tbk: MAPI has a portfolio of more than 150 world-class brands from department stores, sports, fashion, kids, food & beverage to lifestyle. As of March 2023, MAPI operates more than 2,700 retail outlets in more than 80 cities in Indonesia. The main retail concepts managed include; Department Stores: Sogo, Seibu, The FoodHall; Fashion & Beauty: Zara, Marks & Spencer,



Kipling, Cotton On, Mango, Massimo Dutti, Swarovski, Zara Home, Boots, Sephora; Active (Sports, Leisure & Kids): Sports Station, PlanetSports.Asia, Foot Locker, Converse, Golf House, Reebok, Skechers, Onitsuka Tiger, Staccato, Clarks, Kids: Kidz Station, Smiggle, Lego; Digital: Digimap, Digiplus; Food & Beverage: Starbucks, Pizza Marzano, Krispy Kreme, Cold Stone Creamery Ice Cream, Godiva, Genki Sushi, Subway; Others: Alun Alun Indonesia. For more information visit www.map.co.id .