



PRESS RELEASE

For Immediate Release

MPT, MFF and MNL To Promote Development Of Myanmar's Next Generation Footballers With Release of Football Basic Skills Video Series

15,000 free DVDs featuring videos aimed at encouraging healthy lifestyles and guiding young players to improve their dribbling, goalkeeping, passing and other essential football skills to be delivered nationwide

(Yangon, 25th September 2018) Young players from basic education schools and teams nationwide will receive a leg up as they hone their budding football development with a new educational video series launched by MPT, in collaboration with the Myanmar Football Federation (MFF) and the Myanmar National League (MNL), Regional Department of Township Football Association (TFA) and Department of Basic Education, covering the various fundamental skills crucial to becoming a capable footballer.

A total of 15,000 DVDs of the 'Football Basic Skill Drill and Exercises' videos will be distributed in eight regions including Bago, Mandalay, Mawlamyaing, Monywa, Patheingyi, Sittwe, Taunggyi and Yangon. Additionally, they will also be distributed to MNL teams, township football associations and at grassroots festivals as well as U-14 Football Tournaments for free from October. Designed to encourage technical growth and to promote a healthy lifestyle, these six informative instructional episodes will each address areas such as ball control, dribbling, passing, goalkeeping, shooting and small team matches.

"We are excited to kick off the MPT-MFF-MNL Football Basic Skills Video Series program to elevate the technical ability of our talented young players, who will be able to view and learn through simple easy-to-follow tutorials from qualified trainers. With the aim to encourage youth to become more active through sport and inspire Myanmar's stars of the future, the videos will be provided for free to these students and children and promoted on MPT's and partners' platforms. We would also like to express gratitude to the MFF, the MNL and the Ministry of Education which are collaborating with us to ensure the success of the campaign targeting the country's promising youth," said Mr. Yoshiaki Benino, Chief Operating Officer of MPT-KSGM Joint Operations.



Photo Caption: 15,000 DVDs of the 'Football Basic Skill Drill and Exercises' videos will be distributed in schools, township football associations and MNL teams as part of the joint MPT-MFF-MNL initiative

"In Myanmar, DVDs featuring content on basic football exercises have not been produced before and this is an important step for the country's football scene. Instructional programs do exist but with most of these presented in English, there is a language barrier for children who want to learn the skills. With MPT's support, we can overcome this, and the Myanmar-language DVDs will help them acquire the key fundamental football techniques. Furthermore, we plan to produce advanced-level episodes in the future. On behalf of the MNL, we would like to thank everyone involved, including our main partner MPT that has been firmly supporting this initiative, for their part in developing our next generation of players and growing Myanmar's football," said U Soe Moe Kyaw, CEO of the MNL.

In line with the respective organizations' commitment to support the growth of the sport in Myanmar, 16 schools will mark the grassroots events with screenings of the videos alongside special football Demonstration workshops conducted by 50 trainers in conjunction with the competitions. Additionally, the plan is under way to these videos to be accessible on MPT, MFF and MNL official websites and Facebook pages and on other platforms such as MPT's Lo Ta Ya Portal and the MPT-MNL app.

In December last year, MPT entered into a strategic partnership with the MNL to promote football and support players development in Myanmar. Under "Myanmar in Our Heart" initiative, MPT will be teaming up with the MNL to host scouting events for children, university tournaments and other competitions focused on promoting good health among the people of Myanmar over the next three-year period.



About MPT

MPT is the first and leading telecommunications operator in Myanmar and has been championing the development of the telecommunications industry for over 130 years. It provides both fixed and mobile telecommunication services to people and enterprises, including nationwide largest 3G network and Myanmar's fastest, most advanced MIMO 4X4 powered data service known as LTE+.

In July 2014, MPT, signed a Joint Operations Agreement with KDDI Summit Global Myanmar (KSGM), whose ultimate ownership is held by Japanese partners KDDI Corporation (KDDI) & Sumitomo Corporation (Sumitomo). Together, KDDI and Sumitomo have committed to invest over 2 billion dollars of ten years to accelerate the development of MPT and Myanmar's telecommunications industry. This commitment is among the largest historical Japanese investments in the country.

Together with its workforce of over 8,000 employees and KSGM, MPT is committed to continually driving the development of the sector, upholding its values of social responsibility and moving Myanmar forward.

For more information and detailed terms and conditions, visit www.mpt.com.mm or www.facebook.com/mptofficialpage.

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