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**HONMA GOLF JOINS FORCES WITH HONG KONG OPEN TO CELEBRATE
60TH ANNIVERSARY**

Hong Kong's longest-standing professional sporting event announces new title sponsor for 60th edition.

HONG KONG, 17 July 2018 – HONMA will be the title sponsor of the newly named Honma Hong Kong Open, when the US\$ 2 million purse tournament returns to the Hong Kong Golf Club, Fanling from 22nd to 25th November this year.

The Japanese golf equipment manufacturer takes on the sponsorship of one of Asia's most prestigious golf tournaments as HONMA and the Hong Kong Open look to celebrate their respective 60th year anniversaries.

Established in Sakata, Japan in 1959, HONMA is one of the world's leading premium golf brands, synonymous with intricate craftsmanship, dedication to performance excellence and exceptional product quality. Its renowned 'Made in Japan, SAKATA' stamp is recognised by golfers around the world.

Dating back to the same year, the Hong Kong Open is Hong Kong's oldest professional sporting event and along with the Masters Tournament at Augusta National and the European Masters at Crans-Montana, is the only professional golf tournament to have been held at the same venue for more than 55 consecutive years.

The tournament, which was won in thrilling fashion by Wade Ormsby of Australia last November, will continue to be played on the Hong Kong Golf Club's composite Championship Course in Fanling, and will be tri-sanctioned by the European Tour, Asian Tour and the Hong Kong Golf Association.

The 2018 edition of the Honma Hong Kong Open presents both organisations with an opportunity to celebrate each other's history and provide a world-class sporting spectacle for the people of Hong Kong and golf fans around the world, as Liu Jianguo, Chairman, HONMA explained:

"HONMA is proud to be named title sponsor of the Honma Hong Kong Open for the 2018 edition. HONMA and the Hong Kong Open are two unique organisations with a great history. We are excited about the increasing popularity of golf in Asia, with the number of golf fans in Asia growing by some 34% over the past five years. We look forward to celebrating the 60th



anniversary of the tournament and the founding of HONMA and to working together with the Hong Kong Golf Club to make this year's event a very special occasion in the tournament's esteemed history."

Martin Hadaway, Captain of Hong Kong Golf Club said, "The Hong Kong Golf Club is pleased to welcome HONMA to the Hong Kong Open. 2018 promises to be a very special year in the history of the tournament as the Hong Kong Golf Club celebrates 60 years of bringing the best golfers in the world to Hong Kong to compete in this prestigious tournament. We share HONMA's passion for the game and look forward to celebrating this important milestone with them. Over the last two years the tournament has made significant steps to make the Hong Kong Open accessible to everyone in Hong Kong with free access on Thursday and Friday continuing in 2018."

Yoshihiro Nishi, President of the Hong Kong Golf Association, added, "We welcome HONMA to the golf community in Hong Kong. Their sponsorship of the 2018 Honma Hong Kong Open is testament to their reputation as one of the leading brands in the golf industry and we look forward to celebrating the 60th anniversary of both organisations in November this year. We thank them for their support of the tournament, while also extending our thanks to our partners at the European Tour and the Asian Tour for their continued support of this wonderful event."

Ben Cowen, the European Tour's Director of International Policy, said: "We congratulate the Hong Kong Golf Club and HONMA on their 60th year anniversaries and we look forward to another exciting edition of the Honma Hong Kong Open.

"Last year's Hong Kong Open marked the start of the European Tour's 2018 Race to Dubai and it's fitting that a tournament of this stature continues to be the curtain raiser for the new season. We look forward to once again working with our sanctioning partners, the Asian Tour and the Hong Kong Golf Association, to staging another world-class event."

The Honma Hong Kong Open will be staged at Hong Kong Golf Club from 22nd to 25th November 2018 and marks the start of the European Tour's 2019 season, while offering valuable season-ending points for the Asian Tour's Order of Merit.

The Honma Hong Kong Open is co-sanctioned by the European and Asian Tours as well as the Hong Kong Golf Association. For more information see 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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Notes to Editor:

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 ranks among the top ten golf product brands in the world and is 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.

Distributed on behalf of the Honma Hong Kong Open by Roco Communications. For further information please contact:

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