



Honma Golf Limited

本間高爾夫有限公司

(Incorporated in the Cayman Islands with limited liability)

(Stock Code: 6858.HK)

**HONMA Held 2019 Spring/Summer Collection Exhibition in Tokyo
Presented strategy and products line up in order to launch apparel in full-scale**

(Hong Kong, 6th July 2018) Honma Golf Limited (“HONMA” or the “Company”, Stock Code: 6858.HK) organized HONMA Apparel 2019 Spring/Summer Collection Exhibition at Image Studio 109 Yotsuya Studio in Tokyo, Japan. Being the first show of this kind in the Company’s history, the event marks a new milestone for the 60-year-old brand that together with golf clubs and ball products, apparel business has become another growth strategy of the Company. Liu Jianguo, Chairman and CEO of HONMA, Masahiro Okafuji, Chairman and CEO of ITOCHU Corporation, together with other management attended the exhibition.

The Company entered into a strategic cooperation agreement with ITOCHU on 26 January 2018, pursuant to which, they would join forces to explore and reshape HONMA’s golf apparel business. As of 31 March 2018, apparel business together with bags and other accessories, only accounted for approximately 19.7% of the total revenue of the Company, indicating strong growth potential as compared with industry norm of around 60%. As such, the Company hopes to further optimize its product portfolio structure towards industry norm and strengthen its brand value through continuous innovation and strategic alliance.

The 2019 Spring/Summer Collection offers three product lines:

- **PERFORMANCE LINE** is equipped with three major features designed for outstanding performance - for golfers who aim to score;
- **SIGNATURE LINE** combines functionality and luxurious design with exquisite materials - for people who pursue comfort;
- **Town&Turf LINE** reminds urban dwellers of joy and pleasure of sports on the turf as much as in the town - for people who pursue versatility.

Market data shows that in Asia, comfortable and fashionable sportswear is right on-trend with

a tremendous target market. The launch of the three apparel lines will enable the Company to better serve and meet the needs of consumers both on green grass and in daily life.

Founded in 1959 in Japan, HONMA has been focusing on producing golf clubs with its craftsmanship heritage over the past 60 years. According to a Nielsen research in 2015, HONMA topped the world's premium golf brands in sales. In recent years, apart from growing its club business in the global arena, HONMA also aims to make a move into the non-club categories, namely balls, apparels and accessories, so as to offer a complete golf lifestyle experience to consumers.

Liu Jianguo, Chairman of the Company, remarked at the opening of the exhibition that since 2010, HONMA has been playing an active role in upgrading its club series, expanding the non-club business and entering into the mature markets in the U.S. and Europe, all of which have made quite remarkable achievement and contributed to the growth of the Company. Over the years, the Company has never called a halt to changes and innovation, but instead continues to launch new products, infuse new talent into its global teams and generate new energy for a vibrant growth. In spite of being a brand of 60 years, he added, everyone at HONMA is determined in pursuing breakthroughs, and are committed to building HONMA into a centurial and world-leading golf lifestyle company.

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.

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