



**AEON CREDIT SERVICE**

For Immediate Release

**PETRONAS SEPANG INTERNATIONAL CIRCUIT AND AEON CREDIT SERVICE (M) BERHAD SEAL CIRCUIT PARTNERSHIP TO ADVANCE TWO-WHEEL MOTORSPORTS GROWTH**

**Wednesday, 23 April 2025** – PETRONAS Sepang International Circuit (SIC) and AEON Credit Service (M) Berhad (AEON Credit) today announced a partnership, marking AEON Credit's role as Official Circuit Partner. This collaboration was formalised through the signing of a Letter of Understanding (LOU) between Encik Azhan Shafriman Hanif, Chief Executive Officer of SIC, and Mr. Daisuke Maeda, Managing Director of AEON Credit.

This strategic partnership reflects a shared objective of advancing Malaysian motorsports, with a strong focus on engaging the two-wheel racing community, and enhancing the overall experience for motorsports enthusiasts. Through this partnership, AEON Credit will play a prominent role across SIC's two flagship events; PETRONAS Grand Prix of Malaysia (MotoGP™ Malaysia) and Malaysia Superbike Championship (MSBK).

Encik Azhan Shafriman Hanif shared, "We are proud to welcome AEON Credit as a key partner in our continued journey to grow motorsports in Malaysia. This partnership strengthens our ability to create meaningful experience for motorsports enthusiasts both on and off track, as well as within the broader motorsport ecosystem. AEON Credit shares our vision of building a strong, sustainable future for the sport, particularly within the two-wheel racing scene, and I look forward to what we will accomplish together."

Echoing that sentiment, Mr Daisuke Maeda added, "We are truly honoured to be part of this exciting new chapter in Malaysian motorsports. This partnership reflects AEON Credit's long-standing commitment to supporting and advancing the sport while staying true to our purpose of *Bringing Finance Closer to Everyone*, ensuring that financial solutions are accessible when it is needed most. We aim to bring our brand closer to the people, deepen customer engagement, and contribute to the sport's continued success, creating a lasting impact within the local sporting ecosystem."

This collaboration is designed to deliver mutual value by enhancing fan experiences, building community-focused initiatives, and strengthening brand presence across these platforms. Through co-branded campaigns, digital content, and on-ground activations, SIC and AEON Credit will work hand-in-hand to elevate motorsports from the grassroots level to the global stage.

SIC and AEON Credit will collaborate closely to activate this partnership through integrated marketing initiatives and memorable fan experiences achieved in the lead-up to and during the MSBK and MotoGP™ events.

For more information and updates on events, activities and media inquiries, please contact:

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