

QUARTERLY HIGHLIGHTS

Driving Innovation, Delivering Excellence

Q1 2025



Welcome to the inaugural edition of AFN's Quarterly Newsletter!

In this issue, we celebrate our achievements, launch new products, and spotlight the incredible individuals who represent our brand. At AFN, we are committed to innovating sports equipment that transforms the way the game is played while staying true to our sustainability goals.

Stay with us as we take you on a journey of innovation, teamwork, and excellence.

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A Fresh Look for AFN

INNOVATION AT ITS PEAK

New Product Launch

AFN is proud to unveil three exciting new products that showcase our dedication to innovation, quality, and sustainability:

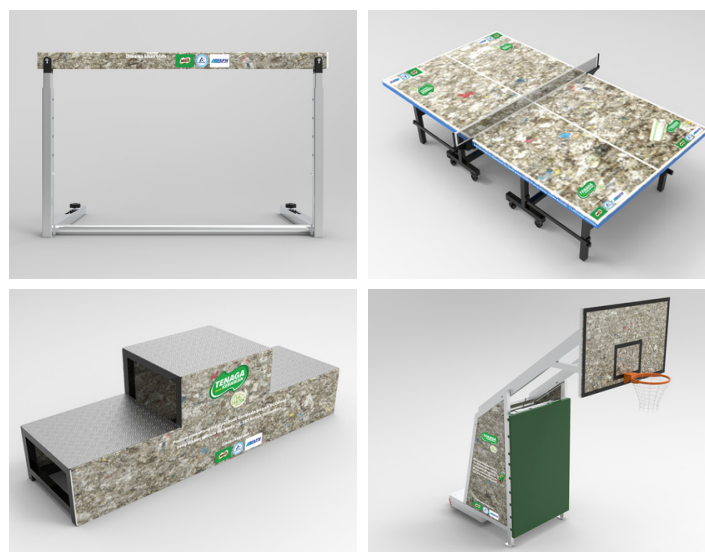


COURT EQUIPMENT - PADEL

Our Court range now features Padel, a dynamic sport that combines tennis and squash! Designed with an innovative aluminium profile, our courts offer exceptional durability, easy installation, and PE endorsement, ensuring they withstand wind speeds of up to 72 km/h. Elevate your game with our high-quality Padel courts!

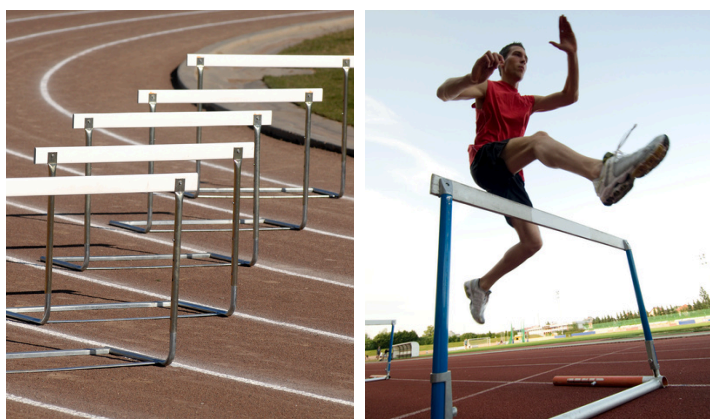
SUSTAINABLE PLAY

At AFN, we integrate sustainability in sports by using ECOPEAL boards—made from recycled beverage cartons. These boards are employed in a range of sports equipment within our Courts, Track and Field categories, including hurdles, basketball tower, table tennis table, and more. With this initiative, we are not only creating sports equipment but advocating for a greener future for both athletes and the environment.



SMART HURDLES

AFN is innovating with Smart Hurdles to transform training and performance. These tech-integrated hurdles focus on enhancing athlete development through efficient training solutions. Stay tuned for this exciting new product!



Discover More
Information



AFN AT GLOBAL SPORTS EVENT

PON SUMUT 2024



A Proud Milestone in International Collaboration

AFN is proud to have its high-quality sports equipment featured at the prestigious PON SUMUT International Games 2024. Our products are designed to support athletes by enhancing their performance and ensuring safety. This milestone underscores our commitment to delivering exceptional equipment that contributes to the success of athletes on the global stage.

Advancing Excellence in Global Sports Events

By delivering innovative and reliable equipment, AFN underscored its commitment to advancing international sports events, as demonstrated at PON SUMUT 2024. Our advanced sports equipment, including soccer goal posts and hurdles, played a central role in the event, showcasing optimal performance and durability while reflecting our mission to set new benchmarks in quality and reliability on a global scale.



PON XXI
PEKAN OLAHRAGA NASIONAL
ACEH-SUMUT
2024

INTRODUCING OUR FRONTLINERS

MEET OUR SALES TEAM

Behind every successful interaction is a dedicated team member working hard to meet our customers' needs. We're proud to introduce our frontliners, who serve across various regions:

"Great sales teams are built on trust, collaboration, and a shared commitment to excellence."

Adrian Ang

Head Of Sales

- SMG products
- Singapore
- Europe
- America
- Africa
- Australia
- New Zealand
- Taiwan
- Hong Kong
- Korea

Bryant Chan

Key Account Manager

- Brunei
- Indonesia
- Thailand
- Malaysia

Jeu Hann

Key Account Manager

- Middle East
- Philippines
- India
- Pakistan
- Sri Lanka
- Vietnam
- Cambodia



Behind the scenes, our committed sales support team works tirelessly to assist and empower our frontliners, ensuring a seamless experience for our clients. Together, this dynamic team is dedicated to delivering excellence every step of the way.

At AFN, our sales team serves as the vital link between our products and our valued clients. With a deep understanding of customer needs, they prioritize building strong, lasting relationships rooted in trust and collaboration. By aligning our expertise with client goals, the team ensures tailored solutions that not only meet expectations but also drive mutual success.

CELEBRATING INTERNAL MILESTONES

ACHIEVEMENTS AND MOMENTS THAT MATTER !

GEMBA Award

Celebrating Excellence and Innovation

The GEMBA Award honors excellence and teamwork, showcasing our commitment to growth and creativity. For the period of August–October 2024, we celebrate the winning team behind the GEMBA-Kaizen initiative. Their dedication to improvement and collaboration has set new standards for success.



Congratulations to the team on this well-deserved recognition and a special shoutout to all our teams for their continued dedication and outstanding efforts!



Festive Celebration

A Time to Celebrate and Connect

At AFN, we celebrate the joy of festivals by coming together for special lunches filled with delicious food and meaningful connections. These gatherings are a time to bond, share laughter, and embrace the festive spirit as a team. Each celebration strengthens our unity and reminds us of the importance of community and togetherness.

Building Skills Together

Strengthening Skills, Enhancing Collaboration

We are also focused on enhancing skills and fostering collaboration through various internal activities. From life-saving CPR training sessions to engaging production site viewings, our team gained valuable insights and hands-on experience. These activities not only strengthened individual expertise but also deepened our understanding of AFN's operations, reinforcing our commitment to excellence and teamwork.



A FRESH LOOK FOR AFN

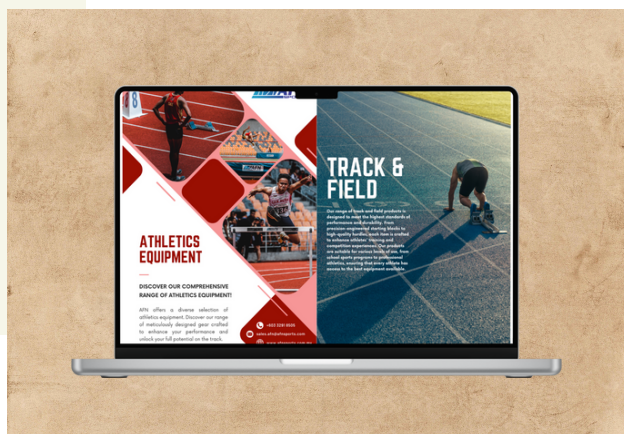
INTRODUCING OUR NEW BROCHURE

As part of our efforts to better serve our clients, we've updated our company brochure.

We're excited to share this with you!

Modern Design, Streamlined Content

Our new brochure boasts a sleek, contemporary design that's visually engaging and easy to navigate. The streamlined layout ensures clients can quickly find the information they need, reflecting our focus on clarity and user experience.



Showcasing AFN's Excellence

This updated brochure highlights our cutting-edge sports equipment and innovative solutions. It also provides a comprehensive overview of our services, showcasing what makes AFN a trusted leader in the industry.



"Design is not just what it looks like and feels like. Design is how it works."

– Steve Jobs



*Scan here to browse
our latest brochure*

STAY CONNECTED WITH

We want to extend our heartfelt gratitude for being a part of AFN's journey toward innovation and excellence. Your continued support has been integral to our success, and we are excited about the future ahead. This is just the beginning of many more milestones to come!

As we continue to grow, we are committed to keeping you informed with the latest news, ground-breaking products, and inspiring stories. Our goal is to not only meet but exceed your expectations, and we look forward to building even stronger connections with you in the next quarter. Stay tuned for more updates, and thank you for being an essential part of the AFN family!

**We'll see you in Q2 with
more exciting updates!**

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"Great things in business are never done by one person; they're done by a team of people."

– Steve Jobs

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 AFN Facebook

Let's Connect:



 AFN LinkedIn