

2024/25
THE INAUGURAL EDITION

Shopee Cup™

The ASEAN Club Championship Shopee Cup™ is Southeast Asia's first-ever official regional club competition to crown an ASEAN club champion annually.

Driven by passion for the beautiful game in one of the world's largest consumer markets, it brings together the leading clubs from across Southeast Asia.

The inaugural Shopee Cup™ season kicked off on 17 July 2024 with 14 leading clubs from 10 countries competing for the coveted title of ASEAN club champions.

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MESSAGE FROM THE ASEAN FOOTBALL FEDERATION (AFF)

Welcome to the inaugural ASEAN Club Championship Shopee Cup™ 2024/25—a landmark moment for Southeast Asian football.

This tournament marks a bold step forward in our shared journey to elevate the standard of club football in our region. For the first time, top professional clubs from across ASEAN have the opportunity to compete on a regional stage, test their capabilities, and showcase their talent beyond national borders.

The ASEAN Club Championship Shopee Cup™ is more than just a competition. It reflects our collective ambition and belief in the potential of ASEAN football. It is a celebration of our unity, our diversity, and the vibrant club culture that continues to grow in every corner of Southeast Asia.

Already, this inaugural edition has delivered exciting matches, rising stars, and unforgettable moments that have captured the hearts of fans. It is a testament to the quality, professionalism, and passion within our clubs and communities.

I wish to express my sincere gratitude to our Title Sponsor, Shopee, whose support has made this vision a reality. Special thanks also to our partners, broadcasters, the AFF Secretariat, SPORTFIVE, and all participating clubs for their dedication and belief in this tournament.

To our fans—thank you. Your passion is the soul of ASEAN football.

As we approach the tournament's climax, we look forward to crowning the first-ever Kings of ASEAN Club Football—a title that will inspire future generations.

On behalf of the ASEAN Football Federation, I wish all clubs the very best.

Enjoy the tournament. Compete with pride. And make history together.



Major General Khiev Sameth
President, ASEAN Football Federation

Shopee

BUY EVERYTHING ON SHOPEE

SHOP ON
SHOPEE NOW



MESSAGE FROM TITLE PARTNER, SHOPEE

Welcome to the Shopee Cup™ 2024/25 Grand Final.

It is an honour for Shopee to be the title sponsor of the inaugural Shopee Cup™ - Southeast Asia's first official regional club championship. As a homegrown digital platform, we are proud to support a tournament that not only celebrates football excellence but also reflects the shared spirit and unity of our region.

The Shopee Cup™ was launched with a clear ambition: to bring ASEAN's top clubs onto one stage, showcase the talent and dedication of our athletes, and offer fans unforgettable moments of skill, competition, and connection. Together with the ASEAN Football Federation, we are proud to have created a tournament that elevates ASEAN football and inspires the next generation of fans and players.

At Shopee, we believe in the power of sport to build community and spark meaningful engagement. Throughout this season, we have delivered interactive fan experiences both online and offline from the Shopee Cup™ Trophy Tours to in-app games like Shopee Shake. These initiatives are part of our broader commitment to create inclusive, rewarding, and fun ways for people to connect through shared passions.

Just as Shopee supports the growth of local businesses and digital ecosystems across Southeast Asia, we are equally committed to uplifting ASEAN football by increasing its visibility, reach, and impact.

We extend our sincere thanks to the clubs, players, and fans who have made this season so special. We look forward to continuing this journey together - championing the sport we love, and celebrating the pride, passion, and potential of Southeast Asia.

Let us continue to grow the game, and the region, together.



Shopee

Pan Huiyan
Shopee, Regional Marketing Lead

ASEAN UNITED FC

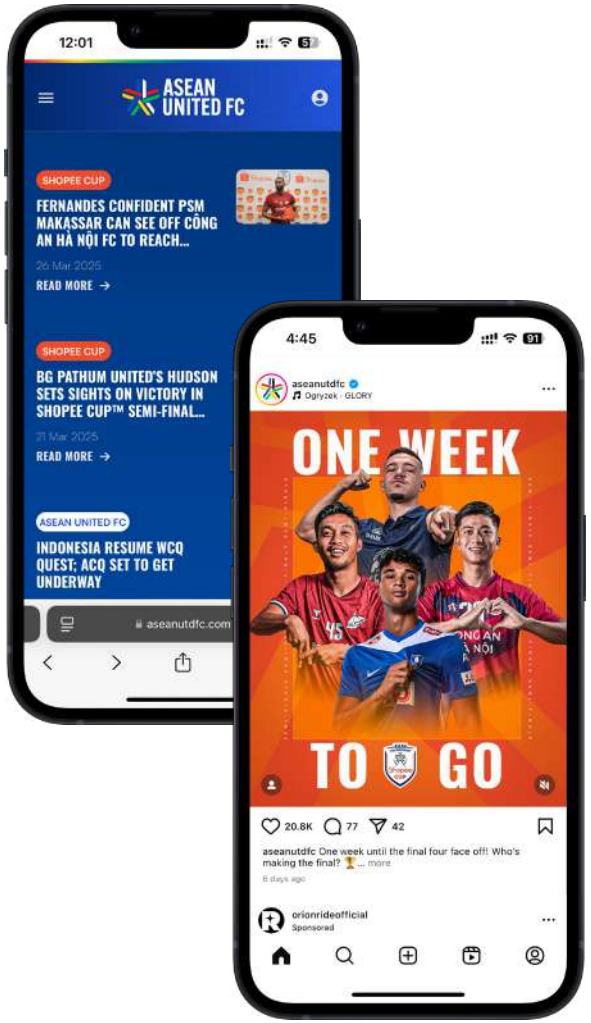
ASEAN football entered a new era in April 2024 with the launch of ASEAN United FC, the new official digital platform bringing together the AFF's most prestigious events — the ASEAN Mitsubishi Electric Cup™, the ASEAN Shopee Cup™, the ASEAN Women's MSIG Serenity Cup™ and the ASEAN U-23 Championship™.

aseanutdfc.com and @aseanutdfc on Facebook, Instagram, LinkedIn, YouTube and X collectively offer fans exclusive, meaningful and immersive content about ASEAN football's premier events, ASEAN national and club teams, footballing heroes and emerging stars.

For the first time ever, ASEAN fans, bound by their shared love and passion for football, can unite on a single digital community - the home of ASEAN football.

ASEAN United FC is a celebration of the passion, diversity and talent that unites Southeast Asians.

aseanutdfc.com



MESSAGE FROM SPORTFIVE

The launch of the ASEAN Club Championship Shopee Cup™ in 2024, named after our title partner Shopee, Southeast Asia's very own homegrown e-commerce giant, will be remembered as a landmark moment and the turning point in the history of ASEAN club football.

As ASEAN national teams achieve greater success, so too, over the last three decades, have our clubs and leagues established strong foundations that are now flourishing. In this time, the ASEAN club fan base has grown exponentially. With this foundation, there is no doubt that ASEAN's very own club championship - the Shopee Cup™ will be a game-changer!

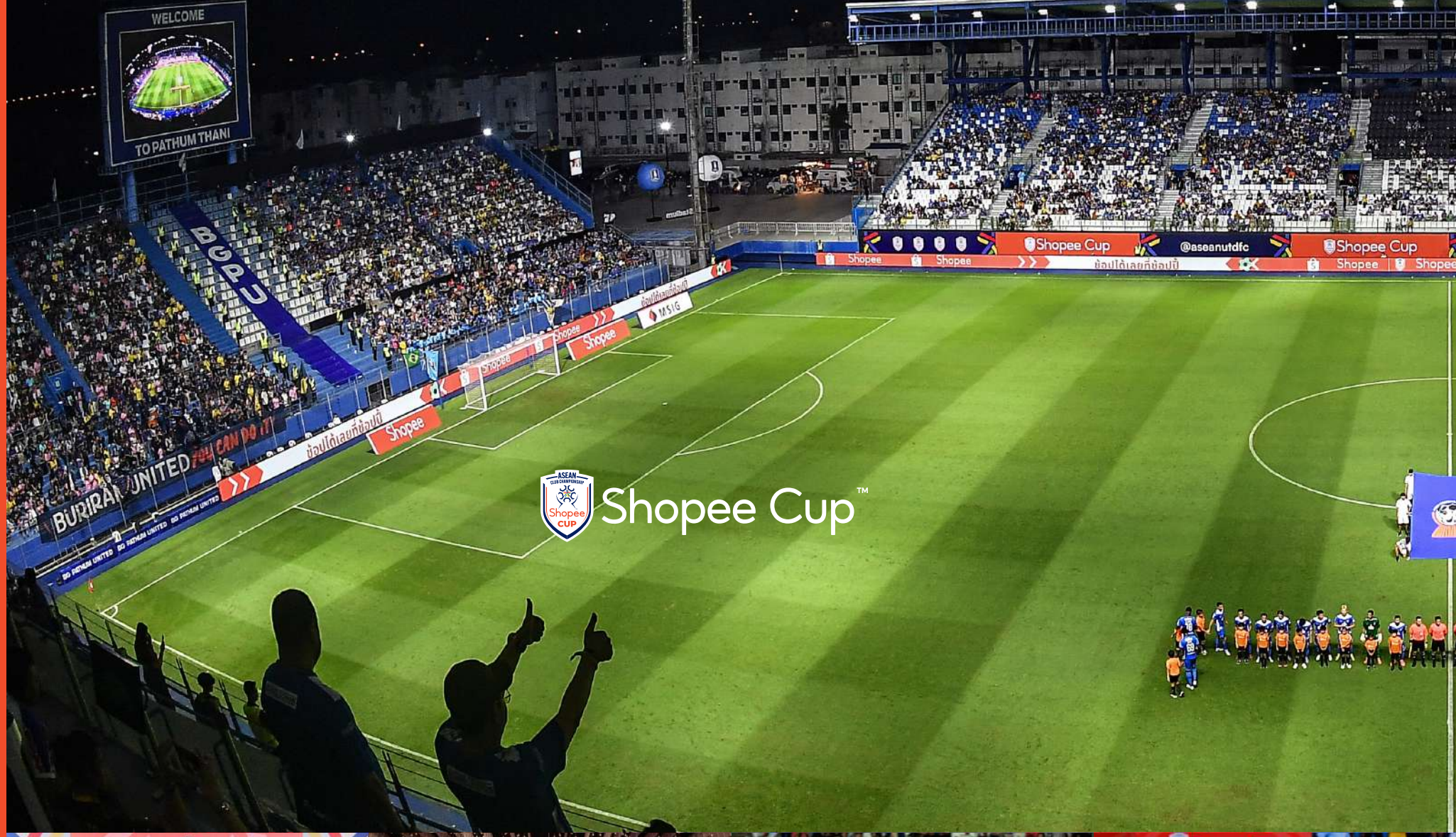
Having been a part of the many watershed achievements for Asian football over the past 30 years, this partnership with Shopee represents the most transformative of all. The Shopee Cup™ will shape a bold new future for professional club football across ASEAN. It will also transform how Southeast Asian fans live, breathe and consume football.

Shopee's partnership is helping to create this defining moment in ASEAN football's history. We sincerely thank Shopee, the AFF, the ASEAN football family and fans, sponsors and broadcasters, for your commitment to help grow club football across the region.

Together, we will transform ASEAN club football by taking the Shopee Cup™ to the hearts and minds of consumers and fans in every town and household across Southeast Asia, and make it a dominant sporting force in the region!



Seamus O'Brien
President and Chairman of the Board, SPORTFIVE Asia





LAUNCH OF THE SHOPEE CUP™
APRIL 2024



THE OFFICAL DRAW
MAY 2024



QUALIFYING ROUND PLAY-OFFS
JULY 2024



GROUP STAGE
AUGUST 2024 - FEBRUARY 2025



Shopee Cup™



GROUP STAGE
AUGUST 2024 - FEBRUARY 2025



TROPHY TOUR
AUGUST 2024 - JANUARY 2025



SEMI-FINALS
APRIL - MAY 2025



FINAL
MAY 2025

Shopee

FAST DELIVERY

NEED YOUR ITEM SOON?
NO PROBLEM

SHOP ON
SHOPEE NOW



THE LAUNCH OF THE ASEAN SHOPEE CUP™ IS ANOTHER MILESTONE IN THE HISTORY OF ASEAN FOOTBALL



"The Shopee Cup™ will be pivotal in creating an exciting future for ASEAN club football and transforming the game in the region."

Major General Khiev Sameth
President

"The Shopee Cup™ presents an opportunity for us to connect with fans across the Southeast Asia region and engage with the youth demographic."

Zhou Jun Jie
Chief Commercial Officer

Shopee

"Having been central to many watershed achievements for Asian football over the last 30 years, this partnership with Shopee represents the most transformative of all."

Seamus O'Brien
President and Chairman of the Board, Asia

SPORTFIVE

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Insurance that sees the heart in everything

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Protecting Goals, Powering Futures

MSIG is proud to champion women's football as the first-ever title partner of the upcoming MSIG Serenity Cup™, ASEAN's premier women's championship. Beyond insurance, we empower communities, celebrate resilience, and fuel aspirations across the region.

Just as we stand behind the future of women's football, we're here to support your journeys and adventures. From now till 31 July 2025, **purchase MSIG Travel Easy Plus insurance and unlock up to 600 Baht in coffee e-Coupons**—because your journey deserves both protection and a little reward along the way.

Scan the QR code for details and secure your next getaway with a treat on us!

SHOPEE CUP™ DRAW

The draw for the inaugural edition of the ASEAN Club Championship Shopee Cup™ was held on 9 May 2024 in Ho Chi Minh City. 14 leading clubs from 10 ASEAN countries discovered the identity of their opponents in the competition.

Young Elephants FC of Laos were drawn against Cambodia's Svay Rieng FC with Kasuka FC of Brunei DS facing Myanmar side Shan United FC for the home and away qualifying round play-offs.

The winners of those matches would advance to the group stage, joining Thailand's BG Pathum United FC, Malaysia's Terengganu FC, Indonesia's PSM Makassar and Vietnam's Đông Á Thanh Hóa FC in Group A.

Group B would feature Buriram United FC from Thailand, Kuala Lumpur City FC of Malaysia, Công An Hà Nôi FC of Vietnam, Borneo FC Samarinda of Indonesia, Kaya FC-Iloilo of the Philippines and Lion City Sailors FC of Singapore.




F50
PREDATOR
PREDATOR









QUALIFYING ROUND PLAY-OFFS

Shopee Cup™

The inaugural Shopee Cup™ kicked off in July 2024 with four clubs competing in qualifying round play-offs to determine the two teams who would progress to the group stage.

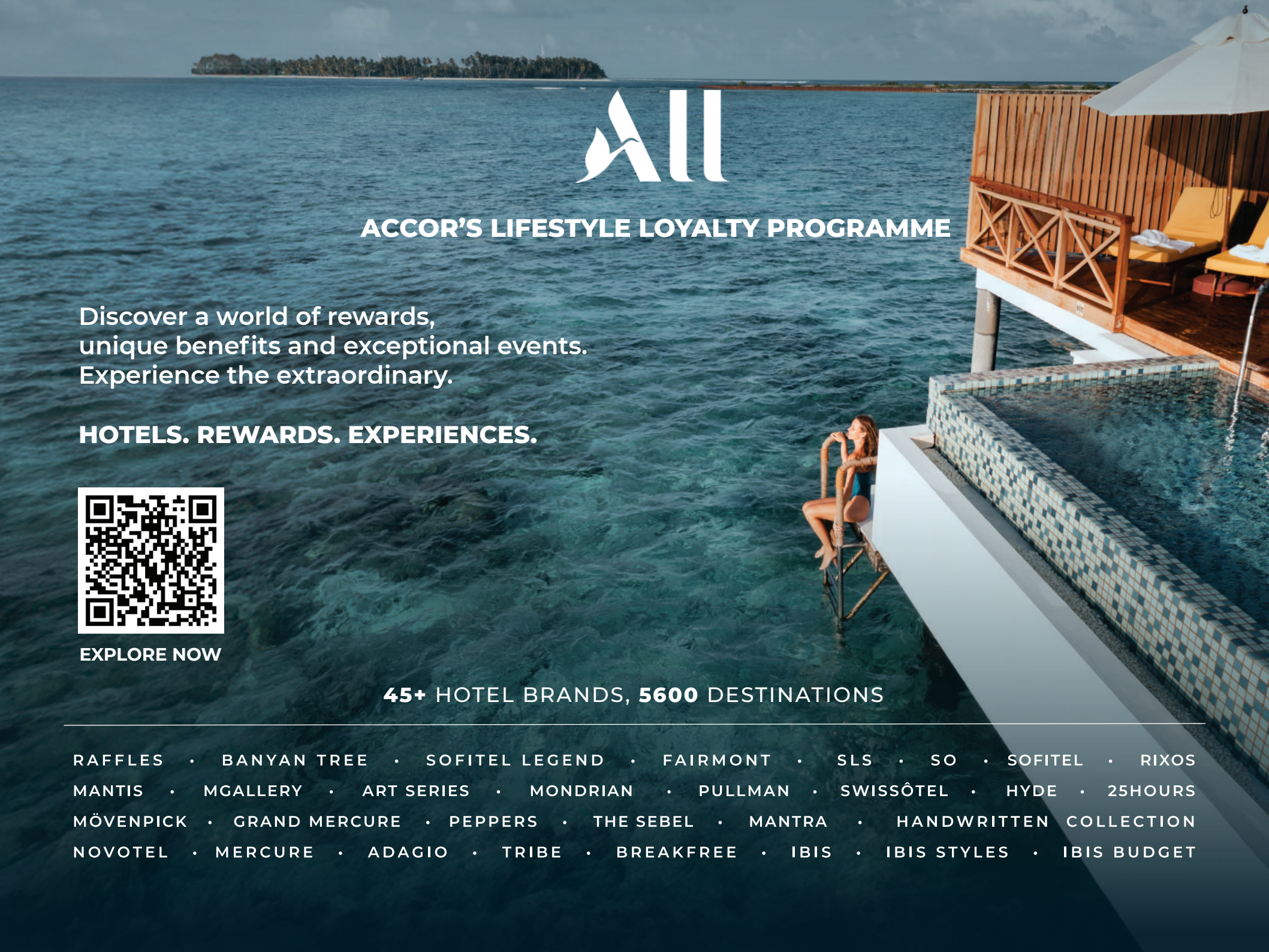
Late goals by Cristian and Nhean Sosidan in Vientiane helped Cambodian champions PKR Svay Rieng FC come from behind to beat Young Elephants FC of Laos 3-2 in the first leg of their tie. Young Elephants levelled the score through Takumu Nishihara in Phnom Penh but Pablo bagged four goals as Svay Rieng pulled away for a 5-1 win and 8-3 aggregate victory.

The clash between Brunei's Kasuka FC and Shan United FC of Myanmar was finely poised after a 1-1 draw in the first leg in Bandar Seri Begawan. However, a first-half brace by Efrain Rintaro put Shan United in charge in the return match in Yangon as they won 4-2 on aggregate to seal their passage into the group stage.

17 JULY 2024		2-3	
		1-1	
24 JULY 2024		5-1	
		3-1	

RESULTS

Won 8-3 on aggregate	Won 4-2 on aggregate


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GROUP A



Shopee Cup™

GROUP A	MP	W	D	L	GF	GA	GD	PTS
BG PATHUM UNITED FC (THA)	5	3	2	0	11	6	+5	11
PSM MAKASSAR (IND)	5	3	1	1	8	4	+4	10
PKR SVAY RIENG FC (CAM)	5	2	1	2	8	7	+1	7
TERENGGANU FC (MAS)	5	2	1	2	13	9	+4	7
ĐÔNG Á THANH HÓA FC (VIE)	5	1	3	1	6	7	-1	6
SHAN UNITED FC (MYA)	5	0	0	5	7	20	-13	0

Shopee Cup™

21 AUGUST 2024		
	0-0	
	3-1	
	2-3	
25 SEPTEMBER 2024		
	2-1	
	2-2	
	4-3	
8 JANUARY 2025		
	0-1	
	0-5	
	1-1	
22 JANUARY 2025		
	0-0	
	1-4	
	1-0	
5 FEBRUARY 2025		
	4-2	
	3-0	
	4-3	













GROUP A

Group A was keenly contested with four clubs still in contention for the two semi-final berths ahead of the final round of games.

BG Pathum United FC of Thailand fell behind at home against Terengganu FC of Malaysia but Raniel bagged a brace as they scored four goals in 17 minutes to win 4-3 and secure first place with an unbeaten record.

Indonesia's PSM Makassar took second place in the group after a dominant display in Bali against Đông À Thanh Hôa FC of Vietnam as they won 3-0 with Nermin Haljeta netting two goals.





ASEAN CLUB CHAMPIONSHIP

Shopee CUP

Cook happiness ACECOOK

OFFICIAL SUPPORTER

Unyielding Spirit Steadfastly

Unwavering Determination Creating Miracles



ACECOOK VIET NAM

THE OFFICIAL SUPPORTER OF ASEAN CLUB CHAMPIONSHIP SHOPEE CUP™

GROUP B



Shopee Cup™

GROUP B	MP	W	D	L	GF	GA	GD	PTS
CÔNG AN HÀ NÔI FC (VIE)	5	5	0	0	15	6	+9	15
BURIRAM UNITED FC (THA)	5	3	1	1	13	2	+11	10
KUALA LUMPUR CITY FC (MAS)	5	2	0	3	4	6	-2	6
BORNEO FC SAMARINDA (IND)	5	2	0	3	7	9	-2	6
LION CITY SAILORS FC (SGP)	5	1	1	3	2	10	-8	4
KAYA FC-ILOILO (PHI)	5	1	0	4	4	12	-8	3

Shopee Cup™

22 AUGUST 2024		2-1	
		3-0	
		1-0	
26 SEPTEMBER 2024		7-0	
		1-0	
		5-0	
9 JANUARY 2025		1-2	
		2-0	
		4-0	
23 JANUARY 2025		2-1	
		0-0	
		2-3	
6 FEBRUARY 2025		2-0	
		3-2	
		1-0	













GROUP B

Vietnam's Công An Hà Nôi FC were the dominant force in Group B but the battle for second place and a spot in the semi-finals went all the way to the end.

Borneo FC Samarinda of Indonesia had to defeat the group leaders in Vietnam to keep alive their hopes of progression, but Leo Artur's stoppage-time penalty gave Công An Hà Nôi a 3-2 victory as they eliminated the Indonesian side to finish with a perfect record of five wins in five games.

Thai League 1 champions Buriram United FC bounced back from an opening 2-1 loss to Công An Hà Nôi to win three of their next four games with Lucas Crispim's first-half strike earning a crucial 1-0 win over Kuala Lumpur City FC in their final game as they sealed second place.





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Shopee Cup™

SEMI-FINALS





Shopee Cup™

SEMI-FINAL 1

2 APR 25 (1ST LEG)

1-0

30 APR 25 (2ND LEG)

2-0

RESULT

Won 2-1 on aggregate

PSM Makassar ended Công An Hà Nội FC's perfect record in the Shopee Cup™ in the first leg of the semi-finals at Gelora B.J. Habibie Stadium as Reza Arya Pratama saved Alan Grafite's penalty and Yuran Fernandes headed in a late winner for the Indonesian side.

However, Công An Hà Nội bounced back in front of a sold-out Hang Day Stadium in the return game as Hugo Gomes equalised early in the second half before Bùi Hoàng Việt Anh sent the home fans into raptures with the decisive goal to seal a 2-1 aggregate victory and earn the first spot in the inaugural Shopee Cup™ final.

















Shopee Cup™

SEMI-FINAL 2

2 APR 25 (1ST LEG)

Buriram United 3-1 BG Pathum United

7 MAY 25 (2ND LEG)

BG Pathum United 0-0 Buriram United

RESULT

Won 3-1 on aggregate

In a clash between two of Thailand's biggest clubs, Buriram United FC grabbed the initiative with a superb display in the first leg at Buriram City Stadium. Supachai Chaided gave the home side a first-half lead and although Ilhan Fandi levelled for BG Pathum United FC early in the second half, strikes by Pansa Hemviboon and Guilherme Bissoli secured a 3-1 victory for Buriram United.

BG Pathum United attempted to turn things around in the return game at a packed Pathum Thani Stadium but they could find no way past the defence of their Thai rivals as the game ended goalless, which sealed Buriram United's place in the final.

Shopee

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MORE VOUCHERS FOR MORE SAVINGS



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FINAL 2024/25

14 MAY 2025

Hang Day Stadium
Hanoi, Vietnam

21 MAY 2025

Buriram Stadium
Buriram, Thailand


68
CÔNG AN
HÀ NỘI
20
CÔNG AN
HÀ NỘI
11
CÔNG AN
HÀ NỘI
17
CÔNG AN
HÀ NỘI
4
CÔNG AN
HÀ NỘI
19
CÔNG AN
HÀ NỘI
98
1
CÔNG AN
HÀ NỘI

CÔNG AN HÀ NỘI FC

VIETNAM

Established

- 2008 (as Cong An Nhan Dan)

Home Ground

- Hang Day Stadium (22,500)

Club Honours

- V.League 1: 1 — 2023

Head Coach

- Alexandré “Mano” Pölking

Road to the Final

Group Stage

v Buriram United FC (H)	W	2-1
v Lion City Sailors FC (H)	W	5-0
v Kaya FC-Iloilo (A)	W	2-1
v Kuala Lumpur City FC (A)	W	3-2
v Borneo FC-Samarinda (H)	W	3-2

Semi-finals

v PSM Makassar (A)	L	0-1
v PSM Makassar (H)	W	2-0

PLAYERS TO WATCH



Lê Văn Đô | Alan Grafite | Nguyễn Quang Hải

SQUAD

GOALKEEPERS

1 Filip Nguyen
25 Hà Mạnh Trường
33 Đỗ Sỹ Huy
60 Chu Văn Tấn

DEFENDERS

4 Jason Quang Vinh Pendant
5 Đoàn Văn Hậu
22 Phạm Minh Phúc
26 Hà Văn Phương
28 Nguyễn Văn Đức
31 Trần Đình Trọng
36 Hoàng Trung Anh
68 Bùi Hoàng Việt Anh
95 Hugo Gomes
98 Giáp Tuấn Dương
99 Nguyễn Văn Vinh

MIDFIELDERS

8 Vitao
11 Lê Phạm Thành Long
12 Hoàng Văn Toản
15 Bùi Xuân Thịnh
17 Vũ Văn Thanh
18 Hồ Ngọc Thắng
19 Nguyễn Quang Hải
20 Phan Văn Đức
21 Phạm Văn Luân
88 Lê Văn Đô

FORWARDS

7 Nguyễn Đình Bắc
10 Leo Artur
72 Alan Grafite
90 Thaileon


YAMAHA
Chang
BURIRAM

BURIRAM UNITED FC

THAILAND

Established

- 1970 (as Provincial Electricity Authority FC)

Home Ground

- Buriram Stadium (32,600)

Club Honours

- Thai league: 11 — 2008, 2011, 2013, 2014, 2015, 2017, 2018, 2021/22, 2022/23, 2023/24, 2024/25
- Thai FA Cup: 6 — 2011, 2012, 2013, 2015, 2021/22, 2022/23
- Thai League Cup: 7 — 2011, 2012, 2013, 2015, 2016, 2021/22, 2022/23

Head Coach

- Osmar Loss Vieira

Road to the Final

Group Stage

v Công An Hà Nội FC (A)	L	1-2
v Kaya FC-Iloilo (H)	W	7-0
v Borneo FC Samarinda (H)	W	4-0
v Lion City Sailors FC (A)	D	0-0
v Kuala Lumpur City FC (H)	W	1-0

Semi-finals

v BG Pathum United (H)	W	3-1
v BG Pathum United (A)	D	0-0

PLAYERS TO WATCH



Theerathon Bunmathan | Lucas Crispim | Guilherme Bissoli

SQUAD

GOALKEEPERS

1	Siwarak Tedsungnoen
13	Neil Etheridge
34	Chatchai Bootprom
75	Phumeworapln Wannabutr

DEFENDERS

2	Sasalak Haiprakhon
3	Pansa Hemviboon
5	Theerathon Bunmathan
6	Curtis Good
11	Dion Cools
15	Narubadin Weerawatnodom
22	Ko Myeon-Seok
28	Maxx Creevey
37	Rene Renner
40	Jefferson Tabinas
50	Singha Marasa
92	Kim Min-Hyeok

MIDFIELDERS

4	Leon Pitchaya James
8	Ratthanakorn Maikami
10	Lucas Crispim
16	Kenny Dougall
18	Athit Berg
20	Marcelo Djalo
27	Phitiwat Sookjitthammakul
44	Peter Žulj
70	Jirapong Pungviravong
95	Seksan Ratree

FORWARDS

7	Guilherme Bissoli
9	Supachai Chaidad
21	Suphanat Muenta
45	Martin Boakye

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Sustainable prosperity for all and,
A Sustainable natural environment.
YANMAR will pursue these two “sustainables” to the next level,
towards a new era of prosperity in the coming century.



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TROPHY TOUR

Football fans throughout Southeast Asia had the opportunity to get a close look at the Shopee Cup™ trophy and to meet their favourite players and coaches when the Shopee Cup™ Trophy Tour touched down in five ASEAN cities during the group stage of the tournament.

Handcrafted by world-renowned trophy makers Thomas Lyte, the Shopee Cup™ trophy created a huge buzz when it visited Hanoi, Bangkok, Jakarta, Singapore and Kuala Lumpur, with fans gathering in large numbers to view and take selfies with the coveted prize. They were joined by players and coaches from the Shopee Cup™ participating teams who delighted fans at the various meet-and-greet events, signing autographs and posing for pictures.

24 August 2024 | 30 August 2024 | 7 September 2024 | 11 January 2025 | 12 January 2025

5
CITIES

20
PLAYERS

Connected with over 5,000 fans

65M
social media impressions*

**Based on data sourced from ASEAN United FC social media and digital platforms, clubs, players and broadcasters: and includes self-reported figures and estimates.*










THAILAND 30 AUGUST 2024
TROPHY
TOUR
Shopee
CUP


SINGAPORE 11 JANUARY 2025
TROPHY
Shopee
CUP


MALAYSIA 12 JANUARY 2025
TROPHY
TOUR
Shopee
CUP


Bath & Body Works

SHOPEE STARS OF THE MATCHES

GROUP STAGE

MATCHDAY 1	PSM v BGP	Yuran Fernandes
	DTH v SUF	Rimario Gordon
	TFC v PKR	Pablo
	CAH v BRU	Alan Grafite
	BOR v LCS	Kei Hirose
	KLC v KAY	Kenny Pallraj
MATCHDAY 2	BGP v PKR	Teerasil Dangda
	TFC v DTH	Akhyar Rashid
	PSM v SUF	Abdul Rahman
	BRU v KAY	Lucas Crispim
	KLC v BOR	Brendan Gan
	CAH v LCS	Leo Artur
MATCHDAY 3	PKR v PSM	Nermin Haljeta
	SUF v TFC	Manny Ott
	BGP v DTH	Doãn Ngọc Tân
	KAY v CAH	Lê Văn Đô
	LCS v KLC	Maxime Lestienne
	BRU v BOR	Guilherme Bissoli

GROUP STAGE

MATCHDAY 4	DTH v PKR	Luiz Antonio
	SUF v BGP	Freddy Alvarez
	TFC v PSM	Nurillo Tukhtasinov
	BOR v KAY	Fajar Fathur Rahman
	LCS v BRU	Maxime Lestienne
	KLC v CAH	Lê Văn Đô
MATCHDAY 5	PKR v SUF	Bounphachan Bounkong
	PSM v DTH	Nermin Haljeta
	BGP v TFC	Raniel
	KAY v LCS	Kaishu Yamazaki
	CAH v BOR	Nguyễn Đình Bắc
	BRU v KLC	Lucas Crispim

SEMI-FINALS

SF LEG 1	PSM v CAH	Yuran Fernandes
	BRU v BGP	Guilherme Bissoli
SF LEG 2	CAH v PSM	Bùi Hoàng Việt Anh
	BGP v BRU	Christian Gomis

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