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Stellar elite line-up at Indofood IRONMAN 70.3 Bintan 2018

The 4th Indofood IRONMAN 70.3 Bintan, happening on August 19, 2018, is stepping up again with a stellar international elite athlete line-up and the introduction of some exciting changes to the race course.

The professional field will be the most competitive in the history of the event, attracted by the good reputation of the event, awarded 2017 Best Long-Distance Triathlon in Asia by AsiaTri, the prize purse of S\$15,000, and the warm Indonesian hospitality.

In the male field, all eyes will be on 2016 IRONMAN 70.3 World Champion, 33 years old Tim Reed, and multiple IRONMAN Champions 26 years old Luke McKenzie, both Australians. However, returning 2017 and 2016 IRONMAN 70.3 BINTAN champions, Mike Philips and Fredrik Croneborg respectively, will have the advantage of knowing the course and the race conditions.

In the women field, 2017 IRONMAN 70.3 Bintan winner Amelia Watkinson, and 2016 winner and Ultraman World Champion, Kate Bevilaqua, are returning to the beautiful Bintan island as race favourites.

The limelight will not be just on the elite athletes: a record number of 1,300 amateur triathletes, including 85% of international visitors, will join the professionals on the start line. The majority of them will aim to complete the grueling 1.9km swim, 90km bike and 21.1km run individually, however the event offers a relay option where a team of three will complete the course together, each team member doing only one discipline. 60 teams are already registered.

Always seeking to enhance the athletes' experience, organiser MetaSport has perfected the award-winning course this year. The swim course shape has been modified to avoid sun glare and improve visibility, making navigation easier.

The most significant change however, concerns the bike course. The unique and scenic one-lap course has been reversed in direction to improve traffic conditions, giving a totally fresh perspective of the course and highlighting the lush green hills and striking coastal stretches. In addition, a 12km-lap through a picturesque kampong village around the 60km mark replaces the Ria Bintan dog-leg.

Indofood returns as title sponsor of the event for the 3rd consecutive year. Embracing its vision to be a "Total Food Solutions Company" and to provide balanced nutrition, Indofood supports events related to sport, health and fitness to inspire people towards a healthy lifestyle. The company sponsors football, running, badminton among other sports in Indonesia.

Indofood Ironman Bintan 70.3 is fully supported by Ministry of Tourism Republic of Indonesia and has been listed into the Top 10 National Event by Ministry of Tourism Republic of Indonesia, as a commitment by the Ministry to support Tourism in Indonesia. Ironman Bintan 70.3 is the only event in Kepri Province even in Sumatera that is listed into the Top 10 National Event, by Ministry of Tourism Republic of Indonesia.



Head of Bintan Regency, Mr. Apri Sujadi is delighted to team up again with Bintan Resorts, MetaSport and other sponsors to hold the Indofood Ironman Bintan 70.3 this year. Bintan will certainly be widely known as a Sport Tourism Destination. We hope the event will be sustainable, said Apri Sujadi.

The Indofood brands associated with IRONMAN 70.3 Bintan are Indomie, “a noodle brand exported to 80 countries aimed to support an athlete’s energy needs, and Indomilk, a market leader in fresh milk product with high nutritional value”, according to Indofood spokesman Mr. Axton Salim (Director of Indofood Sukses Makmur Tbk). In addition, Club Water will be the Official Drinking Water at the race water stations.

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

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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 MetaSprint Series Singapore, Tour de Bintan, City60 Bike-Run Challenge, Bintan Triathlon, CSC Run by the Bay.

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.