

PRESS RELEASE

FOR IMMEDIATE RELEASE

Planet Sports Run is Back! Inviting Everyone to Get Active and Collect Points!

- *With the theme "Unlock Your Best," the second year of Planet Sports Run celebrates an active lifestyle by introducing a series of innovations.*
- *These innovations include increased participant capacity, a new reward system through MAPCLUB points, the addition of a Kids category for young runners, and the Shoe Try-On Experience.*



Jakarta, 25 September 2024 - Planet Sports Asia, a leading sports retail brand in Indonesia, proudly announces the launch of Planet Sports Run 2024, to be held on 8 December 2024 at ICE BSD, Tangerang. Planet Sports Run 2024, the first and only running event in Indonesia with a points-based reward system, is a testament to Planet Sports Asia's commitment to inspire and encourage the public to make running not just a sport but part of a healthier and more active lifestyle.

With the theme "Unlock Your Best," Planet Sports Run 2024 invites participants to challenge themselves to discover their full potential, push their limits, and see how far they can go to become their best version. Whether they are just beginning their running journey or are looking to set new goals - be it the longest distance or the fastest time - this theme supports all participants in their journey of self-improvement.

Participants are encouraged to collect Planet Sports Run points with every move, from registering to completing various exciting missions before and during the race day, such as Thursday Strength Training and Sunday Round. These points can later be redeemed for shopping vouchers.

What makes Planet Sports Run 2024 unique compared to last year are the special benefits offered exclusively to Planet Sports Run 2024 participants and MAPCLUB members. From today until 31 December, every purchase at Planet Sports Asia stores will earn five times the usual MAPCLUB points. This benefit will help participants acquire the quality running gear of their dreams.

Panji Cakrasantana, GM of Marketing of MAP Active, expressed great enthusiasm for the second year of Planet Sports Run, saying, *"We are very excited to welcome Planet Sports Run 2024. This event reflects Planet Sports Asia's commitment to providing superior sports equipment for athletes and fitness enthusiasts. The enthusiasm from participants in last year's Planet Sports Run has motivated us to introduce even more innovations for 2024, so people from all walks of life in Indonesia will be encouraged to participate."*

Planet Sports Run 2024 will feature around 6,000 participants this year, nearly double the previous year. The event will include various categories based on distance and age: 5K, 10K, Half Marathon, and the new Kids Category (6-12 years old). Planet Sports Run 2024 welcomes runners of all levels, making running fun and inclusive for everyone.

To enhance the overall running experience, Planet Sports Run 2024 introduces the Shoe Try-On Experience. This experience gives runners the opportunity to test the latest high-quality running shoe technology from top global sports brands before race day. This ensures participants find the right shoes to match their running style for optimal performance.

At the press conference, Planet Sports Asia presented key speakers who shared their views on the importance of an active lifestyle and how Planet Sports Run 2024 can inspire more people. **Daniel Mananta, Presenter & New Balance Indonesia Brand Ambassador**, shared his journey as a runner: *"Running isn't just a sport for me; it's become a lifestyle. Planet*

Sports Run 2023 was an unforgettable experience. The theme 'Unlock Your Best' really motivated me to keep going. I'm so excited for Planet Sports Run 2024! It aligns perfectly with New Balance's 'Run Your Way' concept, encouraging everyone to run with their style, purpose, and pace—making running a fun, personal activity instead of just following a trend."

From a health perspective, **dr. Tirta, a Health Practitioner & Sports Enthusiast**, shared his insights on the importance of physical health through running, including preparation tips, heart rate management, pacing, and the significance of rest and recovery. *"Running is one of the most effective forms of exercise for people of all ages, especially if started at a young age. The younger you start, the stronger you'll be! One often overlooked but crucial preparation for Running is getting enough rest before the race. While running, it's important to enjoy yourself—no need to watch, and you can even chat to make it fun. I want to encourage more people to incorporate running into their daily lives,"* said dr. Tirta.

Further discussing Planet Sports Run 2024, Didit, Race Director of Planet Sports Run 2024, added: *"We hope Planet Sports Run 2024 will be more than just a race—it will be a moment where all participants can truly enjoy running. The training series we've prepared before race day is a testament to our commitment to helping participants run at their optimal level. We want everyone not only to finish strong but also to finish happy! We also hope participants will inspire those around them to be active."*

Panji concluded, *"All of the innovations in Planet Sports Run 2024 are designed to support a more comprehensive and impactful running experience for all ages. Participants can stay active, have fun, and collect points to redeem for their dream running gear at Planet Sports Asia!"*

To add more excitement to **Planet Sports Run 2024**, Planet Sports Asia proudly announces a **Writing Competition** open to all journalists across Indonesia. The competition will run from Wednesday, 25 September 2024, until December 2024, giving journalists the chance to cover various exciting stories from Planet Sports Asia throughout this period. Three lucky journalists will have the opportunity to win exclusive running gear from Planet Sports Asia worth millions of rupiah. For more detailed information about the competition, please visit Planet Sports Run's official Instagram account [@planetsportsrun](https://www.instagram.com/planetsportsrun).

For registration, terms and conditions, and further information, please visit <https://run.planetsports.asia/> and follow the official Instagram accounts [@planetsportsrun](https://www.instagram.com/planetsportsrun) and [@planetsports.asia](https://www.instagram.com/planetsports.asia). Join us in Planet Sports Run 2024 and Unlock Your Best!

###

About PlanetSports.Asia

PlanetSports.Asia is a sports equipment retailer featuring world-renowned 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), which is ranked among the Top 100 Global Sporting Goods Retailers and is the No. 1 retailer in Southeast Asia.

About PT Map Aktif Adiperkasa Tbk (MAPA)

PT Map Aktif Adiperkasa Tbk (MAPA) is a leading ASEAN 'brand commerce' entity that manages and markets various international brands across Indonesia, the Philippines, Thailand, and Vietnam. As a subsidiary of PT Mitra Adiperkasa Tbk (MAPI), MAPA operates over 40 exclusive brands across 1,199 stores in more than 100 cities in ASEAN, along with 10 online platforms. Its three main business lines are Sports, Leisure, and Kids, sold through mono-brand stores and multi-brand formats, including Planet Sports, Sport 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 Susi Susanti. For more information about MAPA, please visit www.mapactive.id.

Media Contact:

Ade Sarah

PT Map Aktif Adiperkasa Tbk

Sahid Sudirman Center 26th Floor
Jalan Jend. Sudirman Kav. 86 Jakarta
10220
Email : raden.achmad@mapactive.id

Aily Glori

Zeno Indonesia

Menara Sentraya, Jl. Iskandarsyah
Raya, Melawai, Kec. Kby. Baru, Kota
Jakarta Selatan, 12160
Email: Aily.glori@zenogroup.com