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PRESS RELEASE

Countdown to MPI Generali Run 2017 begins

- Countdown kicked off with Prince & Princess Waltz
- MPI Generali appreciation of sponsors and partners
- My First Run Clinic's Graduation Run and Project Good Deeds highlighted by CEO in speech

Kuala Lumpur – The countdown to MPI Generali Run 2017 started in a stately grandeur with Princes and Princesses gliding into Cristallo Restaurant, Pacific Regency Hotel today.

Artists cosplaying Disney's Belle and Cinderella danced with their respective Princes to the delight of the guests at the 30 Days Countdown to MPI Generali Insurans Berhad's upcoming Run. The delight turned to laughter when the local favourite mascots of Mamee and Mr Potato appeared and joined the dance.

The royalty's presence showcased the 5km Fun Run's Prince & Princess theme. The cosplay element is introduced by the general insurer to add more fun to the family-friendly annual community run.

Besides the Waltz, sponsors and partners were each presented with an appreciation plaque for their contribution. MPI Generali Run 2017 is supported by New Balance (Official Apparel), 100 Plus (Official Isotonic), Pacific Regency (Hotel Partner), Running Malaysia (Media Partner – Magazine), KPJ Healthcare (Medical Partner), Affin Hwang Capital, BP Healthcare Group, Mamee, 2XU, Magnum, Nestlé Fitness, Nestlé Milo, Pilatique, Garmin, Leong Adjustment Sdn. Bhd., Massimo and Simply Juice.

MPI Generali's Chief Executive Officer Oliver Tan in his speech thanked the guests for their support: *"We are sure with your continuous support, we will have another successful series of Runs to put under our belt."*

In his speech, Oliver also touched on Graduation Run, which is the last session of My First Run Clinic, and Project Good Deeds, the CSR initiative that has complemented MPI Generali Run since 2014.

Graduation Run will be happening at Sri Hartamas large playground this Saturday 10 December 2016 to celebrate the close of the programme and "graduation" of the participants. The session will be capped with Graduation Breakfast.

At the same session, the first collection of pre-loved sports shoes and tees will be made under Project Good Deeds, which seeks to reduce the impact caused by solid waste on the environment. The collected shoes and tees would be donated to four Orang Asli settlements, namely Kampung Orang Asli Bakar Leleh Bumbang, Pulau Carey, Selangor; Kampung Orang Asli Pulau Carey, Selangor; Kampung Orang Asli Batu Semenyih, Selangor; and Kampung Orang Asli Sebir, Negeri Sembilan.

MPI Generali Run 2017 is gathering momentum as the date draws near. The Organising Committee encourages both supporters and followers to visit the Run's official website or follow its Facebook page for updates leading to the Race day.

If you are interested in becoming a sponsor, partner or corporate supporter of future MPI Generali Runs, kindly get in touch with Natalie Hau at +603 2034 9888 Ext: 7807 or natalie_hau@mpigenerali.com.

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MPI GENERALI INSURANS BERHAD

MPI Generali Insurans Berhad (“MPI Generali”), formerly known as Multi-Purpose Insurans Bhd, is a strategic partnership between Multi-Purpose Capital Holdings Berhad, which is a wholly owned subsidiary of MPH Capital Berhad, a public-listed company, and Assicurazioni Generali S.p.A., one of the largest global insurance providers with a rich heritage going back to 1831. MPI Generali Insurans Berhad’s core business is underwriting of general insurance.

MPI GENERALI RUN

MPI Generali Run is an annual run designed to help the community get healthier together. Kickstarting the local running calendar since 2012, MPI Generali Run has established a reputation as a well-organised and punctual event with well-designed run routes as well as a strong following comprising both new and seasoned runners.

MPI Generali Insurans is proud to position itself as the pioneer general insurer in organising a community-based run in Malaysia and including the run in its CSR programme.

The theme of Healthy Lifestyle – Work-Life Balance remains a relevant theme in today’s hectic and more sedentary lives.

MPI Generali Run 2017 is the sixth in the general insurer’s run series and will take place on 8 January 2017 at Padang Merbok, Jalan Parlimen, Kuala Lumpur. Its sponsors and partners include New Balance (Official Apparel), 100 Plus (Official Isotonic), Pacific Regency (Hotel Partner), Running Malaysia (Media Partner – Magazine), KPJ Healthcare (Medical Partner), Affin Hwang Capital, BP Healthcare Group, Mamee, 2XU, Magnum, Nestlé Fitnesse, Nestlé Milo, Pilatique, Garmin, Leong Adjustment Sdn. Bhd., Massimo and Simply Juice.

PROJECT GOOD DEEDS

Project Good Deeds collects pre-loved sports shoes and tees to be donated to the Orang Asli community. As a corporate social responsibility initiative that has complemented MPI Generali Run since 2014, it seeks to promote environmental sustainability through recycling and provide an avenue for Run participants to contribute back to the environment and community.

To date, Project Good Deeds has donated 723 pairs of sports shoes and 2,772 pieces of tees to 10 kampungs, namely Kampung Orang Asli Bakok, Kampung Orang Asli Bukit Damar, Kampung Orang Asli Bukit Jenuk, Kampung Orang Asli Sungai Lalang, Kampung Orang Asli Sungai Mai, Kampung Orang Asli Ulu Yam, Kampung Orang Asli Air Terentang, Kampung Orang Asli Bukit Baja, Kampung Orang Asli Tanjung Rampai and Kampung Orang Asli Ulu Tual Pos Sinderut.

This time round, Project Good Deeds will benefit Kampung Orang Asli Bakar Leleh Bumbang, Pulau Carey, Selangor; Kampung Orang Asli Pulau Carey, Selangor; Kampung Orang Asli Batu Semenyih, Selangor; and Kampung Orang Asli Sebir, Negeri Sembilan.

APPENDIX: PHOTOS OF EVENT



File name: 01 30 Days Countdown_MPI Generali Run 2017

Caption: Showcase of royalties! Senior management of MPI Generali Insurans Berhad and MPHB Capital graced the Waltz area with Prince and Princess cosplayers and the mascots of Mamee and Mr Potato at the 30 Days Countdown to MPI Generali Run 2017



File name: 02 30 Days Countdown_MPI Generali Run 2017

Caption: Sponsors and partners of MPI Generali Run 2017 gathered for a photography session with the senior management of MPI Generali Insurans Berhad and MPHB Capital after the appreciation plaque presentation ceremony

Note: The high-resolution photos can be downloaded from
<https://www.dropbox.com/sh/y4r6b73ao429gvk/AABtKLM5CKAF31aeKo8XNOH6a?dl=0>
