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**From:** [REDACTED]  
**Sent:** Thursday, February 13, 2025 11:30 AM  
**To:** [REDACTED]  
**Subject:** PIF Introduced as Title Sponsor of the PIF Saudi Ladies International

Hello [REDACTED] -

The first round of the newly named **PIF Saudi Ladies International** on the Ladies European Tour is now complete from Riyadh Golf Club. In case you have not seen the news, I wanted to put PIF's new title partnership on your radar.

Some key takeaways from this announcement:

- Driven by PIF's partnership, the prize purse of \$5 million matches the purse for the men's equivalent tournament, the PIF Saudi International Powered by SoftBank
- This investment reflects PIF and Golf Saudi's commitment to driving inclusivity and opportunity within golf for all ages, genders, and demographics
- The PIF Saudi Ladies International now offers a new team format for female professional competitors

Copying the full press release, below with additional information. Let me know if you are interested in covering this story.

Best,

[REDACTED]

[REDACTED]

Vice President

[REDACTED]



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International Powered By SoftBank

- PIF Saudi Ladies International offers new team format for female professional competitors
- Charley Hull, and defending tournament champion, Patty Tavatanakit among names returning to Riyadh for prestigious playing event

**Riyadh, 10/02/25** – Golf Saudi today announced that PIF is the new title partner of the renamed PIF Saudi Ladies International, a partnership which also sees the prize money for the tournament equaling with the equivalent men's contest, underlining PIF's commitment to inclusion in sport.

The PIF Saudi Ladies International returns February 13-15 at Riyadh Golf Club and will also see a new format for the competition with professionals competing in an individual and team competition.

The partnership between PIF and Golf Saudi is designed to have a transformative impact on the sport, promote inclusivity and equality within golf, and foster greater engagement among Saudi Arabia's people and visitors alike. This includes providing opportunities for all Saudi nationals to participate in the game of golf, creating gateways for aspiring professionals in the Middle East to enter the professional game, and launching golf tourism initiatives such as the development of quality golf facilities at scale across the country.

The PIF Saudi Ladies International will feature a field of 112 elite competitors, including world number three ranked Ruoning Yin, nine ranked Charley Hull and defending tournament champion Patty Tavatanakit, with the prize purse at \$5 million – the largest purse for any women's professional golf tournament outside majors and a few select LPGA events.

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The teams, which are drafted ahead of the event, will compete over the first two days for a \$500,000 prize. Following this, the top 60 performers and any tied players from days one and two advance to a second phase where they will compete individually against one another for the remaining \$4.5 million purse.

**Star English golfer Charley Hull said:** "Winning last year's event in Riyadh was a huge moment for me. I felt really sharp all week, and to lift the trophy after such a strong three rounds gave me a lot of confidence. It is great to come back to the same venue to compete in the PIF Saudi Ladies International, I know this course suits my game, and I'm excited to see what I can do this time around.

"Across women's sport there are very few examples of where we can compete for prize money that is remotely equitable with the guys. So the commitment of PIF and Golf Saudi is really exceptional."

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[media@saudiladiesinternational.com](mailto:media@saudiladiesinternational.com)

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Associate Vice President



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## Ends

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- Inspiring – our players are inspiring role models to follow and encourage others to pursue their own dreams.
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Committed – we are fiercely committed to continuous improvement and recognise the grit that it takes to achieve long-term goals.

2024 marks the 46th season of golf tournaments since the professional tour was founded in November 1978. This year's schedule includes 31 events in 20 different countries and a prize fund of at least €35 million.

The LET Access Series is the official development tour of the LET, formed to give players an opportunity to compete and progress onto the LET and achieve their dreams in professional golf.

**For media inquiries, please contact:**

Pif Saudi Ladies International – Press Office

[media@saudiladiesinternational.com](mailto:media@saudiladiesinternational.com)

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**From:** [REDACTED]  
**Sent:** Thursday, February 13, 2025 11:54 AM  
**To:** [REDACTED]  
**Subject:** PIF Becomes Title Sponsor of PIF Saudi Ladies International; Expanding Contributions to Women's Professional Sports

Hello [REDACTED] –

Wanted to put on your radar that [PIF](#), the Saudi Arabian investment engine across industries, is now the official title partner of the newly named **PIF Saudi Ladies International**, a Ladies European Tour event that is currently underway at Riyadh Golf Club.

The press release (embedded below) hasn't been widely distributed, so I'm passing along for reference. Some takeaways from this announcement:

- Driven by PIF's partnership, the tournament's prize purse of **\$5 million** matches the purse offered by the men's equivalent tournament (the PIF Saudi International Powered by SoftBank).
- PIF Saudi Ladies International now offers the largest purse for any women's professional golf tournament outside of the majors and a few select LPGA events".
- The PIF Saudi Ladies International has introduced a new hybrid format – it begins with teams of female professional competitors before transitioning into an individuals format on the final day.

This investment reflects PIF and Golf Saudi's commitment to driving inclusivity and opportunity within golf for all ages, genders, and demographics. PIF also sponsors other women's sports internationally. It is the only global partner of both the WTA and ATP tours, and the first-ever naming partner for both organizations' professional rankings. PIF has also established partnerships with the E1 Series (electric powerboat racing) and Extreme H (hydrogen-powered offroad racing) - two racing series where each team consists of one female and one male driver.

Let me know if you are interested in mentioning the news in any of your golf or women's sports coverage.

Best,

[REDACTED]

[REDACTED]  
Associate Vice President

[REDACTED]



*This material is distributed by Prosek Partners on behalf of The Public Investment Fund. Additional information is available at the Department of Justice, Washington, DC.*

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## PIF NAMED TITLE PARTNER OF SAUDI LADIES INTERNATIONAL GOLF TOURNAMENT

- PIF Saudi Ladies International prize purse at \$5 million, matching men's equivalent from PIF Saudi International Powered By SoftBank
- PIF Saudi Ladies International offers new team format for female professional competitors
- Charley Hull, and defending tournament champion, Patty Tavatanakit among names returning to Riyadh for prestigious playing event

**Riyadh, 10/02/25** – Golf Saudi today announced that PIF is the new title partner of the renamed PIF Saudi Ladies International, a partnership which also sees the prize money for the tournament equaling with the equivalent men's contest, underlining PIF's commitment to inclusion in sport.

The PIF Saudi Ladies International returns February 13-15 at Riyadh Golf Club and will also see a new format for the competition with professionals competing in an individual and team competition.

The partnership between PIF and Golf Saudi is designed to have a transformative impact on the sport, promote inclusivity and equality within golf, and foster greater engagement among Saudi Arabia's people and visitors alike. This includes providing opportunities for all Saudi nationals to participate in the game of golf, creating gateways for aspiring professionals in the Middle East to enter the professional game, and launching golf tourism initiatives such as the development of quality golf facilities at scale across the country.

The PIF Saudi Ladies International will feature a field of 112 elite competitors, including world number three ranked Ruoning Yin, nine ranked Charley Hull and defending tournament champion Patty Tavatanakit, with the prize purse at \$5 million – the largest purse for any women's professional golf tournament outside majors and a few select LPGA events.

Driven by PIF's partnership, the tournament's purse intentionally matches that of Golf Saudi's equivalent men's tournament, the PIF Saudi International presented by SoftBank, which is played on the Asian Tour. This investment reflects PIF and Golf Saudi's commitment to driving inclusivity and opportunity within golf for all ages, genders, and demographics.

The teams, which are drafted ahead of the event, will compete over the first two days for a \$500,000 prize. Following this, the top 60 performers and any tied players from days one and two advance to a second phase where they will compete individually against one another for the remaining \$4.5 million purse.

**Star English golfer Charley Hull said:** "Winning last year's event in Riyadh was a huge moment for me. I felt really sharp all week, and to lift the trophy after such a strong three rounds gave me a lot of confidence. It is great to come back to the same venue to compete in the PIF Saudi Ladies International, I know this course suits my game, and I'm excited to see what I can do this time around."

"Across women's sport there are very few examples of where we can compete for prize money that is remotely equitable with the guys. So the commitment of PIF and Golf Saudi is really exceptional."

**Thailand's Patty Tavatanakit said:** "The sustained support given to the Ladies' European Tour has really provided an amazing platform for pros to play for meaningful prize money outside the US. Winning the 2024 Saudi Ladies International gave me a lot of belief back in my game, so I am especially proud to be returning to a course where I've had success, and I'm ready for the new challenge."

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