



For Immediate Release

MST GOLF OFFICIATES 40TH OUTLET IN MALAYSIA, OPENS LARGEST INDOOR GOLF IN JOHOR

Shop, Dine, Play and Learn Golf under one roof at MST Golf Arena Toppen.

Tebrau, Johor Bahru, 29 November 2023 – Tee up, Johor folks! Malaysia's largest golf specialty retailer, MST Golf, is adding excitement to the golf scene in the Southern region with its world-class technology-fitted indoor golf centre. Located at the third floor of Toppen Shopping Centre, MST Golf Arena boasts a unique golf specialty concept store that combines retail, indoor golf with F&B, and The Golf Lab (club optimisation & golf lessons) at this 14,000 sq ft outlet. Celebrating the grand opening of the outlet, the event also marks the celebration of the homegrown golf retailer's 40th outlet, and the fourth MST Golf Arena in Malaysia.

In line with MST Golf Group's vision to serve the best in everything golf, the opening of MST Golf Arena aims to bring a complete golf experience to the golf industry and local community where they can Shop, Dine, Play and Learn at our one-stop golf hub. This is the first MST Golf Arena in the Southern region, and the fourth outlet of its kind in the country – with two existing outlets in Klang Valley, and one more outlet in George Town, Penang. The grand opening of MST Golf Arena was officiated by the MST Golf and Toppen Shopping Centre management, with the state councillor of Johor Bahru YB Datuk Yahya bin Jaafar as witness.

"We see a new era of golf enthusiasts from the younger age group picking up golf post Covid-19 reflected in our retail sales, and the traction and interest in golf continues to gain momentum globally. Leveraging our robust portfolio of more than 90 golf brands under our belt, coupled with our team of professional coaches, our expansion plans within the country is aligned to serve the growing golfing community. The opening of MST Golf Arena Toppen will be a game changer for the Johor community in providing a *retailtainment* experience that is aligned with the focus of Toppen Shopping Centre in creating more active experiences for its surrounding community.", said Ng Yap, Group Chief Executive Officer of MST Golf Group.

MST Golf is known for its holistic golf retail experience, featuring the world's best brands in the golf world from equipment, apparel to accessories. The largest golf retail chain in Malaysia houses brands such as TaylorMade, Honma, GIII, Majesty, ONOFF, Peter Millar, Le Coq Sportif and Mizuno just to name a few. Its indoor golf facility equipped with F&B, MST Golf Arena, aims to benefit golfers and



students to improve and learn the game, and a form of entertainment and bonding for new golfers, families, and corporates.

Each golf simulator bay is equipped with Foresight Sports' cutting-edge GCHawk and GCQuad launch monitors. Golfers of all levels can tee off at world-class courses and range virtually, work on their swings, or enjoy beginner-friendly carnival-style games available at the facility. Bay rates start from RM60 per hour, while private bay rates start from RM120 per hour.

To celebrate its grand opening from now till 10th December, MST Golf is offering free ilovegolf membership, 10% off storewide for selected brands, 20% off on purchases of apparels two pieces and above, 20% off on F&B at MST Golf Arena, and exclusive bay packages and daily contests at MST Golf Arena. Terms and conditions apply. For more information, visit MST Golf Arena Toppen at Level 3 of Toppen Shopping Centre, or follow us on Facebook and Instagram @mstgolf and @mstgolfarena.

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ABOUT MST GOLF

Established in 1989, MST Golf is a home-grown golf specialty retailer with more than 90 brands of golf equipment under its belt. Today, MST Golf is the leading and largest golf retailer in Malaysia with presence in more than 45 locations in Malaysia and Singapore. With retail as its backbone, MST Golf's businesses also include brand management, wholesale and distribution, golf academies, indoor golf centres with F&B, golf event and tournament management, corporate merchandising, tech shops and driving range operations.

In July 2023, MST Golf was 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 about MST Golf at mstgolfgroup.com. To check out our online store, visit mstgolf.com.

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