



**E-PLUS LIMITED**

ACN: 605 951 059

Registered Office: Level 12, 225 George Street, Sydney NSW 2000

Website: [www.eplusglobal.com](http://www.eplusglobal.com)

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Announcements

National Stock Exchange of Australia

PO Box 283

Newcastle NSW 2300

# **BADMINTON ASIA APPOINTS E-PLUS AS STRATEGIC PARTNER**

**Malaysia-based Events Management Agency Acquires  
Commercial and Organisational Rights to Regional Tournaments**

Badminton Asia signed an agreement with events management agency, E-Plus Global Sdn Bhd (E-Plus), a wholly-owned subsidiary of E-Plus Limited (**NSX:8EP**), appointing the company as its strategic partner. The signing ceremony between Anton Aditya Subowo, President of Badminton Asia, and Andrew Ching, Chief Executive Officer of E-Plus, marks a new milestone for both parties to elevate the sport's outreach regionally.

Badminton Asia, the governing body of the badminton sport in Asia under the flagship of Badminton World Federation (BWF), is the sanctioning body of all badminton tournaments in Asia. E-Plus is an events management agency reputed for its capability to promote and organise international sporting events around the region

"Our partnership with E-Plus is based on our mutual belief in developing ideas and programmes catered for shuttlers of all levels. This is also a part of our goal to assist National Federations in developing talents for the upcoming Tokyo 2020 Olympics. E-Plus is equipped with extensive experience in promoting, organising and developing sports events, and I am confident that this appointment will further increase the Confederation's value in Asia," said Anton.

Numerous programmes ranging from the grassroots development in schools and academies to the regional junior and senior level as well as veteran and elite tournaments will be executed in stages. This comprehensive



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enhancement programme will focus on developing badminton on a wider platform.

Andrew expressed his excitement in this strategic partnership. “I grew up in a family that is badminton crazy. The opportunity of building the community regionally, especially with the top world rankings dominated by a majority of Asian countries, will elevate the sport exponentially. We hope that more fans and enthusiasts will continue to support our programmes and continue to make Asia the hub to practice badminton at all levels.”

He also stated that this popular sport in Asia could be capitalised by corporations and brands to increase exposure and awareness. “Badminton fans across the world will have their eyes on these tournaments. Companies and brands interested in exploring the opportunities to be associated with the sport and its activities can contact us at [enquiry@eplusglobal.com](mailto:enquiry@eplusglobal.com).”

Established in 2004, the E-Plus has established strong credentials in promoting, organising and developing sporting events in Asia sanctioned by International Federations. The company holds rights to a variety of sports genre portfolios including duathlons, marathons, swimming, trail running, volleyball, motorsports and much more.

For more information, visit Badminton Asia’s website at [www.badmintonasia.org](http://www.badmintonasia.org) or E-Plus’ website at [www.eplusglobal.com](http://www.eplusglobal.com).



*Exchanging of agreements between Anton Aditya Subowo, President of Badminton Asia, and Andrew Ching, Chief Executive Officer of E-Plus Global Sdn Bhd*



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#### **Safe Harbor Statement**

*Any statement in this press release that relate to the Company's expectations are forward-looking statement within the meaning of the Private Securities Litigation Reform Act. The Private Securities Litigation Reform Act of 1995 (PSLRA) implemented several significant substantive changes affecting certain cases brought under the deferral securities laws, including changes related to pleading, discovery, liability, class representation and awards fees. Since this information may involve risks and uncertainties and are subject to change at any time, the Company's actual results may differ materially from expected results. Additional risks associated with E-Plus Limited's business can be found in its periodic filings with the National Stock Exchange of Australia.*

#### **ABOUT BADMINTON ASIA**

Badminton Asia is the governing body of the badminton sport in Asia under the flagship of Badminton World Federation (BWF). The Confederation is currently represented by 43 member associations from five sub-region all across Asia. The 5 sub-regions recognised under the Badminton Asia Strategic Plan 2016 – 2020 are East Asia, Southeast Asia, West Asia, Central Asia and South Asia. As the governing body, Badminton Asia focuses on promoting, managing and developing the sport in Asia in principles of specificity and universality.

[www.badmintonasia.org](http://www.badmintonasia.org)

#### **ABOUT E-PLUS**

Incorporated in 2004, E-Plus is a full-fledged, one-stop events management company. This multi award-winning agency is the brainchild of a dynamic team that provides innovative and creative ideas in both event planning and execution events for clients internationally. Recognised as one of the top and more experienced agencies in the region, the company continuously seeks to elevate industry practices through its unique, creative and innovative ideas. Listed on the National Stock Exchange of Australia earlier this year, E-Plus (NSX:8EP) operates mainly from Malaysia, has offices in Hong Kong, Indonesia, Philippines, Singapore and Thailand and is a member of the distinguished Association of Global Events Suppliers (AGES).

[www.eplusglobal.com](http://www.eplusglobal.com)