

THE  
MUSIC  
RUN



by



AFFIN

OFFICIAL  
EVENT GUIDE

*Kuala Lumpur*

2026



# HELLO MUSIC RUNNERS



Hey Music Runners,  
Welcome to The Music Run by AFFIN, Kuala Lumpur 2026.

This year, we return for the 11th Kuala Lumpur edition of Asia's Fittest Party, and we're so excited to have you with us at Bukit Jalil National Stadium (TM Stadium).

Get ready to experience The Music Run formula.

**RUN** - Feel the beat as you run, walk or dance your way around our unique speaker-lined 5km route.

**MUSIC** - Enjoy the live entertainment on our Music Village Stage, featuring local and international artists.

**PARTY** - Once you cross the finish line, keep the energy going at our epic after-run Music Festival.

Whether you're here to chase a time, soak up the atmosphere, or simply enjoy an unforgettable evening out with friends and family, it's all about music, movement and good vibes.

Thank you for being part of this year's event.  
Let's run, dance and **Live The Beat** together.

**The Music Run Team**

**LIVE**  
*The*  
**BEAT**

# WELCOME FROM AFFIN



**YBhg. Datuk Wan Razly Abdullah**  
President & Group Chief Executive Officer,  
AFFIN Group

We are delighted to welcome you to **The Music Run™ by AFFIN**, which returns to Kuala Lumpur for its 11th edition.

More than just an event, it is a celebration of energy, movement and community, where runners, music lovers, friends and families come together in a shared experience that reflects the spirit of a generation shaping what comes next.

At AFFIN, as we continue our **Metamorphosis Journey** towards becoming a **Modern and Progressive Bank**, we remain committed to moving in step with the rhythm of our customers' lives. Our ambition is to create meaningful value through experiences, solutions and partnerships that are relevant to the way people live today.

Guided by the **three strategic pillars** of the **AFFIN Axelerate 2028 (AX28) Plan, Unrivalled Customer Service, Digital Leadership and Responsible Banking with Impact**, our partnership with The Music Run™ provides a meaningful platform to connect with younger audiences, inspire financial readiness from an early age, and introduce FINTURA, our youth banking segment, in a way that is relevant to their lifestyle and aspirations. It is another way we bring AFFIN's tagline, **Always About You**, to life.

We are especially honoured that this year's event will feature AFFIN Brand Ambassador and beloved Biduanita Negara, Dato' Sri Siti Nurhaliza, performing live on 18 April 2026. Renowned for her extraordinary vocals and commanding stage presence, her appearance promises to be one of the defining highlights of the evening. The event will culminate in the signature LIVE THE BEAT music festival, transforming Bukit Jalil National Stadium into a vibrant setting where fitness, music and community come alive.

Beyond the run and live performances, participants can look forward to a vibrant experience at the AFFIN Booth and Food Village, featuring engaging activities, exclusive promotions and privileges specially curated for AFFIN customers. These experiences reflect the added value and lifestyle benefits that come with banking with AFFIN. We invite everyone to visit us at the event, immerse themselves in the AFFIN experience, and discover the advantages of being part of our growing community.

Thank you for being part of The Music Run™ by AFFIN. We are proud to share this moment with you and look forward to an unforgettable evening on 18 April 2026.

**#AFFIN #AlwaysAboutYou**

# RUN PACK COLLECTION



**11-12 April 2026**  
**10:00 - 20:00**  
**Menara AFFIN, Lingkaran TRX**

## LATE RUN PACK COLLECTION

You can collect your run pack on event day at:

- Gate B, National Stadium Bukit Jalil
  - 12:00 PM - 18:00 PM
  - RM25 fee applies for this service
- Follow the signage upon arrival.

## LOST YOUR BIB?

Replacement bibs will be available at the ticket counter. You'll need to show:

- Your event T-shirt
  - Your confirmation email
- RM50 fee applies for replacement

## WHAT TO BRING

- Digital ticket confirmation (email or screenshot)
- Original NRIC / Passport

## CAN'T COLLECT YOURSELF?

A friend can collect on your behalf. They'll need:

- Copy of your NRIC / Passport
- Your ticket confirmation

## ON THE DAY TICKET SALES

A limited number of tickets may be available for purchase on event day at the ticket counter.

## EVENT SCHEDULE

<b>15:00</b>	Gates Open
<b>16:15</b>	Run Route Opens (First Flag off)
<b>19:30</b>	Run Route Closes
<b>21:30</b>	Event Ends

## LIVE PERFORMANCES

<b>15:15</b>	Talitha.
<b>15:45</b>	Jambu Jambu Asia
<b>17:00</b>	Irene Catalina
<b>17:45</b>	Lil J (Universal Music Takeover)
<b>18:30</b>	Dato' Sri Siti Nurhaliza
<b>19:15</b>	No Yeti
<b>20:00</b>	Live The Beat Festival

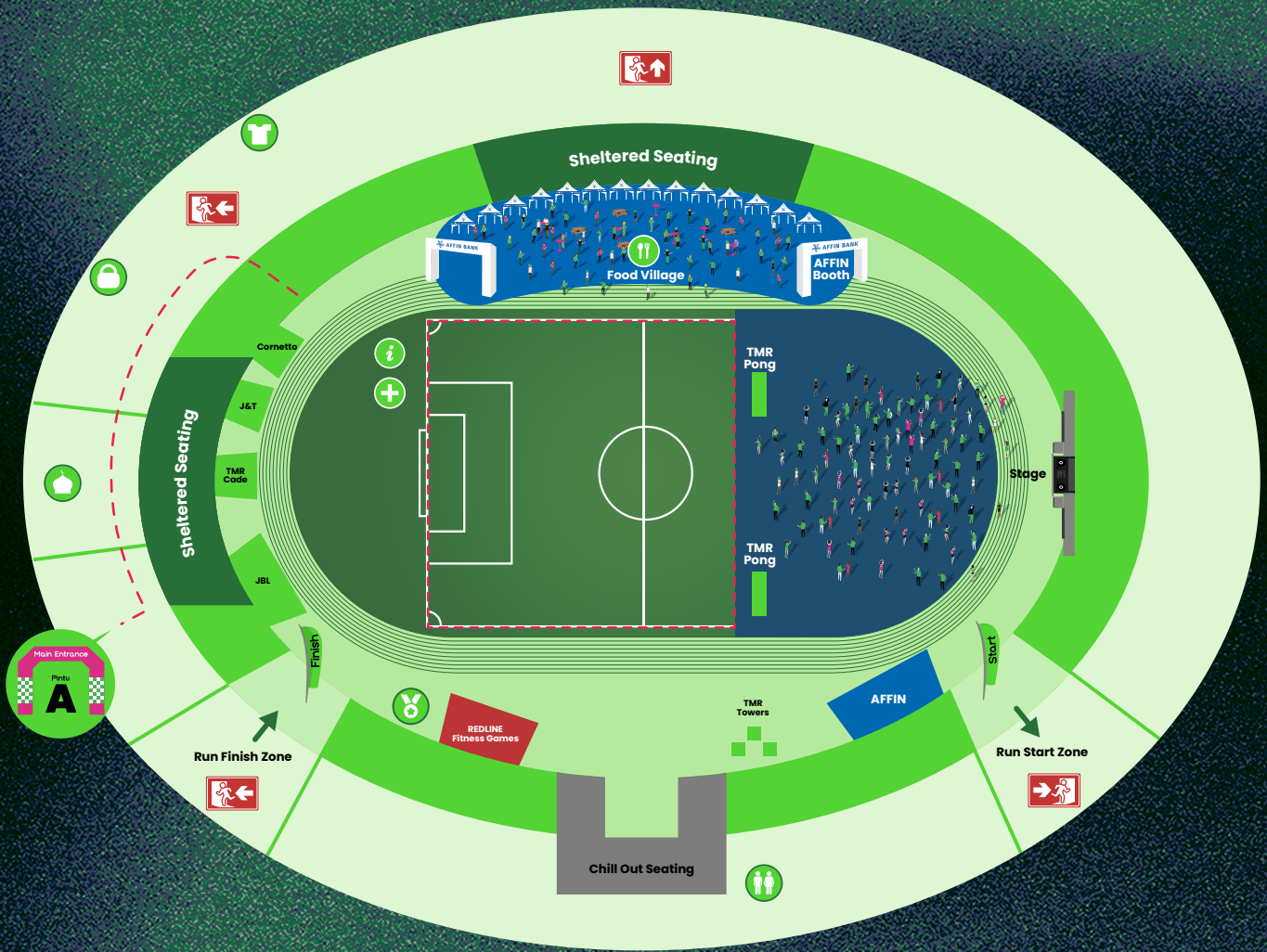
*\*Schedule subject to change.*

### Reminder!

- 1** We encourage you to wear your official event T-shirt. Don't forget your run bib – this is your entry pass (no bib, no entry).
- 2** Please arrive at least 30 minutes before your selected start time.

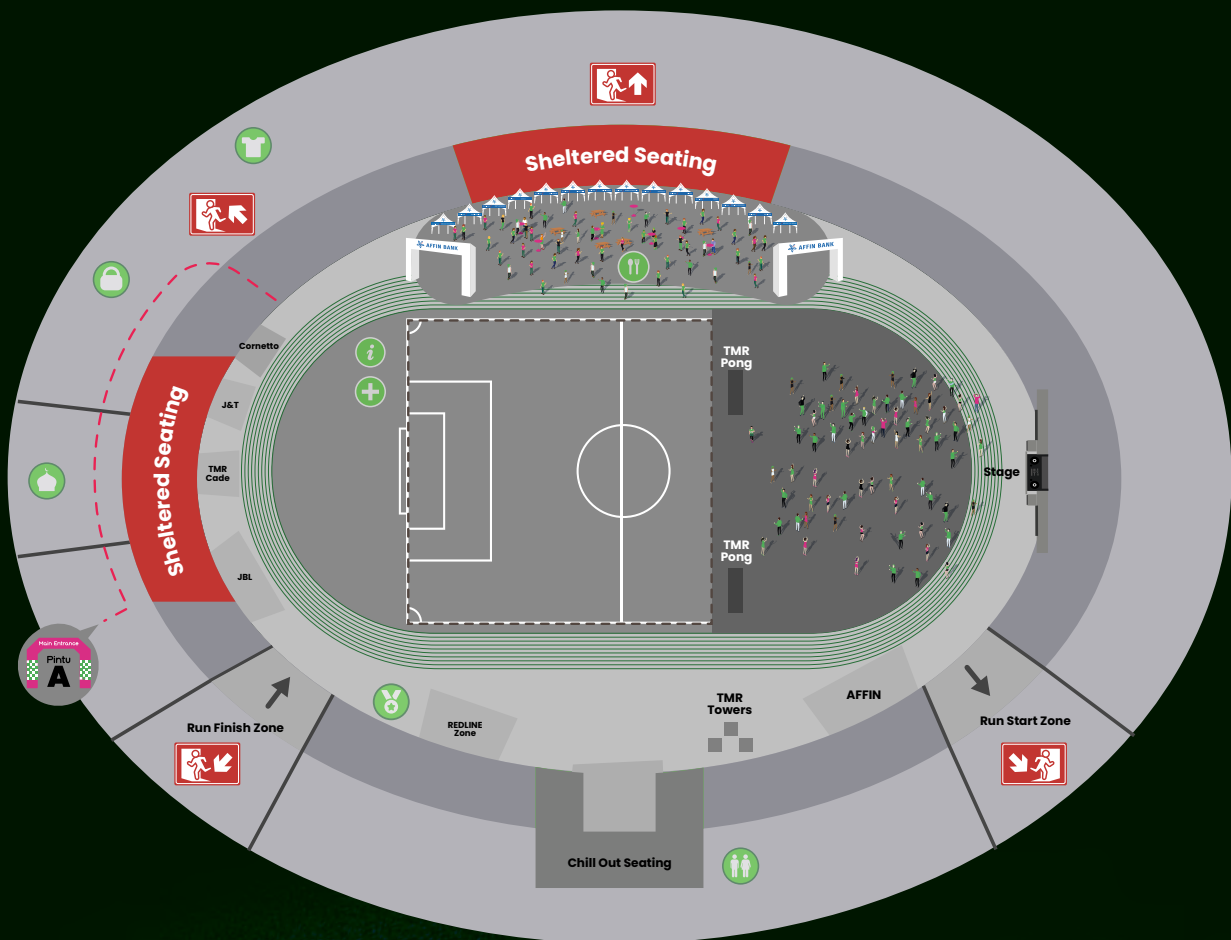


# MUSIC VILLAGE



- Bag Storage
- Medic
- Info & Merchandise
- Food Village
- Run Pack Collection
- Toilets
- Medal Engraving
- Surau

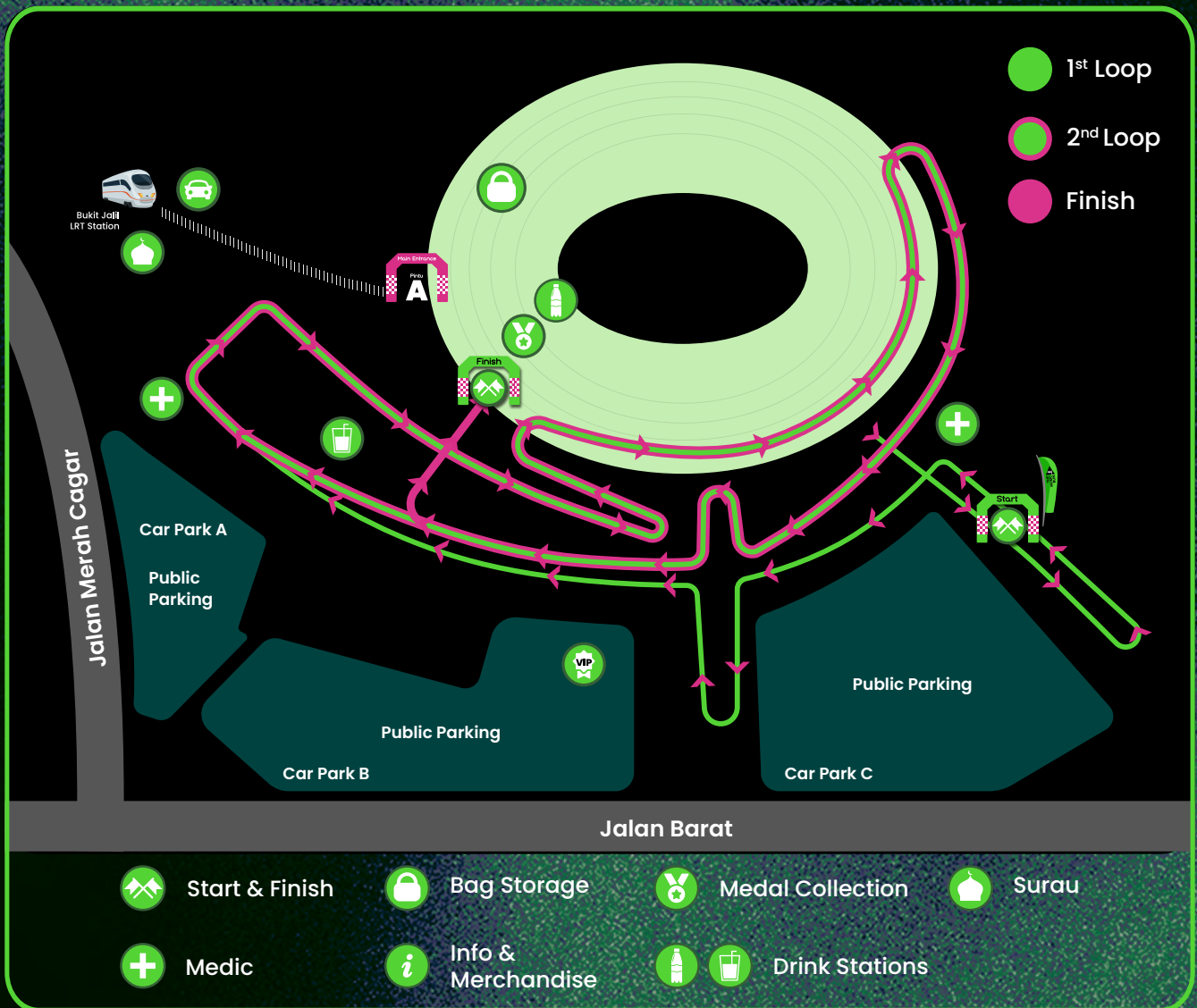
# EMERGENCY EXIT & SHELTERED AREAS MAP



**In an Emergency, Please Remain Calm**  
Follow crew instructions, and exit via the nearest route (see map).

**In Bad Weather, Please Stay Safe**  
Move to the nearest sheltered area (see map) and wait for the all-clear.

# EVENT MAP



## GETTING THERE

### BY LRT/MRT

LRT Bukit Jalil is just 100m from the Stadium's main entrance, Pintu A. This is our recommended way to travel.

### PUBLIC PARKING

Parking spaces are very limited, on a first-come, first-served basis.

### BY E-HAILING

If you are driving or arriving by e-hailing enter "Bukit Jalil National Stadium (TM STADIUM)" to locate the venue.

### Bag Storage

Each participant is allowed to deposit one bag only, subject to availability. Bags must not exceed the size of a standard backpack. All deposited items are left at the owner's risk, and we will not be liable for any loss or damage. Limited to 1000 bags ONLY.

# LIVE THE BEAT FESTIVAL



TALITHA.

LIL J

DJ JON

IRENE CATALINA

DATO' SRI SITI NURHALIZA

JAMBU JAMBU ASIA

DJ SAM WITHERS

NO YETI

MC JESSE LAWRENCE

MC BYRAN

DJ REO

DJ MAFFIE

DJ TIO

DJ MIKE

TALITHA. | JAMBU JAMBU ASIA | IRENE CATALINA | DATO' SRI SITI NURHALIZA | LIL J  
DJ SAM WITHERS | NO YETI | MC JESSE LAWRENCE  
MC BYRAN | DJ JON | DJ MAFFIE | DJ MIKE | DJ REO | DJ TIO

# LIVE *The* BEAT

# IMPORTANT NOTICES

## FUN RUN LOOPS

This is a specially designed, closed-off run route where you can choose to complete one loop (2.5km) or take on two loops, totaling 5km. Take your time and soak up the atmosphere.

## RUN COURSE SAFETY

Walkers and slower runners, please keep to the **left side** of the run course to allow others to pass safely. Please follow all directions from Event Officials, Marshals, Volunteers, and Law Enforcement.

## WEATHER

The Music Run is a rain or shine event but if extreme weather does occur, the event will be delayed until it is safe to continue. Please follow all weather announcements provided on the day by Event Officials.

## DRINK STATIONS

Water and 100PLUS drinks are provided at the drink stations which are located near the 2.5km mark on the Run Course and at the finish line.

## FOOD VILLAGE

This year's Food Village is in partnership with Affin Bank, with brands such as Starbucks, Baskin Robbins, Subway, Krispy Kreme and more!

## PROHIBITED ITEMS

All participants are subject to security screening.  
Prohibited items: weapons, illegal substances, alcohol, and hazardous materials.

## TOILETS

Toilets are located at various points within the Stadium. Just follow the signage.

## SURAU

Follow designated signage to the nearest Surau.

## MEDIC

Trained medical crews will be on standby within the Music Village and also roaming on the Run Course.

## LOST AND FOUND

If you lose something, head to the information/Merchandise tent within the Music Village.

## PHOTO & VIDEO

Photographers and videographers will be present to make sure we capture plenty of great shots of you in action! Stay tuned to our social channels for after-event announcements.

## MUSIC PLAYLIST

If you enjoyed the tunes that you heard during the run, the Official Run Playlist will be available after the event. Stay tuned to our social channels for after-event announcements.

# SEE YOU THERE!

A huge thank you to everyone who has joined us for  
The Music Run by AFFIN, Kuala Lumpur 2026.

You are part of the 11th Kuala Lumpur edition of Asia's Fittest Party, and we're thrilled to welcome you to this unforgettable celebration of run, music, and party.

From the moment you hit our speaker-lined 5km route, to the live entertainment at the Music Village Stage, and the epic atmosphere of the after-run Music Festival, tonight is all about enjoying every moment.

Thank you for bringing your energy, your excitement and your love for music to Bukit Jalil National Stadium (TM Stadium).

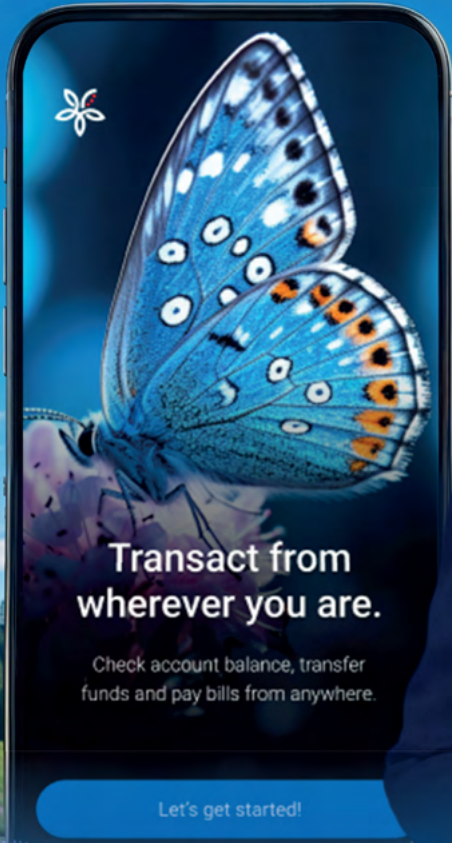
A big thank you as well to our partners and supporters for helping bring this experience to life.

Have an amazing night and make the most of every beat.

Let's **Live The Beat**.

*The Music Run Team*





“Every great journey begins with trust.  
Mine begins with **AffinAlwaysX**”

*Siti Nurhaliza*

Dato' Sri Siti Nurhaliza  
**AFFIN Ambassador**

# AffinAlwaysX

**Seamless Mobile Banking App for your everyday needs.  
Anytime. Anywhere.**

EXTRAORDINARY EXPERIENCE

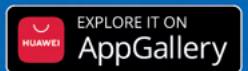
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EXCITING UPGRADE

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A 12-hour cooling-off period will apply upon activating AffinAlwaysX.  
Activate ahead of time for a seamless banking experience.

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always about **you**

Terms and Conditions apply.  
CASA/i are protected by PIDM up to RM250,000 for each depositor.

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Member of PIDM





THE MUSIC RUN™  by  AFFIN | KUALA LUMPUR | 2026

# FREE GO3\*

(RSP RM 149)



With any purchase of JBL Sense Pro or JBL Endurance Zone

**\*Terms and conditions**

• Duration: 18 April 2026 • JBL Go 3 Black only • While stocks last.

# WEAR JBL CLAIM THE TEE\*



Rock up with your JBL headphones or earbuds to The Music Run and claim your **exclusive JBL x TMR t-shirt\*** worth RM129 at the JBL booth at The Music Village!

**\*Terms and conditions**

• Must wear authentic JBL headphones/earbuds • Limited to one (1) t-shirt per person • While stocks last

**NEW!**

# Cornetto®

# DiSC

**CHOCOLATE  
HAZELNUT**



**DELICIOUSLY  
FUDGY DISC**

**VISIT CORNETTO BOOTH  
AT THE MUSIC RUN**

**ENJOY \*FREE BLINDBOXES  
AND FUN GAME**



\*WITH MINIMUM PURCHASE OF CORNETTO ICE CREAM

**UNWRAP  
IT NOW!**

Images for illustration purpose only.

Stay hydrated and refreshed with the non-carbonated **100PLUS ACTIVE**, packed with electrolytes and essential B Vitamins for sustained energy!

**HYDRATION  
WITHOUT FIZZ**  
ADDED B VITAMINS



-  100PLUS Malaysia
-  my 100PLUS
-  my 100PLUS

**100PLUS**



O'Brien's

X

THE  
MUSIC  
RUN



by AFFIN

DON'T EAT TO FEEL FULL  
**EAT TO PERFORM**



SIGN UP TO GET  
**RM5 OFF**

[obriens.com.my/hi](https://obriens.com.my/hi)



HEARTY  
HEALTHY  
WHOLE SOME

