

AEON CREDIT DRIVES HAKIM DANISH TO MOTO3™ AS TITLE SPONSOR, STRENGTHENING BRAND PRESENCE AND TALENT DEVELOPMENT

KUALA LUMPUR, 26 February 2026 – AEON Credit Service (M) Berhad (“AEON Credit” or “the Group”) has further strengthened its commitment to developing high-performance young talent by stepping forward as the title sponsor of the MSi Racing Team for the 2026 Moto3™ class of the FIM MotoGP World Championship.

This strategic one-year contractual investment marks a progressive step by AEON Credit in supporting the national motorsport ecosystem, particularly as a key catalyst in driving the potential of Malaysia’s promising rider, Hakim Danish Ramli, who is set to continue his journey on the world stage.

This high-impact initiative reflects AEON Credit’s continued support for the 19-year-old rider, following the Group’s role in facilitating his Moto3™ wildcard appearance at last year’s Malaysian Grand Prix (“GP”).

The decision to formalise this strategic collaboration follows Hakim Danish’s outstanding and consistent performances throughout the 2025 season, particularly in two major European championships — the FIM JuniorGP (“JrGP”) and the Red Bull MotoGP Rookies Cup.

As a result of these achievements, the rider who emerged from the Sepang International Circuit (“SIC”) development programme, not only secured podium finishes in JrGP, but also made his mark in history by finishing third overall in the Red Bull MotoGP Rookies Cup standings, further solidifying his reputation as one of Asia’s most promising talents on the world stage.

Through this collaboration, the team will operate under the new AEON Credit–MT–MSi branding, providing a comprehensive support platform designed to ensure performance continuity and to foster the continued progression of Hakim Danish’s career at the highest level.

The initiative also supports AEON Credit’s broader branding and marketing objectives by enhancing brand visibility across international motorsport platforms, strengthening engagement with customers and communities, and positioning the Group as a long-term supporter of youth talent development.

Mr. Daisuke Maeda, Managing Director and Chief Executive Officer of AEON Credit, emphasised that this initiative reflects the Group’s long-term vision to strengthen its brand presence while also contributing directly to the development of high-performance sports in Malaysia.

“This collaboration represents a strategic investment grounded in our belief in the values of discipline, perseverance and the opportunities that motorsport offers as a platform for shaping the next generation.

“Motorsport aligns closely with AEON Credit’s core values, which emphasise resilience, fighting spirit and excellence. We are committed to building a sustainable ecosystem that nurtures future champions and national sporting icons.

“The determination and performance maturity demonstrated by Hakim Danish throughout the 2025 season, particularly during his wildcard appearance at the Sepang GP, has strengthened our confidence. Despite competing on a wildcard entry, he proved his true capabilities. Through the AEON Credit–MT–MSi partnership, we aim to enhance brand awareness among the motorsport community while providing a stable environment that allows young talents like him to continue developing and reach greater heights,” he said.

Meanwhile, Hakim Danish described AEON Credit’s support as a major source of motivation as he prepares to take on new challenges in Moto3™. “AEON Credit’s support is a tremendous boost for me. My focus now is fully on repaying the trust placed in me by delivering my very best performance on the world stage.

“This news certainly increases my motivation, especially ahead of the Thailand GP scheduled from 28 February to 1 March. I would like to express my sincere appreciation to AEON Credit, Sepang International Circuit (“SIC”) and ZK Racing for their hard work to make this prestigious collaboration a reality,” he said.

For the record, AEON Credit and ZK Racing had previously formalised a strategic partnership to develop Malaysian motorsport through the Malaysian Motorsport Development Blueprint (MDEV), a two-wheel talent development plan jointly formulated by the Ministry of Youth and Sports (“KBS”) and SIC.

In a related development, ZK Racing Team Manager, Zulfahmi Khairuddin, described AEON Credit’s presence as timely and impactful.

“The commitment and investment from AEON Credit have a significant impact on the continuity of the development programme we have structured. Without strong backing from strategic corporate partners such as AEON Credit, it would be difficult to place Malaysia’s young talents on the world stage,” he said.

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AEON Credit Service (M) Berhad (“AEON Credit”) was incorporated on 6 December 1996 and converted into a public limited company on 9 February 2007 and subsequently listed on the Main Market at Bursa Malaysia Securities Berhad on 12 December 2007. Today, the business of the Group is involved in the issuance of Credit Cards, Prepaid Cards, AEON Wallet App, Easy Payment Schemes, Hire Purchase Financing for Motor Vehicles, Personal Financing Schemes, Insurance Broker, Digital Islamic Banking, and other related services. The Group currently has 5 Regional Offices, 60 branches and service centres located in the major shopping centres and towns, and a network of more than 7,000 participating merchant outlets nationwide.



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