



For Immediate Release

adidas Celebrates Inclusivity and Style at the First-Ever Ladies Golf Day

More than 80 women redefine golf in a game-changing tournament in adidas' pursuit to inspire women in golf

Selangor, 8 October 2024 – Last Wednesday, adidas and MST Golf hosted the inaugural adidas Ladies Golf Day 2024 at Tropicana Golf & Country Resort, a day designed to inspire confidence, celebrate style and promote inclusivity both on and off the course. The event brought together more than 80 female golfers including MST Golf and adidas customers, professional golfer Michelle Koh, social media influencers Michiyo Ho and Novita Lam for a memorable experience filled with competition, connection and celebration.

Upon registration, participants mingle and network over a hearty lunch. All ladies also had the opportunity to customise a fragrance unique to them, adding a special touch to the day's experience. Dressed in stylish adidas apparel and accessories, the ladies embraced the day with enthusiasm including exciting challenges and delightful hospitality, hands-on experiences featuring the latest accessories by Garmin and Blue Tees, and enjoying photography stations perfect for capturing memorable moments.

As a relentless advocate for gender equality in golf, the adidas Ladies Golf Day represented the brand's commitment to creating spaces where women feel empowered. In partnership with MST Golf, adidas enabled participants to showcase their incredible skills on the course, emphasising the importance of inclusivity. "At adidas, we believe that sport, particularly golf, has the power to inspire inclusion. With the first ever adidas Ladies Golf Day in the region, our goal was to create a platform that enables women to shine and be confident as we celebrate the inclusivity of golf. Witnessing the remarkable swings and styles today, we are proud to support and empower all women who share a passion for golf," said Eileen Fong, Senior Commercial Manager, adidas Golf Malaysia and Exports.

Unfortunately, due to adverse weather, the committee made the tough decision to abandon the golf game, prioritising the safety of all participants. Although the tournament was unable to continue as planned, the excitement remained high as all prizes were reallocated into a massive lucky draw, giving every participant a chance to win. The grand prize winner claimed a TaylorMade Qi10 Max Women's Driver, while other top winners received fantastic prizes including the limited-edition adidas' CODECHAOS golf bag, Garmin Approach S42 Golf Watch, Blue Tees Series 3 Max Rangefinder and the newly released CODECHAOS 25 shoes. Launched in early August, the CODECHAOS 25 redefines performance in spikeless footwear, featuring updated features such as the 'Perform Fit Wrap' for a custom fit and enhanced stability.

In true adidas fashion, the event also celebrated style with Best Dressed Flight and Individuals where fashionistas walked away with adidas cash vouchers, showcasing the brand's commitment to making women feel confident both in their game and style. Other lucky draw prizes included the adidas golf tote bags, duffel bags, Garmin watches, hats, towels and golf vouchers from The Els Club Teluk Datai, Kota Permai Golf & Country Club, Saujana Golf & Country Club and more.

All ladies received an exclusive goodie bag worth more than RM900 comprising a tote bag, cap, shoes, arm sleeves, golf balls, ball cases and MST Golf Arena vouchers. Players who donned adidas' CODECHAOS 25 during the event also stood a chance to win a limited edition CODECHAOS Golf Bag worth RM1,500.

Stay tuned for more upcoming events and products by adidas, available at MST Golf retail stores or shop online at mstgolf.com. Follow MST Golf for all updates on Facebook and Instagram at www.facebook.com/mstgolf and www.instagram.com/mstgolf.



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About adidas Golf

adidas was founded back in 1924 by Adolf Dassler, a German athletic apparel and footwear corporation headquartered in Herzogenaurach, Bavaria, Germany. The brand's first apparel item was introduced in 1967. adidas produces a wide variety of clothing, including t-shirts, jackets, hoodies, pants, and leggings for both men and women. From the court to the catwalk, from the stadium to the streets or the greens, the adidas brand offers apparel and footwear for every sport, every sense of fashion, and every style, whether you are an athlete or a fashionista. For further information, please visit <https://www.adidas-group.com>.

About MST Golf

Established in 1989, MST Golf is a home-grown golf specialty retailer with more than 95 brands of golf equipment under its belt. Today, MST Golf is the leading and largest golf retail chain in Malaysia with presence across 50 locations in Malaysia, Singapore and Indonesia. 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.

MST Golf Group Berhad was listed on the Main Market of Bursa Malaysia Securities Berhad under the stock name MSTGOLF and stock code 5316. More info about MST Golf at mstgolfgroup.com.

Event Photos and Photo Captions: [Download link](#).

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