



**Press Release**

27 June 2025

## **MAYBANK INTRODUCES MANCHESTER UNITED SOCCER SCHOOL TO CAMBODIA FOR THE FIRST TIME**

*Empowering Youth and Elevating Premier Customer Privileges  
Through a Once-in-a-Lifetime Experience*

**Phnom Penh, 27 June 2025** – Maybank Cambodia hosted the globally acclaimed Manchester United Soccer Schools (MUSS) in Cambodia for the first time, marking a significant milestone in the Bank's commitment to youth development and to delivering exclusive, beyond-banking privileges to its Premier customers.

Held from 27 to 29 June 2025 at the Hi-Tech Boeung Ket Training Ground in Phnom Penh, the three-day football clinic brought together 160 young Cambodian participants who trained under the official coaching team of Manchester United—one of the world's most iconic football clubs. The programme reflected Maybank's focus on meaningful customer engagement through experiences that extend far beyond traditional banking.

"This programme goes beyond football—it's about building confidence, shaping ambition, and offering our customers access to world-class opportunities," said **Mr. Rath Sophoan**, CEO and Country Head of Maybank Cambodia.

The programme was exclusively curated for Maybank Premier Clients and Manchester United Visa Debit Card holders, reinforcing the Bank's differentiated value proposition through once-in-a-lifetime opportunities. Participants took part in a training curriculum grounded in Manchester United's legendary football philosophy—emphasizing technical skills, tactical thinking, and team discipline.

In addition to professional coaching, each participant received an official Certificate of Participation and an exclusive MUSS Medal — turning the experience into a lasting memory of pride and personal achievement.

**Mrs. Puth Thyda**, Representative of the Union of Youth Federation of Cambodia Phnom Penh, attended the opening as the Guest of Honour and offered her support in championing youth participation throughout the programme. "Youth development has always been central to building a strong and progressive Cambodia," she shared. "It's encouraging to see institutions like Maybank

investing in programmes that motivate our young people to dream bigger and aim higher, through the universal language of sport.”

As part of the broader engagement, the Manchester United coaching team also conducted a dedicated knowledge-sharing session with local Cambodian football coaches. This session focused on coaching principles, youth development techniques, and practical approaches to nurturing emerging talent—aimed at strengthening the local coaching community and promoting sustainable football development in Cambodia.

**Mr. Michael Neary**, Head of Coaching at Manchester United Soccer Schools, commented: “Our coaching philosophy is about developing players—and coaches—who lead with character, purpose, and discipline. We were honoured to work with young talents here in Cambodia and to also spend time sharing ideas with local coaches. It’s been inspiring to see the enthusiasm and potential in this part of the world. We thank Maybank for enabling this meaningful exchange and for their dedication to youth and community growth.”

The successful hosting of the Manchester United Soccer School in Cambodia stands as a testament to Maybank’s long-term commitment to youth development, community empowerment, and customer-centric innovation—where lifestyle, opportunity, and purpose come together.

“We are proud to contribute to the development of Cambodian youth while offering our customers access to experiences that are purposeful and inspiring,” Mr. Sophoan added. “This is part of our broader ambition to deliver value that truly matters to our clients.”

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#### **About Maybank**

Maybank is one of Asia’s leading banking groups and Southeast Asia’s fourth-largest bank by assets. With a presence in 18 countries, Maybank is committed to humanising financial services through innovation, accessibility, and community impact. In Cambodia, Maybank continues to advance its leadership in retail, SME, and Premier Wealth banking—while actively supporting digital transformation and youth empowerment initiatives.

#### **About Manchester United**

Manchester United is one of the most iconic football clubs in the world, known for its winning legacy, global fan base, and unwavering commitment to developing young talent. Since 1878, the club has inspired generations through football excellence and outreach programmes worldwide. The Manchester United Soccer School reflects this legacy by delivering elite training to young players through structured coaching and holistic development.

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