

[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)

***HONMA TO CELEBRATE THE 60TH ANNIVERSARY with HONMA HONG KONG OPEN
Major Stars Set to Arrive at One of the Most Important Sports Event in Town***

(Hong Kong, 13th September, 2018) HONMA Golf Limited (“HONMA” or the “Company”, Stock Code: 6858.HK) will celebrate the 60th anniversary of the Company as the title sponsor of HONMA Hong Kong Open. The reigning Masters champion Patrick Reed and the 2017 “Green Jacket” winner Sergio Garcia will join World Number 11 Tommy Fleetwood and defending champion Wade Ormsby at Asia’s most prestigious tournaments in November this year.

HONMA Hong Kong Open will be held in Hong Kong Golf Club in Fanling from November 22-25, 2018. With the starring players joining the tournament, it will be a fantastic 4-day event for the golf lovers home and abroad. It is also one of the last few events remaining on the 2018 Asian Tour season and will play an important role in determining who tops the prestigious Habitat for Humanity standings.

Reed played a starring role in helping Team USA regain The Ryder Cup at Hazeltine National in 2016, earning the nickname “Captain America”. Garcia, the 2017 Masters Champion and 14-time European Tour winner, finished tied 19th on his debut last year. Fleetwood, the 2017 Race to Dubai champion, will make his third appearance at the tournament on a course. Ormsby prevailed from a dramatic final day to claim his maiden European Tour title and now the Australian will prepare to defend a title on the European circuit for the first time.

Mr. Liu Jianguo, Chairman of HONMA, said: “We’re excited to celebrate the 60th anniversary of HONMA, as well as the HONMA Hong Kong Open with some of the world’s best golfers. As they all bring a unique quality to this event, the atmosphere is certainly going to be electric in Hong Kong when these players battle it out in this prestigious tournament. It is such a great pleasure to partner with HONMA Hong Kong Open in promoting the popularity of the golf sport in Asia as we both celebrate a milestone of 60 years. We wish all of the players in the HONMA Hong Kong Open field the best of luck.”

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 recognized by golfers around the world.

HONMA was listed on the main board of the Hong Kong Stock Exchange in 2016. While continuing to maintain its leading position in Asia, the Company has been actively expanding its geographic footprint in the US and Europe.

Mr. Liu said: "HONMA has always been keeping a deep root in innovation ever since its establishment 60 years ago. The skill and dedication passed down by generations of craftsmen combined with creativity and the state-of-art technology ensures that our products always set the standard for the industry. As part of our globalization strategy, in addition to the HONMA Hong Kong Open sponsorship, we have just signed a world-class golf player to serve as our brand ambassador starting from January 2019, so as to further enhance the awareness of HONMA brand especially in the US and Europe."

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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 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.

For more information of HONMA Golf Limited, please visit www.honma.com.

Any enquiry, please contact:

Wonderful Sky Financial Group Holdings Limited

Ms. Coco He/ Ms. Andi Wu

Tel: (852) 3641-2120/ 3641-1326

Email: honmagolf@wsfg.hk / po@wsfg.hk