
From: [REDACTED]
Sent: Wednesday, May 7, 2025 7:04 PM
To: [REDACTED]
Subject: Women's Golf News: PIF Announces Launch of the PIF Global Series

Hi [REDACTED],

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The events – collectively rebranded as the **PIF Global Series** – take place in five countries across three continents in 2025. The full list is copied in the press release below my signature. Today's announcement pre-dates this weekend's Aramco Korea Championship in Seoul, South Korea.

Some noteworthy callouts:

- **Prize Money:** The prize purse for four of these women's golf events has been increased from \$1 million to **\$2 million each** – increasing earning potential for top female golfers. The PIF Saudi Ladies International offered a prize purse of **\$5 million** in February– one of the largest in all of women's professional golf. The collective prize pool across all five events is **\$13 million**.
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RIYADH and SEOUL – May 8, 2025 – Golf Saudi and PIF today announced the naming of PIF as title partner of a revamped global series that spans five women's golf events on the Ladies European Tour (LET). The partnership reinforces PIF's long-term commitment to women's sport.

The newly named PIF Global Series features five tournaments across three continents in 2025, with each event in the series adopting a novel format for women's golf that features both team and individual competitions, and a prize purse of \$2 million for four of the tournaments. The prize purse is among the highest in women's golf.

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Account Supervisor

[REDACTED]



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Today's announcement reinforces PIF's role as one of the most prominent supporters of women's sports globally, breaking down barriers, addressing critical challenges and driving the promising future of sports.

Alanoud Althonayan, Head of Events and Sponsorships at PIF, said: "PIF continues to be a catalyst for the growth of women's sports, committed to delivering long-term transformative impact by inspiring and empowering female athletes at every level. The expansion of our Golf Saudi partnership with PIF as the title partner of this global series underscores PIF's role in enabling and advancing women's golf, driving growth of the sport around the world."

Noah Alireza, CEO, Golf Saudi, said: "We are humbled to have this partnership with PIF that aspires to grow the women's game locally in Saudi Arabia and around the world. We have witnessed significant growth in local interest through hosting international tournaments, with over 6,000 individuals registering for our free 'GoGolf' lesson program. Through this partnership, we hope to continue this momentum by connecting Saudi Arabia's local commitment to women's golf with the global momentum of the sport."

Alexandra Armas, CEO, Ladies European Tour, said: "These tournaments are well-supported by our members through their end-to-end event experiences and competitive environments. This partnership with PIF continues to raise the level of competition and commitment to the women's game, to ensure our players have the best possible opportunities to develop and succeed on the world stage."

England's Charley Hull, Golf Saudi ambassador, said: "The new PIF Global Series is another huge moment for the LET, as it continues to grow and offer more opportunities for players to play and win in amazing events around the world. Golf Saudi and PIF have proven to be real game changers for women's golf, once again backing up their commitment to creating equal opportunities and raising the bar for the players. I love playing either as an individual or in a team, so I can't wait to tee it up at series events throughout the year and hopefully inspire more and more young people into golf around the world."

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About PIF

PIF is the investment engine driving economic transformation for Saudi Arabia and the world. With an ambitious program to deliver Vision 2030, PIF invests in projects, companies and partners to diversify the Saudi economy, stimulate growth in every major sector, and create new opportunities for investment and employment.

And as a global investor and catalyst of change, PIF actively partners with the most pioneering organizations across the world to accelerate their growth, and transfer the technology and knowledge needed to build industry ecosystems of the future.

Since 2017, PIF has established 103 companies and is driving the transition to a more sustainable

economy through strategic investments and partnerships across the Saudi public and private sector. PIF is laying the foundations for local and international partners to invest in the economic and societal transformation of Saudi Arabia.

For more information, visit the website at www.pif.gov.sa



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