

The logo features a large, stylized letter 'D' on the left. The 'D' is white with a red vertical bar on its left side and a red triangular shape inside its upper curve. To the right of the 'D', the words 'DASH' and 'SPORTS' are stacked vertically in a bold, white, sans-serif font.

**DASH
SPORTS**





ABOUT DASH SPORTS

Established in 2020, Dash Sports is the first digital sports hub in Indonesia that connects and manages sports enthusiasts, clubs, events and communities providing various programs ranging from running, swimming, cycling, mat pilates, tennis, to children sports.

VISI

We envision a future where Indonesia stands as a beacon of sporting prowess and community engagement and to be the largest sports hub in Indonesia.

MISI

Our focus on sports community and events drives our commitment to create an inclusive environment where every individual, regardless of age or background, can participate, excel, and contribute to Indonesia's sporting legacy.

KEY PERSON



FOUNDER & CEO

ALIT ARYAGUNA

As an active athlete, running has been a passion and an important part of his life. With a background as a successful professional leader in finance, sales, technology, and business development in both analytical and practical skills, he's able to generate and build connections with prominent stakeholders at all levels.



CHIEF SPORTS OPERATION

YORI HEHANUSSA

A seasoned sports coordinator with decades of experience in managing international schools sports programs. One of the few skilled members in the country to manage and conduct swimming programs authorized by FINA and International swimming competition, extensive knowledge in sports club management and has experience in conducting sports events.



CHIEF STRATEGIC OFFICER

IMAM SULISTO

A well-rounded and seasoned leader with in-depth experiences in business development, sports and entertainment management, and digital media strategy. Experienced in serving as CEO of several sports championship leagues in Indonesia as well as developing, promoting and gaining countrywide recognition with national championship events.



HEAD OF DASH PROPERTIES

FELANDRO MADJID

A seasoned architect with a diverse portfolio and a passion for sports. Experienced in establishing MNTS in 2011, an architecture and interior design firm with projects ranging from residential and commercial projects. Through his experience in the world of sports and architecture, unique and accessible spaces for sports enthusiasts are created.



ADVISOR

JAMES WHITE

A seasoned professional in the sports industry in facilitating partnerships between sports and entertainment organizations worldwide. With an extensive background that includes Associate Director at FIBA Marketing (InFront Sports & Media) and Business Development at IMG, his expertise in sponsorship, endorsements and events has contributed to the sports industry, driving innovation and creating value at every opportunity.



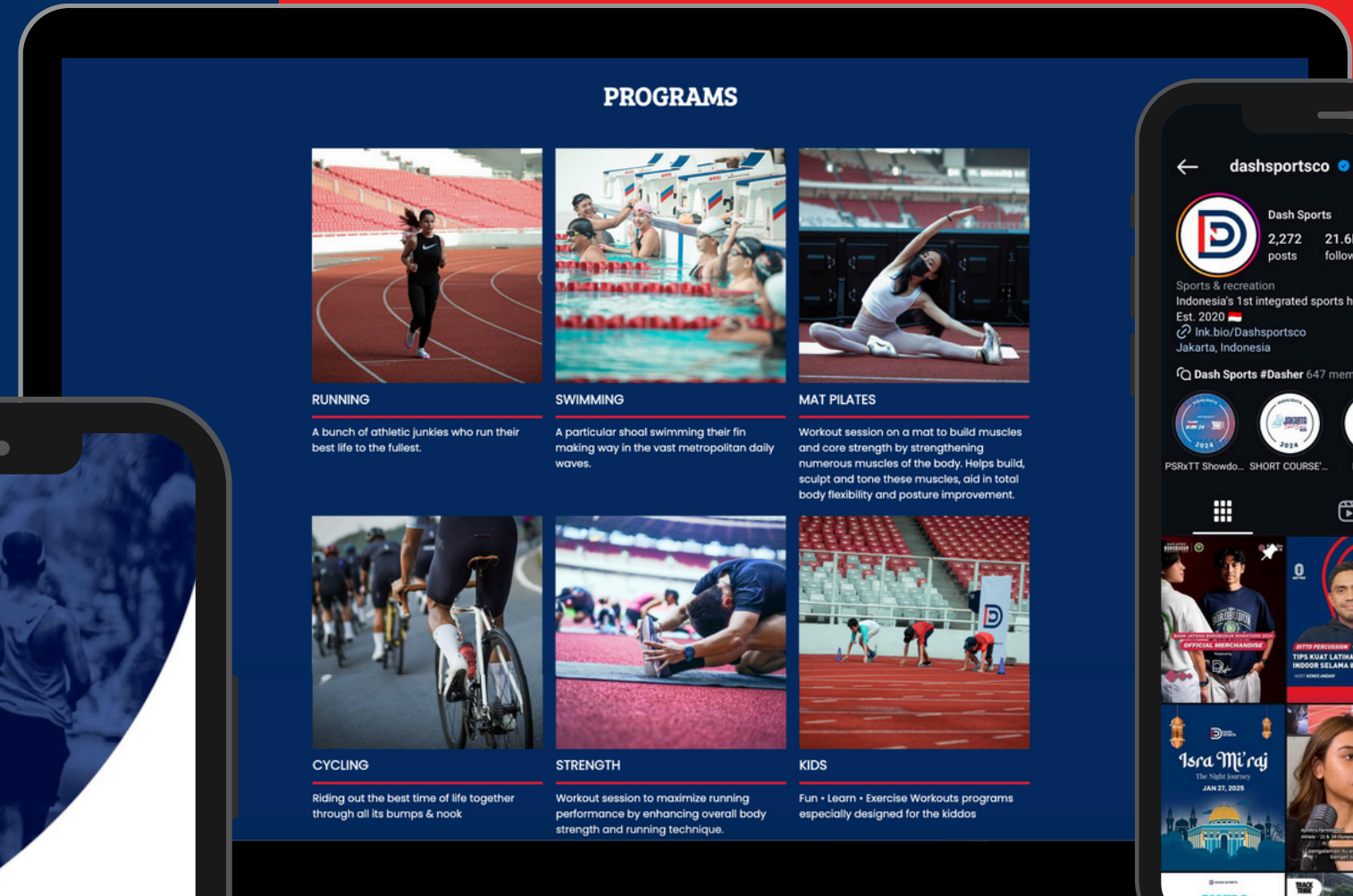
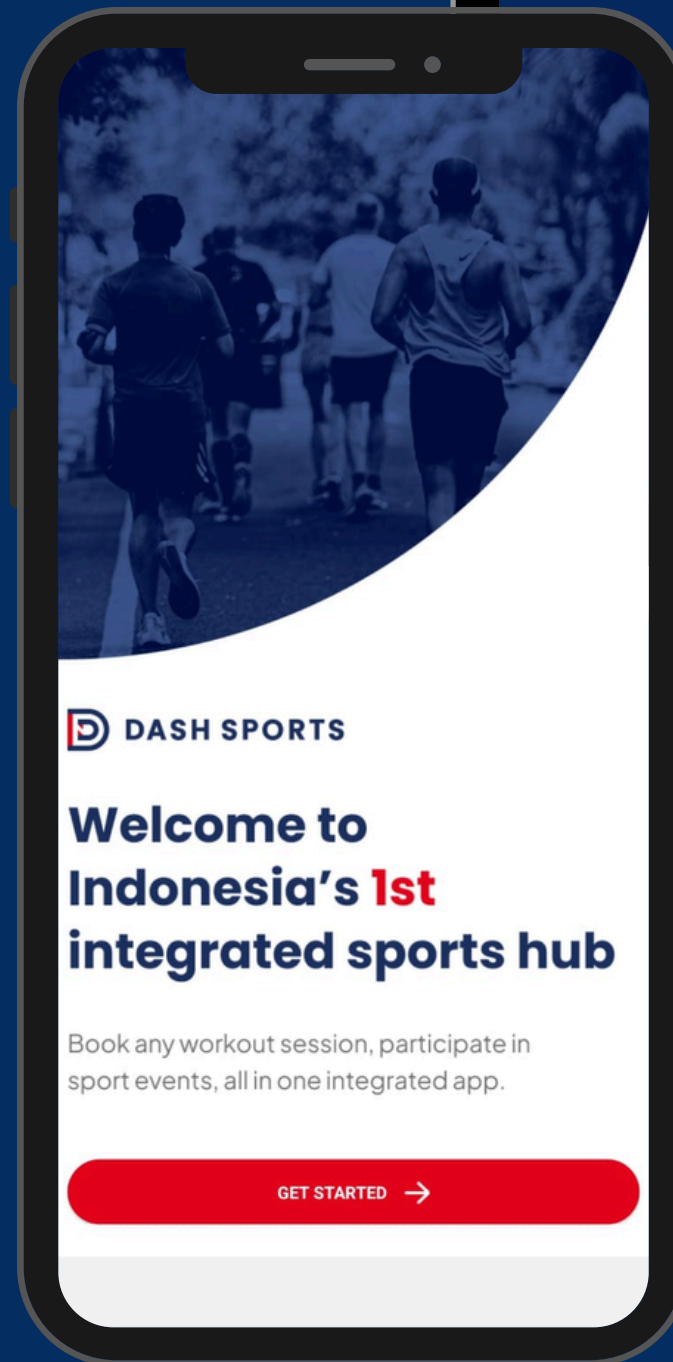
ADVISOR

OON JIN TEIK

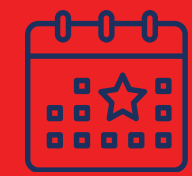
A former Olympian (Los Angeles 1984) and Asian Games medalist, his 33-year professional career spans both the private and public sectors across multiple industries. With an extensive business network, deep expertise and experience, and access to solutions globally, he has served as an international sports stakeholder, including CEO at American Ethane Capital, Singapore Sports Hub, Hyflux China and Singapore Sports Council.



Dash Sports has its own app that helps provide a seamless experience to its 35,000+ users to access information about sporting events, in-house training sessions, price lists, sports types, coaches and venues.



Total Users
35,000+



Total Events
300+



Total Transactions
13,400+



Total Programs
5,800+

Over 100+ Communities and academies participated in Dash Events by cities: Jakarta, Banten, Jawa Barat, Jawa Tengah, Jawa Timur, Aceh, Samarinda, Bali, Riau, Jambi, Padang, Medan



MOBI SINERGI INTERNATIONAL (MSI) is a prominent property, and hospitality management company headquartered in Jakarta, Indonesia. The company is committed to fostering and enhancing the quality of life within communities by delivering innovative solutions in property management, developing sustainable practices, and providing exceptional food and beverage chain lists. Through a people-centric approach, MSI strives to create environments that inspire, connect, and support individuals while contributing to the overall growth and well-being of the communities it serves.

MSI PROJECTS

MSI builds and ensures productive cooperative relationships and harmonious partnerships with stakeholders for quality results.

2016

Public House

Family-friendly restaurant located in the heart of South Jakarta. Public House is intended to be a full service, three meal-a-day restaurant/café.

2018

Nomad Hostel

Affordable hostel based in the center of Jakarta, just a walking distance from various entertainment hubs in Kemang area, completed with holistic entertainment facilities such as; common room, and coffee shop.

2020

Kala di Kalijaga

Creative Hub which focuses on providing support for young people and UMKM based on the creative economy by providing showroom facilities and special event networks for their activities.

2023

Kala di Lebak Bulus

Creative Hub extension from Kala di Kalijaga which keeps focusing on providing support for young people and creative economy with additional sports facilities.

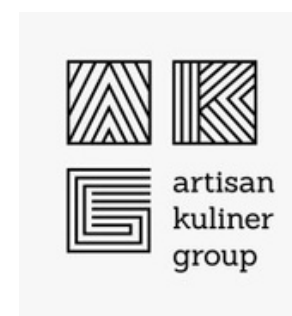
Independent
Tenant



KALA
KARYA



Group
Tenant





AKSARA SINERGI ABADI is a real estate company established in 2024. Although newly established, the company consists of experienced executives and constantly collaborates with visionaries who have created and managed renowned commercial and residential communities throughout Indonesia. The company is also affiliated with AKSARA Property, a property development company, and Mobi SINERGI Internasional (MSI) Group, a management company with a proven track record over the years.

OUR SOLUTION

Our vision is to redefine the sporting landscape in Indonesia. We aspire to be the largest and foremost sports hub in the nation to create an unparalleled sports ecosystem.

COMMUNITY AGGREGATOR

Dash Sports serves as a vibrant hub where sports enthusiasts, coaches, and mentors come together to share knowledge, experiences, and a love for sports.

EVENTS

We own, produce and represent multiple first-class sporting events, experience and exhibitions in Indonesia.

PROGRAMS & ACADEMIES

We provide high-quality training programs that cater to aspiring athletes of all ages led by certified coaches.

SPORTS AGENCY

CREATIVE LAB

Our sports marketing agency uses data-driven strategies and creative campaigns to boost sports engagement.

MEDIA & DIGITAL TECH

Through multimedia platforms, we connect with our audience, foster education, and celebrate the achievements of athletes, amplifying the impact of sports in our society

ECOSYSTEM

LIFESTYLE APPAREL



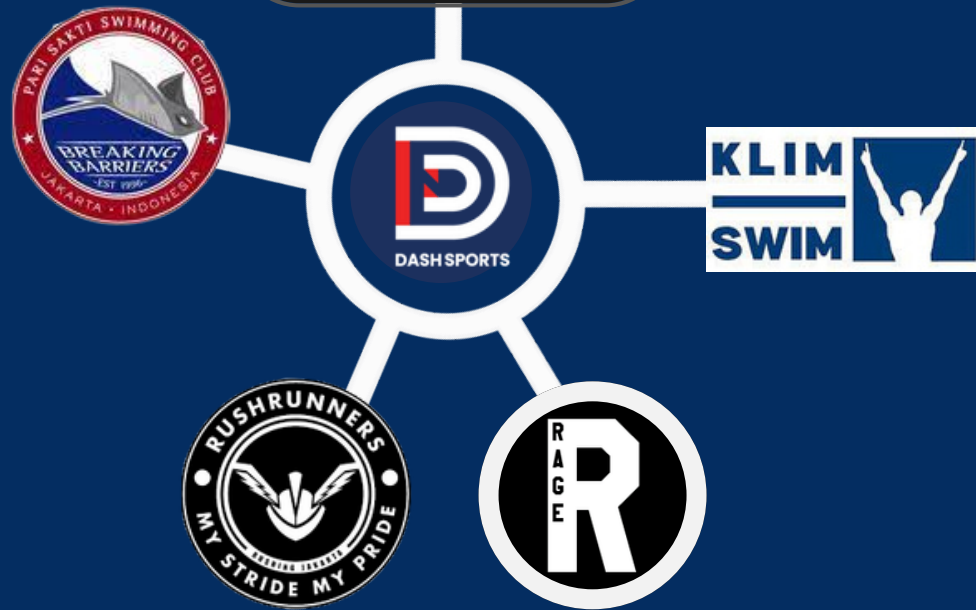
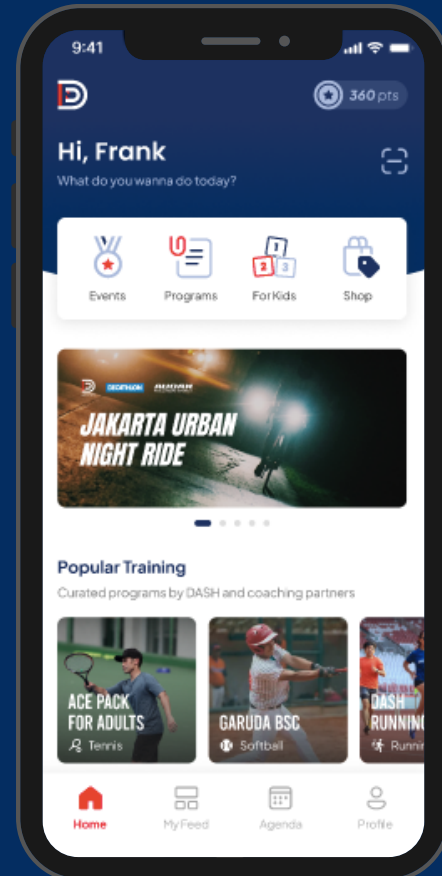
We design and provide high-quality sports apparel that reflects the spirit of athleticism and style.

SPORTS PROPERTIES



We develop and manage cutting-edge sports properties equipped with state-of-the-art facilities

OUR STRATEGY OUR IP



EVENTS



TRAINING PROGRAMS



ACADEMIES



SPORTS PROPERTIES



CREATIVE
LAB

D
Life

D DASH
HOUSE

EASY
PACE

Over 100+ Communities and academies participated in Dash Events by cities:
Jakarta, Banten, Jawa Barat, Jawa Tengah, Jawa Timur, Aceh, Samarinda, Bali, Riau, Jambi, Padang, Medan

OUR EXPERTISE

At Dash Sports, we're not only building a sports complex but also a vast network that includes communities from various sports fields. With easy access to the city center, we offer an integrated sports facility and lifestyle center, with which we aim to become the future meeting point for various activities from padel and pilates to concerts and art exhibitions.

1 **Community & Event**

2 **System Integrating**

3 **Digital & Media**

4 **Partner & Brand**

5 **Tenancy Curating**

1

COMMUNITY & EVENTS

As a professional operator, one of our key strengths lies in the well-established community we have built, implemented by a series of standout activities regularly organized to support area activation and enhance engagement.



Dash Sports regularly organizes various sports events—including the Jakarta Short Course, Dash Basketball Tournament, Dash Tennis Tournament and Track Tribe Showdown—attended by hundreds of participants from sports communities as well as athletes, health practitioners, sports KOLs and celebrities.

RUNNING



TENNIS



SWIMMING



BASKET





Some of the media coverages of Dash Sports events:

ANTARA

Politik Hukum Ekonomi Metro Sepakbola Olahraga

ANTARA > Olahraga > All Sport

Dash Sports gelar kompetisi lari diikuti puluhan komunitas

2 Maret 2024 20:15 WIB

WhatsApp Facebook Line LinkedIn Pinterest Email

Peserta kemoetisi lari Track Tribe Showdown 2024 bersama Yayasan Mucopolly Scharidosis (MPS) dan Penyakit Langka Indonesia berpose bersama dalam acara oembukaan kompetisi di Stadiob Madya Gelora Bung Karno, Jakarta, Sabtu (2/3/2024). (ANTARA/Aloysius Lewokeda)

ANTARA

Politik Hukum Ekonomi Metro Sepakbola Olahraga

ANTARA > Olahraga > All Sport

Dash Sports komitmen kembangkan aquathlon di Indonesia

11 Februari 2025 17:05 WIB

WhatsApp Facebook Line LinkedIn Pinterest Email

Dokumentasi ratusan peserta yang mengikuti kegiatan BTN Dash Aquathlon 2025. ANTARA/HO-Dash Sports

JawaPos.com

Kabinet Merah Putih Nasional Surabaya Raya Se...

500 Pegiat Olahraga dari 30 Komunitas Lari Jabodetabek Ramaikan Dash Fest Vol 2

Rizky Ahmad Fauzi Minggu, 17 September 2023 | 16:53 WIB

Dash Sports gelar kegiatan Dash Festival Vol 2 di Stadion Madya Gelora Bung Karno peringati Hari Olahraga Nasional. (Dash Sport)

JawaPos.com

Sports Internasional Sepak Bola Dunia Lifestyle

Perempuan Pegiat Olahraga Bicara di Talk on Women in Sports, Ajang Road to Plaza Indonesia Wellness Festival x Dash Sports Forum

Rizky Ahmad Fauzi Kamis, 11 Juli 2024 | 08:53 WIB

Sejumlah tokoh perempuan pegiat olahraga tampil di Talk on Women in Sports. (Istimewa)

BolaSport.com

Sports Entertainment

Dash Sports Hadirkan Dash Tennis Tournament di Bulan Juni 2023

By Putri Annisa Maharani, Kamis, 8 Juni 2023 | 07:30 WIB

Konferensi Pers Dash Tennis Tournament yang digelar di kawasan Senopati, Jakarta Selatan, Rabu (07/06/2023). (PUTRI ANNISA/BOLASPORTCOM)

INVESTOR.id

Home > Lifestyle

My Pertamina Dash Basketball Jadi Ajang Bibit Pebasket Muda

Penulis : Leonard AL Cahyoputra 6 Nov 2023 | 12:30 WIB

BAGIKAN Facebook WhatsApp Telegram

Salah satu pertandingan di My Pertamina Dash Basketball Tournament di Respect Basketball Arena, Bumi Serpong Damai, Tangerang Selatan mulai 1 Oktober hingga 5 November. (Foto: Dash Sport)

BOLA.COM

LEBIH DEKAT: Wawancara Eksklusif Meghan Valpoort: Masalah Klasik P...

Home > Ragam

Dash Sports Gelar 3 Dekade Basketball, Hidupkan Kembali Legenda Kompetisi Bola Basket Sekolah dan Kampus

Dash Sports kembali menggelar salah satu turnamen bola basket yang melegenda, namun sempat terhenti penyelenggaraannya, yaitu 3 Dekade Basketball.

oleh Yus Mei Sawitri diperbarui 22 Jun 2024, 00:52 WIB

JawaPos.com

Kabinet Merah Putih Nasional Surabaya Raya S...

96 Tim dari 7 Klub Se-Jabodetabek Meriahkan Tiptip Dash Tennis Tournament

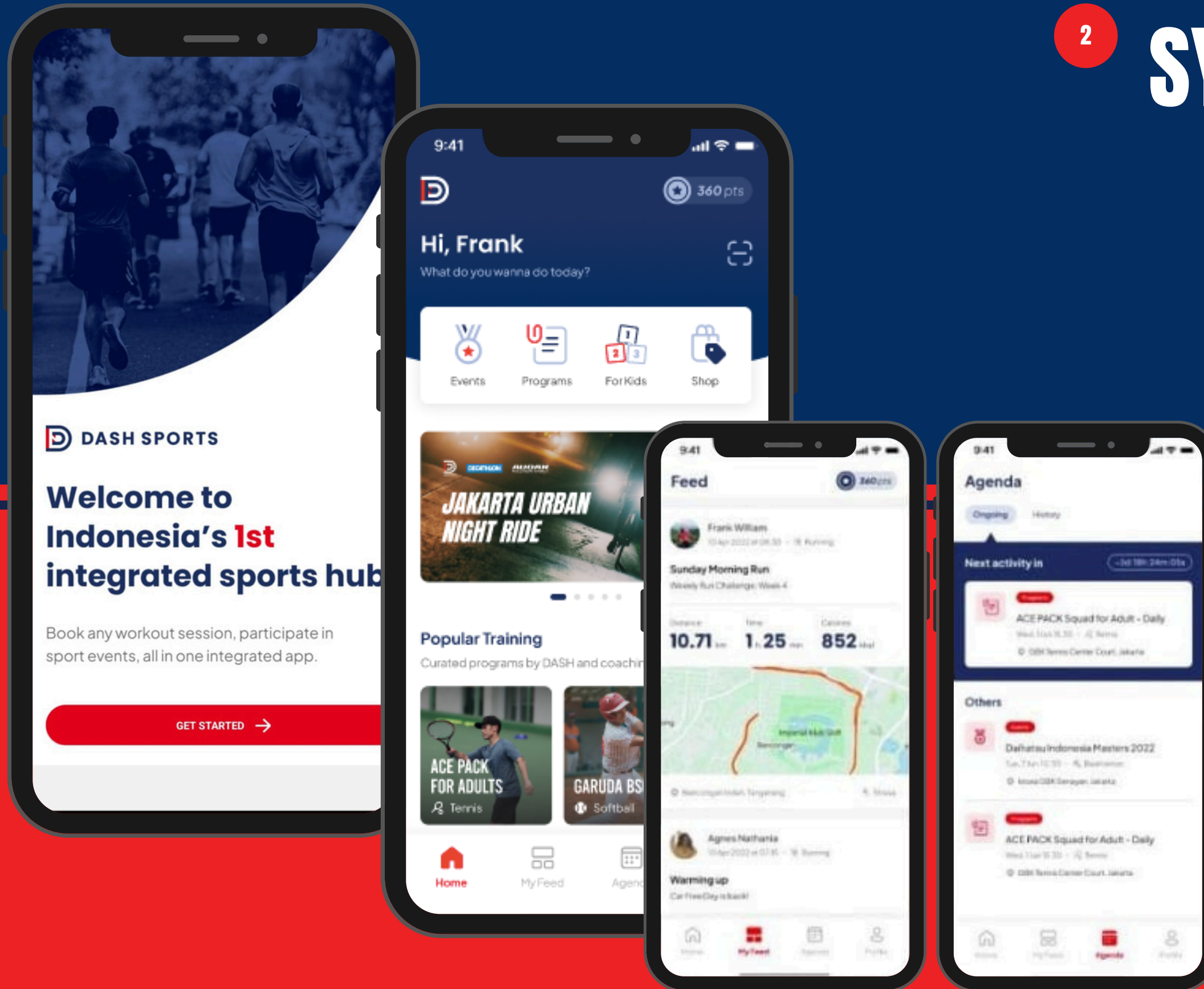
Rizky Ahmad Fauzi Senin, 19 Juni 2023 | 20:52 WIB

Atlet Wheelchair Tennis Agus Fitriadi dan Enjang bersama Event Director DS Ardi Rahadi, Ketua Olahraga Disabilitas Ismun Dwi, dan CEO DS Alit Aryaguna setelah pertandingan ekhsibisi. (Istimewa)

2

SYSTEM INTEGRATING

All activities in the sports area are supported by integrated applications and systems that can be accessed via the web and mobile applications by 35.000++ users.



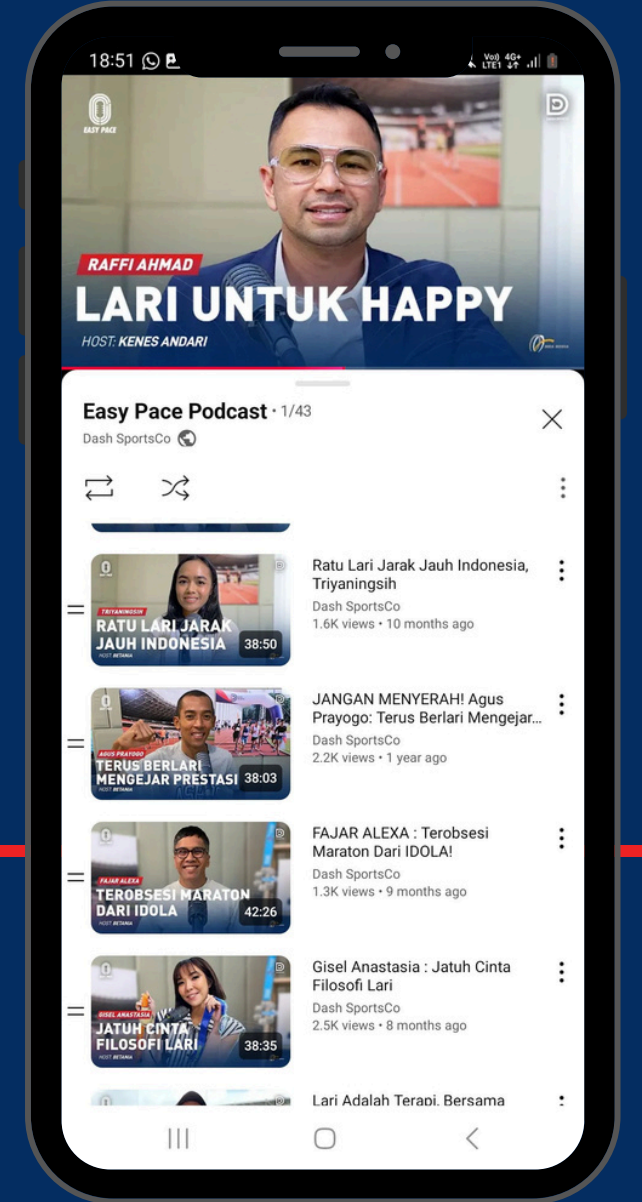
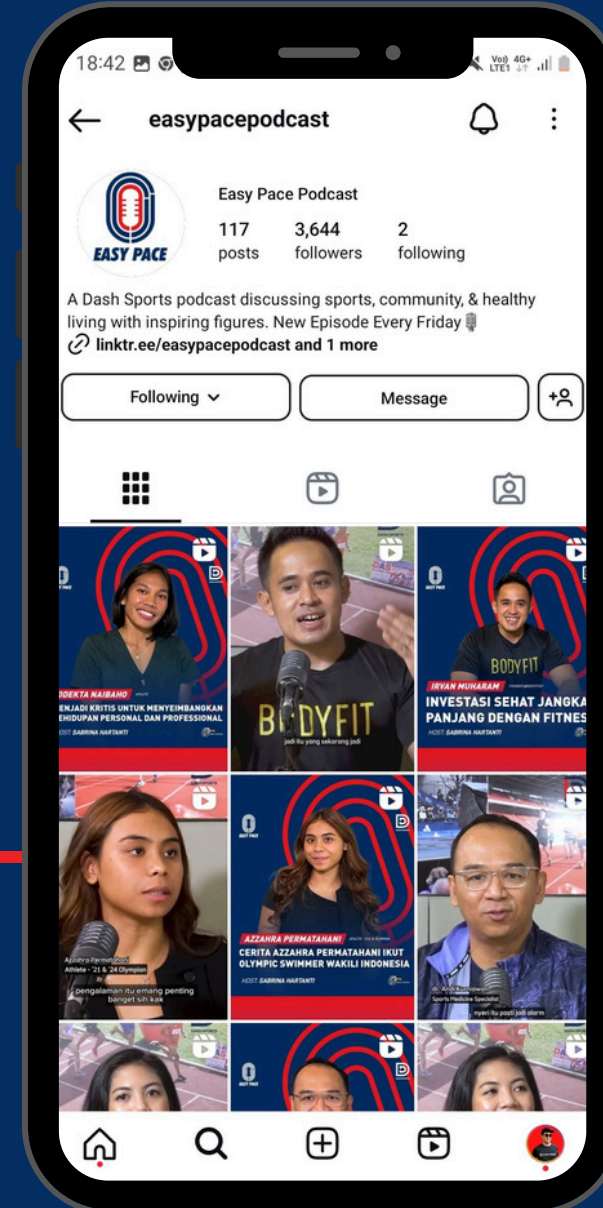
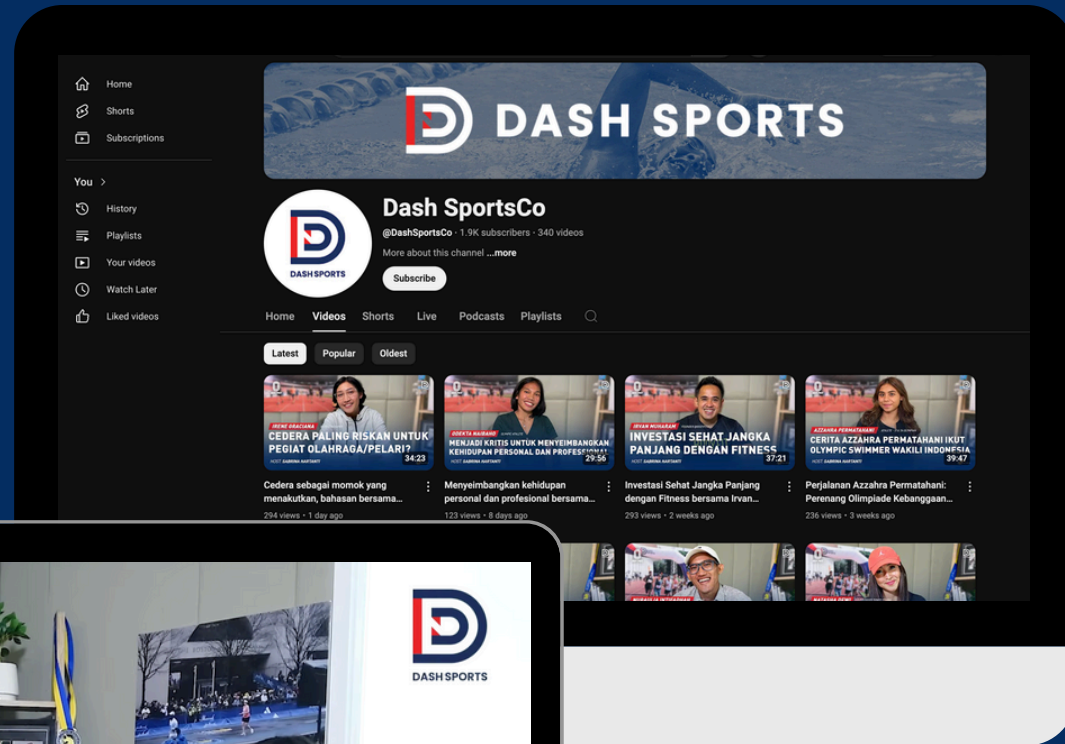
- ✓ Dash Sport connects people by providing a community-based approach
- ✓ providing a platform to socialize
- ✓ providing a variety of quality sports programs
- ✓ offering club management, events and merchandise
- ✓ offering easy payment methods

3

DIGITAL & MEDIA

We expand our expertise by providing social media management and brand activation services. By combining creative strategies and data-driven insights, we aim to increase brand visibility and ensure brand relevance in a competitive market.

Dash Sports are also actively connected with our community through YouTube and podcast platforms.



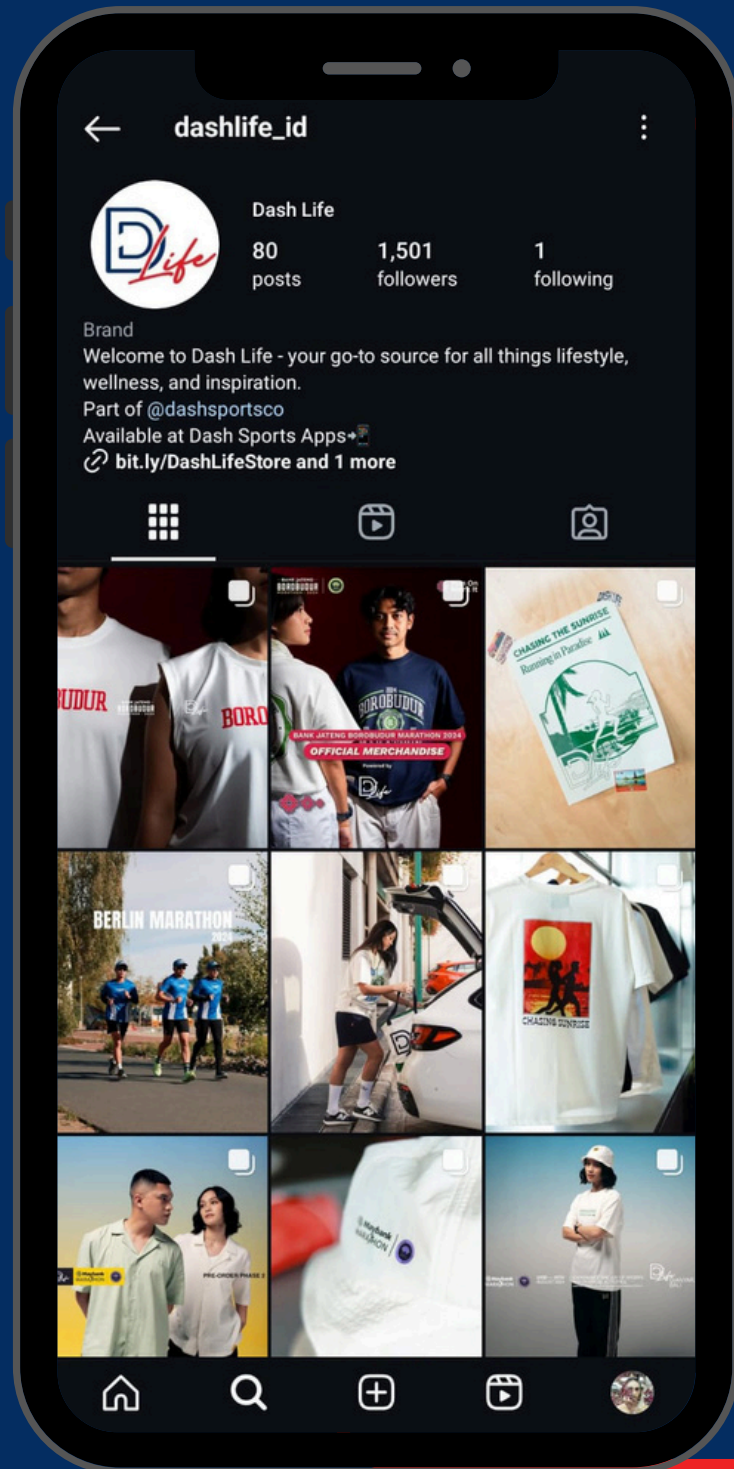


We have designed official merchandise for big sports events including Maybank and Borobudur Marathon, as well as launched special edition jerseys for Berlin Marathon.

Each of our designs are made with these in mind:

- ✓ Inclusivity
- ✓ Quality and functionality
- ✓ Style and self-expression

Official merchandise we have launched for several renowned sports events:



4

PARTNERS & BRANDS

As a sports platform, Dash Sports facilitates B2B where we accommodate the needs of companies to hold marketing events through sports activities. The following are partners and brands that continuously support and collaborate with us—either in the form of IP events to tap into the sport enthusiast market, corporate employee training, or brand events.



5

TENANCY

One of our core expertise lies in our years of experience in collaborating with, managing, and curating tenants who will occupy our spaces, carefully curated based on the segment and characteristics of the property. Here are some of our professional tenant list:

Sports

Retail & Lifestyle

FnB

bBarre

COTTON INK

TheBody Project

LAICA

VALA ATHLETICS

Plai Sports Club

artisan
kulinier
group

Social
affair

baker
man

NOESAKA

BOGA
GROUP

Japanese Shabu-Shabu
SHABURI

KINTAN
BUFFET
All you can eat Japanese BBQ

PUTU MADE
FLAVORS OF BALI

TARA
GROUP

HAN
GUKSU
SEOUL IN A BOWL

차돌박이
CHADOL
GUJEOLPAN

halo
fresh

FUTURE EVENT



JAN



FEB



MAR

Ramadan

APR



MAY



JUN



JUL



AUG



SEP



OCT



NOV



DEC



FUTURE PROJECT



Dash House is the ultimate destination for a holistic sports and leisure experience. Nestled in the heart of South Jakarta and conveniently located near an MRT station, Dash Sports Complex is designed to be a haven for sports enthusiasts and the local community alike. What sets us apart is not only its diverse sports amenities but also the luxury of curated tenants that actively support the sports community. Whether you're here for an intense workout session, a friendly game of tennis, or a rejuvenating yoga class, we designed it to be a space where people come together to connect, stay active, and enjoy the camaraderie of a shared passion for sports.



2025  DASH SPORTS

THANK YOU

 admin@dashsports.id

dashsportshub.id