

Quarterly Highlights

NEWSLETTER

Q2 2025

Driving Innovation, Delivering Excellence



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

As we close another impactful quarter, this newsletter captures the essence of AFN's continued journey — one fueled by innovation, teamwork, and purposeful growth.

From internal milestones to global presence and vibrant company culture, Q2 has been a reflection of our commitment to progress in every form.

Here's a look into the moments, milestones, and people that shaped this quarter.

01.

Brand
Innovations &
Eco-Conscious
Identity

02.

Engineering
Milestones &
Product
Expansion

03.

Team Spirit &
Celebrations

04.

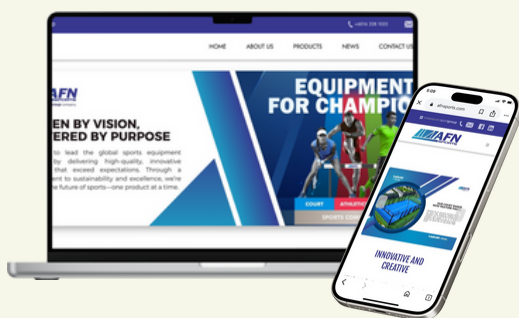
Representation
&
Participation

Marking progress through innovation & sustainability.

AFN Online 2.0: Discover the Upgrade

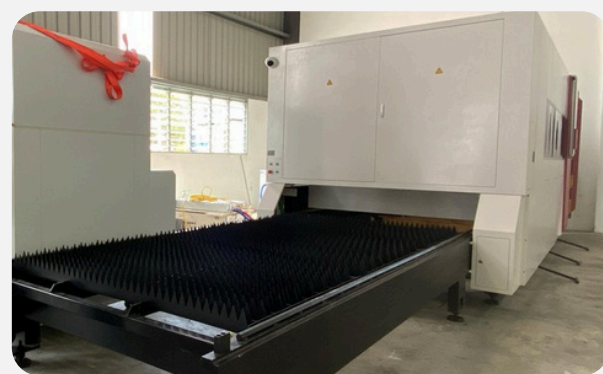
We're excited to announce the launch of our newly revamped website! Designed for a better user experience, the new site offers a fresh look, improved navigation, and comprehensive information about our products and projects.

Visit us at www.afnsports.com to explore or scan this QR code.



 AFN Website

As we move forward in 2025, AFN continues to evolve — from digital improvements to sustainable innovations and enhanced production capabilities. Here's a look at some of our proudest milestones this quarter.



In-House Laser Cutting Now Operational

We're excited to introduce our in-house laser cutting machine, enabling precise aluminium cutting and custom shaping. This upgrade streamlines production and ensures full quality control from concept to completion.

ReVive: Where Sports Meets Sustainability

Say hello to AFN's eco-forward innovation — the **ReVive** range. Manufactured using high-performance recycled beverage cartons, these products uphold quality while contributing to environmental responsibility. A bold step towards greener sports facilities.

Find out more about ReVive in our website!



Building Courts, Shaping the Game.

Padel is gaining rapid popularity across Malaysia, and AFN is proud to be part of the movement by bringing high-quality courts to new spaces. From prestigious installations to community-friendly courts, our work showcases the versatility and strength of our design and engineering. Here's how we've contributed to putting padel on the map this quarter.

Making History with Malaysia's First AFN Padel Court



AFN marked a historical milestone by successfully selling and constructing our first-ever padel court in Malaysia, entirely managed by our internal team. The court, located in Kuantan, Pahang, is a special request by the Sultan of Pahang himself — an incredible honor and accomplishment.

Padel Courts Taking Shape Across Malaysia

AFN continues to expand its padel presence with recent installations at two prominent venues. The Linc, KL, now features our Classic Elite Court — a certified model recognised for meeting high-quality standards.



Paddle Up in IJM Rimbayu is home to our Classic Court, a reliable and well-crafted option for players. Both installations showcase AFN's ability to deliver professional-grade courts tailored to suit different venues.



Cherishing Culture & Celebrations

At AFN, we believe in building a workplace culture that celebrates people and togetherness. This quarter, we gathered to enjoy vibrant festive luncheons and a memorable annual dinner. These moments of celebration not only strengthen our internal bonds but also reflect the unity and appreciation that define the AFN spirit.



Festive Luncheons: Hari Raya & CNY 2025

In the spirit of diversity and unity, AFN had cheerful luncheons for Hari Raya and Chinese New Year. These moments brought our team together over food, laughter, and cultural appreciation.

Back to School and Full of Fun

This year's Annual Dinner was all about nostalgia! With a Back-to-School theme, our team dressed the part and enjoyed a night filled with games, laughter, and unforgettable memories. A well-deserved celebration of the team's hard work.



Representing AFN on Global Stages

AFN proudly stood on international and industry platforms this quarter. Through our participation in key conferences and exhibitions, we connected with global peers, shared our innovations, and stayed ahead of emerging trends. These engagements reflect not only our growing presence in the sports equipment industry but also our commitment to contributing, learning, and leading in shaping the future of global sporting standards.



Sport Group Asia Pacific Agent Conference

AFN took part in the prestigious Sport Group Asia Pacific Agent Conference — an annual knowledge-sharing event hosted by Sport Group. It brought together agents from across the region to exchange insights, share product and technology updates, strengthen partnerships, and participate in meaningful community service activities.

NSC Exhibition

Our Padel Court was a highlight at the NSC Exhibition in Melbourne, drawing professional players to experience the surface and provide insights on its playability. These platforms showcased AFN's strengths and kept us connected to global sports needs.



Participation on the Global Hockey Stage

AFN was honored to be part of the Global Hockey Forum. This participation reflects our continuous effort to uphold the highest standards in sports infrastructure and innovation.



Thank you for supporting AFN !

We're proud to share the milestones and memories that shaped our second quarter of 2025. Every achievement is possible because of your trust, support, and collaboration. Thank you for being part of our journey — we look forward to reaching even greater heights together.

*To our team,
partners, and
supporters —
thank you for being
part of our journey.*

Whether you're curious about our products, looking to collaborate, or simply want to know more — we're just a message away.

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