

[For Immediate Release]

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**HONMA GOLF LIMITED**

本間高爾夫有限公司

*(Incorporated in the Cayman Islands with limited liability)*

*(Stock Code: 6858.HK)*

## **Star-Studded HONMA Hong Kong Golf Open Trio of European Tour Winners Announced Participation**

(Hong Kong, 3rd October, 2018) HONMA Golf Limited (“HONMA” or the “Company”, Stock Code: 6858.HK) is the title sponsor of the 60th HONMA Hong Kong Open. The event will take place at the Fanling golf course of the Hong Kong Golf Club from 22-25 November, 2018.

The trio of European Tour winners Matthew Fitzpatrick, Rafa Cabrera Bello and Andrew “Beef” Johnston all have confirmed their participation at this tournament.

Winning the championship of the Omega European Masters in September this year, Fitzpatrick has created the history as the youngest Englishman to achieve five European Tour victories at just 24 years old; being the three-time European Tour winner, the Spanish Golfer Rafa Cabrera Bello has won the runner-up title twice at the Hong Kong Open; fan-favorite Andrew “Beef” Johnston, who once topped the European Challenge Tour’s Order of Merit in 2014, will make his debut appearance at the HONMA Hong Kong Open.

The trio of European Tour winners will join Masters Champions Patrick Reed and Sergio Garcia, as well as Race to Dubai winner Tommy Fleetwood and defending champion Wade Ormsby to compete for the championship in this prestigious tournament.

Mr. Liu Jianguo, Chairman of HONMA, said: “We’re excited to celebrate the 60th anniversary of the HONMA Hong Kong Open with some of the world’s best golfers. Matthew Fitzpatrick and Rafa Cabrera Bello have eight European Tour titles between them, and along with the charismatic Andrew ‘Beef’ Johnston, they all bring a unique quality to this event, and the atmosphere is certainly going to be electric in Hong Kong when these players battle it out in this prestigious tournament.”

Mr. Martin Hadaway, Captain of the Hong Kong Golf Club, said: “To have Matthew Fitzpatrick and Rafa Cabrera Bello coming to the Hong Kong Golf Club, as well as Andrew ‘Beef’ Johnston, who is making his debut here, is fantastic and only adds to the strong field that is beginning to assemble. We wish all of the players in the HONMA Hong Kong Open field the best of luck.”

The Hong Kong Open has entered its 60 years, and HONMA, established in 1959 in Japan, is also about to reach its 60th Anniversary. It is foreseeable that the win-win cooperation between HONMA and the Hong Kong Golf Open and the participation of abundant well-known golfers will make the HONMA Hong Kong Golf Open star-studded and wonderful. This event will further promote the development of Hong Kong golf industry.

Since establishment, HONMA has always been praised for its exquisite workmanship, extraordinary performance and excellent quality. With its listing on the Main Board of Hong Kong Exchange, the Company has been enhancing brand awareness in the global arena. While striving to maintain the leading position in the Asian market, the Company is actively expanding its strategic layout in the European and U.S. markets. Apart from the title sponsorship of the HONMA Hong Kong Open, HONMA has also signed a world-class golfer as its brand ambassador starting from 2019. HONMA is walking firmly down the road to grow into a global brand.

The HONMA Hong Kong Open is tri-sanctioned by the European Tour and the Asian Tour as well as the Hong Kong Golf Association. Tickets are now available for purchase at: [www.ticketflap.com/zh-hant/HONMAhongkongopen2018](http://www.ticketflap.com/zh-hant/HONMAhongkongopen2018).

The tournament is free to attend on Thursday 22nd and Friday 23rd November for all. To celebrate the 60th anniversary of the HONMA Hong Kong Open, visitors aged below 21 and above 60 will be granted free access for the four-day tournament. For more information, please visit [www.honmahkopen.com](http://www.honmahkopen.com).

The HONMA Hong Kong Open has also been recognized as an “M” Mark event to help enhance the image of Hong Kong as Asia’s sports event capital. “M” Mark is awarded by the Major Sports Events Committee, symbolizing an intense, spectacular and signature event in the territory sports calendar.

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### **About HONMA Golf Limited**

HONMA is one of the most prestigious and iconic brands in the golf industry, synonymous with intricate craftsmanship, dedication to performance excellence and distinguished product quality. HONMA Golf was successfully listed on the Main Board of The Stock Exchange of Hong Kong Limited on 6th October 2016 (Stock Code: 6858.HK). The Company predominantly designs, develops, manufactures and sells a comprehensive range of aesthetically-crafted and performance-driven golf clubs, under 3 major product categories for clubs, namely BERES, TOUR WORLD and BeZEAL, each targeting specific consumer segments. HONMA Golf also offers customers a complete golf lifestyle experience through an extensive portfolio of golf balls, apparel, accessories and other related products. According to Frost & Sullivan, HONMA ranked among the top ten golf product brands in the world and was the number one brand for premium golf clubs, in each case in terms of retail sales in 2015. It was also the fastest growing brand within the top 10 golf products brands as measured by year-on-year retail sales growth from 2014 to 2015. HONMA Golf’s products are sold in approximately 50 countries worldwide, primarily in Asia and also across North America, Europe and other regions.

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