

PRESS RELEASE

For Immediate Release

## Achieving Success in Inaugural Event, Planet Sports Run Delivers a New Experience with Over 3000 Runners



**Jakarta, January 29, 2024** - Leading sports retailer, Planet Sports Asia, has successfully organized their inaugural running event, Planet Sports Run, on December 10, 2023. This captivating event is a testament to Planet Sports Asia's commitment to providing superior sports gear options for athletes and sports enthusiasts. Over 3000 runners enthusiastically participated, filling the ICE BSD area in Tangerang.

"We are proud and delighted that Planet Sports Run 2023 was executed successfully. Our event series was highly successful because Planet Sports Run is not just an ordinary running event; it's a step towards an active and healthy lifestyle. It's about doing sports, especially running, an enjoyable part of everyone's life," stated **Panji Cakrasantana, General Manager Marketing, MAP Active.**



*Panji Cakrasantana, General Manager Marketing, MAP Active, with the winners in the 5K men's category*

Planet Sports Asia, through the execution of Planet Sports Run, not only presented a running event but also acknowledged the importance of preparation before running. This includes training and selecting sports gear suitable for participants' body postures. Planet Sports Run itself has a unique event concept, where participants accumulate points from registration, and complete various engaging missions before the event, and during the event on December 10, 2023. With race categories covering 5K, 10K, and 21K (*half marathon*), there were a total of 18 winners who set outstanding running records, including 3 female and 3 male winners in each category.

In the 21K category, Welman D. Pasaribu secured the first place for men with a record time of 1 hour 14 minutes 48 seconds, and Aprilia Kartina topped the women's category with a record time of 1 hour 31 minutes 28 seconds. Rahmad Setiabudi claimed the fastest runner title for the 10K category, clocking in at just 34 minutes 27 seconds, while Novia Nirwani followed, reaching the finish line in 40 minutes 12 seconds as the representative for women. Moving on to the 5K category, Moh. Hadrin Mahdang claimed the top spot with a running time of 15 minutes 49 seconds, and Marina Marina with a time of 18 minutes 52 seconds.

**Novia Nur Nirwani, Runner and winner of the 10K category,** expressed, "I thoroughly enjoyed my journey through every stage of Planet Sports Run 2023, where each segment was filled with various exciting activities that not only helped me prepare for the marathon itself but also enhanced my relationships with fellow runners. Securing first place in the 10K category is one of my valuable achievements in 2023, and I am excited to look forward to the next Planet Sports Run."





Novia Nur Nirwani, runner and winner of the 10K category

Not solely focused on the competitive aspect, Planet Sports Run 2023 also presented unique and meaningful stories from each participant. For example, 21K master category runner Robert Sakti Sihombing created inspiring moments by inviting his mother to participate in the race and providing support by pushing a wheelchair. Ryan Febrianando and his wife Reza Resnawati added a special touch by running while carrying their young daughter. Equally intriguing, Putu Sutha chose to run with friends in various sports-themed costumes and accessories, illustrating that everyone can joyfully participate in marathons, regardless of their sporting background.





*Unique stories from each participant during the course of the Planet Sports Run 2023 marathon competition*

Adding excitement to the event, Planet Sports Run 2023 was also graced by several influencers and top-tier artists, such as Daniel Mananta, Nadila Enersta, Ben Joshua, and many more, who challenged themselves by participating in this marathon.



*(Left to right): Lineup of top Indonesian artists and influencers who added vibrancy to Planet Sports Run 2023*

The success of the first Planet Sports Run serves as a catalyst for Planet Sports Asia to continue developing similar event series and competitions every year. This initiative is further reinforced by Planet Sports Asia's massive expansion plans to various cities outside Jabodetabek in 2024.

"The initial success of Planet Sports Asia in organizing Planet Sports Run last year enhances our optimism to host this event annually. The increasing enthusiasm of the community towards running is one of the reasons. We are preparing for Planet Sports Run 2024; stay tuned for the playdate!" concluded **Panji**.



**PLANET SPORTS.ASIA**

To view a summary of the Planet Sports Run event, please visit the official Instagram accounts @planetsportsrun and @planetsports.asia.

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### **About Planet Sports Asia**

Planet Sports Asia is a leading sports equipment retailer that carries world-class sports brands such as Adidas, ASICS, Converse, Hoka One One, New Balance, Nike, Puma, Reebok, Skechers, and many more. PlanetSports.Asia is a creation of PT Map Aktif Adiperkasa, Tbk. (a subsidiary of PT Mitra Adiperkasa Tbk), listed among the Top 100 Global Sporting Goods Retailers and ranked No.1 in Southeast Asia.

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

PT Map Aktif Adiperkasa Tbk (MAPA) is a 'brand commerce' entity that manages and markets international brands in Indonesia. As a subsidiary of PT Mitra Adiperkasa Tbk (MAPI), MAPA oversees more than 40 exclusive brands across over 1,400 stores and 11 online platforms. The company's three main business segments are Sports products, Leisure footwear, and Kids products, sold through multi-brand and directly owned mono-brand outlets by MAPA, including PlanetSports.Asia, Sports Station, Golf House, and Kidz Station. In 2018, the company acquired Astec, a leading badminton, fitness, and leisure activity brand at the regional level, founded by Olympic gold medalists Alan Budikusuma and Susy Susanti. For more comprehensive information about MAPA, please visit [www.mapactive.id](http://www.mapactive.id).

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