



PRESS RELEASE

TotalEnergies Marketing Asia-Pacific Middle East

## TotalEnergies Deepens Engagement with Badminton Community at TotalEnergies BWF Thomas & Uber Cup Finals 2024

*This marks TotalEnergies' tenth year as the official title sponsor of BWF Major Events*

**SINGAPORE, April 26, 2024** – The TotalEnergies BWF Thomas & Uber Cup Finals 2024 will be hosted in Chengdu, China from 27 April to 5 May 2024. The biennial international badminton championships contested by the men's and women's national teams of the member associations of Badminton World Federation (BWF) respectively are back for the 33rd edition of the Thomas Cup and the 30th edition of the Uber Cup.

“This is our tenth year sponsoring a major tournament with BWF. We are thrilled to further cultivate stronger ties with the badminton community by rolling out bigger and more engaging experiences in conjunction with the TotalEnergies BWF Thomas & Uber Cup Finals 2024,” said **Ting Wee LIANG, President, TotalEnergies Asia Pacific & Middle East - Marketing & Services**. “Badminton and our brand share common attributes - performance, precision and endurance. Through this prestigious tournament, we reaffirm our commitment to fostering these admirable traits as well as energizing lives and communities.”

### Enhancing Fan Connection with Immersive Experiences

Adding a fresh face to the tournament, TotalEnergies introduced its first-of-its-kind virtual badminton mascot – Smashie, an energetic and playful shuttlecock character, rallying the badminton community and engaging with fans worldwide through social media (see [Annex A](#) for visuals).

This year's edition will also see greater involvement with fans as TotalEnergies teams up with badminton stars and influencers from five different countries, including China, India, Indonesia, Malaysia and South Korea, to bring the excitement of the tournament directly to fans' fingertips.

Fans of four major badminton online communities in India, Thailand, Indonesia and Malaysia were invited to participate in an exclusive giveaway to be part of the tournament experience. Two lucky winners won the grand prize - a pair of airline and spectator tickets to attend the tournament in Chengdu.

The 'Fanatics of TotalEnergies' returns with an 8-episode video series, featuring Jonatan Christie from Indonesia and Srikanth Kidambi from India. Set against the vibrant backdrop of Chengdu, fans can delve into exclusive behind-the-scenes moments as players immerse in local culture and crafts, unveiling a different side that is rarely seen on the courts.

TotalEnergies' customers will also be able to enjoy special promotions on lubricants products & services across its official e-commerce platforms. Find TotalEnergies on: [Amazon India](#);

[Flipkart India](#); [Lazada Malaysia](#) and [Thailand](#); [Shopee Malaysia](#) and [Indonesia](#); [Tokopedia Indonesia](#); [Naver Korea](#).

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#### **About TotalEnergies in Singapore**

Present in Singapore for 40 years with around 600 staff, TotalEnergies has activities ranging from regional headquarters, manufacturing, and research & development. Business divisions represented include Exploration & Production, Gas Renewables & Power, Trading & Shipping, and Marketing & Services (including the largest EV charging network in Singapore, TotalEnergies' largest lubricants plant worldwide, and the global headquarters of TotalEnergies Marine Fuels). Singapore also houses Saft batteries activities as well as a Research & Development center of Hutchinson. For more information, please visit [TotalEnergies.sg](https://www.totalenergies.sg).

#### **About TotalEnergies**

TotalEnergies is a global multi-energy company that produces and markets energies: oil and biofuels, natural gas and green gases, renewables and electricity. Our more than 100,000 employees are committed to energy that is ever more affordable, more sustainable, more reliable and accessible to as many people as possible. Active in nearly 130 countries, TotalEnergies puts sustainable development in all its dimensions at the heart of its projects and operations to contribute to the well-being of people.

#### **TotalEnergies Press Contacts**

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