

PRESS RELEASE
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Refal Hady Teams Up with FitFlop Indonesia as Your Personal Shopper!



[JAKARTA, 1 September 2023] – In commemoration of National Customer Day, Fitflop Indonesia collaborates with Refal Hady to provide an unforgettable shopping experience for loyal customers. Refal Hady will take part in this event as a special "Personal Shopper" for customers who come, helping them choose the latest collection from Fitflop. Visitors will have the rare opportunity to get advice directly from Refal Hady about the latest fashion trends and styles that suit their individual personalities.

Fitflop Indonesia has long been known as a footwear brand that combines comfort, innovation and stylish style. With the presence of Refal Hady at this event, it is hoped that customers can experience a more comfortable and personalized shopping experience.

"At Fitflop Indonesia, we believe that every customer deserves a memorable shopping experience. Welcoming National Customer Day, we enthusiastically invite you to celebrate with us in a unique and personal way." said Carmelita Putri, General Manager Marketing MAP Active.

This event was also raised with the perspective of National Customer Day, which is an important momentum to appreciate and celebrate every customer who has been part of Fitflop Indonesia's journey.

Plan your visit to the Fitflop Pondok Indah Mall 3 store on Sunday, September 3 2024, and enjoy a special shopping experience with Refal Hady as your Personal Shopper.

About Fitflop

Founded in London in 2007, FitFlop is a wellness footwear company with a mission to empower people to live an active and fulfilled life. Today, FitFlop has become a cult favorite with the perfect combination of comfort and fashion. Using biomechanics, the study of the human body and how it moves, the brand creates innovative and supportive shoe designs that promote optimal body alignment, complements natural walking styles, and makes people feel amazing from the ground up. From classic sandals, to shoes, sneakers, clogs, boots and slippers, FitFlop has sold tens of millions of pairs in over 66 countries around the world. For more information, visit <https://www.fitflop.com/>.

About PT Map Aktif Adiperkasa Tbk (MAPA)

PT MAP Aktif Adiperkasa Tbk (MAPA) is an Asean 'brand commerce' entity managing and marketing International brands throughout the territories of Indonesia, Philippines, Thailand, and Vietnam. A subsidiary of PT Mitra Adiperkasa Tbk (MAPI), MAPA operate more than 40 exclusive brands across 1,199 stores in over 100 ASEAN cities and 10 online sites. Its three principal business lines are Sports, Leisure, and Kids which are sold via mono and wholly owned multi brand store formats including Planet Sports, Sports Station, Golf House, and Kidz Station. In 2018, the company acquired Astec, a leading regional brand in badminton, fitness, and leisure activities founded by Olympic Champions, Alan Budikusuma and Susi Susanti. For more information about MAPA, please visit www.mapactive.id.

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