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BALLOT WINNERS SELECTED FOR STANDARD CHARTERED KL MARATHON 2019

Malaysia's premier distance running event implements ballot system for public registrations due to tremendous response

KUALA LUMPUR, 22 February 2019: A new chapter has dawned on the increasingly popular Standard Chartered KL Marathon when for the first time in its history, public registrations were conducted using a ballot system. Successful applications were confirmed when Minister of Youth and Sports Syed Saddiq Syed Abdul Rahman officially activated the random computerised selection here today.

The Standard Chartered KL Marathon has seen phenomenal growth over the last decade with the 10th Anniversary edition in 2018 seeing the highest attendance to date of over 38,000 participants. Public registrations for the 2018 event were snapped up within 10 hours of opening, leaving a lot of disgruntled runners who didn't get a chance to register due to a variety of reasons, such as network congestion and poor internet connections.

This year saw a significant increase in loyalty registrations, where returning 2018 runners were given the privilege of signing up and securing their slot before registrations opened to the general public. Almost two thirds of the available slots were snapped up during this period leaving slightly over 12,000 slots across all categories remaining for public registrations. Hence, the ballot system was introduced this year to give everyone an equal opportunity to secure a race slot as potential participants could cast their ballot between 13 to 19 February 2019.

"We introduced loyalty registrations in 2016 as a way of giving back to the running community who have strongly supported us, and continued to implement this in the following years" said Rainer Biemans, Project Director of SCKLM and Director of Dirigo Events, the owners and organisers of the multi-award winning event. "Since then, the take-up during the loyalty registrations consistently yielded about 40-45% of overall slots available. This year we were caught by surprise when the loyalty registration period saw more than 60% of available slots



snapped up, which is why we have had to implement balloting for public registrations” added Rainer. “This way, everyone gets an equal chance to secure a race entry and will not be hindered by network or work issues.” Rainer also mentioned that moving forward, the balloting process would most probably be implemented right from the loyalty registration period.

Youth and Sports Minister Syed Saddiq Syed Abdul Rahman was given the honour to activate the random computerised ballot selection process whereby ballot winners were picked and immediately notified of their selection.

“It’s certainly a privilege to be involved with the premier distance running event in Malaysia. I have truly been inspired by the hard work undertaken by SCKLM to develop the sport of distance running by consistently putting on a world class event that attracts more than 38,000 participants from Malaysia and around the world,” said Syed Saddiq. “While the competitive aspect of SCKLM has provided talented Malaysian runners like Leo Tan and Muhaizar Mohamad with the platform to perform alongside elite international runners and raise their game, the heart-warming aspect of SCKLM is the commitment placed on making a difference through the Run For A Reason charity initiative,” added Syed Saddiq. “In fact I have decided to accept Dirigo Events invitation to participate in the Half Marathon for SCKLM2019 and if my preparations go well, I hope to do something to be able to give back to the running community too.”

The 2019 edition of SCKLM was given a boost late last year when Standard Chartered Bank Malaysia renewed their title sponsorship of the event for a further four (4) years. The Bank has been a steadfast supporter of the event since its inception in 2009 and is a major factor behind its success.

“We are delighted to resume our title sponsorship of the KL Marathon. The past 10 years of our sponsorship has shown us the amazing power this event has to bring people from all walks of life together to do extraordinary things. SCKLM has grown from strength to strength and is now one of the most sought after events in Malaysia and the region,” said Abrar A. Anwar, Managing Director and CEO of Standard Chartered Bank Malaysia. “This year marks yet another milestone with the ballot system introduced for public registrations,” added Abrar.

Charity programme Run For A Reason (RFAR) has been an integral component of SCKLM which has benefitted and improved the lives of thousands of Malaysians over the last 10 years.

For 2019, the charity beneficiaries are the National Cancer Society of Malaysia, Hospis Malaysia and Dignity For Children Foundation.

SCKLM2019 will also see the inclusion of new sponsors Under Armour, Banana Boat, Jaybird and TudungPeople joining returning sponsor 100 PLUS and SCKLM stalwarts Seiko and Pacific Regency Hotel Suites.



Yang Berhormat Syed Saddiq Syed Abdul Rahman, Minister of Youth and Sports (*middle*) activating the SCKLM2019 ballot selection process with Rainer Biemans, Project Director of SCKLM and Director, Dirigo Events (*left*) and Abrar A. Anwar, Managing Director and Chief Executive Officer of Standard Chartered Bank Malaysia.

For more information and updates on SCKLM, please visit:

Facebook : <http://www.facebook.com/SCKLmarathon>
Twitter : www.twitter.com/SCKLmarathon
Instagram : <https://instagram.com/SCKLmarathon>
Website : www.kl-marathon.com



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About the Standard Chartered KL Marathon 2019

Back for the 11th year, the Standard Chartered KL Marathon takes place on 28 & 29 September 2019. The marathon, owned and organised by Dirigo Events, will see participation from more than 38,000 runners, ranging from elite athletes to first-time distance runners. A truly international event, the Standard Chartered KL Marathon boasts participants from all over Malaysia and over 70 countries. The Standard Chartered KL Marathon 2019 remains Malaysia's premier running event with top runners competing for a total of MYR 500,000 in prize money.

For more information on the Standard Chartered KL Marathon, please log onto: <http://www.kl-marathon.com/> and <http://www.facebook.com/SCKLmarathon>.

About Standard Chartered

We are a leading international banking group, with around 84,000 employees and a 150-year history in some of the world's most dynamic markets. We bank the people and companies driving investment, trade and the creation of wealth across Asia, Africa and the Middle East. Our heritage and values are expressed in our brand promise, Here for good. Standard Chartered PLC is listed on the London and Hong Kong Stock Exchanges as well as the Bombay and National Stock Exchanges in India. For more information please visit www.sc.com. Explore our insights and comment on our blog, [BeyondBorders](#). Follow Standard Chartered on [Twitter](#), [LinkedIn](#) and [Facebook](#).

About Standard Chartered in Malaysia

Standard Chartered Bank, a member of the Standard Chartered Group was established in Malaysia in 1875 and incorporated as Standard Chartered Bank Malaysia Berhad in 1984. As Malaysia's first bank, Standard Chartered leads the way through product innovation, consistent and strong growth performance and sustainability initiatives. The Bank provides a comprehensive range of financial products and services to corporates, institutions, small and medium-sized enterprises and individuals through its network of branches across Malaysia.

In 2001, Standard Chartered PLC established its second global technology & operations centre, Standard Chartered Global Business Services (formerly Scope International) in Malaysia – the first international bank to do so in the country. It provides software development, banking operations, IT support services and customer service capabilities to the Bank in up to 70 countries. It now houses the biggest software development company in the country, International Software Centre Malaysia (ISCM) and has a total workforce of more than 4,500 people.

Price Solutions Sdn Bhd, a wholly owned subsidiary of Standard Chartered PLC is also located in Malaysia. The company promotes and markets Standard Chartered's financial products in Malaysia through a network of direct sales agents. Standard Chartered Saadiq Berhad (Saadiq), Standard Chartered Bank Malaysia's Islamic Banking subsidiary was established in November 2008. It offers a full suite of Syariah-compliant products and services to individuals and corporates through its dedicated branches.

Standard Chartered employs over 7,000 employees in all its Malaysian operations.

About Dirigo Events

The Standard Chartered KL Marathon is owned by Dirigo Events Sdn. Bhd, an award-winning event management company founded in 2011 by Rainer Biemans and Gloria Ng. The event not only draws a large number of Malaysian runners, but attracts runners from more than 70 countries around the world. Rainer Biemans and Gloria Ng have a combined experience of over 48 years in executing and creating world-class and impactful events for international clients around the world such as Europe, Brunei, India and Singapore.

For more information on Dirigo Events, please contact +603 7621 7787 or email dirigo@dirigo.com.my
