



News Release

April 28, 2025

Yanmar Holdings Co., Ltd.

Yanmar Announces Official Partnership of ASEAN Football Federation



Osaka, Japan (April 28, 2025) –Yanmar Holdings is proud to announce its official sponsorship of the ASEAN Football Federation's (AFF) four major national team and club events: the ASEAN Championship™, the ASEAN Club Championship Shopee Cup™, the ASEAN MSIG Serenity Cup™, and the ASEAN U-23 Championship™, collectively branded as the ASEAN United FC. The partnership is an extension of Yanmar's sponsorship of the ASEAN Championship™ from 2016 to 2024.

Yanmar has built a strong presence in Southeast Asia – a strategically important region as the company continues to expand its global reach. As a leader in advanced technologies and solutions across agriculture, construction, marine and energy systems, Yanmar continues to deepen its involvement in ASEAN football while demonstrating its broader commitment to the region. In response to the devastating earthquake of March 28, 2025, the company has announced a significant donation of equipment valued at US\$100,000 to support affected ASEAN countries. Working with the AFF to coordinate the distribution of the equipment for earthquake relief efforts, this initiative highlights Yanmar's dedication not only to growing football in ASEAN countries, but to supporting the communities it serves.

"Football transcends borders and cultures, bringing people together as a force for good," said Motoo Isogai, Divisional Manager, Sports Business Office, Marketing Division, Yanmar Holdings. "Through our partnership with the AFF and support for earthquake relief, Yanmar is proud to

contribute to both the sport and the communities of Southeast Asia. We remain committed to creating a world of rich and fulfilling experiences—on and off the field."

Major General Khiev Sameth, President of the AFF, said: "For nearly a decade, Yanmar has stood alongside the ASEAN Football Federation as a steadfast and valued partner. Today, as they deepen their commitment by joining us as an Official Sponsor of our four flagship competitions, we are reminded not only of their loyalty to the game but also of their enduring belief in its power to inspire and unite."

"Yanmar's impact reaches well beyond the boundaries of football. In the wake of the recent earthquake, their generous contribution of equipment has offered tangible hope to those facing hardship across our region. On behalf of the AFF and our Member Associations, I extend our heartfelt thanks for this timely and compassionate gesture."

"In moments of triumph and in times of need, Yanmar has proven to be more than a sponsor—they are part of the ASEAN football family. We are proud to walk this journey with them, and we look forward to continuing our shared mission of advancing the game and uplifting communities throughout Southeast Asia."

As part of its mission to realize a society that offers an exciting life filled with rich and fulfilling experiences, Yanmar actively supports youth development and sports sponsorship, with a strong focus on football and marine sports. In Thailand, Yanmar runs the Yamaoka Hanasaka Academy, a program dedicated to nurturing the next generation of Thai football talent. The company also maintains a long-standing partnership with J1 League club Cerezo Osaka, which currently features world-renowned player Shinji Kagawa. Through these initiatives, Yanmar globally embodies its values of "HANASAKA."

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. A pioneer in diesel engine technology, Yanmar is a global innovator in a wide range of industrial equipment, from small and large engines, agricultural machinery and facilities, construction equipment, energy systems, marine, to machine tools, and components — Yanmar's global business operations span seven domains. On land, at sea, and in the city, Yanmar provides advanced solutions to the challenges customers face, towards realizing A Sustainable Future. For more details, please visit the official website of Yanmar Holdings Co., Ltd. <https://www.yanmar.com/global/about/>

About ASEAN Football Federation (AFF)

Headquartered in Kuala Lumpur, Malaysia, the AFF is the sub-regional governing body of football in the ASEAN region, and part of the Asian Football Confederation (AFC) and FIFA. Founded in 1984, the AFF has 12 Member Associations – Australia, Brunei DS. Cambodia, Indonesia, Laos, Malaysia,

Myanmar, Philippines, Singapore Thailand, Timor-Leste and Vietnam. The organization administers football in Southeast Asia and manages its regional competitions which include the ASEAN Mitsubishi Electric Cup 2024™, ASEAN Shopee Cup™, ASEAN MSIG Serenity Cup™ and ASEAN U-23 Championship™ among others. Visit <https://aseanutdfc.com/> and <https://www.aseanfootball.org/v3/> for more information.

Note: Information contained in the news release is valid at the time of publication and may differ from the most recently available information.

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