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CHECKPOINTSPOT® SETS UP GLOBAL HQ TO DRIVE ASIA GROWTH

• “We’re no longer just capturing race results. We’re building a data platform that helps organisers make smarter decisions and create better event experiences.” Benjamin Yeow, CEO of CheckPointSpot



• The equipment for the time checker

PETALING JAYA, CheckPointSpot® has established its Global Headquarters, marking a strategic milestone as the company strengthens its position as a data-driven sports technology platform and accelerates its expansion into Asia’s growing endurance sports market.

Endurance sports participation across the region continues to rise, with marathons, triathlons, and cycling events attracting larger and more diverse communities. As events scale, organisers face increasing complexity in managing operations, participant experience and stakeholder expectations. This has created a growing demand for integrated, technology-led solutions that can support both efficiency and engagement.

CheckPointSpot® is addressing this shift by expanding beyond race timing

into a broader platform that connects event operations with real-time data. Its solutions enable organisers and partners to manage events more effectively while unlocking insights that support better planning, execution and participant engagement.

The newly established Global Headquarters will serve as the strategic centre for leadership, corporate direction and regional partnerships, enabling the company to better align its technology development with market opportunities across Asia. Complementing this, its existing facility in Sungai Buloh will continue to operate as the Global Operations Hub, supporting race timing services, technical logistics and on-ground delivery across markets.

This dual structure strengthens

both strategic focus and operational execution, allowing CheckPointSpot® to scale more effectively while maintaining service reliability across its growing portfolio of events.

Over the years, CheckPointSpot® has supported endurance events across multiple Asian markets, building strong relationships within the sports ecosystem. With the establishment of its Global Headquarters, the company is now focused on deepening its capabilities in data, technology and regional partnerships, positioning itself to capture the next phase of industry growth.

As the endurance sports landscape continues to evolve, CheckPointSpot® aims to play a larger role in shaping how events are delivered and experienced while creating long-term value for

organisers, partners and stakeholders across the region.

About CheckPointSpot® - Sports Technology Platform

CheckPointSpot® is a Malaysia-based sports technology company building a data-driven platform for endurance events across Asia. The company provides integrated solutions that combine race timing, event operations and real-time data to support organisers, partners and stakeholders at scale. With a growing footprint in the region, CheckPointSpot® is focused on strengthening its technology capabilities and expanding its market presence, positioning itself for the next phase of growth in the evolving sports and digital ecosystem.



• CheckPointSpot’s team at their Global Headquarters, driving the company’s growth in sports data and technology.



Cycling

Why More People Are Choosing Cycling as a Healthy Activity

NOWADAYS, cycling has become an increasingly popular trend among the public. This activity is not only enjoyed as a form of entertainment or recreation, but more and more people are choosing cycling as part of their healthy lifestyle. There are various reasons why cycling has become a preferred choice among individuals of different age groups.

One of the main reasons cycling is becoming more popular is the health benefits it offers. Cycling is an excellent aerobic activity that helps improve heart health and the cardiovascular system. It also helps enhance muscle strength, physical endurance, and body flexibility. In addition, cycling provides mental health benefits, as it can reduce stress

and improve mood positively. This activity is also low-impact compared to many other sports, making it suitable for all groups, including those at higher risk of joint problems or injuries.

Apart from health benefits, more people are choosing cycling due to increasing environmental awareness. In a world increasingly affected by air pollution and climate change, cycling is a more eco-friendly transportation alternative compared to using cars or motorcycles. By cycling, we can reduce our carbon footprint as well as traffic congestion in major cities. Therefore, cycling not only benefits physical health but also helps preserve the environment.

Cycling infrastructure has also

played an important role in increasing public interest in this activity. In many major cities, dedicated cycling lanes have been built to ensure the safety of cyclists. This makes cycling easier and safer, especially for those living in urban areas. In addition, the emergence of electric bicycles has provided opportunities for those who may have less stamina to still enjoy cycling without feeling overly exhausted.

Cycling also fosters a sense of community and togetherness. Many people choose to cycle with family or friends, thereby strengthening social relationships. There are many cycling clubs and groups that offer various activities, from leisure cycling to competitive racing events, giving people the opportunity to meet and interact.

In conclusion, cycling has evolved into an activity that not only benefits physical and mental health but also helps reduce negative environmental impact. With improving infrastructure and technological developments such as electric bicycles, cycling has now become a popular choice for many people to maintain a healthy lifestyle while enjoying the beauty of the environment. Therefore, it is not surprising that more and more individuals are choosing cycling as part of their daily activities.