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Unveiling Indofood Ironman 70.3 Bintan 2017

For the third time, the Indonesian edition of the world-acclaimed series will take place on Bintan island on August 20, 2017. 16 elite athletes and 1,200 amateur athletes, local and international will be on the start line.

With a 95% athlete satisfaction rate in 2016, and a 3rd place behind Germany and France in the global IRONMAN 70.3 satisfaction survey the event is one of the fastest-growing events of the world series, recording a 60% growth since its debut in Indonesia in 2015.

The race course will take athletes on an epic journey around Bintan Island. The award-winning swim course and bike course, voted in 2016 “best long course” in Asia by triathlon expert Asia Tri, will remain similar to the previous year. The run course, however, has been redesigned by event organizer MetaSport to be made more appealing to the athletes.

The race will begin at dawn with a 1.9km ocean swim starting from Plaza Lagoi, the centerpiece of the Lagoi Bay tourism development in the special Bintan Resorts zone of the Indonesian island. Next, athletes will embark on a scenic one-lap 90 km bike course on smooth, wide roads. Finally, the run course, a 21km 2-lap course, made faster and more scenic than in prior editions will top off the race.

Indofood is back this year for the second time and has stepped up to become the event title sponsor. As a total food solution company selling various food and beverage products, Indofood supports sport as a means to promote health and fitness. Beside Ironman 70.3 Bintan the company sponsors football, running, badminton among other sports in Indonesia.

Athletes from 42 countries have registered for IRONMAN 70.3 Bintan. Some of them are coming with the hopes to grab one of the 30 most coveted slots for the 2018 IRONMAN 70.3 World Championships, taking place in South Africa.

In the elite field, where the total prize purse is US\$15,000, the 2016 winners Fredrik Croneborg and Kate Bevilaqua, are coming back to defend their title. Not a professional athlete but well known for being the first Indonesian amateur athlete to qualify for the Ironman world championship in Hawaii is Inge Prasetyo, who will use the Bintan race to fine tune her race strategy for the big October event.

Next to Inge, another 200 Indonesians will be on the start line. With a 61% increase from last year, the Indonesians represent the largest nationality growth, testimony to the country’s recent enthusiasm for endurance sports.

Showing that it is never too early to get fit, over 300 Indonesian kids will take part in the action of the weekend and run the 1.5km Ironkids fun run. Also tackling the challenge will be 80 years old Yee Sze Mun from Malaysia, one of Asia’s oldest triathletes regularly seen at races.



Spectators and the local crowd will be treated to festive activities throughout the weekend with live music, food and drinks, gifts and lucky draws, an autograph and selfie session with the pros and plenty of other entertainment.

Event website: <http://www.ironmanbintan.com>

Media Contact: media@metasport.com

For more information on the IRONMAN brand and global event series, visit www.ironman.com.

About IRONMAN

The iconic IRONMAN® Series of events is the largest participation sports platform in the world. Since the inception of the IRONMAN® brand in 1978, athletes have proven that ANYTHING IS POSSIBLE® by crossing finish lines at the world's most challenging endurance races. Recognized for excellence through distinguished events, world-class athletes and quality products, IRONMAN has grown from a single race to a global sensation with more than 190 events across five unique brands: IRONMAN®, IRONMAN® 70.3®, 5150™ Triathlon Series, Iron Girl® and IRONKIDS®. For more information, visit www.ironman.com.

About MetaSport

MetaSport is a leading sport management company in Asia staging some of the largest and most established triathlon and cycling events in Singapore, Indonesia and Hong Kong, among which IRONMAN 70.3 Bintan, MetaSprint Series Singapore, Tour de Bintan, Singapore City60 Bike-Run Challenge.

MetaSport also provides expert coaching to individuals and groups of all levels, from absolute beginners to high performance athletes. More at: www.metasport.com.

About Indofood

PT Indofood CBP Sukses Makmur Tbk (“ICBP” or the “Company”) is an established and one of the market leading players in the consumer branded products sector. We are engaged in diverse business categories, including noodles, dairy, snack foods, food seasonings, nutrition and special foods, and beverages. In addition, ICBP also operates a packaging business, producing both flexible and corrugated packaging to support our main businesses.

We provide everyday solutions for consumers of all ages across market segments, with around 40 leading product brands. Many of these brands enjoy significant market positions in Indonesia, backed by decades of trust and loyalty from millions of consumers.

Majority of our products are available across the archipelago. Supported by our parent company's extensive distribution network, we are able to meet the market demands in a timely and efficiently manner.

Our business operations are supported by more than 50 plants are located in key areas across Indonesia. This enables us to be closer to market demand and ensure product freshness.

Besides Indonesia, ICBP products are also present in more than 60 countries around the world.