



Zurich Malaysia Joins the Liga 7X7 All Stars 2025 Lineup as Presenting Partner

*Zurich Liga 7x7 All Stars 2025 kicks off at Stadium Bola Sepak Kuala Lumpur
with a celebration of football and community*

Thursday, 19 June 2025 – Liga X Sdn. Bhd. (Liga X) has officially announced **Zurich Malaysia (Zurich)** as the **Presenting Partner** for the **Zurich Liga 7x7 All Stars 2025** - a football and lifestyle festival set to take place on Saturday, 19 July 2025 at Stadium Bola Sepak Kuala Lumpur. More than just a football tournament, the Zurich Liga 7x7 All Stars 2025 will feature thrilling matches, live music, and community-driven experiences, coming together for an unforgettable celebration.

The announcement was made at a press conference held at Majestic Hotel Kuala Lumpur, in the presence of Junior Cho, Country Chief Executive Officer of Zurich Malaysia, and Adam Azman, Director of Liga X, alongside public figures such as Khairy Jamaluddin, national football legend Safee Sali, and a host of professional athletes and influencers.

This partnership highlights a shared goal between Zurich and Liga X to use football as a platform to bring people together, promote healthy living, and make a lasting impact on local communities.

Adam Azman, Director of Liga X Sdn. Bhd. shared, “We are honoured to welcome Zurich Malaysia as Presenting Partner for their debut with us. Their commitment to the community mirrors our own, creating meaningful impact where sport meets culture. Together, we are showcasing how football can be a powerful platform to bring people together, celebrate local heroes, and deliver unforgettable fan experiences that unite sport, culture, and community.”

“Football has a unique way of bringing people together – it builds trust, inspires resilience and creates moments that stay with us for life. At Zurich Malaysia, that is what We Care and strive to do, to be there when it matters most, and to support people through every stage of their journey. Our partnership with Liga X reflects that belief. Through Zurich Liga 7x7 All Stars 2025, we are not just celebrating the game, we are investing in a stronger, healthier community and championing a future where Malaysians care for what matters most to them.” added **Junior Cho, Country CEO of Zurich Malaysia.**

The Zurich Liga 7x7 All Stars 2025 lineup features four powerhouse teams managed by prominent figures and captained by football legends include:

- Team Bangsa Bola - Managed by Tan Sri Nazir Razak, captained by John Terry
- Team Zurich - Led by Junior Cho, featuring Dimitar Berbatov
- Team Wizards - Managed by Khairy Jamaluddin, captained by Ryan Giggs
- Team Harimau - Led by Tan Sri Tony Fernandes, with Safee Sali as team captain



In addition to the football action, fans can enjoy a vibrant lineup of activities throughout the day. The event will start with a community morning run, led by Challos Sports Club and Wondermiles, followed by a variety of wellness activations. The Festival Zone, curated with Friends of Markas x Pasar Seloka, will feature artisanal food, music, merchandise drops, and live performances.

The Zurich Liga X 7x7 All Stars 2025 experience is made possible with its strong lineup of partners:

- Media Prima Berhad – Official Media Partner
- EON Berhad – Official Mobility Partner
- AirAsia MOVE – Official Travel Partner
- Santan – Official Food & Beverage Partner
- Kovra – Official Apparel Partner
- Hausboom – Official Isotonic Partner
- Markas x Pasar Seloka - Official Festival Partner
- Challos Sports Club - Official Recreational Partner
- GamesMY Esports - Official Esports Partner
- Super Safee Soccer School - Official Youth Development Partner
- Masta Studios – Official Creative Partner
- TixShack - Official Ticketing Partner

Tickets are now available at www.ligax.com.my, while exclusive Meet & Greet passes will be available via MOVETIX on the AirAsia MOVE app soon where fans get the rare opportunity to meet football legends John Terry, Dimitar Berbatov, Ryan Giggs, and Malaysia's own Safee Sali for photos, autographs and more.

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Notes to editor:

About Liga X

Liga X is Malaysia's first football lifestyle event that combines the thrill of the sports with music, culture and entertainment. Launching in July 2025, the event unites football legends like John Terry, Dimitar Berbatov, and Ryan Giggs with local pros, corporate leaders, and influencers in an exciting 7-a-side format. More than just football, the event offers fans of all ages a vibrant festival atmosphere with live music, delicious food, exclusive merch drops and meet & greet sessions. At its heart, Liga X is about creating more than just a match. It is about building meaningful, shared experiences that connect people through the universal joy of football. Whether you are a die-hard fan or a casual festivalgoer, Liga X celebrates community, passion, and the belief that sport has the power to bring us all together.

About Zurich Malaysia

Zurich Malaysia is a collective reference term for the Zurich Insurance Group (Zurich) business subsidiaries operating in Malaysia: Zurich General Insurance Malaysia Berhad, Zurich Life Insurance Malaysia Berhad, Zurich General Takaful Malaysia Berhad and Zurich Takaful Malaysia Berhad. Zurich Malaysia offers a broad range of comprehensive insurance and takaful solutions; helping individuals as well as business owners understand and protect themselves, their businesses and their assets from risk. Zurich Malaysia has an integrated branch network in major cities nationwide as well as dedicated agency and distribution channels nationwide to serve the needs of its customers. For further information on Zurich Malaysia, visit <http://www.zurich.com.my>.