



**#IAMSUPERLEAGUE**

# THE STRAITS TIMES



## Singapore to host finale of first e-sports and triathlon world championship series



The latest series kicks off in Munich, Germany on April 9, and will be followed by the second leg in London on April 23. PHOTO: SUPERLEAGUETRIATHLON.COM

# THE STRAITS TIMES



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David Lee

PUBLISHED 18 JAN 2022, 7:08 PM SGT




SINGAPORE - Triathlon and e-sports will collide as Super League Triathlon (SLT) returns to Singapore with a new format, with the Republic hosting the Grand Final of the Arena Games Triathlon (AGT) powered by Zwift, a global e-sports World Championship series, on May 6-7.

# THE STRAITS TIMES

## Triathlon: Grand final of Arena Games Triathlon to be held at Marina Bay



British Olympic champion Jess Learmonth competing at the 2021 Super League Triathlon Arena Games in Rotterdam. PHOTO: SUPER LEAGUE TRIATHLON

 **Kimberly Kwek**  
PUBLISHED 12 APR 2022, 6:54 PM SGT

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British Olympic champion Jess Learmonth competing at the 2021 Super League Triathlon Arena Games in Rotterdam. PHOTO: SUPER LEAGUE TRIATHLON

 **Kimberly Kwek**  
PUBLISHED 12 APR 2022, 6:54 PM SGT

SINGAPORE - The grand final of the Arena Games Triathlon, a global hybrid event that features both physical and virtual racing action, will take place at the Marina Bay area on May 6 and 7, organisers announced on Tuesday (April 12).

The overall winners of the three-leg series will be crowned the inaugural e-sports triathlon world champions in Singapore.

# SUPER LEAGUE TRIATHLON IS BACK!



**Innovative format of the future.**

**Fast, furious, and unpredictable.**

**Get people talking, and your city  
can become a big part of the story.**



*"It's like the  
Hunger Games  
of triathlon."*

**Vicky Holland**

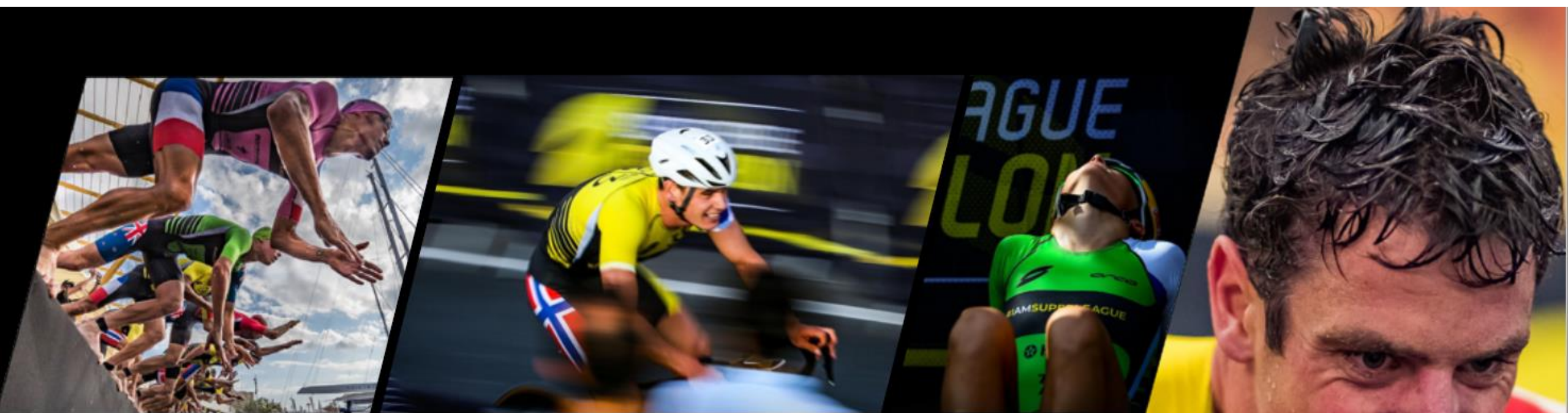
First GB Olympic Triathlon Medal Winner  
and 2x World Mixed Relay Champion.



# HOST THE WORLD'S FASTEST TRIATHLON.

**BE AN  
INNOVATOR**

Showcase your city's  
unique heritage to a  
worldwide audience



# THE POWERHOUSES OF TRIATHLON PUT IT ALL ON THE LINE IN A NEW GLOBAL EVENT SERIES...

ENDORSED BY OLYMPIC ICONS:

“I haven’t enjoyed racing that  
much for a long time.”

Jonny Brownlee, GB Olympic Silver  
Medallist.

# THE ARENA GAMES

POWERED BY  
**Z**  
ZWIFT







# THE BIGGEST INNOVATION IN TRIATHLON



## SHORTLISTED FOR MULTIPLE AWARDS:

- **Sport industry Awards 2021** – Cutting Edge Award.
- **International Sports Awards 2021** – Innovation Award.
- **Sports tech Awards 2021** – Best Use of Esports.
- **Eventex 2021** – Best Sporting Event.
- **Eventex 2021** – Best Hybrid Event.

**The eSPORT  
of Triathlon  
Launched in 2020**

**PARTNERING WITH  
WORLD TRIATHLON TO BE  
THE NEXT OLYMPIC DISCIPLINE**



# SLT Arena Games clinching '2021 Cutting Edge Award'

**SPORT AWARDS**  
**INDUSTRY 2021**

**CUTTING EDGE**  
**AWARD**

**in association with**

**PT**  
**SPORTSUITE**

The **'Sport Industry Awards'** is the most prestigious commercial sports awards in Europe and the industry's biggest event of the year – attended by 1,700 high profile guests international sport industry including business leaders, celebrities, sporting legends and media.

**'Cutting Edge Award'** – The one for gamechangers. Those who've gone beyond themselves, broken new boundaries, thought differently or brought in new ideas or technology.



# SINGAPORE

7 MAY 2022

# A NEW RACING

Delivering a new level of immersion and insight through technology

- // Developed in 2020 as part of a new partnership with Super League Triathlon & Zwift, the global online training and racing platform
- // Mix of real-life and virtual racing (Swim in Marina Bay Reservoir, Bike and Run on MBS Event Plaza and in the virtual world of Zwift)
- // World-Class athletes compete head-to-head
- // Immersive viewing experience, premium content for digital and broadcast
- // Delivered with Covid-safe protocols in place



Swim **200m**  In Real Life

Run **1km**  IRL Treadmill + ZWIFT Virtual World



Bike **3km**  IRL Smart bike + ZWIFT Virtual World



**3X**

# BIKE ON SMART TRAINERS



# RUN ON SELF-POWERED CURVED TREADMILLS





**2022 SINGAPORE  
ARENA GAMES  
PQ PARTICIPATION**

PQ

= *Physical Quotient*

- ✓ New Concept.
- ✓ New Innovation.
- ✓ New Engagement for Corporate Wellness.



## EMPLOYEE WELLNESS - THE PROBLEM

### Studies have suggested:

- We have underestimated the impact of the coronavirus outbreak on their workforce
- Employees reporting much lower levels of wellbeing than business leaders

**35%** of employees reported that mental and physical wellbeing across their team was 'not good' or 'not good at all'

Compared to only **7%** of HR professionals stating the same



**79%** adults not meeting physical activity guidelines



**95%** adults not performing at least 30 minutes of physical activity per day

## BREAK THE CYCLE WITH PQ

Build healthier, happier and more motivated employees with PQ

Compete at elite standard events with PQ RELAY







# PQ Overview



PQ is the turnkey, mass employee engagement programme, managed by Super League Triathlon for HR professionals, to drive up employee Physical Quotient (PQ), re-engage staff and improve business performance.

The PQ digital platform is designed for all employees and leads in to PQ RELAY, the ultimate corporate race. Employees can qualify to represent the company at PQ RELAY, before watching the world's best triathletes compete in the Singapore Arena Games on the same course.



[www.superleaguetriathlon.com](http://www.superleaguetriathlon.com)

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## HOW WE DIFFERENTIATE

**Unique** No other employee wellness programme combines a digital platform with qualification for a live event

**Pro-Athlete Integration** Olympic and World Champion athletes driving inspiration

**Content** Focused on driving activity, designed to motivate, educate and incentivise employees



**Digital Platform** PQ, an intuitive and easy to use employee engagement platform that engages staff at scale

**Live Event** PQ RELAY, brings companies together in battle to become the fastest, with networking and hospitality opportunities whilst watching professionals race

**SLT Brand** Alignment with a global pro league, using the power of **#IAMSUPERLEAGUE** to push employees to change their behaviour and improve their physical capabilities



# THE DIGITAL EXPERIENCE

- EASY TO IMPLEMENT
- INTUITIVE PROGRAMME
- HIGHLY ENGAGING AND INCLUSIVE FOR ALL FITNESS LEVELS

## Challenges

fun, weekly inclusive challenges spread over 4 weeks to become the fittest company

## Leaderboards

benchmark yourself against other individuals, teams and companies

## Performance Dashboards

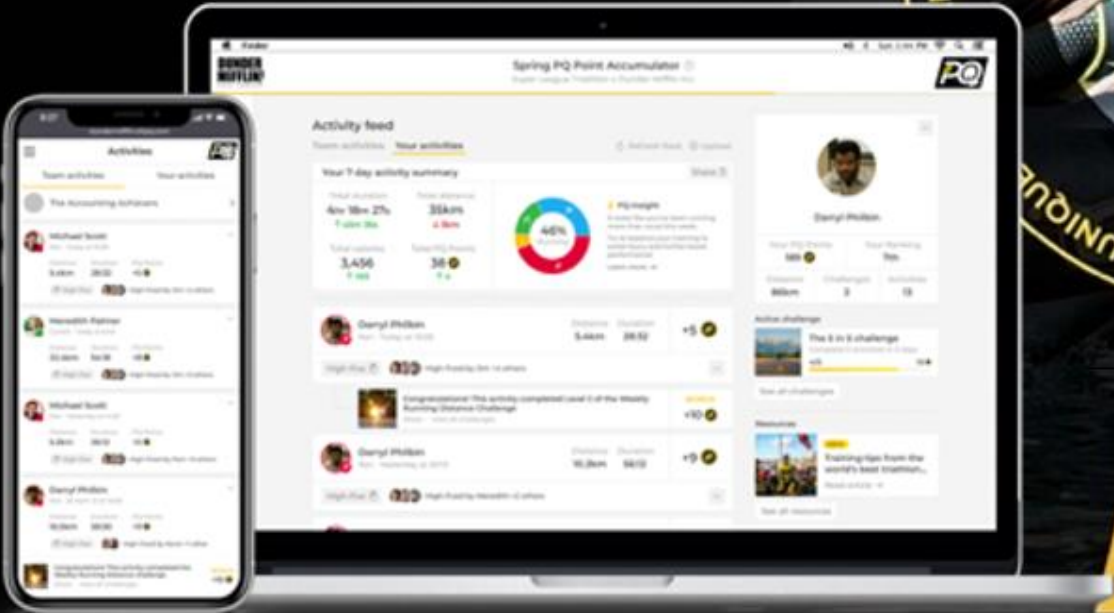
intuitive and user friendly dashboards for individual employees and for HR managers

## Resources / Content

that support your company goal to becoming a healthier and more productive Team. Pro athletes to visit office the week before the race

## Recognition

virtual 'high fives' to reward employees for activities completed



2:30






tba.sltpq.app



## Leaderboards

Teams

Individuals

Rank	Name	PQ Points
1st	 Chua Jun Hao Alex	971 
2nd	 Peggy Tng	881 
3rd	 Charles Koh	815 

# #IAMSUPERLEAGUE

# ARE *YOU* READY?

