

YANMAR Scores 2018 ASEAN Football Championship Partnership Deal

OSAKA, Japan (May 15, 2018)- Following a successful partnership with Southeast Asia's biggest football tournament in 2016, YANMAR, a global industrial equipment manufacturer, announced today that it has agreed to renew its sponsorship of the AFF Suzuki Cup for another exciting edition which will be played across 10 ASEAN countries from November to December 2018.

As an official sponsor of the AFF Suzuki Cup 2018, YANMAR is poised to benefit from significant brand exposure and engagement opportunities with millions of football fans across the region. Entitlements include leveraging the AFF Suzuki Cup event mark across YANMAR's marketing platforms as well as having YANMAR's branding prominently displayed on official tournament print collateral and vantage pitch-side positions in every stadium throughout all 28 matches.

Contested by the region's national 'A' teams, the biennial ASEAN Football Championship is amongst the most followed sporting events in Southeast Asia and boasts unrivalled television ratings as well as sold-out stadia. This year, fans can look forward to an updated competition format aimed at providing more exposure for players in their home country and driving greater fan engagement. With teams competing both home and away from the group stages, fans will have more opportunities to back their national team on home soil.

"A Sustainable Future is what YANMAR aims for, and as partners with the AFF Suzuki Cup 2018, we are looking forward to demonstrating our vision and commitment to our customers in the ASEAN region," said Hiromi Kubota, Divisional Manager of the Brand Communication Division, YANMAR Co., Ltd.

The AFF Suzuki Cup 2018 is another example of YANMAR's dedication to realizing a society that offers an exciting life through football. The company already sponsors Cerezo Osaka in Japan, the New York Red Bulls in US, and the Vietnam national football team.

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About the AFF Suzuki Cup

The AFF Suzuki Cup is a biennial football competition organized by the ASEAN Football Federation (AFF), accredited by FIFA and contested by the national teams of Southeast Asia.

In 2018, the 12th edition of the AFF Suzuki Cup will take place from 8 November to 15 December, and boast an updated format. The 10 qualified teams will be split into two groups of five and play a round robin system, with each team playing two home and two away fixtures. The format of the knockout round remains unchanged, with semi-finals and the final played on a home and away format.

For more information, please visit: www.affsuzukicup.com

About YANMAR

With beginnings in Osaka, Japan in 1912, Yanmar was the first ever to succeed in making a compact diesel engine of a practical size in 1933. Moving on, with industrial diesel engines as the cornerstone of the enterprise, Yanmar has continued to expand its product range, services, and expertise to deliver total solutions as an industrial equipment manufacturer. As a provider of small and large engines, agricultural machinery and facilities, construction equipment, energy systems, marine, machine tools, and components — Yanmar's global business operations span seven domains.

On land, at sea, and in the city, Yanmar's Mission of "providing sustainable solutions focused on the challenges customers face, in food production and harnessing power, thereby enriching people's lives for all our tomorrows," stands testament to Yanmar's determination to provide us with "A Sustainable Future".

For more details, please check out the official website of Yanmar Co., Ltd.:

<https://www.yanmar.com/global/about/>

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