

## **Fitness In My Pocket Welcome Speech by Charles Tang, CEO of eSolved MSC**

Good afternoon Yang Berhormat Tuan Khairy Jamaluddin, Minister of Youth and Sports, YBhg. Dato' Mohd Ali Hanafiah Mohd Yunus, Chief Officer, Digital Ecosystem, MCMC, Puan Nor Akmar Shah Minan, Head of Division, Digital Communities and Program Coordination Division, MCMC, Puan Laurel Tan Bee Hiong, Head of Department, Content Applications Industry Development Department, MCMC, the team from MCMC, our trainers, members of the press, friends, ladies and gentleman. Thank you very much for taking the time to attend the official launching ceremony of Fitness In My Pocket, the first Malaysian fitness training mobile app.

I especially want to thank YB Khairy for taking time out of his busy schedule to officiate our event. I also would like to thank our sponsors: Dynamex Fitness System, who have provided these bikes for our cycling challenge with Josiah, Believe Active (the distributor for Lorna Jane sports apparel), Amazing Graze, our official granola sponsor and also APW for letting us host this event at their wonderful premise.

With Fitness In My Pocket, the question we ask you is "Why do I do this?"

Why do I do this? A lot of people ask me why I created Fitness In My Pocket. The answer is simple.

I want to help more people get fitter and experience all the benefits of being fit and healthy.

Let me tell you a story. I grew up as a fat kid. From the age of 5 until my early teens, I was always referred to as "fat boy". During my teens, I lost those extra pounds as I started to get involved in cycling and athletics. However, when I started working in my twenties, the pounds started piling on again. Due to a sedentary lifestyle, regular supper sessions and a less-than-healthy diet, I ballooned to a wholesome 98kg. At this point, I found it hard to even climb a flight of stairs without panting for breath...

That's when I decided something needed to change!

I started exercising again in my early thirties but this time the weight stayed on even though I thought I was exercising very hard. I would exercise on and off for four whole years without much appreciable weight loss or results. Sometimes it seemed like no matter what I did, I just wasn't able to reach my weight loss or fitness goals.

Things started to change once I signed up for my first triathlon. Since I could hardly swim more than 50m and was severely out of shape, I engaged a swimming coach and bought a triathlon training plan created by a professional coach. After following the training plan for two weeks, I got a shock when I jumped on the weighing scale. Without focusing on it, I'd lost 5kg in two weeks just by following the training regime that was planned out for me.

Of course that spurred me on to follow the training plan even more religiously. Through it all, I managed to lose 20kg in 6 months and became fitter than ever. I now find that I actually enjoy training and taking part in running, cycling and triathlon races locally and internationally.

Which brings me back to why I created Fitness In My Pocket. From my own experience, I saw that having access to a coach can mean the difference between achieving your desired fitness results or failing. There's something about having a plan that's been created by a professional that makes you want to follow it because there's no second guessing involved.

When the training plan for the day calls for a 10km run at a certain speed, your mind somehow gets your body to complete it because not doing the required distance and speed means you've failed. And deep down inside, everyone hates to fail.

However, when we just exercise without a specific plan, it becomes very easy for us to either overdo the workout and risk getting injured or more likely, do less than is required and get less than optimum results.

Unfortunately, not everyone has access to a personal trainer or can afford one. That's when I came up with the idea of creating a mobile app that gives you access to a team of professional trainers and training plans.

We approached the MCMC and were fortunate enough to get financial assistance from them under the Creative Industry Development Fund to create Fitness In My Pocket. We then spoke to Josiah, Ernie and Laurel who were all very excited to be part of this project.

Which brings us to this launching ceremony.

Now, no matter where you are or what your current level of fitness, you'll have access to Josiah, Ernie and Laurel who will help you to achieve your goals: whether it's to get lean, get strong or get fast! Just by downloading our free app that's available on both iOS and Android devices, you'll get a personalized training plan together with detailed videos from our coaches showing you exactly how to do each workout. That way, you're always sure to get the maximum benefit from each workout and also avoid any injury.

I truly hope that Fitness In My Pocket will help all Malaysians and also people all over the world to start their fitness journeys and achieve their fitness targets, whether it is to get lean, get strong or get fast. This is just the beginning for us and we're looking to spread this message of fitness by working with other organisations and corporations to achieve a fitter and healthier Malaysia.

Thank you once again to everyone here for your support.