



# PROFILE 2024

October '23



# Malaysia Speed Festival





# Founder & Principal of MSF

Adian Yein

Highly experienced personality offering 20 years of executive Management experience in the Motorsports and Automotive industry.

Adian is the Founder and Principal of MSF Racing series. Started in 2010, **MSF is Malaysia's largest National racing series for 4-wheel and mixed discipline motorsports**. MSF has become the leading local racing event and has attracted over 1000 racers over 10 years.

He was also part of the Start-Up team for PROTON R3 Motorsports. Created the business proposal for PROTON Motorsports, and managed the start-up, financial controls, and strategy of the division.

Adian has experience as Project Manager for the PROTON Satria R3 and Lotus Europa. Project leader for all PROTON R3 vehicles and products between 2003 and 2007; was also Project Manager for the Lotus Europa.

As of 2015 Adian is also Lead Instructor for Driven Communications Sdn Bhd and has organised immersive driving experiences with numerous automotive brands.





# “Merakatkan Motorsports Malaysia”

A motor-racing brand that serves the larger majority segment of motorsports enthusiasts to race and participate in.

## FOR THE LIFESTYLE

For enthusiasts it is a hobby and pastime. Not everyone can be an F1 driver, but thousands enjoy racing at club and national-level and are the majority that spend the \$\$\$ on the products.

## FOR THE FUN & JOY OF RACING

Never forget that motorracing is meant to be FUN! The enthusiasm and fighting spirit of the hobbyist racer is no less than that of a pro-racer.

## FOR GLORY & CAMARADERIE

With categories for the major segments of National-level motorsports enthusiasts, racers get to fight it out to prove their worth and machine's capability to be a winner and Champion.





# Numbers Don't Lie

## Largest Racing Series in Malaysia

MSF has the largest reach to motorracing enthusiasts, fans, and participants due to the various different types of racing series that we organise:

- MSF SuperTurismo (Touring cars)
- MSF Saga Cup
- MSF SuperBikes
- MSF SuperMoto
- MSF Drift Gonzo
- MSF Electro Blitz (PEV's & E-Scooters)
- MSF Touge (Hill climb)
- MSF SoloMaster (Autocross)
- MSF Track Days

**Over  
500  
cars**

**Over  
250  
bikes**

**Over  
2 million  
SocMed  
views**

**Over  
10,000  
spectators**



# MSF Races Everything

*Below:  
MSF Electro  
Blitz*



*Left: MSF  
SuperTurismo  
Right: MSF  
SuperBikes*



*Below:  
MSF Drift  
Gonzo*



*Right:  
MSF Saga  
Cup*



*Above:  
MSF Touge  
HillClimb*



*Left:  
MSF  
SuperMoto*



# A Leader in Malaysian motorsports

- First to run an EV race event in Malaysia with “MSF-EcoWorld Electro Blitz Challenge”
- Largest touring car race in the country
- Largest superbikes race in the country
- The only SuperMoto race in the country
- The only hillclimb race in the country
- Biggest single race event in the country:  
Saga Cup





# MSF Merdeka Race

- Since 2017, MSF Merdeka Race is an annual highlight for Malaysian motorsports
  - Endurance races for touring cars & superbikes celebrating the nation's independence day
  - Every year we do something special
- Saga 35 years celebration
  - In 2019, the Prime Minister at the time and the father of the PROTON Saga, Tun Dr Mahathir Mohamad, flagged off our first race of the year to commemorate the 35 years of the original PROTON Saga.
- Malaysia Book of Records attempt
  - On 17 August 2022, MSF & Proton worked alongside in making a Malaysian Book of Records attempt with the PROTON Saga VVT, First ever Proton Saga to drive on 2-Wheels around the Sepang International Circuitl.





# 2024 MSF Calendar

*Provisional, unconfirmed*

## ★ MSF Racing Sepang

- ▶ 3 Mar
- ▶ 2 June
- ▶ 21 July
- ▶ 31 Aug - 1 Sep
- ▶ 6 Oct
- ▶ 10 Nov

## ✚ MSF MegaLap

- ▶ 2 Mar
- ▶ 31 Aug

## ▶ Touge

- ▶ 13 – 14 Jul

## ▶ Circuit Sessions

- ▶ 2 Mar
- ▶ 1 Jun
- ▶ 6 Jul
- ▶ 20 July
- ▶ 5 Oct
- ▶ 9 Nov

## ✕ MSF Supermoto

- ▶ 30 June
- ▶ 25 Aug
- ▶ 20 Oct
- ▶ 17 Nov

# 2024

## January

Su	Mo	Tu	We	Th	Fr	Sa
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

## February

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				1	2	3
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25	26	27	28	29		

## March

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23	24	25	26	27	28	29
30	31					

## April

Su	Mo	Tu	We	Th	Fr	Sa
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14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30				

## May

Su	Mo	Tu	We	Th	Fr	Sa
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25	26	27	28	29	30	31

## June

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23	24	25	26	27	28	29
30						

## July

Su	Mo	Tu	We	Th	Fr	Sa
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28	29	30	31			

## August

Su	Mo	Tu	We	Th	Fr	Sa
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24	25	26	27	28	29	30
31						

## September

Su	Mo	Tu	We	Th	Fr	Sa
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14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30				

## October

Su	Mo	Tu	We	Th	Fr	Sa
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13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

## November

Su	Mo	Tu	We	Th	Fr	Sa
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

## December

Su	Mo	Tu	We	Th	Fr	Sa
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

*\*Dates are subject to change due to the Venue Availability*





# MSF

## MSF Racing

Heart of Malaysian Motorsports



# MSF Racing in Pictures





# MSF Racing in Pictures





**MSF**  
**TOUGE**

# MSF Touge Series

Hillclimb Racing





# MSF Touge Series



## HILLCLIMB SERIES

- + To be able to bring MSF to the roots of weekend driving
- + Bringing new exciting events closer to the people



Click [here](#) to view a Hillclimb series we did 10 years ago!



# MSF Touge Series



**MSF Touge** finally came to reality on August 7, 2022. Ran in Bukit Putus with close to 60 Participations!







**MOTO<sup>MSF</sup>** ★★

**MotoMSF**

Home of MSF 2 Wheels Racing



**MotoMSF (MSF 2 Wheel Racing Division)** is a subsidiary under the Malaysia Speed Festival specially focused on 2 Wheels Racing which aims to promote Affordable racing for Motorcycle Enthusiast with lots of Handlebar-to-Handlebar Racing action. At the same time, We also accommodate to those who are less Competitive with the MotoMSF Trackdays

MotoMSF now features MSF SuperBikes and MSF Supermoto as the Main Events in the Calendar. With that, MotoMSF has been able to grow its market from initially the *Hardcore Racers* and now the *Upcoming Racers* as well in The MSF Supermoto Series. A tour around the Country, Which will eventually allow races to be more Accessible & Affordable.

The logo for MotoMSF, featuring the word "MOTO" in a bold, black, italicized font with a white outline, followed by "MSF" in a bold, orange, italicized font with a black outline. Three small orange stars are positioned to the right of the "MSF" text.The logo for MSF Supermoto, featuring the word "MSF" in a bold, orange, italicized font with a black outline, followed by "SUPERMOTO" in a bold, black, italicized font with a white outline. Three small orange stars are positioned to the right of the "MSF" text.The logo for MSF SuperBikes, featuring the word "MSF" in a bold, orange, italicized font with a black outline, followed by "SUPERBIKES" in a bold, black, italicized font with a white outline. Three small orange stars are positioned to the right of the "MSF" text.



The background is a black and white photograph of two motorcycle racers leaning into a turn on a track. The racer in the foreground is on the left, wearing a dark suit and helmet, with a 'PARTAN' logo on the side of the bike. The racer behind is on the right, wearing a light-colored suit and helmet. The image has a motion blur effect, suggesting high speed. The MSF Superbikes logo is overlaid on the left side of the image.

**MSF**  
**SUPERBIKES**

**MSF Superbikes**



# MSF Superbikes



## MSF SuperBikes categories are divided by lap times

- > AllStars: 2m16 and Below
- > GP Master: 2m20 – 2m16
- > GP Pro: 2m25 – 2m20
- > GP X: 2m30 – 2m25
- > Super Rookie: Above 2m30
- > 600: Subcategory for SuperSports machines







**MSF**

**SUPERMOTO**

**MSF SuperMoto**



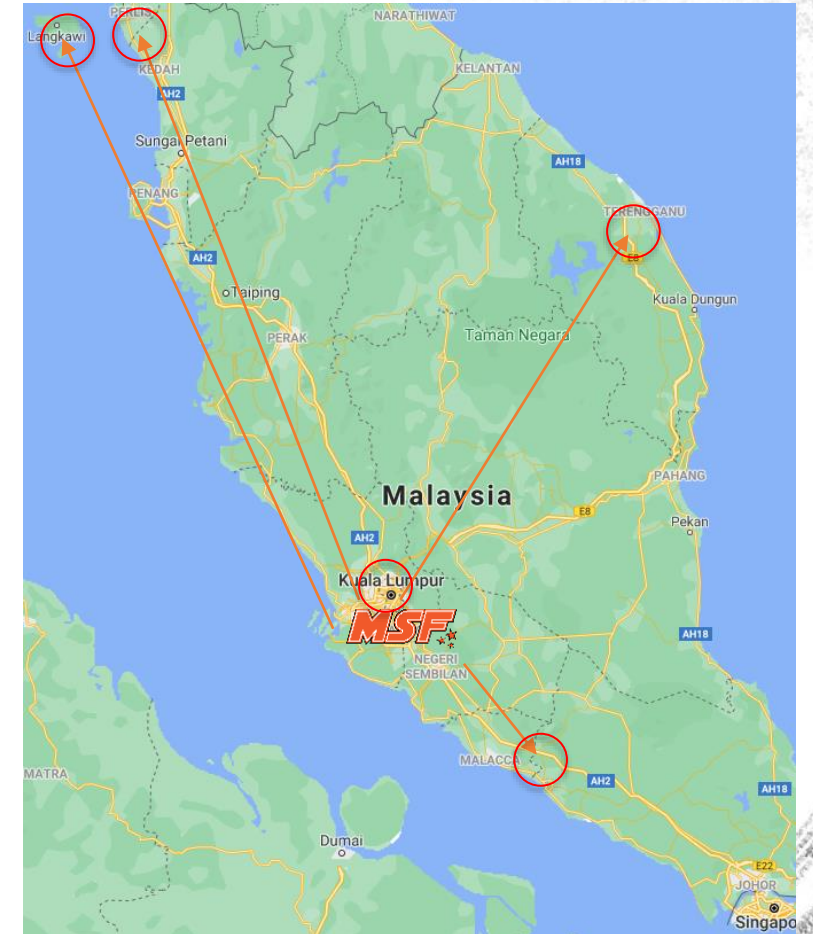
# MSF SuperMoto



**Motorsports shall not be limited to only Sepang Circuit!**

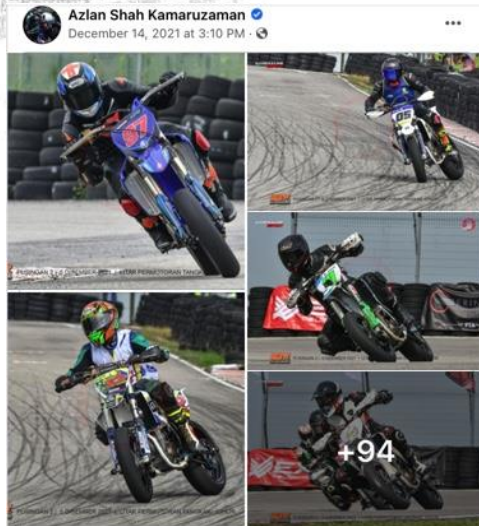
Smaller circuits around Malaysia offer just enough space and requirements to operate full championships.

This is *important* to gather content and visibility: rather than just the same old Sepang circuit!





# SuperMoto Media Exposure– Other Shares

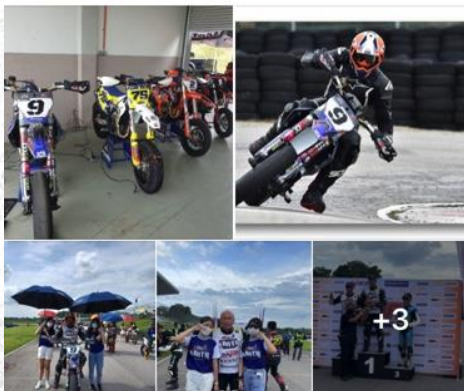


Berita Litar added 98 new photos to the album: **MSF Supermoto Pusingan 2 | Litar Permotoran Tangkak.**  
December 8, 2021 · 🌐

Kenny Lee is 🤪 feeling crazy.  
December 6, 2021 · 🌐

MSF supermoto round 2 tangkak, johor.

See Translation



Adian Yain and 458 others

49 Comments 2 Shares

## Hafizh ready to spice up SuperMoto event

By K. Rajan · January 5, 2022 @ 6:43pm



Azlan Shah Kamaruzaman in action during round two of the MSF SuperMoto at Tangkak Circuit in Johor.

KUALA LUMPUR: Former MotoGP rider Hafizh Syahrin Abdullah is set to spice up this weekend's third round of the MSF SuperMoto at the Tangkak Circuit in Johor.

## [The New Straits Times](#)

## Hafizh Syahrin, Azlan berentap di Tangkak

Oleh Sukhatri Thani · Januari 7, 2022 @ 5:43pm  
sukhatri@sh.com.my



Azlan (kiri) dan Hafizh Syahrin akan berentap di Litar Tangkak, Abad ini.

KUALA LUMPUR: Litar Tangkak, Johor bakal menyaksikan 'pertempuran' antara dua pelumba ternama Malaysia, Hafizh Syahrin Abdullah dan Azlan Shah Kamaruzaman pada aksi Pusingan 3 MSF SuperMoto

## [Berita Harian](#)

## 2021/2022 MSF SuperMoto: Hafizh Syahrin in Round 3

In: Bikes, Local Bike News, Motorsports / By Mohan K Ramasujam / 6 January 2022 4:46 pm / 0 comments



Scheduled for the weekend of January 9, Round 3 of the 2021-2022 MSF SuperMoto will see MotoGP and World Superbike Championship (WSBK) racer Hafizh Syahrin taking on Malaysia's racing elite. With Azlan Shah Kamaruzaman, Asian Road Racing (ARRC) champion and Gabit Saleh, FIM Supermoto champion, as well as prodigy Daniel Haikal of Team KMTR competing during **MSF Supermoto Round 2**, Hafizh's presence adds a new dimension to the competition.

## [Paultan.org](#)

## Hafizh mahu nikmati perlumbaan MSF SuperMoto



HAFIZH SYAHRIN ABDULLAH

Cleli Mega Sukani · 9 Januari 2022, 100 pm



PETALING JAYA : Tidak mahu meletakkan harapan tinggi pada penampilannya di Pusingan ketiga MSF SuperMoto 2021/22 yang dijadualkan berlangsung di Litar Tangkak, Johor, hari ini, Hafizh Syahrin Abdullah hanya mahu menyesuaikan diri dengan suasana perlumbaan.

## [Utusan Malaysia](#)

Two Wheels  
January 6 at 8:59 PM · 🌐

Perlumbaan MSF Supermoto yang dijadualkan berlangsung di Tangkak, Johor pada 9 Januari nanti ditunda kepada satu tarikh baru.

Pihak penganjur mengambil keputusan ini setelah dinasihatkan oleh pihak-pihak berwajib, ekoran banjir yang menimpa negeri Johor selama dua minggu ini.

"Kami dari MSF mendoakan agar dipermudahkan semua urusan mangsa banjir, sentiasa sihat dan selamat" - MSF... [See more](#)

[See Translation](#)





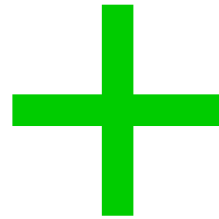


# MSF CyberTurismo

E-Racing Series



# THE RISE OF COVID-19 IN 2020 BIRTHED A NEW MSF E-RACING SERIES





# In A Nutshell

From our many years experience running races with the following recipe..

- **Short, exciting races**
- **Cars that are available to the common man, every day modified cars**
- **Large numbers**
- **Sport entertainment**

..we extended it to MSF CyberTurismo, to emulate our concept in the virtual racing world!

- **Same type of cars**
- **Same type of short races**
- **Same large entries**
- **Same exciting sports entertainment**



↑ From this..

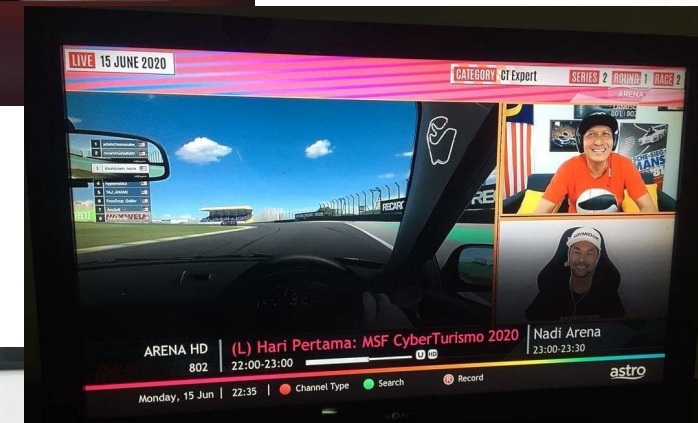
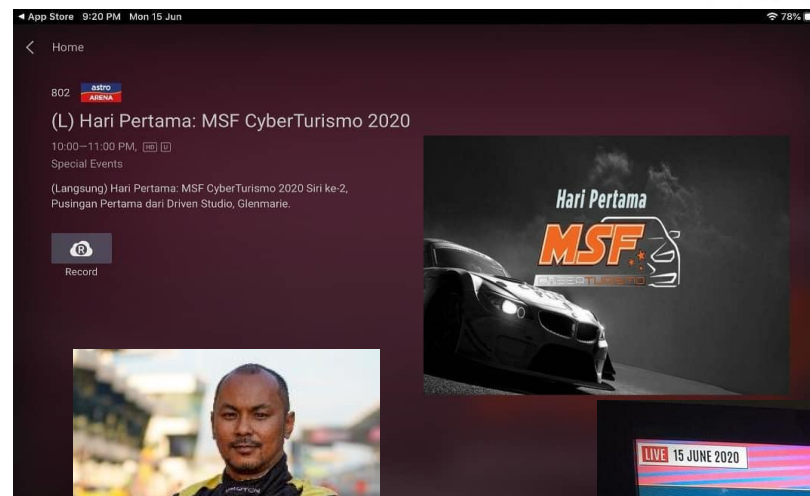
↓ ..to this!





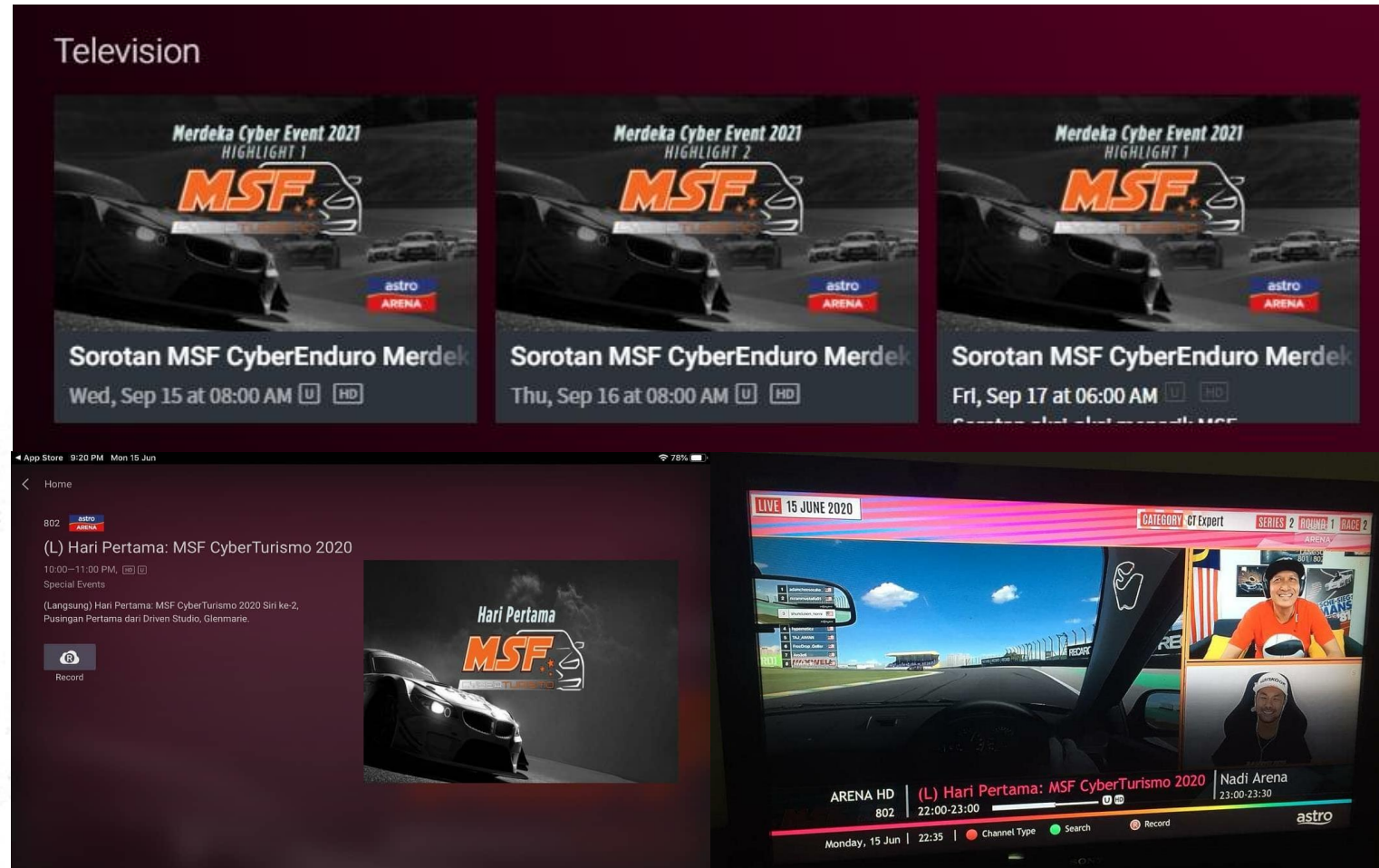
# The Broadcast Show

- The Live Broadcast show broadcast on Astro Arena, Mon – Thu every week from 10:00pm – 11:30pm
  - Pre-race introduction
  - The race, with commentary
  - Post-race discussion
- MSF CyberTurismo personality line-up
  - Host: **Yulina Tan Jade**, MSF Superbike racer with big social media following (111k Instagram), strong command of English and fluent too in BM
  - Expert: **Farique Hairuman**, 2009 Japan Super Taikyu GT Champion with Petronas Motorsports
  - Race commentary:
    - Adian Yein**, Founder and Principal of MSF Racing Series
    - Faisal Asri**, ex-PROTON R3 with over 20 years racing experience, currently commentator for Super GT broadcast on Astro Super Sports





# The Broadcast Show



- ▶ Screenshots of our broadcast on Astro Arena (2020-2021)





**MSF**★

# Community Development



# HOLISTIC

+ Motorsports is not limited to just circuit racing.

+ As the leading motorsports agency, we hit different targeted markets too.

+ We actively run one-off events during off-season

## OPERATIONS

- ✓ Event Operation Management

## CAMPAIGN

- ✓ On-going strategic campaigns
- ✓ Online (SocMed)
- ✓ Offline (Events)

## LAUNCHES & EVENTS

- ✓ Products
- ✓ Racing Teams
- ✓ Programs (i.e Driver / rider Development)
- ✓ Sepang Driving Experience Events
- ✓ Advanced Driver Training



**MAM Driver Skills Training**, grooming safer and better drivers for the road and circuit- conducted over 3 months with more to come!





## Proton R3 Ladies Racers Search & Mentor Development Program, conducted over 10 weeks







E-Scooter park at Eco  
Grandeur, Puncak Alam

# ELECTRO BLITZ CHALLENGE

Malaysia's first official e-Scooter & PEV challenge!





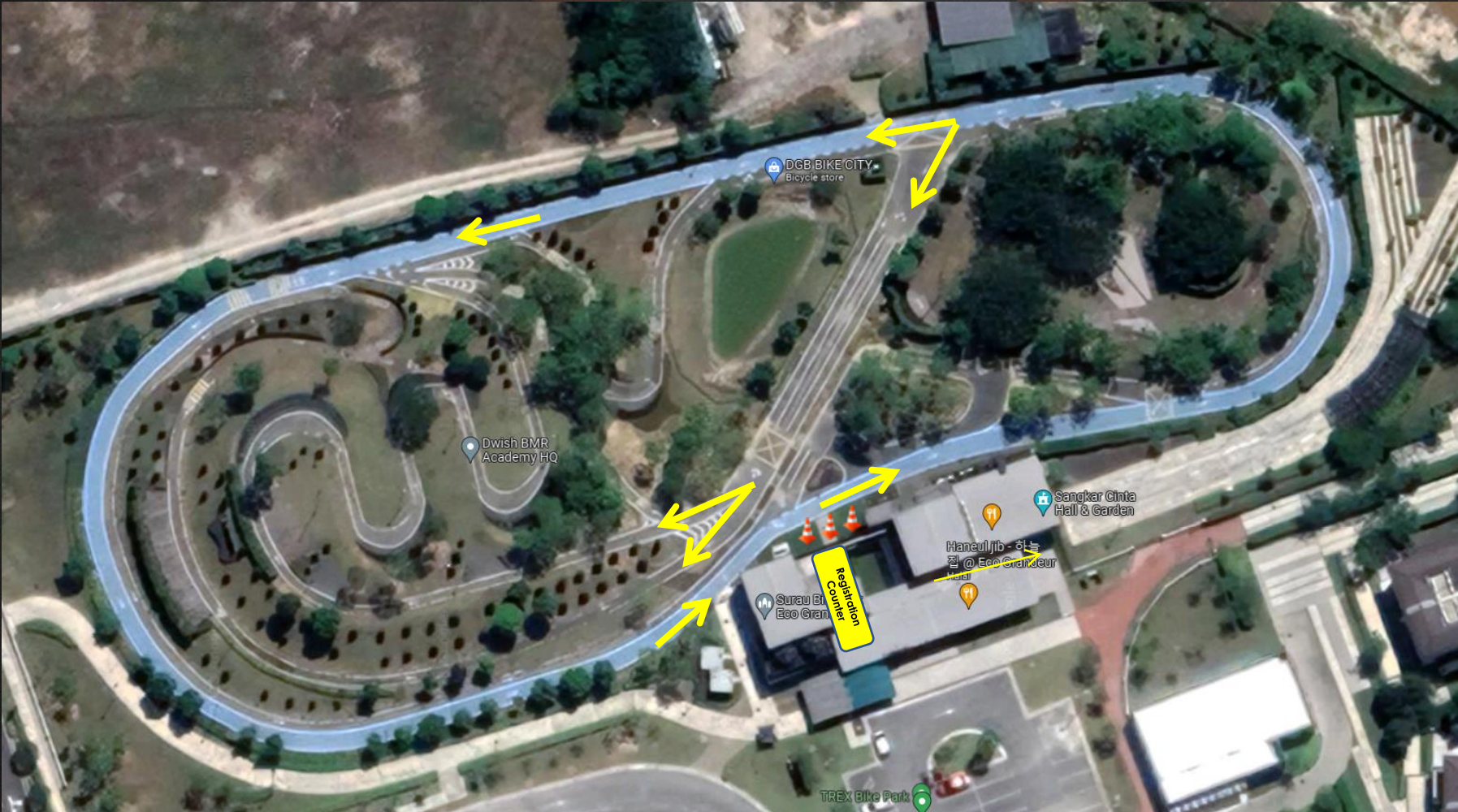
# Malaysia's first PEV park



- E-Scooters & PEV time attack (time trial) challenge; the first of its kind in Malaysia
- **Every weekend:** 630pm – 1200am  
TREX Bike Park, Eco Grandeur
- Highlights:
  - **TRYKE rental E-Scooters:** We have partnered with TRYKE rental E-Scooters which have proven to be reliable and run for many hours before requiring to be charged.
  - **“Instagrammable” set up:** Set up with neon & decorative lighting, the PEV park is an attraction by itself and pulls hundreds of people every weekend.
  - **Enjoyable fun for all walks of life:** the E-Scooters & PEV scene has opened up a whole new segment that has previously not existed, as these machines are seemingly approachable and ‘friendly’ simply because they are quiet and emit no noxious fumes and smells: the majority of riding guests are families and females, whom we would normally not see even at a rental fun kart track.



# MSF Electro



**MSF™**  
**ELECTRO**

**ECOWORLD**  
CREATING TOMORROW & BEYOND

**E-Scooter Rental**  
**RM1 per min**





# MSF Electro @ Eco Grandeur





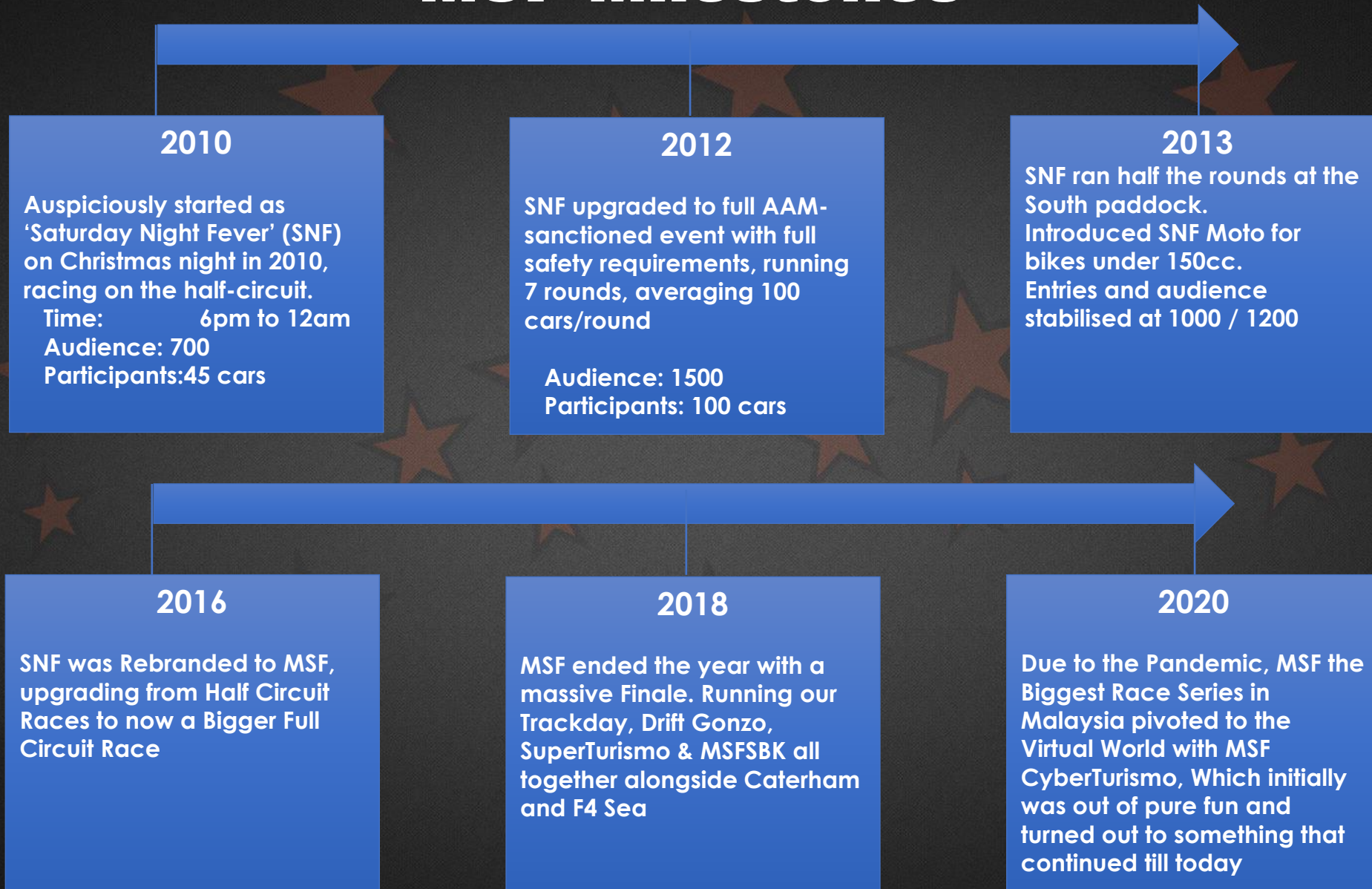


# History of MSF





# MSF Milestones





# History of MSF – Past Images of SNF





# History of MSF – Past Images of SNF





# History of MSF – Today

- **SNF upgraded to MSF for 2016**
  - Full circuit racing replacing half-circuit: bigger challenge
  - Daylight racing replacing night-time racing: more participants and spectators
  - Full day event with Track Day activities preceding the Racing: more participants and spectators
  - **Spectators up from 1,500 to 10,000**
  - **Participants up from 100 to 200+ every round**
- **Objectives for the upgrade from SNF to MSF**
  - Market was ready for the change to daylight racing and full day activities
  - To expand the event to other motorsports enthusiasts and activities
  - Raise our SNF racing event to the next level, to further grow
- **MSF phenomenon**
  - Announcement made late 2015
  - 90 cars took part in MSF Racing Rnd 1 on 5 June 2016; track day was sold out
  - Through out 2017, we average 160~170 entries. **From 2018, entries per round surpass 200 cars, 80 superbikes, and 200 track day cars**



# MSF - 2016





# MSF - 2016





# MSF - 2017





# MSF - 2018





# MSF - 2018





# MSF Awards Dinner 2018





# MSF - 2019





# MSF - 2019

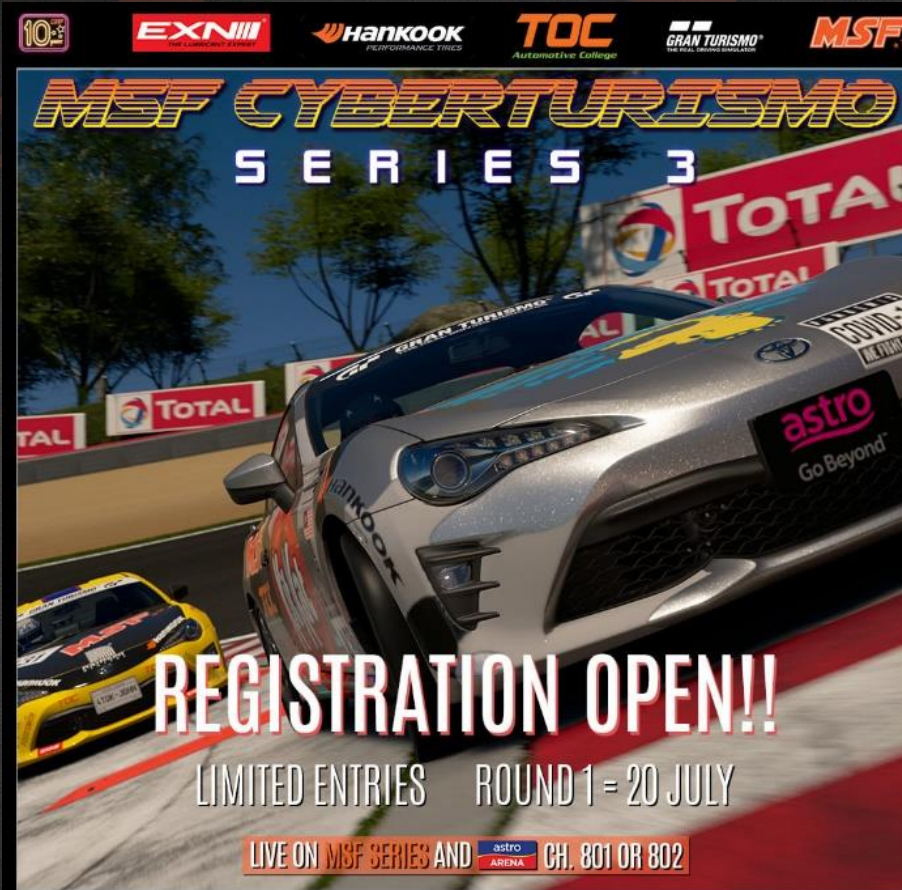




# MSF - 2020



2020 CHAMPIONSHIP STANDINGS, CYBER EXPERT CATEGORY																
POS	COMB	NAME	PER ID	Series-1	Series-2	Series-3	Series-4	TOTAL POINTS								
1	90	Taj Azman	TAJ_AZMAN	1	1	300	2	5	225	940						
2	32	M. Amir Sulaimi	BMRT_Talchil4	2	2	255	6	0	140	775						
3	100	Colin Lee	theadamfaiSTIG	0	7	145	14	20	2	255	1	300	700			
4	26	Low Woon Kit	ACE_SonnyKazu	5	4	175	19	9	3	1	300	77	85	595		
5	293	Alvin Chai	vinAver99	8	8	120	10	6	110	15	11	3	3	225	480	
6	53	Azri Bin Roslan	Aro300	2	0	5	3	1	250	19	0	8	8	120	455	
7	14	Akid Basarom	akid_35	4	3	102.5	9	7	1	150	9	7	7	6	140	427.5
8	35	Daniel Voon	EVA_wmHilz	10	10	90	9	1	4	265	16	0	10	60	415	
9	60	M. Khamat M. Ali	akal_culot13	0	9	105	16	10	30	10	10	80	6	5	155	380
10	27	M. Taufiq Mohyln	Shundukan_herni	12	0	0	0	0	0	2	4	235	0	0	0	355
11	666	Muhammad Nian Satrio	FreeDrop_Golfer	3	6	200	13	2	115	22	0	14	20	0	335	
12	13	Muhammad Uzalir	END_Platinum	13	5	85	5	110	6	8	140	0	0	0	335	
13	711	M. Khairul Nizam	nizammustaffa91	4	3	205	11	50	23	0	1	50	305	0	305	
14	45	Kemer Harris Jetty	soukpal_wannabe	0	0	0	0	8	7	125	4	130	255	0	255	
15	43	M. Amrui M. Zamri	BIR0_AJ43	1	1	150	18	11	25	12	40	0	0	0	215	
16	999	Mior M. Hattiz	MiorHattiz	0	0	0	0	7	5	145	9	70	215	0	215	
17	771	M. Fitri Taher	fitri_-23	0	0	6	3	87.5	15	12	70	15	10	0	167.5	



Lock-downs during the pandemic saw MSF bring the racing to the e-Racing arena, including Live shows on ASTRO



# MSF - 2021





# MSF - 2022



**BEST OF MALAYSIA**

NAME : HAFIZ SYAHRIN  
COMP NO. : 7215  
CATEGORY : ALL STARS PRO

EXPERIENCE : - MotoGP  
- Moto2  
- WorldSBK

**MSF Supermoto**

**BEST OF MALAYSIA**

NAME : AZLAN SHAH  
COMP NO. : 925  
CATEGORY : ALL STARS PRO

EXPERIENCE : - Moto2  
- ASIA ROAD RACING CHAMPIONSHIP

**MSF Supermoto**

METZELER PRINGES ACCOSSATO JIPONE H-H GARAGE



# MSF – Awards Ceremony 2022





# MSF in Pictures – Fringe Activities

👍 Support Activities during MSF event

FREE family WaterPark with Water Slide



MSF Event BBQ, and food trucks





# MSF in Pictures - Crowd





# MSF in Pictures – Drift Gonzo





# MSF in Pictures - Superbikes





# MSF in Pictures- SuperMoto





# MSF in Pictures – Car Shows





# MSF Official Media Partner

## ✓ Paultan.org Facebook Posts

**Paul Tan's Automotive News** shared MSF Racing Series's video.  
23 February at 18:06 · 🌐

As Malaysian as racing gets! Watch this video to find out what Malaysia Speed Festival (MSF) is all about. The first round of MSF 2017 happens this weekend, so don't miss out!  
Details here: <https://paul.my/MSF2017R1>



21,203 Views

**MSF Racing Series**  
23 February at 15:38 · 🌐

The Warriors, the Fighters, the Champions... the most exciting racing of 2016 will be back! Lets celebrate the day! All hail Malaysian Speed Festival! #hankooktyres #tuned #hyraxoil

**Paul Tan's Automotive News** · October 30, 2017 · 🌐

Calling all track junkies, the Malaysia Speed Festival (MSF) is offering two-hour track day slots at a promotional price of just RM300 in conjunction with its season finale. More info, here.



Malaysia Speed Festival (MSF) season finale this Dec 2-3 at Sepang - track day slots at RM300 promo price  
The Malaysia Speed Festival (MSF) is offering two-hour track day slots at a promotional price of just RM300, in conjunction with its season finale on Decem

PAULTAN.ORG [Learn More](#)

**Paul Tan's Automotive News** · October 23, 2017 · 🌐

MSF will be launching its first ever drift challenge at its finale event in December. Find out what the MSF Drift Gonzo challenge is all about in a demo video here



Malaysia Speed Festival (MSF) to debut Drift Gonzo series at season finale - December 2-3 at Sepang  
Malaysia's biggest local car racing event, Malaysia Speed Festival (MSF), will be launching its first ever drift challenge at its finale event happening fr

PAULTAN.ORG

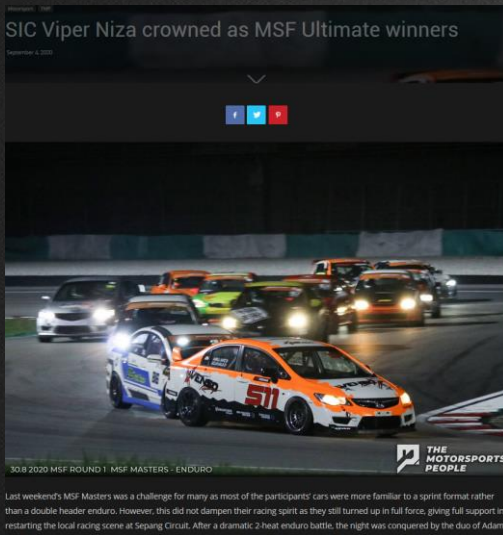
**paultan.org**

Malaysia's #1 source  
for automotive news



# Other Media Coverage

## SIC Viper Niza crowned as MSF Ultimate winners



NoEqual.co

## VIDEO: 2020 MSF Ultimate/S-Pro Enduro – Race Highlights



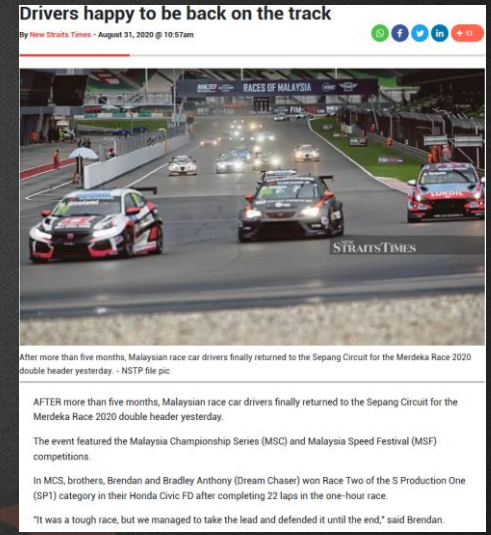
The Motorsports People

## Azlan akui timba banyak ilmu menerusi Merdeka Race



Berita Harian

## Drivers happy to be back on the track



New Straits Times



# Other Media Exposure – TV







# Social Media





## MSF's Facebook: 78k Followers

### Reach ⓘ

Compare your reach from this period to the previous one.

See more about your content performance

#### Facebook reach ⓘ

1,670,180 ↓ 24.6%

#### Instagram reach ⓘ

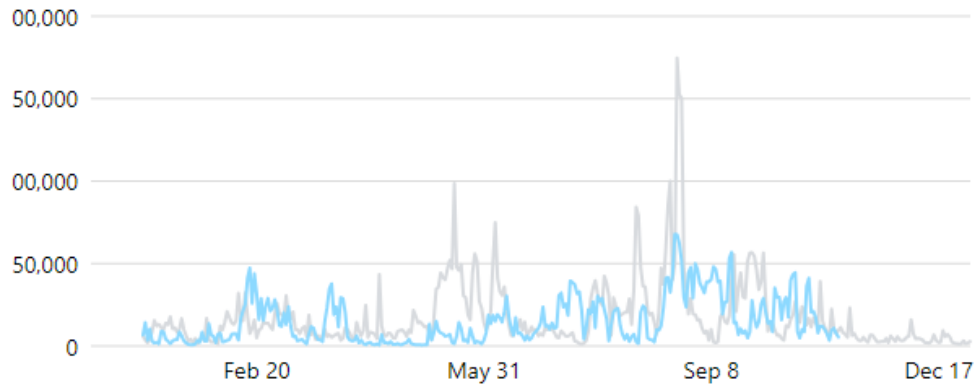
356,659 ↑ 17.6%

#### Paid reach ⓘ

0 0%

Daily

Cumulative



Facebook reach

Facebook reach



MSF Series

[Manage Facebook Page](#) | [Go to Instagram](#)

Facebook followers

78K

Instagram followers

30.3K

### Audience

### Estimated audience size

People who have seen your content from this Page:  
MSF Series

470K - 553K

We only BOOST our posts as we lead up to an event.





## MSF's Instagram: 30.3k Followers

### Reach ⓘ

Compare your reach from this period to the previous one.

See more about your content performance

#### Facebook reach ⓘ

1,670,180 ↓ 24.6%

#### Instagram reach ⓘ

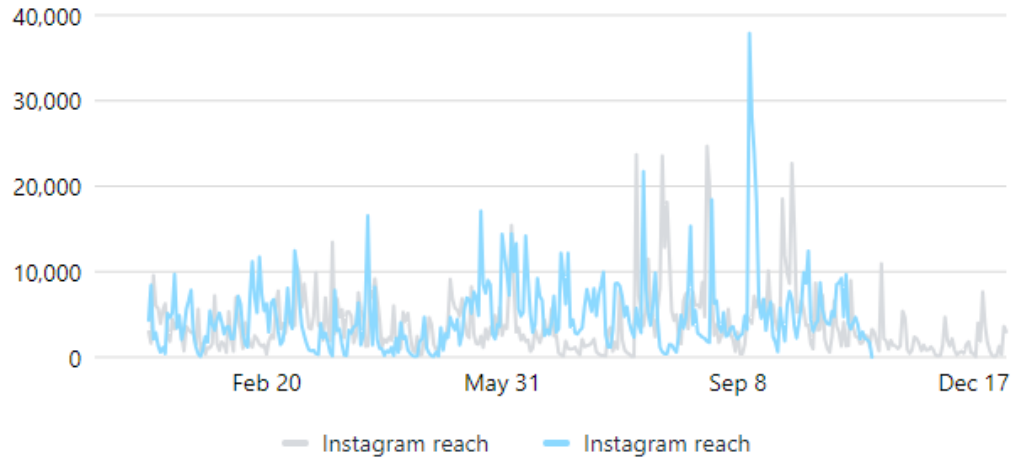
356,659 ↑ 17.6%

#### Paid reach ⓘ

0 0%

Daily

Cumulative ⓘ



#### Facebook Page likes ⓘ

61,462

#### Facebook followers ⓘ

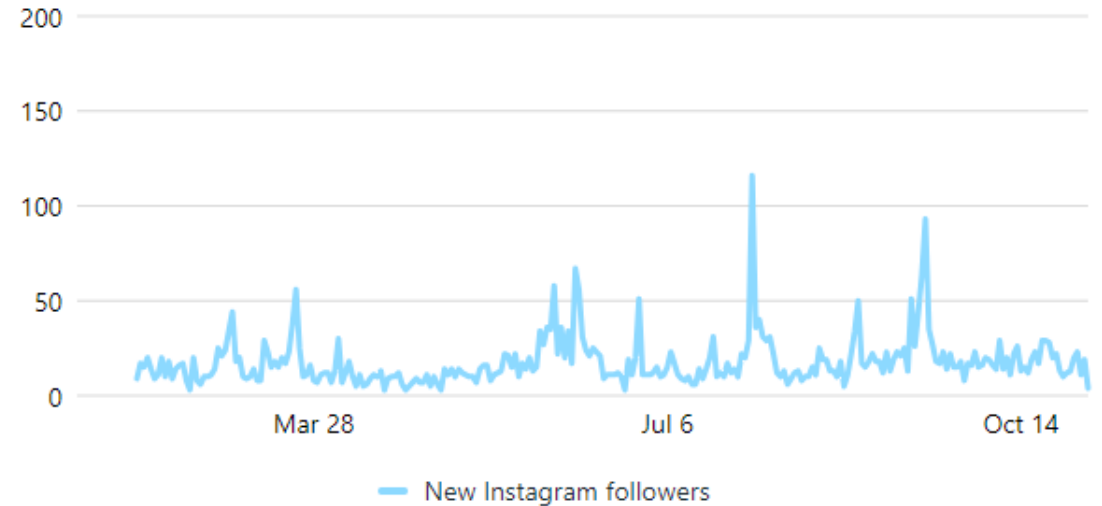
78,008

#### Instagram followers ⓘ

30,304

#### New Instagram followers ⓘ

4,797 —







## Audience <sup>i</sup>

See audience report

Facebook Page likes

61,462

Facebook followers

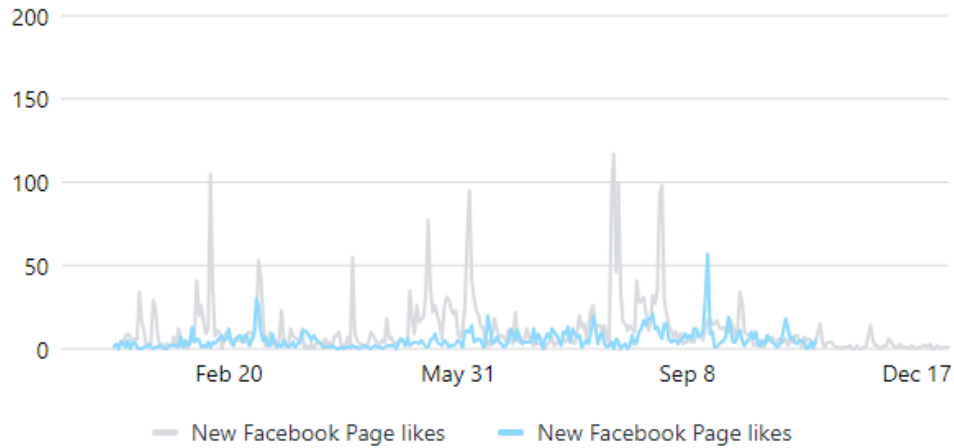
78,008

Instagram followers

30,304

New Facebook Page likes <sup>i</sup>

1,588 ↓ 60.6%



## Audience

Export

Current audience

Potential audience

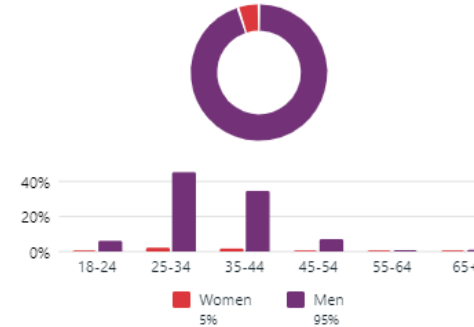
Facebook followers <sup>i</sup>

78,008

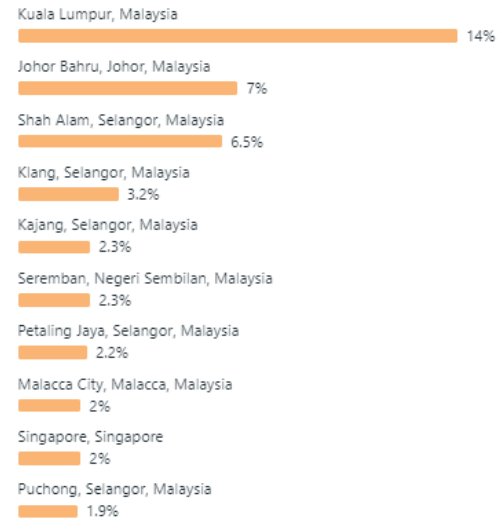
Instagram followers <sup>i</sup>

30,304

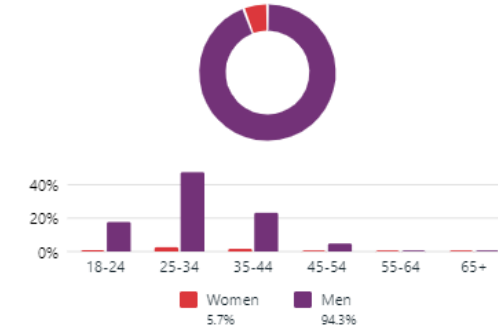
Age & gender <sup>i</sup>



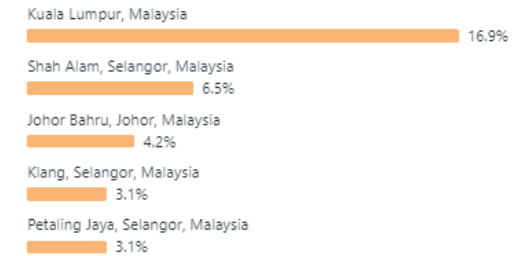
Top cities



Age & gender <sup>i</sup>



Top cities





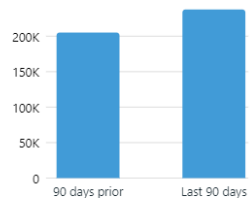


## Reach

### Post reach ⓘ

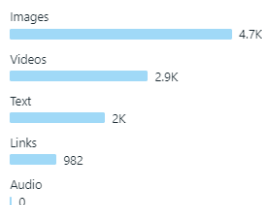
237.7K ↑ 15.9%

Total from last 90 days vs 90 days prior



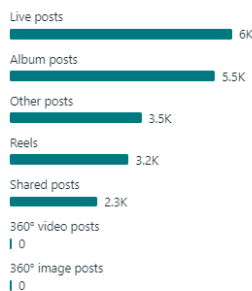
### Median post reach per media type ⓘ

For posts created in the last 90 days



### Median post reach per content format ⓘ

For posts created in the last 90 days

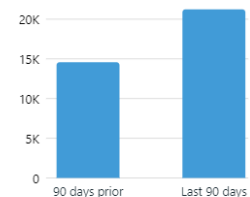


## Engagement

### Post reactions, comments and shares ⓘ

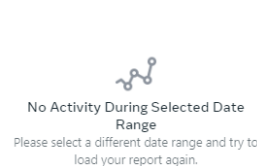
21.2K ↑ 45.7%

Total from last 90 days vs 90 days prior



### Median post reactions, comments and shares per media type ⓘ

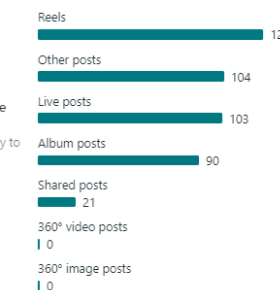
For posts created in the last 90 days



**No Activity During Selected Date Range**  
Please select a different date range and try to load your report again.

### Median post reactions, comments and shares per content format ⓘ

For posts created in the last 90 days



## Content overview

Explore noteworthy trends from the content you recently created and shared.

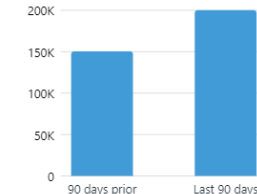
Facebook posts Facebook stories **Instagram posts** Instagram stories

## Reach

### Post reach ⓘ

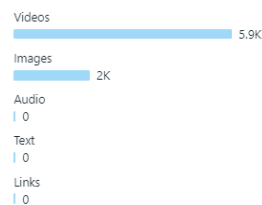
200.2K ↑ 33.1%

Total from last 90 days vs 90 days prior



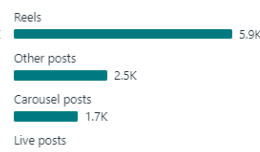
### Median post reach per media type ⓘ

For posts created in the last 90 days



### Median post reach per content format ⓘ

For posts created in the last 90 days

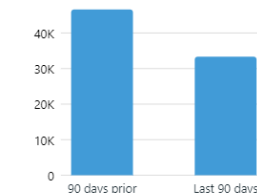


## Engagement

### Post likes, comments and shares ⓘ

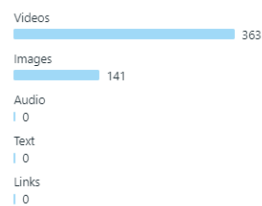
33.3K ↓ 28.5%

Total from last 90 days vs 90 days prior



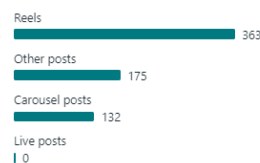
### Median post likes, comments and shares per media type ⓘ

For posts created in the last 90 days



### Median post likes, comments and shares per content format ⓘ

For posts created in the last 90 days



## Content overview

Explore noteworthy trends from the content you recently created and shared.

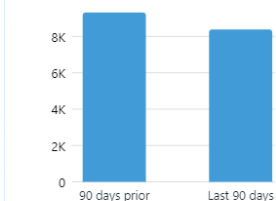
Facebook posts Facebook stories Instagram posts **Instagram stories**

## Reach

### Story reach ⓘ

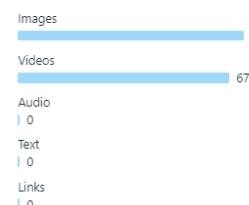
8.4K ↓ 10%

Total from last 90 days vs 90 days prior



### Median story reach per media type ⓘ

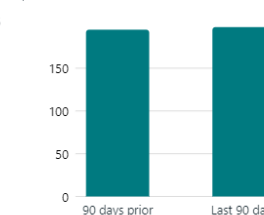
For stories created in the last 90 days



### Published stories ⓘ

198 ↑ 1.5%

Total stories you shared from last 90 days vs 90 days prior

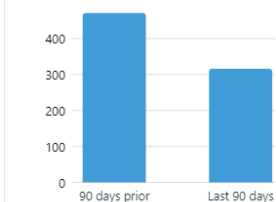


## Engagement

### Story replies and shares ⓘ

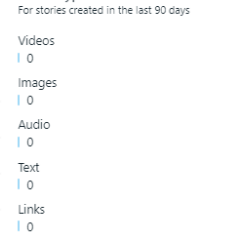
316 ↓ 32.9%

Total from last 90 days vs 90 days prior



### Median story replies and shares per media type ⓘ

For stories created in the last 90 days



### Tips & tricks: Engagement ⓘ

Using stickers and other interactive features on stories can help boost engagement.

[Learn more](#)

Sharing more information about how your business started and your mission are just a few ways you can take advantage of Instagram stories' 24-hour format.

[Learn more](#)





## MSF's Tiktok: 29.2k Followers



@msfracing

121

Following

29.2K

Followers

241.8K

Likes

TikTok

Search

+ Upload



+ Create a playlist

For You

Following

Explore

LIVE

Profile

Following accounts

- ayieehery Ayiee Holeshot
- ervineksan55 Ervin
- muhammadhasif... Muhammad Hasif
- patinaresearch Patina Research
- tisya\_ong Tisya
- amry\_mimie amrymimie
- ahmadfaezal4 Ahmad Faezal
- nikshahrulcmp NikShahrulHPRT Motors...
- sepangcircuit Sepang Circuit
- nizammustaffa Nizam Mustafa

See more

Create effects

About Newsroom Contact Careers

TikTok for Good Advertise

Developers Transparency

TikTok Rewards TikTok Embeds

Help Safety Terms Privacy

Creator Portal

Community Guidelines

© 2023 TikTok

Videos

Favorites

Liked



THE BIGGEST RACE IN M...



Not sure where to buy tic...



Weekend Rewind



MSF SUPERTURISMO 20...



MSF Electro PEV e-Scot...



Are you ready for MSF Su...



Perlumbaan akan bermul...



THIS IS MOTOMSF SUPE...



DATANG SEKARANG! Per...



Nak tengok lebih dekat? ...



MSF RACING SERIES : TH...



5 DAYS TO GO! Bersiap-s...



WARGA KUALA SELANG...



Event parking memang ra...



Last Battle Of MotoMSF ...



PAKATAN MYVI VS PE...



LITAR TERSEKA TERPUA...



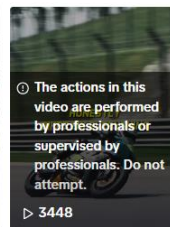
ARE YOU READY FOR MS...



MSF



Tekan LIVE perlumbaan d...



Replying to ...



Replying to @nik\_irfan15 ...



Get app



Get app



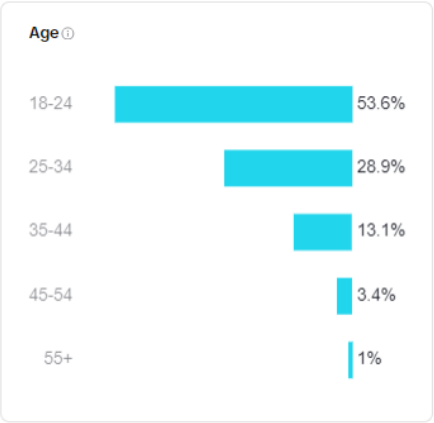
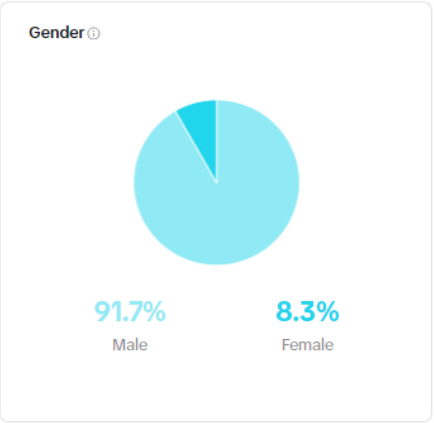
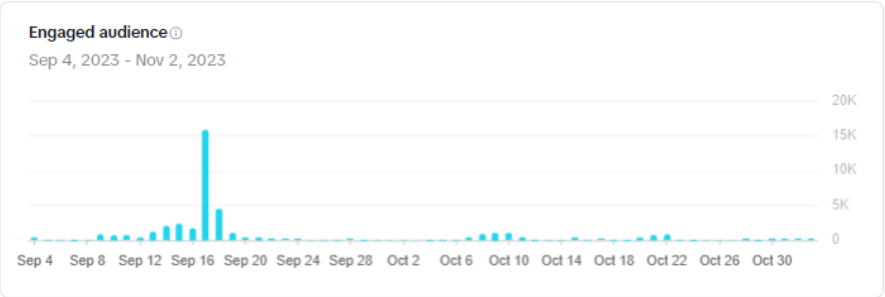


Audience

Download data

Last 7 days Last 28 days Last 60 days Custom

New followers	Total followers	Reached audience	Engaged audience
5,379	29,179	571,393	43,812
+2.5K (+84.09%)	+5K (+20.89%)	+244.3K (+74.70%)	+10.9K (+33.09%)



Overview

Download data

Last 7 days Last 28 days Last 60 days Custom

Reach

Video views	Reached audience	Profile views
793,886	571,393	8,609
+373.5K (+88.83%)	+244.3K (+74.70%)	+5K (+137.23%)

Video views

Sep 4, 2023 - Nov 2, 2023



Engagement

Likes	Shares	Comments
44,680	3,467	1,658
+12.9K (+40.50%)	-323 (-8.52%)	+386 (+30.35%)

Likes

Sep 4, 2023 - Nov 2, 2023

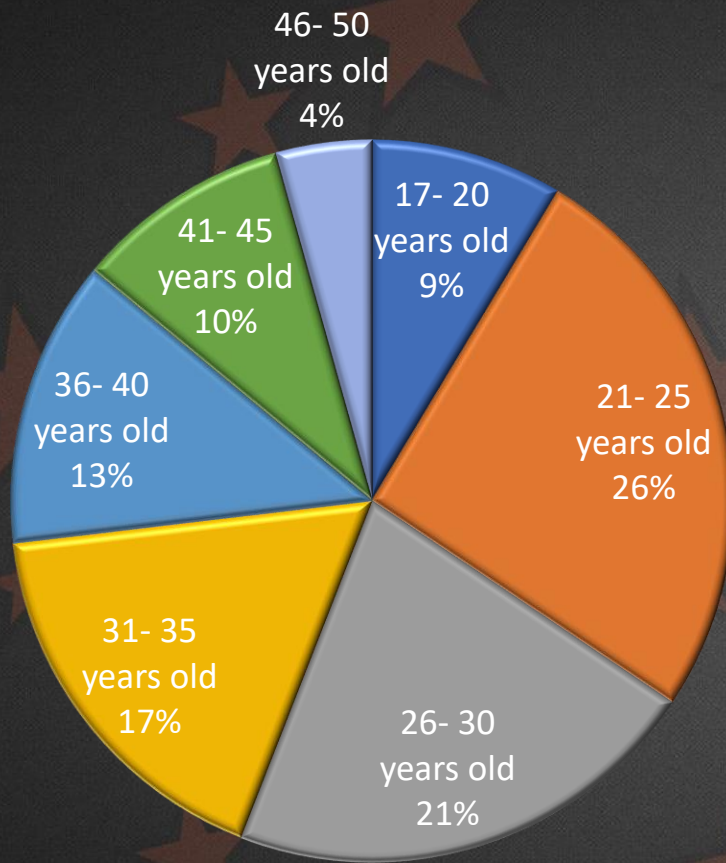




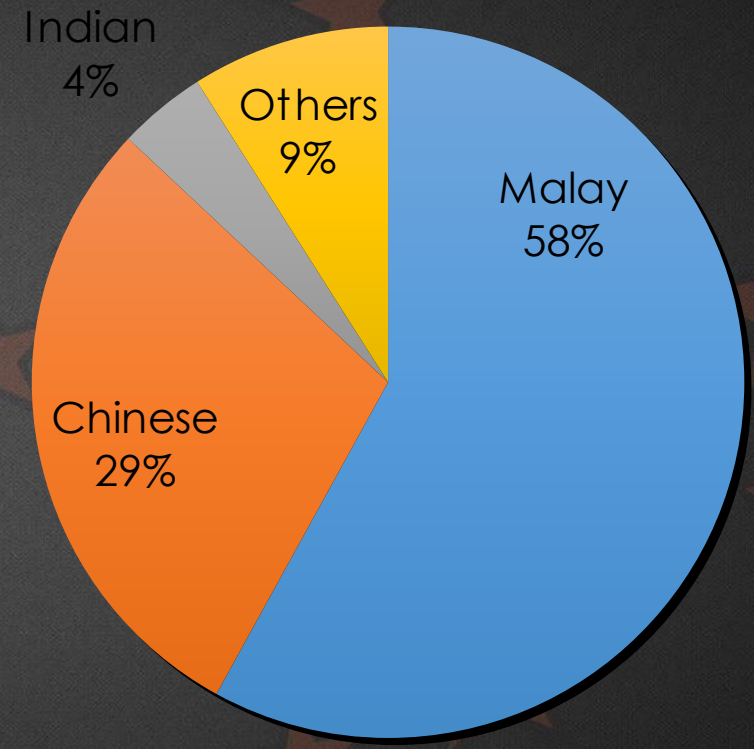


# Consumer Data



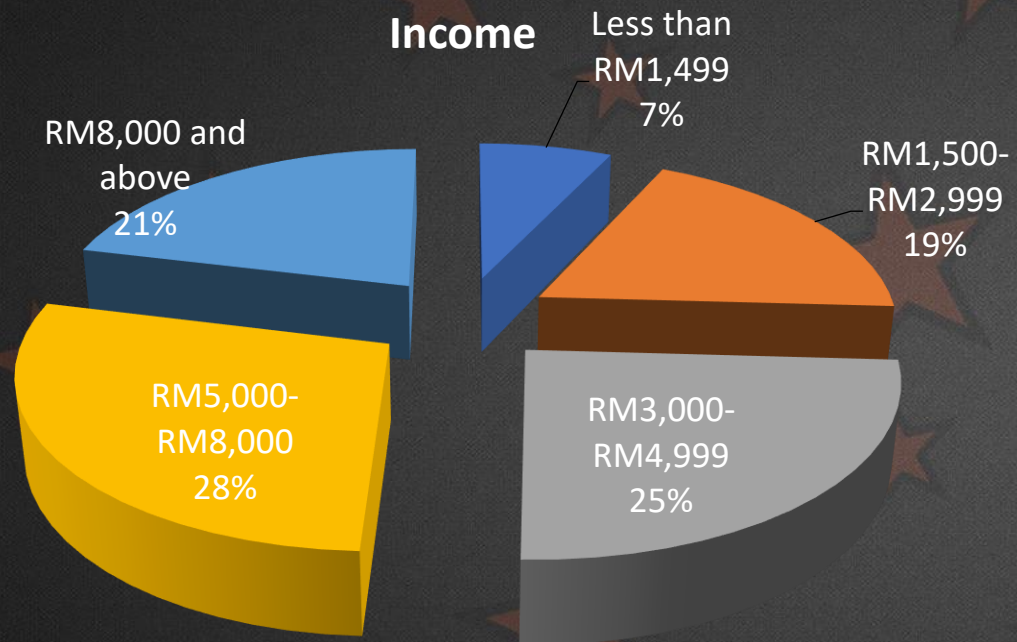


Age

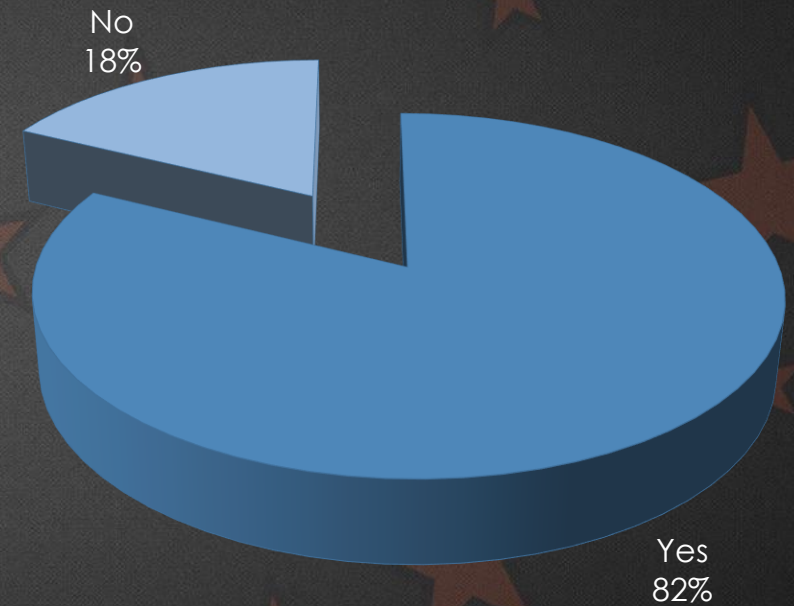


Race



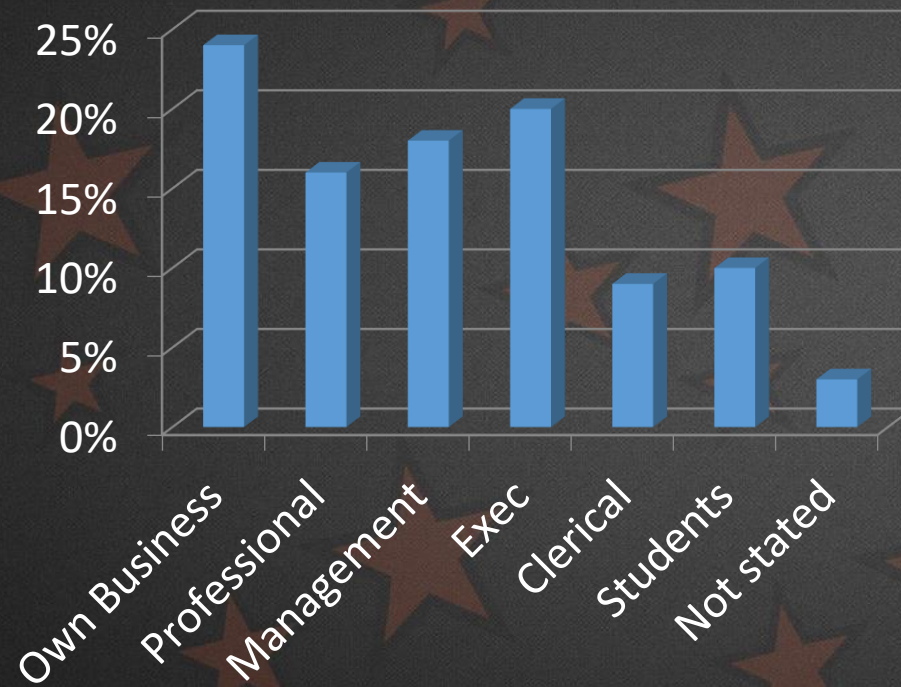


**Would you change to a Brand that supports our Motorsports Industry?**

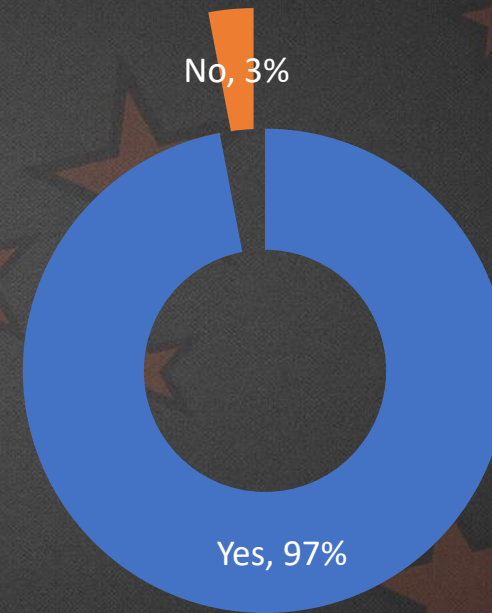




### Occupation



### Are you on Social Media?







# MSF Team



# MotoMSF

CY Khoo

With a career of over 20 years, CY is a race-winner in Karts, Cars, and Superbikes; as a multi-platform Champion further enhanced with experience from overseas Club-level racing, he brings massive experience to the overall MSF portfolio.

The overall enrichment of MSF's racing series content is a product of CY's knowledge injection and effort, as he is also a graduate of Art from One Academy

CH Liew

Liew has a background in Campaigns & Marketing with Advertising agency experience, and assists to craft the content and marketing for MSF.

Currently a businessman, Liew leads the business development & PR for MotoMSF, which has seen the series quickly rise to be what it is today.





# Driven Communications

Harvinder Singh & Paul Tan

Harvinder Singh & Paul Tan of Driven Communications – famously known for PaulTan.org – are silent partners and shareholders of MSF since 2017.

Paul & Harve and Driven Communications positively contribute to the content growth and business development of MSF.

Via their involvement, this has led to MSF reaching beyond normal possibilities thanks to the resources available from the extended group: events organising, social media strategies, IT development, production suppliers, etc.





# Thank You.

For further information,  
please contact:

Adian Yein  
+6012 715 4300  
adianyein@msfracing.com

Follow up on more MSF's racing  
developments on our social media  
and website.



MSF Series



@msfracing



MSF Racing



general@msfracing.com





# THANK YOU!

For further information,  
please contact:

Adian Yein  
+6012 715 4300  
[adianyein@msfracing.com](mailto:adianyein@msfracing.com)