

PRESS RELEASE**For Immediate Release****GET READY FOR THE FROST THE TRAIL MYMERCYRUN 2017!****Frost & Sullivan Malaysia and MERCY Malaysia Organise Charity Run to Raise Awareness and Funds for Humanitarian Efforts**

Kuala Lumpur, 29th March 2017 - Frost & Sullivan Malaysia, a business consulting firm, and MERCY Malaysia, a non-profit humanitarian organisation, will be organising the Frost the Trail myMERCYrun 2017 which will be held at Kepong Botanical Garden, Kepong on Saturday, 22nd July 2017. This year's charity run is themed "Warm the Hearts", as inspired by both organisations' common compassion for humanity.

The Frost the Trail myMERCYrun 2017 is looking to attract over 700 participants and aims to raise awareness on MERCY Malaysia's initiatives to provide health-based humanitarian aid both locally and internationally. The run is also being organised to raise funds for MERCY Malaysia's humanitarian work which includes providing aid to those affected by flood disasters in Malaysia as well as building resilient communities in the Philippines, amongst other initiatives.

"We are excited to co-organise the Frost the Trail myMERCYrun 2017 together with Frost & Sullivan Malaysia for the first time. This is a welcomed partnership following the company's generous support of our humanitarian efforts in the previous Frost the Trail event where MERCY Malaysia was the sole beneficiary. Last year, the funds were channelled to support our School Preparedness Programme in Johor which benefited 380 students from 10 schools. This year, we aim to continue providing aid to those in need, both locally and globally," said YM Datin Raja Riza Shazmin Raja Badrul Shah, Honorary Secretary, MERCY Malaysia.

"We are pleased to partner with MERCY Malaysia in hosting this year's Frost the Trail myMERCYrun 2017. MERCY Malaysia's dedication in providing support to all in need, regardless of their race, nationality, religion, gender or disability is in line with our efforts to contribute back to the community. We hope to 'Warm the Hearts' of those in need through this run, and we will continue to support MERCY Malaysia's laudable work in the humanitarian field," said Mr Hazmi Yusof, Managing Director, Frost & Sullivan Malaysia.

The inaugural combined charity run features three race categories; 2.5km (Fun Run), 5km (Team) and 8km (Individual) to cater to runners of various fitness levels. Participants have the option of registering individually or in teams of four, as they race through a range of outdoor terrains after being flagged off simultaneously. Under the Team category, the combined completion time of all four members will determine their final position at the end of the race. **Top three winning teams and individuals will be presented with a medal.**

Mr Thomas Tay, Senior Director and Organising Chairman, Frost & Sullivan Singapore added, "This will be Frost & Sullivan Malaysia's second year supporting MERCY Malaysia where all of the proceeds

will be channelled to the non-profit organisation. We once again look forward to witnessing the coming together of members of the public and the corporate community to champion a cause that we hold dear to our hearts.”

Participation in the run is priced at MYR250.00 per individual. Additionally, those who are unable to take part in the run but wish to contribute can donate any monetary amount to MERCY Malaysia. The registration deadline for the Frost the Trail myMERCYrun 2017 is on 8th July 2017. To register for the Frost the Trail myMERCYrun 2017, please visit the MERCY Malaysia and Frost the Trail myMERCYrun 2017 webpage at <http://www.mercy.org.my> and <https://www.simplygiving.com/event/FTTMMR2017>, respectively.

Issued by Weber Shandwick* on behalf of Frost & Sullivan Malaysia and MERCY Malaysia.

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About Frost & Sullivan

Frost & Sullivan, the Growth Partnership Company, works in collaboration with clients to leverage visionary innovation that addresses the global challenges and related growth opportunities that will make or break today's market participants. For more than 50 years, we have been developing growth strategies for the global 1000, emerging businesses, the public sector and the investment community.

About MERCY Malaysia

MERCY Malaysia is a non-profit organisation focusing on providing medical relief, sustainable health-related development and risk reduction activities for vulnerable communities in both crisis and non-crisis situations. MERCY Malaysia recognises the value of working with partners and volunteers as well as providing opportunities for individuals to serve with professionalism. We uphold the Code of Conduct for the International Red Cross and Red Crescent Movement and NGOs in Disaster Relief and hold ourselves accountable to our donors and beneficiaries. As a non-profit organisation, MERCY Malaysia relies solely on funding and donations from organisations and generous individuals to continue our services to provide humanitarian assistance to our beneficiaries. For more information, please visit www.mercy.org.my.

How is MERCY Malaysia funded?

To ensure independence and impartiality, MERCY Malaysia relies on donations from the general public for financial support. A portion of our income is obtained from institutional donors, individual government grants and other international organizations, which are given on project basis. MERCY Malaysia spends 80% of its income in carrying out its relief operations and support.

Important Note to Media: Usage of Wordmark MERCY Malaysia

In order to avoid confusion with other organisation(s) that uses “Mercy” as the organisation’s name or part of the organisation’s name, please take note that in addressing the name of our organisation, the wordmark for MERCY Malaysia is with capitalised “MERCY”, followed by the word “Malaysia”. When describing the organisation, the term “MERCY Malaysia” must always be used in full, and should not be partially referred to as “MERCY”, or “Mercy”. Thank you for your cooperation.