

---

**From:** [REDACTED]  
**Sent:** Wednesday, August 20, 2025 12:01 PM  
**To:** [REDACTED] >  
**Subject:** RE: [E] RE: Pre-US Open Event

Thanks, [REDACTED]. No problem.

Are you interested in reviewing the press release for this tech announcement under embargo? The embargo will lift at 11am ET on Friday, 8/22.

[REDACTED]  
VP | Prosek Partners [REDACTED]



---

**From:** [REDACTED]  
**Sent:** Wednesday, August 20, 2025 11:59 AM  
**To:** [REDACTED]  
**Subject:** Re: [E] RE: Pre-US Open Event

Thanks for the invite, but unfortunately I won't be able to attend.

On Fri, Aug 15, 2025 at 1:30 PM [REDACTED] > wrote:

Hi [REDACTED], I hope this finds you well. Wanted to follow up on the below invite. I can also share a bit more information under embargo, if of interest.

Best,

[REDACTED]

[REDACTED]

VP | Prosek Partners [REDACTED]



---

**From:** [REDACTED]

**Sent:** Thursday, August 14, 2025 9:43 AM

**To:** [REDACTED]

**Subject:** RE: Pre-US Open Event

Hi [REDACTED], wanted to follow up here. Please let me know if you are available / interested!

[REDACTED]

VP | Prosek Partners [REDACTED]



---

**From:** [REDACTED]

**Sent:** Wednesday, August 13, 2025 11:54 AM

**To:** [REDACTED]

**Subject:** Pre-US Open Event

Hi [REDACTED]

Wanted to gauge your availability to attend a breakfast event ahead of the US Open on Friday, August 22 at 8 a.m. ET at [REDACTED] for an exciting player-focused technology announcement? You'll hear from representatives from PIF and the ATP Tour, as well as ATP World No.1 Jannik Sinner's coach, Darren Cahill.

A formal invite will follow, but first wanted to check if you're in town. Hope you can make it!

Best,

[REDACTED]

[REDACTED]

Vice President

[REDACTED]



---

**From:** [REDACTED]  
**Sent:** Thursday, August 21, 2025 3:54 PM  
**To:** [REDACTED]  
**Subject:** FOR [REDACTED]: Embargo offer - PIF/ATP news

Hi [REDACTED] –

Hope you are doing well. Reaching out to let you know PIF and ATP have news coming out tomorrow – I'd love to share it with you. If you are interested, let me know if you agree to keep the news embargoed until **Friday, August 22<sup>nd</sup> at 11:00am ET?**

Best,

[REDACTED]

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[REDACTED]  
Account Supervisor

[REDACTED]  
[REDACTED]



PRovoke Media's 2023 Global Financial Agency of the Year

---

**From:** [REDACTED]  
**Sent:** Thursday, August 21, 2025 3:52 PM  
**To:** [REDACTED]  
**Subject:** FOR [REDACTED]: Embargo offer - PIF/ATP news

Hi [REDACTED] –

Hope you are doing well. Reaching out to let you know PIF and ATP have news coming out tomorrow – I'd love to share it with you. If you are interested, let me know if you agree to keep the news embargoed until **Friday, August 22<sup>nd</sup> at 11:00am ET?**

Best,

[REDACTED]

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[REDACTED]  
Account Supervisor

[REDACTED]



PRovoke Media's 2023 Global Financial Agency of the Year

---

**From:** [REDACTED]  
**Sent:** Thursday, August 21, 2025 3:55 PM  
**To:** [REDACTED]  
**Subject:** FOR [REDACTED] Embargo offer - PIF/ATP news

Hi [REDACTED] –

Hope you are doing well. Reaching out to let you know PIF and ATP have news coming out tomorrow – I'd love to share it with you. If you are interested, let me know if you agree to keep the news embargoed until **Friday, August 22<sup>nd</sup> at 11:00am ET?**

Best,

[REDACTED]

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[REDACTED]  
Account Supervisor

[REDACTED]  
[REDACTED]



PRovoke Media's 2023 Global Financial Agency of the Year

---

**From:** [REDACTED]  
**Sent:** Thursday, August 21, 2025 2:05 PM  
**To:** [REDACTED]  
**Subject:** PIF & ATP Announcement

Hi [REDACTED] –

Hope you are doing well. Reaching out to let you know PIF and ATP have news coming out tomorrow – I'd love to share it with you. If you are interested, let me know if you agree to keep the news embargoed until **Friday, August 22<sup>nd</sup> at 11:00am ET?**

Best,

[REDACTED]

[REDACTED]

Senior Vice President, Sports

[REDACTED]



prosek

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**From:** [REDACTED] >  
**Sent:** Thursday, August 21, 2025 4:06 PM  
**To:** [REDACTED]  
**Subject:** RE: PIF & ATP Announcement

Fantastic – and thank you. I hope you can enjoy some time out of the office.

Below is the press release. A few key points on the news:

- The launch of Tennis IQ Powered by PIF offers athletes unparalleled insights to enhance their performance.
- PIF's support has allowed for the platform to undergo significant transformation: Enhanced user experience, expanded data depth, improved video analysis, wearables platforms and more actionable insights.
- Perhaps most notably, it is now available (for the first time) to up to 2,000 players across the ATP Tour and ATP Challenger Tour, allowing more players to reach their performance potential.

I am around today and tomorrow – so please let me know of any questions.

Best,

[REDACTED]

**Embargoed until Friday, August 22nd at 11:00am ET**

**ATP and PIF announce ATP Tennis IQ Powered by PIF, unlocking access to performance analytics to all singles players across the PIF ATP Rankings for the first time ever**

- *ATP Tennis IQ Powered by PIF is a next-generation technology platform, delivering advanced scouting, video analysis and innovative wearable insights*
- *The enhanced platform will be accessible to all singles players across the PIF ATP Rankings*
- *The launch is one of the most significant technological advances in the sport,*

*significantly expanding access to world-class data and performance analytics*

**NEW YORK, RIYADH and LONDON, Friday, August 22, 2025** – The ATP and PIF today announced the launch of ATP Tennis IQ Powered by PIF, a next-generation technology platform revolutionizing the future of tennis by enabling enhanced access to data, insights and advanced match analytics.

The platform will unlock opportunities and expand access to more players, empowering up to 2,000 players across the ATP Tour and ATP Challenger Tour, the launchpad to men’s professional tennis, to reach their full performance potential and level the playing field, from emerging talent through to the top players of the sport.

ATP Tennis IQ Powered by PIF reflects the shared vision between the ATP and PIF to elevate the sport through innovation and improved access to cutting-edge technology. The platform delivers richer data and analytics in real time, in the form of advanced scouting, video analysis and wearables insights.

**Ross Hutchins, Chief Sporting Officer, ATP**, said: “One of the things we’re most proud of with ATP Tennis IQ Powered by PIF is putting high quality data insights into the hands of more players – enabling easy access to information that can genuinely impact their careers. We’ve also made big strides in the sophistication of the platform itself. Working with PIF has accelerated that progress – scaling faster, supporting more players, and delivering one of the biggest technological step changes in the sport.”

**Mohamed AlSayyad, Head of Corporate Brand at PIF**, added: “PIF’s partnerships are designed to address critical needs and leave a legacy of transformative impact, built on a shared ambition to elevate every level of sport on a global scale. ATP Tennis IQ Powered by PIF embodies how innovation can empower athletes. PIF remains committed to driving partnerships in sport to catalyse innovation, expand opportunity, and support the next generation of talent.”

Initially launched in 2023, the platform was developed in collaboration **with Tennis Data Innovations (TDI)** and **TennisViz**. The new version builds on the original platform, adding significantly more depth and scale:

- Broader access to singles players across the ATP Tour and ATP Challenger Tour, in addition to all ATP coach members
- Upgraded interface for faster, more intuitive use
- Enhanced scouting and video tools to analyse opponents and match performance and statistics

Wearables integration to bring physical performance data into focus

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**From:** [REDACTED]  
**Sent:** Thursday, August 21, 2025 3:07 PM  
**To:** [REDACTED] >  
**Subject:** Re: PIF & ATP Announcement

Hi [REDACTED],

Hope you're well and thanks for reaching out. I'm currently on leave but I can pass on the news to a colleague - if that works? Will make sure to let them know of the embargo.

Kind regards,

[REDACTED]  
Reporter

[REDACTED]

---

**From:** [REDACTED] >  
**Sent:** Thursday, August 21, 2025 8:05 pm  
**To:** [REDACTED]  
**Subject:** PIF & ATP Announcement

Hi [REDACTED] -

Hope you are doing well. Reaching out to let you know PIF and ATP have news coming out tomorrow - I'd love to share it with you. If you are interested, let me know if you agree to keep the news embargoed until **Friday, August 22<sup>nd</sup> at 11:00am ET?**

Best,

[REDACTED]

[REDACTED]  
Senior Vice President, Sports

[REDACTED]



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---

**From:** [REDACTED]  
**Sent:** Thursday, August 21, 2025 2:35 PM  
**To:** [REDACTED]  
**Subject:** PIF/ATP Announcement: Embargoed Preview?

Hi [REDACTED]

Further to our email exchange last week re. an upcoming PIF and ATP announcement, can I share a full press release with you under embargo until 11am ET tomorrow (8/22)?

I'd welcome any feedback re. whether or not you decide to cover the news after seeing more details.

Please let me know when convenient, and congrats on the [REDACTED] videocast – really enjoyed listening to it.

[REDACTED]  
Senior Vice President

[REDACTED]

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**From:** [REDACTED]  
**Sent:** Thursday, August 21, 2025 3:38 PM  
**To:** [REDACTED]  
**Subject:** RE: PIF/ATP Announcement: Embargoed Preview?

Terrific, thank you. Please find the press release below my signature. All feedback – positive, constructive, or otherwise – is certainly welcome.

Calling a few key points out in particular:

- *Tennis IQ Powered by PIF* is now available (for the first time) for up to 2,000 players across the ATP Tour and ATP Challenger Tour, allowing more players to reach their full performance potential.
- PIF's support has allowed the platform to undergo significant transformation, including an enhanced user experience, expanded data depth, improved video analysis, wearables integration and more actionable insights.
- The technology can also be used mid-match, for real-time adjustments to a player's strategy and technique.

Appreciate you taking the time to review.

[REDACTED]  
Senior Vice President

[REDACTED]

+++

**ATP and PIF announce *ATP Tennis IQ Powered by PIF*, unlocking access to performance analytics to all singles players across the PIF ATP Rankings for the first time ever**

- *ATP Tennis IQ Powered by PIF* is a next-generation technology platform, delivering advanced scouting, video analysis and innovative wearable insights

- The enhanced platform will be accessible to all singles players across the PIF ATP Rankings
- The launch is one of the most significant technological advances in professional tennis, significantly expanding access to real-time data and performance analytics

**NEW YORK, RIYADH and LONDON, Friday, August 22, 2025** – The ATP and PIF today announced the launch of ATP Tennis IQ Powered by PIF, a next-generation technology platform revolutionizing the future of tennis by enabling enhanced access to data, insights and advanced match analytics.

The platform will unlock opportunities and expand access to more players, empowering up to 2,000 players across the ATP Tour and ATP Challenger Tour, the launchpad to men’s professional tennis, to reach their full performance potential and level the playing field, from emerging talent through to the top players of the sport.

*ATP Tennis IQ Powered by PIF* reflects the shared vision between the ATP and PIF to elevate the sport through innovation and improved access to cutting-edge technology. The platform delivers richer data and analytics in real time, in the form of advanced scouting, video analysis and wearables insights.

**Ross Hutchins, Chief Sporting Officer, ATP**, said: “One of the things we’re most proud of with *ATP Tennis IQ Powered by PIF* is putting high quality data insights into the hands of more players – enabling easy access to information that can genuinely impact their careers. We’ve also made big strides in the sophistication of the platform itself. Working with PIF has accelerated that progress – scaling faster, supporting more players, and delivering one of the biggest technological step changes in the sport.”

**Mohamed AlSayyad, Head of Corporate Brand at PIF**, added: “PIF’s partnerships are designed to address critical needs and leave a legacy of transformative impact, built on a shared ambition to elevate every level of sport on a global scale. *ATP Tennis IQ Powered by PIF* embodies how innovation can empower athletes. PIF remains committed to driving partnerships in sport to catalyse innovation, expand opportunity, and support the next generation of talent.”

Initially launched in 2023, the platform was developed in collaboration with **Tennis Data Innovations (TDI)** and **TennisViz**. The new version builds on the original platform, adding significantly more depth and scale:

- Broader access to singles players across the ATP Tour and ATP Challenger Tour, in addition to all ATP coach members
- Upgraded interface for faster, more intuitive use
- Enhanced scouting and video tools to analyse opponents and match performance and statistics
- Wearables integration to bring physical performance data into focus

These upgrades put richer data and analytics at players’ fingertips in real time – helping them to better prepare, improve training techniques, refine and modify strategy and make better in-match decisions.

The launch is part of the ATP and PIF’s broader partnership focused on enhancing global tennis and its long-term future. PIF is the official naming partner of the ATP Rankings, celebrating players’ journeys and progress across the season and championing excellence as the Year-End No. 1, presented by PIF, is crowned at the Nitto ATP Finals in Turin, Italy. PIF partners with ATP Tour events in Indian Wells, Miami, Madrid, Beijing and the Nitto ATP Finals, in addition to the Next Gen ATP Finals Presented by PIF, hosted in Jeddah until 2027.

PIF builds groundbreaking partnerships that drive positive impact on the global stage, driving a new era of opportunity. Through its partnerships, PIF is accelerating the growth and sustainability of sport, uplifting

and enhancing global sport for players, fans, tournaments and stakeholders at every level.

### 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.

### About The ATP

The ATP's mission is to serve tennis. As governing body of the ATP Tour and Challenger Tour we entertain a billion global fans, showcase the world's greatest players at prestigious tournaments, and inspire the game's next generation. From the United Cup in Australia, to Europe, the Americas and Asia, the stars of the game battle for titles and PIF ATP Rankings points at ATP Masters 1000, 500 and 250 events, and Grand Slams. All roads lead to the Nitto ATP Finals, our prestigious season finale held in Turin, Italy. Featuring only the season's best 8 singles players and doubles teams, the tournament sees the crowning of the year-end ATP World No. 1, presented by PIF, the ultimate achievement in tennis. For more information, please visit [www.ATPTour.com](http://www.ATPTour.com).

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**From:** [REDACTED]  
**Sent:** Thursday, August 21, 2025 3:16 PM  
**To:** [REDACTED]  
**Subject:** RE: PIF/ATP Announcement: Embargoed Preview?

Hey! Feel free to share. I agree to the embargo.

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**From:** [REDACTED]  
**Sent:** Thursday, August 21, 2025 2:35 PM  
**To:** [REDACTED] >  
**Subject:** [EXTERNAL] PIF/ATP Announcement: Embargoed Preview?

Hi [REDACTED],

Further to our email exchange last week re. an upcoming PIF and ATP announcement, can I share a full press release with you under embargo until 11am ET tomorrow (8/22)?

I'd welcome any feedback re. whether or not you decide to cover the news after seeing more details.

Please let me know when convenient, and congrats on the [REDACTED] videocast – really enjoyed listening to it.

[REDACTED]  
Senior Vice President

[REDACTED]

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---

**From:** [REDACTED]  
**Sent:** Wednesday, August 13, 2025 11:49 AM  
**To:** [REDACTED]  
**Subject:** Pre-US Open Event - PIF

Hi [REDACTED],  
Wanted to gauge your availability to attend a breakfast event ahead of the US Open on Friday, August 22 at 8 a.m. ET at [REDACTED] for breakfast and an exciting player-focused technology announcement? You'll hear from representatives from PIF and the ATP Tour, as well as Jannik Sinner's coach Darren Cahill.

A formal invite will follow, but first wanted to check if you're in town. Hope you can make it!

Best,

[REDACTED]

[REDACTED]

Vice President

[REDACTED]



prosek

---

**From:** [REDACTED]  
**Sent:** Thursday, August 14, 2025 9:44 AM  
**To:** [REDACTED]  
**Subject:** RE: Pre-US Open Event - PIF

Hi both, wanted to follow up here. Please let me know if you are available / interested!

[REDACTED]  
VP | Prosek Partners [REDACTED]



---

**From:** [REDACTED]  
**Sent:** Wednesday, August 13, 2025 11:49 AM  
**To:** [REDACTED]  
**Subject:** Pre-US Open Event - PIF

Hi [REDACTED],  
Wanted to gauge your availability to attend a breakfast event ahead of the US Open on Friday, August 22 at 8 a.m. ET at [REDACTED] for an exciting player-focused technology announcement? You'll hear from representatives from PIF and the ATP Tour, as well as Jannik Sinner's coach Darren Cahill.

A formal invite will follow, but first wanted to check if you're in town. Hope you can make it!

Best,

[REDACTED]  
[REDACTED]  
Vice President

[REDACTED]





---

**From:** [REDACTED]

**Sent:** Thursday, August 14, 2025 11:21 AM

**To:** [REDACTED]

**Subject:** RE: Pre-US Open Event - PIF

Fabulous! Sharing the formal invite below. We will consider you both RSVPed as attending, but do let us know if anything comes up.

Best,

[REDACTED]

+++





Dear [REDACTED]

You are invited to join **ATP** and **PIF** for an exclusive media breakfast and preview of an exciting player-focused technology platform. This announcement builds on ATP and PIF's shared ambition to enhance global tennis and its long-term future.

Representatives from ATP and PIF will be present, as well as influential tennis voices:

- **Darren Cahill**, former player, coach of four world #1 players, including current ATP No. 1 Jannik Sinner
- **Andrew Krasny**, host and producer

Once you RSVP, you'll receive the announcement press release **under embargo** on Thursday, August 21. The embargo will lift Friday at 11am ET.

## EVENT DETAILS



Friday, August 22



7:45am arrival, 8am sharp start



[REDACTED]



On the record

Please RSVP by Wednesday, August 20 by responding to this email.

[REDACTED]

VP | Prosek Partners | [REDACTED]



---

**From:** [REDACTED]

**Sent:** Thursday, August 14, 2025 9:57 AM

**To:** [REDACTED]

**Subject:** RE: Pre-US Open Event - PIF

yes excited to attend! Thanks for the invite

[REDACTED]  
[REDACTED] Event - PIF

Hi both, wanted to follow up here. Please let me know if you are available / interested!

[REDACTED]

VP | Prosek Partners | [REDACTED]



---

**From:** [REDACTED]

**Sent:** Wednesday, August 13, 2025 11:49 AM

**To:** [REDACTED]

[REDACTED]

**Subject:** Pre-US Open Event - PIF

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Best,

[REDACTED]

[REDACTED]

Vice President

[REDACTED]



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Best,

[REDACTED]

[REDACTED]

Vice President

[REDACTED]

 prosek

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Best,

[REDACTED]

[REDACTED]

Vice President

[REDACTED]



prosek

---

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**To:** [REDACTED]  
**Subject:** Pre-US Open Event

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[REDACTED]

[REDACTED]

Vice President

[REDACTED]

 prosek

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[REDACTED]

[REDACTED]

Vice President

[REDACTED]



prosek

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Best,

[REDACTED]

[REDACTED]

Vice President

[REDACTED]



---

**From:** [REDACTED]  
**Sent:** Thursday, August 14, 2025 9:43 AM  
**To:** [REDACTED]  
**Subject:** RE: Pre-US Open Event

Hi [REDACTED], wanted to follow up here. Please let me know if you are available / interested!

[REDACTED]  
VP | Prosek Partners | [REDACTED]



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**Subject:** Pre-US Open Event

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Best,

[REDACTED]

[REDACTED]  
Vice President



---

**From:** [REDACTED]  
**Sent:** Thursday, August 14, 2025 9:44 AM  
**To:** [REDACTED]  
**Subject:** RE: Pre-US Open Event

Hi [REDACTED], wanted to follow up here. Please let me know if you are available / interested!

[REDACTED]  
VP | Prosek Partners | [REDACTED]



---

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Best,

[REDACTED]

[REDACTED]  
Vice President



---

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**To:** [REDACTED]  
**Subject:** RE: Pre-US Open Event

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[REDACTED]  
VP | Prosek Partners [REDACTED]



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**Subject:** Pre-US Open Event

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A formal invite will follow, but first wanted to check if you're in town. Hope you can make it!

Best,

[REDACTED]

[REDACTED]  
Vice President



---

**From:** [REDACTED]

**Sent:** Thursday, August 14, 2025 11:23 AM

**To:** [REDACTED]

**Subject:** RE: Pre-US Open Event

[REDACTED], sharing the formal invite here. I'm trying to get you some bullets on what will be announced so you can confirm your attendance.

Thanks,

[REDACTED]

+++





Dear [REDACTED]

You are invited to join **ATP** and **PIF** for an exclusive media breakfast and preview of an exciting player-focused technology platform. This announcement builds on ATP and PIF's shared ambition to enhance global tennis and its long-term future.

Representatives from ATP and PIF will be present, as well as influential tennis voices:

- **Darren Cahill**, former player, coach of four world #1 players, including current ATP No. 1 Jannik Sinner
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Once you RSVP, you'll receive the announcement press release **under embargo** on Thursday, August 21. The embargo will lift Friday at 11am ET.

### EVENT DETAILS

 Friday, August 22  7:45am arrival, 8am sharp start

 [REDACTED]

 On the record

Please RSVP by Wednesday, August 20 by responding to this email.

[REDACTED]  
VP | Prosek Partners [REDACTED]



---

**From:** [REDACTED] >  
**Sent:** Thursday, August 14, 2025 10:42 AM  
**To:** [REDACTED]  
**Subject:** Re: Pre-US Open Event

Thanks, [REDACTED]

[REDACTED]

---

**From:** [REDACTED] >  
**Sent:** Thursday, August 14, 2025 10:04 AM  
**To:** [REDACTED] >  
**Subject:** RE: Pre-US Open Event

Hi [REDACTED], I will have a press release with more details early next week, and a formal invite for you today! Will have more details there.

[REDACTED]  
VP | Prosek Partners | [REDACTED]



---

**From:** [REDACTED]  
**Sent:** Wednesday, August 13, 2025 11:57 AM  
**To:** [REDACTED]  
**Subject:** Re: Pre-US Open Event

Hi [REDACTED],

I will be around and should be able to make it contingent on getting coverage approved. Can you share more about the announcement?

[REDACTED]

---

**From:** [REDACTED] >  
**Sent:** Wednesday, August 13, 2025 11:55 AM  
**To:** [REDACTED] >  
**Subject:** Pre-US Open Event

Hi [REDACTED],  
Wanted to gauge your availability to attend a breakfast event ahead of the US Open on Friday, August 22 at 8 a.m. ET at [REDACTED] for an exciting player-focused technology announcement? You'll hear from representatives from PIF and the ATP Tour, as well as ATP World No.1 Jannik Sinner's coach, Darren Cahill.

A formal invite will follow, but first wanted to check if you're in town. Hope you can make it!

Best,

[REDACTED]

[REDACTED]

Vice President

[REDACTED]



prosek

---

**From:** [REDACTED]

**Sent:** Friday, August 15, 2025 10:51 AM

**To:** [REDACTED]

**Subject:** RE: Pre-US Open Event

Hi [REDACTED],

Sharing here some bullets under embargo as well as the formal invite. Please let me know if you're able to get coverage approved and make it to the event!

- On Aug. 22, the ATP and PIF are launching ATP Tennis IQ Powered by PIF – a next-generation technology platform, delivering richer data, video, and wearables insights – significantly broadening and enabling access for more players across both the ATP Tour and ATP Challenger Tour events.
- This innovative technology, first launched in 2023, analyses match statistics, improves training techniques, and offers personalized feedback. The new and improved version builds on the original platform and greatly expands access to the tool, adding depth and scale with new features to help players prepare and make better in-match decisions.
- Darren Cahill (coach of current ATP No. 1 Jannik Sinner) will be providing an exclusive preview of the enhanced platform, providing a demo and insights into his experience using the platform and its benefits, alongside senior representatives of ATP and PIF.

+++





Dear [REDACTED]

You are invited to join **ATP** and **PIF** for an exclusive media breakfast and preview of an exciting player-focused technology platform. This announcement builds on ATP and PIF's shared ambition to enhance global tennis and its long-term future.



Representatives from ATP and PIF will be present, as well as influential tennis voices:


- **Darren Cahill**, former player, coach of four world #1 players, including current ATP No. 1 Jannik Sinner
- **Andrew Krasny**, host and producer


Once you RSVP, you'll receive the announcement press release **under embargo** on Thursday, August 21. The embargo will lift Friday at 11am ET.

**EVENT DETAILS**

**EVENT DETAILS**

 Friday, August 22  7:45am arrival, 8am sharp start

 [Redacted]

 On the record

---

Please RSVP by Wednesday, August 20 by responding to this email.

[Redacted]

VP | Prosek Partners [Redacted]



---

**From:** [Redacted] >  
**Sent:** Thursday, August 14, 2025 10:42 AM  
**To:** [Redacted] >  
**Subject:** Re: Pre-US Open Event

Thanks, [Redacted]!

[Redacted]

---

**From:** [Redacted]  
**Sent:** Thursday, August 14, 2025 10:04 AM  
**To:** [Redacted] >  
**Subject:** RE: Pre-US Open Event

Hi [Redacted], I will have a press release with more details early next week, and a formal invite for you today! Will have more details there.

[Redacted]

VP | Prosek Partners [Redacted]



**From:** [REDACTED]  
**Sent:** Wednesday, August 13, 2025 11:57 AM  
**To:** [REDACTED] >  
**Subject:** Re: Pre-US Open Event

Hi [REDACTED],

I will be around and should be able to make it contingent on getting coverage approved. Can you share more about the announcement?

[REDACTED]

---

**From:** [REDACTED]  
**Sent:** Wednesday, August 13, 2025 11:55 AM  
**To:** [REDACTED]  
**Subject:** Pre-US Open Event

Hi [REDACTED]  
Wanted to gauge your availability to attend a breakfast event ahead of the US Open on Friday, August 22 at 8 a.m. ET at [REDACTED] for an exciting player-focused technology announcement? You'll hear from representatives from PIF and the ATP Tour, as well as ATP World No.1 Jannik Sinner's coach, Darren Cahill.

A formal invite will follow, but first wanted to check if you're in town. Hope you can make it!

Best,

[REDACTED]

[REDACTED]

Vice President

[REDACTED]

 prosek

---

**From:** [REDACTED]  
**Sent:** Friday, August 15, 2025 1:30 PM  
**To:** [REDACTED]  
**Subject:** RE: Pre-US Open Event

Hi [REDACTED], I hope this finds you well. Wanted to follow up on the below invite. I can also share a bit more information under embargo, if of interest.

Best,

[REDACTED]

[REDACTED]

VP | Prosek Partners | [REDACTED]



---

**From:** [REDACTED]  
**Sent:** Thursday, August 14, 2025 9:43 AM  
**To:** [REDACTED]  
**Subject:** RE: Pre-US Open Event

Hi [REDACTED], wanted to follow up here. Please let me know if you are available / interested!

[REDACTED]

VP | Prosek Partners | [REDACTED]



---

**From:** [REDACTED]  
**Sent:** Wednesday, August 13, 2025 11:54 AM  
**To:** [REDACTED]  
**Subject:** Pre-US Open Event

Hi [REDACTED],  
Wanted to gauge your availability to attend a breakfast event ahead of the US Open on

Friday, August 22 at 8 a.m. ET at [REDACTED] for an exciting player-focused technology announcement? You'll hear from representatives from PIF and the ATP Tour, as well as ATP World No.1 Jannik Sinner's coach, Darren Cahill.

A formal invite will follow, but first wanted to check if you're in town. Hope you can make it!

Best,

[REDACTED]

[REDACTED]

Vice President

[REDACTED]



prosek

---

**From:** [REDACTED]

**Sent:** Friday, August 15, 2025 11:09 AM

**To:** [REDACTED]

**Subject:** RE: Pre-US Open Event

Yes! Great, we're looking forward to having you. Will share the press release next week!

[REDACTED]

VP | Prosek Partners [REDACTED]



---

**From:** [REDACTED]

**Sent:** Friday, August 15, 2025 10:53 AM

**To:** [REDACTED]

**Subject:** Re: Pre-US Open Event

Thanks, [REDACTED]. How do I RSVP? Just confirm with you? I'll be able to attend and cover.

[REDACTED]

---

**From:** [REDACTED]

**Sent:** Friday, August 15, 2025 10:51:16 AM

**To:** [REDACTED]

**Subject:** RE: Pre-US Open Event

Hi [REDACTED],  
Sharing here some bullets under embargo as well as the formal invite. Please let me know if you're able to get coverage approved and make it to the event!

- On Aug. 22, the ATP and PIF are launching ATP Tennis IQ Powered by PIF – a next-generation technology platform, delivering richer data, video, and wearables insights – significantly broadening and enabling access for more players across both the ATP Tour

and ATP Challenger Tour events.

- This innovative technology, first launched in 2023, analyses match statistics, improves training techniques, and offers personalized feedback. The new and improved version builds on the original platform and greatly expands access to the tool, adding depth and scale with new features to help players prepare and make better in-match decisions.
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+++





Dear [REDACTED]

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Representatives from ATP and PIF will be present, as well as influential tennis voices:

- **Darren Cahill**, former player, coach of four world #1 players, including current ATP No. 1 Jannik Sinner
- **Andrew Krasny**, host and producer

Once you RSVP, you'll receive the announcement press release **under embargo** on Thursday, August 21. The embargo will lift Friday at 11am ET.

### EVENT DETAILS

 Friday, August 22  7:45am arrival, 8am sharp start

 [REDACTED]

 On the record

Please RSVP by Wednesday, August 20 by responding to this email.

[REDACTED]

VP | Prosek Partners | [REDACTED]



From: [REDACTED] >

Sent: Thursday, August 14, 2025 10:42 AM

To: [REDACTED] >

Subject: Re: Pre-US Open Event

Thanks, [REDACTED]

[REDACTED]

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**From:** [REDACTED] >  
**Sent:** Thursday, August 14, 2025 10:04 AM  
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**Subject:** RE: Pre-US Open Event

Hi [REDACTED], I will have a press release with more details early next week, and a formal invite for you today! Will have more details there.

[REDACTED]

VP | Prosek Partners | [REDACTED]



---

**From:** [REDACTED]  
**Sent:** Wednesday, August 13, 2025 11:57 AM  
**To:** [REDACTED] >  
**Subject:** Re: Pre-US Open Event

Hi [REDACTED],

I will be around and should be able to make it contingent on getting coverage approved. Can you share more about the announcement?

[REDACTED]

---

**From:** [REDACTED] >  
**Sent:** Wednesday, August 13, 2025 11:55 AM  
**To:** [REDACTED] >  
**Subject:** Pre-US Open Event

Hi [REDACTED]

Wanted to gauge your availability to attend a breakfast event ahead of the US Open on Friday, August 22 at 8 a.m. ET at [REDACTED] for an exciting player-focused technology announcement? You'll hear from representatives from PIF and the ATP Tour, as well as ATP World No.1 Jannik Sinner's coach, Darren Cahill.

A formal invite will follow, but first wanted to check if you're in town. Hope you can make it!

Best,

[REDACTED]

[REDACTED]

Vice President

[REDACTED]



prosek

---

**From:** [REDACTED]  
**Sent:** Tuesday, August 19, 2025 6:21 PM  
**To:** [REDACTED]  
**Subject:** VENUE UPDATE: Pre-US Open Event - PIF

Hi [REDACTED],  
We're looking forward to hosting you on Friday! Wanted to let you know we had a change of venue, and **we will be hosting the event at** [REDACTED]. Please plan to arrive at 7:45am ET, as the program will begin promptly at 8am ET. I'll be circulating a calendar hold with logistics.

As previously noted, we will share the embargoed release with you on Thursday, 8/21. There will be a live Q&A portion of the event, but if there is anything you have immediate questions on, please let me know.

Best,

[REDACTED]

[REDACTED]

VP | Prosek Partners | [REDACTED]



---

**From:** [REDACTED]  
**Sent:** Thursday, August 14, 2025 11:21 AM  
**To:** [REDACTED]  
**Subject:** RE: Pre-US Open Event - PIF


Fabulous! Sharing the formal invite below. We will consider you both RSVPed as attending, but do let us know if anything comes up.

Best,

[REDACTED]

+++





**ATP TOUR** | **PIF**  
PLATINUM PARTNER

Dear [REDACTED]

You are invited to join **ATP** and **PIF** for an exclusive media breakfast and preview of an exciting player-focused technology platform. This announcement builds on ATP and PIF's shared ambition to enhance global tennis and its long-term future.

Representatives from ATP and PIF will be present, as well as influential tennis voices:

- **Darren Cahill**, former player, coach of four world #1 players, including current ATP No. 1 Jannik Sinner

• Andrew Krasny, host and producer

Once you RSVP, you'll receive the announcement press release **under embargo** on Thursday, August 21. The embargo will lift Friday at 11am ET.

### EVENT DETAILS



Friday, August 22



7:45am arrival, 8am sharp start



[Redacted location information]



On the record

Please RSVP by Wednesday, August 20 by responding to this email.

[Redacted name]

VP | Prosek Partners | [Redacted]



prosek

**From:** [Redacted] >

**Sent:** Thursday, August 14, 2025 9:57 AM

**To:** [Redacted] >

**Subject:** RE: Pre-US Open Event - PIF

yes excited to attend! Thanks for the invite

[Redacted signature block]

Event - PIF

Hi both, wanted to follow up here. Please let me know if you are available / interested!

[Redacted name]

VP | Prosek Partners | [Redacted]



prosek

**From:** [Redacted]

**Sent:** Wednesday, August 13, 2025 11:49 AM

To: [REDACTED]  
[REDACTED]

**Subject:** Pre-US Open Event - PIF

Hi [REDACTED],  
Wanted to gauge your availability to attend a breakfast event ahead of the US Open on Friday, August 22 at 8 a.m. ET at [REDACTED] for an exciting player-focused technology announcement? You'll hear from representatives from PIF and the ATP Tour, as well as Jannik Sinner's coach Darren Cahill.

A formal invite will follow, but first wanted to check if you're in town. Hope you can make it!

Best,

[REDACTED]

[REDACTED]

Vice President

[REDACTED]



prosek

---

**From:** [REDACTED]  
**Sent:** Tuesday, August 19, 2025 6:21 PM  
**To:** [REDACTED]  
**Subject:** VENUE UPDATE: Pre-US Open Event

Hi [REDACTED],  
We're looking forward to hosting you on Friday! Wanted to let you know we had a change of venue, and **we will be hosting the event at** [REDACTED]. Please plan to arrive at 7:45am ET, as the program will begin promptly at 8am ET. I'll be circulating a calendar hold with logistics.

As previously noted, we will share the embargoed release with you on Thursday, 8/21. There will be a live Q&A portion of the event, but if there is anything you have immediate questions on, please let me know.

Best,

[REDACTED]

[REDACTED]

VP | Prosek Partners | [REDACTED]



---

**From:** [REDACTED]  
**Sent:** Friday, August 15, 2025 11:09 AM  
**To:** [REDACTED]  
**Subject:** RE: Pre-US Open Event

Yes! Great, we're looking forward to having you. Will share the press release next week!

[REDACTED]

VP | Prosek Partners | [REDACTED]



---

**From:** [REDACTED] >  
**Sent:** Friday, August 15, 2025 10:53 AM

To: [REDACTED]

Subject: Re: Pre-US Open Event

Thanks, [REDACTED] How do I RSVP? Just confirm with you? I'll be able to attend and cover.

[REDACTED]

---

From: [REDACTED] >

Sent: Friday, August 15, 2025 10:51:16 AM

To: [REDACTED] >

Subject: RE: Pre-US Open Event

Hi [REDACTED],

Sharing here some bullets under embargo as well as the formal invite. Please let me know if you're able to get coverage approved and make it to the event!

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+++





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- **Andrew Krasny**, host and producer

Once you RSVP, you'll receive the announcement press release **under embargo** on Thursday, August 21. The embargo will lift Friday at 11am ET.

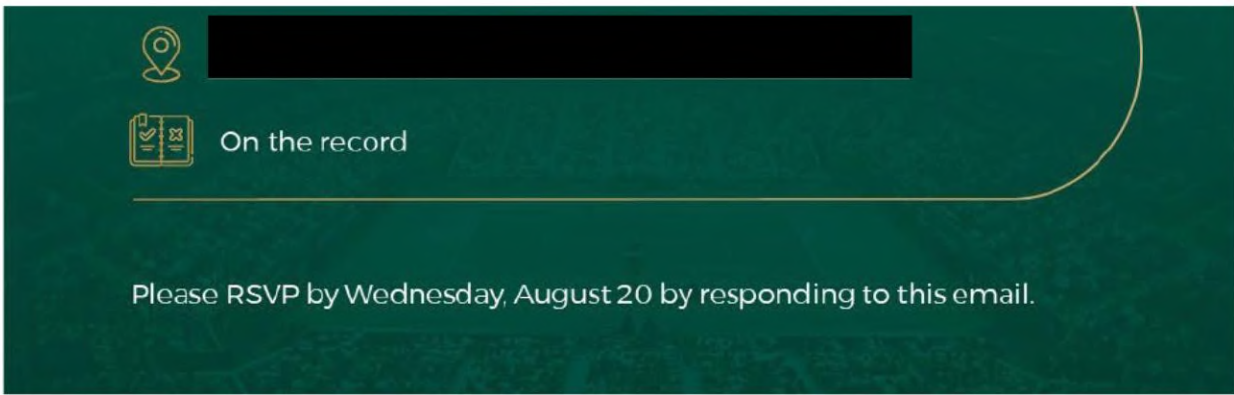
## EVENT DETAILS



Friday, August 22



7:45am arrival, 8am sharp start



[Redacted]

VP | Prosek Partners | [Redacted]



---

**From:** [Redacted] >  
**Sent:** Thursday, August 14, 2025 10:42 AM  
**To:** [Redacted]  
**Subject:** Re: Pre-US Open Event

Thanks, [Redacted]!

[Redacted]

---

**From:** [Redacted]  
**Sent:** Thursday, August 14, 2025 10:04 AM  
**To:** [Redacted]  
**Subject:** RE: Pre-US Open Event

Hi [Redacted] I will have a press release with more details early next week, and a formal invite for you today! Will have more details there.

[Redacted]

VP | Prosek Partners | [Redacted]



---

**From:** [Redacted] >  
**Sent:** Wednesday, August 13, 2025 11:57 AM  
**To:** [Redacted] >

**Subject:** Re: Pre-US Open Event

Hi [REDACTED]

I will be around and should be able to make it contingent on getting coverage approved. Can you share more about the announcement?

[REDACTED]

---

**From:** [REDACTED] >  
**Sent:** Wednesday, August 13, 2025 11:55 AM  
**To:** [REDACTED] >  
**Subject:** Pre-US Open Event

Hi [REDACTED],  
Wanted to gauge your availability to attend a breakfast event ahead of the US Open on Friday, August 22 at 8 a.m. ET at [REDACTED] for an exciting player-focused technology announcement? You'll hear from representatives from PIF and the ATP Tour, as well as ATP World No.1 Jannik Sinner's coach, Darren Cahill.

A formal invite will follow, but first wanted to check if you're in town. Hope you can make it!

Best,

[REDACTED]

[REDACTED]

Vice President

[REDACTED]

 prosek

---

**From:** [REDACTED] >  
**Sent:** Thursday, August 21, 2025 2:09 PM  
**To:** [REDACTED]  
**Subject:** RE: VENUE UPDATE: Pre-US Open Event

Hi [REDACTED], Chief Sporting Officer of the ATP will be speaking, and we will have someone from [REDACTED] who can answer more technical questions on background.

[REDACTED]

VP | Prosek Partners | [REDACTED]



---

**From:** [REDACTED]  
**Sent:** Thursday, August 21, 2025 2:07 PM  
**To:** [REDACTED] >  
**Subject:** Re: VENUE UPDATE: Pre-US Open Event

Thanks, [REDACTED]

Who will be speaking at the Q+A tomorrow besides Darren? ATP + PIF representatives?

[REDACTED]

---

**From:** [REDACTED]  
**Sent:** Thursday, August 21, 2025 1:59:43 PM  
**To:** [REDACTED]  
**Subject:** RE: VENUE UPDATE: Pre-US Open Event

Hi [REDACTED]  
Sharing here the press release, which is under embargo until 11am ET tomorrow.

Please let me know if you have any questions.

Best,

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.

+++

**Embargoed until Friday, August 22nd at 11:00am ET**

**ATP and PIF announce ATP Tennis IQ Powered by PIF, unlocking access to performance analytics to all singles players across the PIF ATP Rankings for the first time ever**

- *ATP Tennis IQ Powered by PIF is a next-generation technology platform, delivering advanced scouting, video analysis and innovative wearable insights*
- *The enhanced platform will be accessible to all singles players across the PIF ATP Rankings*
- *The launch is one of the most significant technological advances in the sport, significantly expanding access to world-class data and performance analytics*

**NEW YORK, RIYADH and LONDON, Friday, August 22, 2025** – The ATP and PIF today announced the launch of ATP Tennis IQ Powered by PIF, a next-generation technology platform revolutionizing the future of tennis by enabling enhanced access to data, insights and advanced match analytics.

The platform will unlock opportunities and expand access to more players, empowering up to 2,000 players across the ATP Tour and ATP Challenger Tour, the launchpad to men's professional tennis, to reach their full performance potential and level the playing field, from emerging talent through to the top players of the sport.

ATP Tennis IQ Powered by PIF reflects the shared vision between the ATP and PIF to elevate the sport through innovation and improved access to cutting-edge technology. The platform delivers richer data and analytics in real time, in the form of advanced scouting, video analysis and wearables insights.

**Ross Hutchins, Chief Sporting Officer, ATP**, said: "One of the things we're most proud of with ATP Tennis IQ Powered by PIF is putting high quality data insights into the hands of more players – enabling easy access to information that can genuinely impact their careers. We've also made big strides in the sophistication of the platform itself. Working with PIF has accelerated that progress – scaling faster, supporting more players, and delivering one of the biggest technological step changes in the sport."

**Mohamed AlSayyad, Head of Corporate Brand at PIF**, added: "PIF's partnerships are designed to address critical needs and leave a legacy of transformative impact, built on a shared ambition to elevate every level of sport on a global scale. ATP Tennis IQ Powered by PIF embodies how innovation can empower athletes. PIF remains committed to driving partnerships in sport to catalyse innovation, expand opportunity, and support the next generation of talent."

Initially launched in 2023, the platform was developed in collaboration **with Tennis Data Innovations (TDI) and TennisViz**. The new version builds on the original platform, adding significantly more depth and scale:

- Broader access to singles players across the ATP Tour and ATP Challenger Tour, in addition to all ATP coach members

- Upgraded interface for faster, more intuitive use
- Enhanced scouting and video tools to analyse opponents and match performance and statistics
- Wearables integration to bring physical performance data into focus

These upgrades put richer data and analytics at players' fingertips in real time – helping them to better prepare, improve training techniques, refine and modify strategy and make better in-match decisions.

The launch is part of the ATP and PIF's broader partnership focused on enhancing global tennis and its long-term future. PIF is the official naming partner of the ATP Rankings, celebrating players' journeys and progress across the season and championing excellence as the Year-End No. 1, presented by PIF, is crowned at the Nitto ATP Finals in Turin, Italy. PIF partners with ATP Tour events in Indian Wells, Miami, Madrid, Beijing and the Nitto ATP Finals, in addition to the Next Gen ATP Finals Presented by PIF, hosted in Jeddah until 2027.

PIF builds groundbreaking partnerships that drive positive impact on the global stage, driving a new era of opportunity. Through its partnerships, PIF is accelerating the growth and sustainability of sport, uplifting and enhancing global sport for players, fans, tournaments and stakeholders at every level.

#### **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 media inquiries:**

PIF Media Relations

Email: [REDACTED]

Website: [www.pif.gov.sa](http://www.pif.gov.sa)

#### **About The ATP**

The ATP's mission is to serve tennis. As governing body of the ATP Tour and Challenger Tour we entertain a billion global fans, showcase the world's greatest players at prestigious tournaments, and inspire the game's next generation. From the United Cup in Australia, to Europe, the Americas and Asia, the stars of the game battle for titles and PIF ATP Rankings points at ATP Masters 1000, 500 and 250 events, and Grand Slams. All roads lead to the Nitto ATP Finals, our prestigious season finale held in Turin, Italy. Featuring only the season's best 8 singles players and doubles teams, the tournament sees the crowning of the year-end ATP World No. 1, presented by PIF, the ultimate achievement in tennis. For more information, please visit [www.ATPTour.com](http://www.ATPTour.com).

###

[REDACTED]  
VP | Prosek Partners | [REDACTED]



prosek

---

**From:** [REDACTED]  
**Sent:** Thursday, August 21, 2025 1:32 PM  
[REDACTED]  
**Subject:** Re: VENUE UPDATE: Pre-US Open Event

Got it, thanks!

[REDACTED]

---

**From:** [REDACTED]  
**Sent:** Thursday, August 21, 2025 1:31 PM  
**To:** [REDACTED]  
**Subject:** RE: VENUE UPDATE: Pre-US Open Event

H [REDACTED], will send the press release shortly. The embargo lifts at 11am ET tomorrow.

[REDACTED]  
VP | Prosek Partners | [REDACTED]



prosek

---

**From:** [REDACTED]  
**Sent:** Thursday, August 21, 2025 1:29 PM  
**To:** [REDACTED] >  
**Subject:** Re: VENUE UPDATE: Pre-US Open Event

Hey [REDACTED],

Just checking in on the press release. Would be great to get that as early as possible so I can be prepared to publish coverage around the embargo tomorrow.

Will that embargo be right at 8amET, when the event starts, or sometime after?

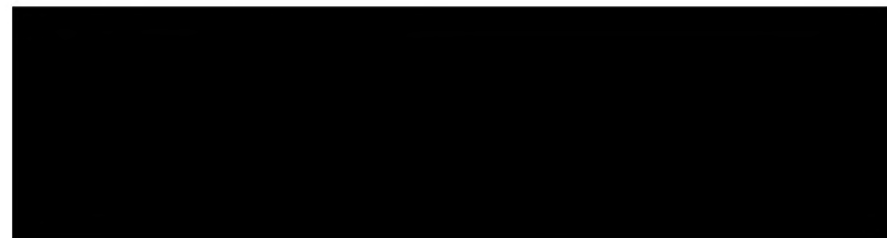
[REDACTED]



---

**From:** [REDACTED]  
**Sent:** Tuesday, August 19, 2025 7:20 PM  
**To:** [REDACTED]  
**Subject:** Re: VENUE UPDATE: Pre-US Open Event

Thanks, [REDACTED]. I'll be there.



---

**From:** [REDACTED]  
**Sent:** Tuesday, August 19, 2025 6:21 PM  
**To:** [REDACTED]  
**Subject:** VENUE UPDATE: Pre-US Open Event

H [REDACTED]  
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Best,

[REDACTED]

[REDACTED]

VP | Prosek Partners | [REDACTED]



---

**From:** [REDACTED] >  
**Sent:** Friday, August 15, 2025 11:09 AM  
**To:** [REDACTED] >

**Subject:** RE: Pre-US Open Event

Yes! Great, we're looking forward to having you. Will share the press release next week!

[REDACTED]

VP | Prosek Partners [REDACTED]



---

**From:** [REDACTED]

**Sent:** Friday, August 15, 2025 10:53 AM

**To:** [REDACTED]

**Subject:** Re: Pre-US Open Event

Thanks, [REDACTED] How do I RSVP? Just confirm with you? I'll be able to attend and cover.

[REDACTED]

[REDACTED]

[REDACTED]

---

**From:** [REDACTED] >

**Sent:** Friday, August 15, 2025 10:51:16 AM

**To:** [REDACTED] >

**Subject:** RE: Pre-US Open Event

Hi [REDACTED]

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- On Aug. 22, the ATP and PIF are launching ATP Tennis IQ Powered by PIF – a next-generation technology platform, delivering richer data, video, and wearables insights – significantly broadening and enabling access for more players across both the ATP Tour and ATP Challenger Tour events.
- This innovative technology, first launched in 2023, analyses match statistics, improves training techniques, and offers personalized feedback. The new and improved version builds on the original platform and greatly expands access to the tool, adding depth and scale with new features to help players prepare and make better in-match decisions.
- Darren Cahill (coach of current ATP No. 1 Jannik Sinner) will be providing an exclusive preview of the enhanced platform, providing a demo and insights into his experience using the platform and its benefits, alongside senior representatives of ATP and PIF.

+++



PIF

PLATINUM PARTNER



Dear [REDACTED]

You are invited to join **ATP** and **PIF** for an exclusive media breakfast and preview of an exciting player-focused technology platform. This announcement builds on ATP and PIF's shared ambition to enhance global tennis and its long-term future.

Representatives from ATP and PIF will be present, as well as influential tennis voices:

- **Darren Cahill**, former player, coach of four world #1 players, including current ATP No. 1 Jannik Sinner
- **Andrew Krasny**, host and producer

Once you RSVP, you'll receive the announcement press release **under embargo** on Thursday, August 21. The embargo will lift Friday at 11am ET.

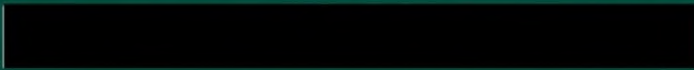
## EVENT DETAILS



Friday, August 22




7:45am arrival, 8am sharp start



On the record

Please RSVP by Wednesday, August 20 by responding to this email.

VP | Prosek Partners | 




prosek

**From:** 

**Sent:** Thursday, August 14, 2025 10:42 AM

**To:** 

**Subject:** Re: Pre-US Open Event

Thanks, !



**From:** 

**Sent:** Thursday, August 14, 2025 10:04 AM

**To:** [REDACTED] >

**Subject:** RE: Pre-US Open Event

Hi [REDACTED] I will have a press release with more details early next week, and a formal invite for you today! Will have more details there.

[REDACTED]

VP | Prosek Partners [REDACTED]



---

**From:** [REDACTED]

**Sent:** Wednesday, August 13, 2025 11:57 AM

**To:** [REDACTED] >

**Subject:** Re: Pre-US Open Event

H [REDACTED],

I will be around and should be able to make it contingent on getting coverage approved. Can you share more about the announcement?

[REDACTED]

---

**From:** [REDACTED] >

**Sent:** Wednesday, August 13, 2025 11:55 AM

**To:** [REDACTED] >

**Subject:** Pre-US Open Event

H [REDACTED],

Wanted to gauge your availability to attend a breakfast event ahead of the US Open on Friday, August 22 at 8 a.m. ET at [REDACTED] for an exciting player-focused technology announcement? You'll hear from representatives from PIF and the ATP Tour, as well as ATP World No.1 Jannik Sinner's coach, Darren Cahill.

A formal invite will follow, but first wanted to check if you're in town. Hope you can make it!

Best,

[REDACTED]

[REDACTED]

Vice President

[REDACTED]



---

**From:** [REDACTED]  
**Sent:** Thursday, August 21, 2025 2:11 PM  
**To:** [REDACTED]  
**Subject:** RE: YOU ARE INVITED: Exclusive Pre-US Open Event Hosted by ATP & PIF with ATP World No. 1 Coach

Hi [REDACTED]  
Looking forward to seeing you tomorrow morning! We have a press release we can share with you ahead of tomorrow's event if you agree to keep the news embargoed until Friday, August 22nd at 11:00am ET?

Let us know, we'd be happy to share.

Best,  
[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.*

[REDACTED]  
VP | Prosek Partners [REDACTED]



---

**From:** [REDACTED]  
**Sent:** Tuesday, August 19, 2025 6:49 PM  
**To:** [REDACTED] >  
**Cc:** [REDACTED]  
**Subject:** Re: YOU ARE INVITED: Exclusive Pre-US Open Event Hosted by ATP & PIF with ATP World No. 1 Coach

Great. Thanks for the heads up!

On Tue, Aug 19, 2025 at 6:47 PM [REDACTED] > wrote:

Hi [REDACTED]

We're looking forward to hosting you on Friday! Wanted to let you know we had a change of venue, and we will be hosting the event at [REDACTED]. Please plan to arrive at 7:45am ET, as the program will begin promptly at 8am ET. We will share the embargoed release with you on Thursday, 8/21. There will be a live Q&A section, but if there is anything you have immediate questions on, please let us know here.

You will receive a calendar invite from my colleague [REDACTED] shortly, which will include the location and logistics.

Best,

[REDACTED]

---

**From:** [REDACTED] >

**Sent:** Thursday, August 14, 2025 11:45:26 AM

**To:** [REDACTED] >

**Subject:** Re: YOU ARE INVITED: Exclusive Pre-US Open Event Hosted by ATP & PIF with ATP World No. 1 Coach

Got it, and count me in.

Thanks for the invite!

[REDACTED]

On Thu, Aug 14, 2025 at 11:20 AM [REDACTED] wrote:

Hi [REDACTED] –

Hope you're having a great summer.

Reaching out to invite you to join ATP and PIF for an exclusive media breakfast and preview of an exciting player-focused technology platform that will leave an indelible mark on professional men's tennis.

Please find additional information in the formal invitation attached.

We hope you can join us!

Best,

[REDACTED]

[REDACTED]

Managing Director, Head of Sports

[REDACTED]

████████████████████



**prosek**

---

**From:** [REDACTED]  
**Sent:** Thursday, August 14, 2025 1:17 PM  
**To:** [REDACTED]  
**Subject:** You're Invited: Exclusive Pre-US Open Event Hosted by ATP & PIF with ATP World No. 1 Coach

Hi [REDACTED]  
Reaching out to invite you to join ATP and PIF for an exclusive media breakfast and preview of an exciting player-focused technology platform that will leave an indelible mark on professional men's tennis. Please find additional information in the formal invitation below. We hope you can join us!

Best,

[REDACTED]

+++





Dear [REDACTED]

You are invited to join **ATP** and **PIF** for an exclusive media breakfast and preview of an exciting player-focused technology platform. This announcement builds on ATP and PIF's shared ambition to enhance global tennis and its long-term future.

Representatives from ATP and PIF will be present, as well as influential tennis voices:

- **Darren Cahill**, former player, coach of four world #1 players, including current ATP No. 1 Jannik Sinner
- **Andrew Krasny**, host and producer

Once you RSVP, you'll receive the announcement press release **under embargo** on Thursday, August 21. The embargo will lift Friday at 11am ET.

## EVENT DETAILS



Friday, August 22



7:45am arrival, 8am sharp start



[REDACTED]



On the record

Please RSVP by Wednesday, August 20 by responding to this email.



Vice President



---

**From:** [REDACTED]

**Sent:** Thursday, August 14, 2025 1:18 PM

**To:** [REDACTED]

**Subject:** You're Invited: Exclusive Pre-US Open Event Hosted by ATP & PIF with ATP World No. 1 Coach

Hi [REDACTED],

Reaching out to invite you to join ATP and PIF for an exclusive media breakfast and preview of an exciting player-focused technology platform that will leave an indelible mark on professional men's tennis. Please find additional information in the formal invitation below. We hope you can join us!

Best,

[REDACTED]

+++





Dear [REDACTED]

You are invited to join **ATP** and **PIF** for an exclusive media breakfast and preview of an exciting player-focused technology platform. This announcement builds on ATP and PIF's shared ambition to enhance global tennis and its long-term future.

Representatives from ATP and PIF will be present, as well as influential tennis voices:

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Once you RSVP, you'll receive the announcement press release **under embargo** on Thursday, August 21. The embargo will lift Friday at 11am ET.

## EVENT DETAILS



Friday, August 22



7:45am arrival, 8am sharp start



[REDACTED]



On the record

Please RSVP by Wednesday, August 20 by responding to this email.

[REDACTED]  
Vice President

[REDACTED]



---

**From:** [REDACTED]

**Sent:** Thursday, August 14, 2025 1:20 PM

**To:** [REDACTED]

**Subject:** You're Invited: Exclusive Pre-US Open Event Hosted by ATP & PIF with ATP World No. 1 Coach

Hi [REDACTED],

Reaching out to invite you to join ATP and PIF for an exclusive media breakfast and preview of an exciting player-focused technology platform that will leave an indelible mark on professional men's tennis. Please find additional information in the formal invitation below. We hope you can join us!

Best,

[REDACTED]

+++





Dear [REDACTED]

You are invited to join **ATP** and **PIF** for an exclusive media breakfast and preview of an exciting player-focused technology platform. This announcement builds on ATP and PIF's shared ambition to enhance global tennis and its long-term future.

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Once you RSVP, you'll receive the announcement press release **under embargo** on Thursday, August 21. The embargo will lift Friday at 11am ET.

## EVENT DETAILS



Friday, August 22



7:45am arrival, 8am sharp start



[REDACTED]



On the record

Please RSVP by Wednesday, August 20 by responding to this email.

[REDACTED]  
Vice President

[REDACTED]



---

**From:** [REDACTED]

**Sent:** Thursday, August 14, 2025 1:26 PM

**To:** [REDACTED]

**Subject:** You're Invited: Exclusive Pre-US Open Event Hosted by ATP & PIF with ATP World No. 1 Coach

Hi [REDACTED],

Reaching out to invite you to join ATP and PIF for an exclusive media breakfast and preview of an exciting player-focused technology platform that will leave an indelible mark on professional men's tennis. Please find additional information in the formal invitation below. We hope you can join us!

Best,

[REDACTED]

+++





Dear [REDACTED]

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## EVENT DETAILS



Friday, August 22



7:45am arrival, 8am sharp start



[REDACTED]



On the record

Please RSVP by Wednesday, August 20 by responding to this email.

[REDACTED]

Vice President

[REDACTED]



prosek

---

**From:** [REDACTED]

**Sent:** Thursday, August 14, 2025 1:26 PM

**To:** [REDACTED]

**Subject:** You're Invited: Exclusive Pre-US Open Event Hosted by ATP & PIF with ATP World No. 1 Coach

Hi [REDACTED],

Reaching out to invite you to join ATP and PIF for an exclusive media breakfast and preview of an exciting player-focused technology platform that will leave an indelible mark on professional men's tennis. Please find additional information in the formal invitation below. We hope you can join us!

Best,

[REDACTED]

+++





Dear [REDACTED]

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### EVENT DETAILS

 Friday, August 22  7:45am arrival, 8am sharp start

 [REDACTED]

 On the record

Please RSVP by Wednesday, August 20 by responding to this email.

[REDACTED]  
Vice President

[REDACTED]



---

**From:** [REDACTED]  
**Sent:** Monday, August 18, 2025 8:31 AM  
**To:** [REDACTED]  
**Subject:** RE: You're Invited: Exclusive Pre-US Open Event Hosted by ATP & PIF with ATP World No. 1 Coach

Hi [REDACTED],  
Hope you had a lovely weekend! Just checking in to see if you are able to attend on Friday?

Sharing some additional info below, and can share the release on Thursday. We are trying to finalize RSVPs by Wednesday, 8/20. Think you'll know by then?

Thanks so much,

[REDACTED]

+++

- On Aug. 22, the ATP and PIF are launching ATP Tennis IQ Powered by PIF – a next-generation technology platform, delivering richer data, video, and wearables insights – significantly broadening and enabling access for more players across both the ATP Tour and ATP Challenger Tour events.
- This innovative technology, first launched in 2023, analyses match statistics, improves training techniques, and offers personalized feedback. The new and improved version builds on the original platform and greatly expands access to the tool, adding depth and scale with new features to help players prepare and make better in-match decisions.
- Darren Cahill (coach of current ATP No. 1 Jannik Sinner) will be providing an exclusive preview of the enhanced platform, providing a demo and insights into his experience using the platform and its benefits, alongside senior representatives of ATP and PIF.

[REDACTED]  
VP | Prosek Partners | [REDACTED]



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**From:** [REDACTED]  
**Sent:** Thursday, August 14, 2025 1:43 PM  
**To:** [REDACTED]  
**Subject:** Re: You're Invited: Exclusive Pre-US Open Event Hosted by ATP & PIF with ATP World No. 1 Coach

Thank you, [REDACTED]. I don't yet know if I'll be available to attend, but I agree to the embargo to take a look at the release when you have it. Thanks, [REDACTED]

[REDACTED]  
[REDACTED]

On Thu, Aug 14, 2025 at 10:20 AM [REDACTED] wrote:

Hi [REDACTED],  
Reaching out to invite you to join ATP and PIF for an exclusive media breakfast and preview of an exciting player-focused technology platform that will leave an indelible mark on professional men's tennis. Please find additional information in the formal invitation below. We hope you can join us!

Best,  
[REDACTED]

+++





Dear [REDACTED]

You are invited to join **ATP** and **PIF** for an exclusive media breakfast and preview of an exciting player-focused technology platform. This announcement builds on ATP and PIF's shared ambition to enhance global tennis and its long-term future.

Representatives from ATP and PIF will be present, as well as influential tennis voices:

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- **Andrew Krasny**, host and producer

Once you RSVP, you'll receive the announcement press release **under embargo** on Thursday, August 21. The embargo will lift Friday at 11am ET.

### EVENT DETAILS

 Friday, August 22  7:45am arrival, 8am sharp start

 [REDACTED]

 On the record

Please RSVP by Wednesday, August 20 by responding to this email.

[REDACTED]  
Vice President

[REDACTED]



---

**From:** [REDACTED]

**Sent:** Monday, August 18, 2025 10:23 AM

**To:** [REDACTED]

**Subject:** You're Invited: Exclusive Pre-US Open Event Hosted by ATP & PIF with ATP World No. 1 Coach

Hi [REDACTED],

Reaching out to invite you to join the ATP and PIF for an exclusive media breakfast and preview of an exciting player-focused technology platform that will leave an indelible mark on professional men's tennis. Please find the logistics in the invitation below. I can send some additional information on what will be presented if you agree to the embargo, which lifts Friday, 8/22 at 11am ET.

We hope you can join us!

Best,

[REDACTED]

+++





You are invited to join **ATP** and **PIF** for an exclusive media breakfast and preview of an exciting player-focused technology platform. This announcement builds on ATP and PIF's shared ambition to enhance global tennis and its long-term future.

Representatives from ATP and PIF will be present, as well as influential tennis voices:

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Once you RSVP, you'll receive the announcement press release **under embargo** on Thursday, August 21. The embargo will lift Friday at 11am ET.


### EVENT DETAILS

 Friday, August 22  7:45am arrival, 8am sharp start

 On the record

Please RSVP by Wednesday, August 20 by responding to this email.

  
Vice President





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**From:** [REDACTED]  
**Sent:** Monday, August 18, 2025 8:40 AM  
**To:** [REDACTED]  
**Subject:** You're Invited: Exclusive Pre-US Open Event Hosted by ATP & PIF with ATP World No. 1 Coach

Hi [REDACTED],  
Reaching out to invite you to join the ATP and PIF for an exclusive media breakfast and preview of an exciting player-focused technology platform that will leave an indelible mark on professional men's tennis. Please find the logistics information in the invitation below. I can send some additional information on what will be presented if you agree to the embargo, which lifts Friday, 8/22 at 11am ET.

We hope you can join us!

Best,

[REDACTED]

+++





You are invited to join **ATP** and **PIF** for an exclusive media breakfast and preview of an exciting player-focused technology platform. This announcement builds on ATP and PIF's shared ambition to enhance global tennis and its long-term future.

Representatives from ATP and PIF will be present, as well as influential tennis voices:

- **Darren Cahill**, former player, coach of four world #1 players, including current ATP No. 1 Jannik Sinner
- **Andrew Krasny**, host and producer

Once you RSVP, you'll receive the announcement press release **under embargo** on Thursday, August 21. The embargo will lift Friday at 11am ET.

### EVENT DETAILS

 Friday, August 22  7:45am arrival, 8am sharp start

 [Redacted location]

 On the record

Please RSVP by Wednesday, August 20 by responding to this email.

[Redacted]  
Vice President

[Redacted]



---

**From:** [REDACTED]

**Sent:** Monday, August 18, 2025 10:36 AM

**To:** [REDACTED]

**Subject:** You're Invited: Exclusive Pre-US Open Event Hosted by ATP & PIF with ATP World No. 1 Coach

H [REDACTED],

Reaching out to invite you to join the ATP and PIF for an exclusive media breakfast and preview of an exciting player-focused technology platform that will leave an indelible mark on professional men's tennis. Please find the logistics in the invitation below. I can send some additional information on what will be presented if you agree to the embargo, which lifts Friday, 8/22 at 11am ET.

We hope you can join us!

Best,

[REDACTED]

+++





You are invited to join **ATP** and **PIF** for an exclusive media breakfast and preview of an exciting player-focused technology platform. This announcement builds on ATP and PIF's shared ambition to enhance global tennis and its long-term future.

Representatives from ATP and PIF will be present, as well as influential tennis voices:

- **Darren Cahill**, former player, coach of four world #1 players, including current ATP No. 1 Jannik Sinner
- **Andrew Krasny**, host and producer

Once you RSVP, you'll receive the announcement press release **under embargo** on Thursday, August 21. The embargo will lift Friday at 11am ET.


### EVENT DETAILS

 Friday, August 22  7:45am arrival, 8am sharp start

 On the record

Please RSVP by Wednesday, August 20 by responding to this email.

  
Vice President





**From:** [REDACTED]  
**To:** [REDACTED]  
**Subject:** [EXTERNAL] RE: Inquiry on Friday's ATP/PIF event  
**Date:** Thursday, August 21, 2025 2:12:05 PM  
**Attachments:** [image002.png](#)

---

Hi [REDACTED],  
Looking forward to seeing you tomorrow morning! We have a press release we can share with you ahead of tomorrow's event if you agree to keep the news embargoed until Friday, August 22nd at 11:00am ET?

Let me know, we'd be happy to share.

Best,  
[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.*

[REDACTED]  
VP | Prosek Partners | [REDACTED]



---

**From:** [REDACTED]  
**Sent:** Wednesday, August 20, 2025 5:18 PM  
**To:** [REDACTED]  
**Subject:** Re: Inquiry on Friday's ATP/PIF event

Awesome. Looking forward to it. Thanks!

---

**From:** [REDACTED] >  
**Date:** Wednesday, August 20, 2025 at 5:02 PM  
**To:** [REDACTED] >  
**Subject:** RE: Inquiry on Friday's ATP/PIF event

Hi [REDACTED], apologies for the delay! We'd be happy to host you. I will share a calendar invite with you, which includes a formal invitation with details.

Let me know if I can provide anything else!

[REDACTED]  
VP | Prosek Partners | [REDACTED]



---

**From:** [REDACTED]  
**Sent:** Tuesday, August 19, 2025 5:14 PM

**To:** [REDACTED]

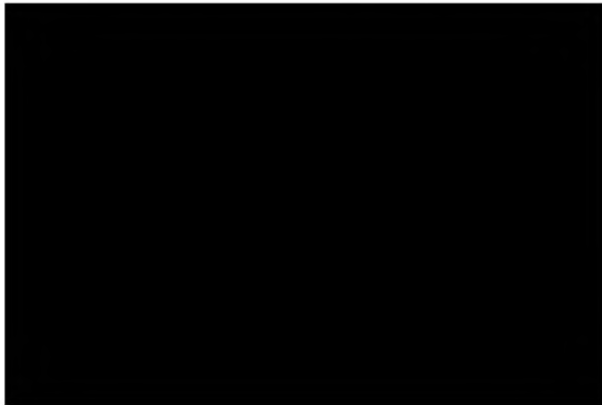
**Subject:** Inquiry on Friday's ATP/PIF event

Hello, [REDACTED]

My name is [REDACTED] and I am a reporter/editor for [REDACTED]. My colleague [REDACTED] [REDACTED] forwarded the invitation to me as he'll be out of town for the rest of the week. I would be happy to attend the event in his place, if possible.

Would you mind forwarding any related materials my way in advance of Friday?

Thanks and don't hesitate to reach out for any questions.



**From:** [REDACTED]  
**To:** [REDACTED]  
**Subject:** [EXTERNAL] RE: Inquiry on Friday's ATP/PIF event  
**Date:** Thursday, August 21, 2025 4:05:45 PM  
**Attachments:** [image002.png](#)

---

Great!

Sharing here the press release, which is under embargo until 11am ET tomorrow.

As a reminder, please arrive between 7:45am ET and 8am ET tomorrow, as the programming will begin promptly at 8. And one last reminder of the venue: [REDACTED].

Please let me know if you have any questions!

Best,  
[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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**Embargoed until Friday, August 22nd at 11:00am ET**

**ATP and PIF announce ATP Tennis IQ Powered by PIF, unlocking access to performance analytics to all singles players across the PIF ATP Rankings for the first time ever**

- *ATP Tennis IQ Powered by PIF is a next-generation technology platform, delivering advanced scouting, video analysis and innovative wearable insights*
- *The enhanced platform will be accessible to all singles players across the PIF ATP Rankings*
- *The launch is one of the most significant technological advances in the sport, significantly expanding access to world-class data and performance analytics*

**NEW YORK, RIYADH and LONDON, Friday, August 22, 2025** – The ATP and PIF today announced the launch of ATP Tennis IQ Powered by PIF, a next-generation technology platform revolutionizing the future of tennis by enabling enhanced access to data, insights and advanced match analytics.

The platform will unlock opportunities and expand access to more players, empowering up to 2,000 players across the ATP Tour and ATP Challenger Tour, the launchpad to men's professional tennis, to reach their full performance potential and level the playing field, from emerging talent through to the top players of the sport.

ATP Tennis IQ Powered by PIF reflects the shared vision between the ATP and PIF to elevate the sport through innovation and improved access to cutting-edge technology. The platform delivers richer data and analytics in real time, in the form of advanced scouting, video analysis and wearables insights.

**Ross Hutchins, Chief Sporting Officer, ATP,** said: "One of the things we're most proud of with ATP Tennis IQ Powered by PIF is putting high quality data insights into the hands of

more players – enabling easy access to information that can genuinely impact their careers. We've also made big strides in the sophistication of the platform itself. Working with PIF has accelerated that progress – scaling faster, supporting more players, and delivering one of the biggest technological step changes in the sport.”

**Mohamed AlSayyad, Head of Corporate Brand at PIF**, added: “PIF’s partnerships are designed to address critical needs and leave a legacy of transformative impact, built on a shared ambition to elevate every level of sport on a global scale. ATP Tennis IQ Powered by PIF embodies how innovation can empower athletes. PIF remains committed to driving partnerships in sport to catalyse innovation, expand opportunity, and support the next generation of talent.”

Initially launched in 2023, the platform was developed in collaboration **with Tennis Data Innovations (TDI)** and **TennisViz**. The new version builds on the original platform, adding significantly more depth and scale:

- Broader access to singles players across the ATP Tour and ATP Challenger Tour, in addition to all ATP coach members
- Upgraded interface for faster, more intuitive use
- Enhanced scouting and video tools to analyse opponents and match performance and statistics
- Wearables integration to bring physical performance data into focus

These upgrades put richer data and analytics at players’ fingertips in real time – helping them to better prepare, improve training techniques, refine and modify strategy and make better in-match decisions.

The launch is part of the ATP and PIF’s broader partnership focused on enhancing global tennis and its long-term future. PIF is the official naming partner of the ATP Rankings, celebrating players’ journeys and progress across the season and championing excellence as the Year-End No. 1, presented by PIF, is crowned at the Nitto ATP Finals in Turin, Italy. PIF partners with ATP Tour events in Indian Wells, Miami, Madrid, Beijing and the Nitto ATP Finals, in addition to the Next Gen ATP Finals Presented by PIF, hosted in Jeddah until 2027.

PIF builds groundbreaking partnerships that drive positive impact on the global stage, driving a new era of opportunity. Through its partnerships, PIF is accelerating the growth and sustainability of sport, uplifting and enhancing global sport for players, fans, tournaments and stakeholders at every level.

#### **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 media inquiries:**

PIF Media Relations

Email: [REDACTED]

Website: [www.pif.gov.sa](http://www.pif.gov.sa)

**About The ATP**

The ATP's mission is to serve tennis. As governing body of the ATP Tour and Challenger Tour we entertain a billion global fans, showcase the world's greatest players at prestigious tournaments, and inspire the game's next generation. From the United Cup in Australia, to Europe, the Americas and Asia, the stars of the game battle for titles and PIF ATP Rankings points at ATP Masters 1000, 500 and 250 events, and Grand Slams. All roads lead to the Nitto ATP Finals, our prestigious season finale held in Turin, Italy. Featuring only the season's best 8 singles players and doubles teams, the tournament sees the crowning of the year-end ATP World No. 1, presented by PIF, the ultimate achievement in tennis. For more information, please visit [www.ATPTour.com](http://www.ATPTour.com).

###

[REDACTED]

VP | Prosek Partners [REDACTED]



prosek

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**From:** [REDACTED] >

**Sent:** Thursday, August 21, 2025 2:18 PM

**To:** [REDACTED]

**Subject:** Re: Inquiry on Friday's ATP/PIF event

Yes, feel free to send it along

Get [Outlook for Android](#)

---

**From:** [REDACTED]

**Sent:** Thursday, August 21, 2025 2:11:52 PM

**To:** [REDACTED]

**Subject:** RE: Inquiry on Friday's ATP/PIF event

Hi [REDACTED],

Looking forward to seeing you tomorrow morning! We have a press release we can share with you ahead of tomorrow's event if you agree to keep the news embargoed until Friday, August 22nd at 11:00am ET?

Let me know, we'd be happy to share.

Best,

[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.*

[REDACTED]

VP | Prosek Partners | [REDACTED]



---

**From:** [REDACTED]  
**Sent:** Wednesday, August 20, 2025 5:18 PM  
**To:** [REDACTED]  
**Subject:** Re: Inquiry on Friday's ATP/PIF event

Awesome. Looking forward to it. Thanks!

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**From:** [REDACTED]  
**Date:** Wednesday, August 20, 2025 at 5:02 PM  
**To:** [REDACTED] >  
**Subject:** RE: Inquiry on Friday's ATP/PIF event

Hi [REDACTED], apologies for the delay! We'd be happy to host you. I will share a calendar invite with you, which includes a formal invitation with details.

Let me know if I can provide anything else!

[REDACTED]

VP | Prosek Partners | [REDACTED]



---

**From:** [REDACTED]  
**Sent:** Tuesday, August 19, 2025 5:14 PM  
**To:** [REDACTED]  
**Subject:** Inquiry on Friday's ATP/PIF event

Hello, [REDACTED]

My name is [REDACTED] and I am a reporter/editor for [REDACTED]. My colleague [REDACTED] [REDACTED] forwarded the invitation to me as he'll be out of town for the rest of the week. I would be happy to attend the event in his place, if possible.

Would you mind forwarding any related materials my way in advance of Friday?

Thanks and don't hesitate to reach out for any questions.



**From:** [REDACTED]  
**To:** [REDACTED]  
**Subject:** [EXTERNAL] RE: VENUE UPDATE: Pre-US Open Event - PIF  
**Date:** Thursday, August 21, 2025 2:02:00 PM

---

Hi [REDACTED],

Looking forward to seeing you both tomorrow morning! Sharing here the press release, which is under embargo until 11am ET tomorrow.

As a reminder, please arrive between 7:45am ET and 8am ET, as the programming will begin promptly at 8. And one last reminder of the venue: [REDACTED]

Please let me know if you have any questions.

Best,

[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.*

+++

**Embargoed until Friday, August 22nd at 11:00am ET**

**ATP and PIF announce ATP Tennis IQ Powered by PIF, unlocking access to performance analytics to all singles players across the PIF ATP Rankings for the first time ever**

- *ATP Tennis IQ Powered by PIF is a next-generation technology platform, delivering advanced scouting, video analysis and innovative wearable insights*
- *The enhanced platform will be accessible to all singles players across the PIF ATP Rankings*
- *The launch is one of the most significant technological advances in the sport, significantly expanding access to world-class data and performance analytics*

**NEW YORK, RIYADH and LONDON, Friday, August 22, 2025** – The ATP and PIF today announced the launch of ATP Tennis IQ Powered by PIF, a next-generation technology platform revolutionizing the future of tennis by enabling enhanced access to data, insights and advanced match analytics.

The platform will unlock opportunities and expand access to more players, empowering up to 2,000 players across the ATP Tour and ATP Challenger Tour, the launchpad to men's professional tennis, to reach their full performance potential and level the playing field, from emerging talent through to the top players of the sport.

ATP Tennis IQ Powered by PIF reflects the shared vision between the ATP and PIF to elevate the sport through innovation and improved access to cutting-edge technology. The platform delivers richer data and analytics in real time, in the form of advanced scouting, video analysis and wearables insights.

**Ross Hutchins, Chief Sporting Officer, ATP**, said: "One of the things we're most proud of with ATP Tennis IQ Powered by PIF is putting high quality data insights into the hands of more players – enabling easy access to information that can genuinely impact their careers. We've also made big strides in the sophistication of the platform itself. Working with PIF has accelerated that progress – scaling faster, supporting more players, and delivering one of the biggest technological step changes in the sport."

**Mohamed AlSayyad, Head of Corporate Brand at PIF**, added: "PIF's partnerships are designed to address critical needs and leave a legacy of transformative impact, built on a shared

ambition to elevate every level of sport on a global scale. ATP Tennis IQ Powered by PIF embodies how innovation can empower athletes. PIF remains committed to driving partnerships in sport to catalyse innovation, expand opportunity, and support the next generation of talent.”

Initially launched in 2023, the platform was developed in collaboration **with Tennis Data Innovations (TDI)** and **TennisViz**. The new version builds on the original platform, adding significantly more depth and scale:

- Broader access to singles players across the ATP Tour and ATP Challenger Tour, in addition to all ATP coach members
- Upgraded interface for faster, more intuitive use
- Enhanced scouting and video tools to analyse opponents and match performance and statistics
- Wearables integration to bring physical performance data into focus

These upgrades put richer data and analytics at players’ fingertips in real time – helping them to better prepare, improve training techniques, refine and modify strategy and make better in-match decisions.

The launch is part of the ATP and PIF’s broader partnership focused on enhancing global tennis and its long-term future. PIF is the official naming partner of the ATP Rankings, celebrating players’ journeys and progress across the season and championing excellence as the Year-End No. 1, presented by PIF, is crowned at the Nitto ATP Finals in Turin, Italy. PIF partners with ATP Tour events in Indian Wells, Miami, Madrid, Beijing and the Nitto ATP Finals, in addition to the Next Gen ATP Finals Presented by PIF, hosted in Jeddah until 2027.

PIF builds groundbreaking partnerships that drive positive impact on the global stage, driving a new era of opportunity. Through its partnerships, PIF is accelerating the growth and sustainability of sport, uplifting and enhancing global sport for players, fans, tournaments and stakeholders at every level.

#### **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 media inquiries:**

PIF Media Relations

Email: [REDACTED]

Website: [www.pif.gov.sa](http://www.pif.gov.sa)

#### **About The ATP**

The ATP’s mission is to serve tennis. As governing body of the ATP Tour and Challenger Tour we entertain a billion global fans, showcase the world’s greatest players at prestigious tournaments, and inspire the game’s next generation. From the United Cup in Australia, to Europe, the Americas

and Asia, the stars of the game battle for titles and PIF ATP Rankings points at ATP Masters 1000, 500 and 250 events, and Grand Slams. All roads lead to the Nitto ATP Finals, our prestigious season finale held in Turin, Italy. Featuring only the season's best 8 singles players and doubles teams, the tournament sees the crowning of the year-end ATP World No. 1, presented by PIF, the ultimate achievement in tennis. For more information, please visit [www.ATPTour.com](http://www.ATPTour.com).

###

[REDACTED]

VP | Prosek Partners | [REDACTED]



prosek

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**From:** [REDACTED]

**Sent:** Tuesday, August 19, 2025 6:21 PM

**To:** [REDACTED]

**Subject:** VENUE UPDATE: Pre-US Open Event - PIF

Hi [REDACTED],

We're looking forward to hosting you on Friday! Wanted to let you know we had a change of venue, and **we will be hosting the event at** [REDACTED]. Please plan to arrive at 7:45am ET, as the program will begin promptly at 8am ET. I'll be circulating a calendar hold with logistics.

As previously noted, we will share the embargoed release with you on Thursday, 8/21. There will be a live Q&A portion of the event, but if there is anything you have immediate questions on, please let me know.

Best,

[REDACTED]

[REDACTED]

VP | Prosek Partners | [REDACTED]



prosek

---

**From:** [REDACTED]

**Sent:** Thursday, August 14, 2025 11:21 AM

**To:** [REDACTED]

**Subject:** RE: Pre-US Open Event - PIF

Fabulous! Sharing the formal invite below. We will consider you both RSVPed as attending, but do let us know if anything comes up.

Best,

[REDACTED]

+++

[REDACTED]



Dear [REDACTED]

You are invited to join **ATP** and **PIF** for an exclusive media breakfast and preview of an exciting player-focused technology platform. This announcement builds on ATP and PIF's shared ambition to enhance global tennis and its long-term future.

Representatives from ATP and PIF will be present, as well as influential tennis voices:

- **Darren Cahill**, former player, coach of four world #1 players, including

current ATP No. 1 Jannik Sinner  
• **Andrew Krasny**, host and producer

Once you RSVP, you'll receive the announcement press release **under embargo** on Thursday, August 21. The embargo will lift Friday at 11am ET.

### EVENT DETAILS



Friday, August 22



7:45am arrival, 8am sharp start



[Redacted location]



On the record

Please RSVP by Wednesday, August 20 by responding to this email.

[Redacted]

VP | Prosek Partners [Redacted]



prosek

**From:** [Redacted]

**Sent:** Thursday, August 14, 2025 9:57 AM

**To:** [Redacted]

**Subject:** RE: Pre-US Open Event - PIF

yes excited to attend! Thanks for the invite

[Redacted]  
[Redacted] Event - PIF

Hi both, wanted to follow up here. Please let me know if you are available / interested!

[Redacted]

VP | Prosek Partners [Redacted]



prosek

**From:** [REDACTED]  
**Sent:** Wednesday, August 13, 2025 11:49 AM  
**To:** [REDACTED]  
[REDACTED]  
**Subject:** Pre-US Open Event - PIF

Hi [REDACTED],  
Wanted to gauge your availability to attend a breakfast event ahead of the US Open on Friday, August 22 at 8 a.m. ET at [REDACTED] for an exciting player-focused technology announcement? You'll hear from representatives from PIF and the ATP Tour, as well as Jannik Sinner's coach Darren Cahill.

A formal invite will follow, but first wanted to check if you're in town. Hope you can make it!

Best,

[REDACTED]

[REDACTED]  
Vice President

[REDACTED]



prosek

From: [REDACTED]  
To: [REDACTED]  
Subject: [EXTERNAL] RE: VENUE UPDATE: Pre-US Open Event - PIF  
Date: Thursday, August 21, 2025 4:36:09 PM

Hi [REDACTED]  
We'll miss you, but we understand. [REDACTED] just called me as well and also won't be able to make it. Is there another colleague you think might want to come, or cover the news?

I will get a hold of schedules to see if we can make a meeting happen with the PIF team while in town. Stay tuned there.

Best,

*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.*

VP | Prosek Partners [REDACTED]



From: [REDACTED] >  
Sent: Thursday, August 21, 2025 4:26 PM  
To: [REDACTED] >  
Subject: RE: VENUE UPDATE: Pre-US Open Event - PIF

[REDACTED], so sorry to do this, but I have to miss tomorrow morning. I learned this afternoon I need to be in Connecticut for a meeting late morning and I tried to make the timing work with getting in to the city and back out and just can't make it happen. I really apologize. I'm around all next week if up with the PIF team to learn more about what they are doing.

Hi [REDACTED],  
Looking forward to seeing you both tomorrow morning! Sharing here the press release, which is under embargo until 11am ET tomorrow.

As a reminder, please arrive between 7:45am ET and 8am ET, as the programming will begin promptly at 8. And one last reminder of the venue: [REDACTED]

Please let me know if you have any questions.

Best,

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+++

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- ATP Tennis IQ Powered by PIF is a next-generation technology platform, delivering advanced scouting, video analysis and innovative wearable insights
- The enhanced platform will be accessible to all singles players across the PIF ATP Rankings
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The platform will unlock opportunities and expand access to more players, empowering up to 2,000 players across the ATP Tour and ATP Challenger Tour, the launchpad to men's professional tennis, to reach their full performance potential and level the playing field, from emerging talent through to the top players of the sport.

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**Ross Hutchins, Chief Sporting Officer, ATP**, said: "One of the things we're most proud of with ATP Tennis IQ Powered by PIF is putting high quality data insights into the hands of more players – enabling easy access to information that can genuinely impact their careers. We've also made big strides in the sophistication of the platform itself. Working with PIF has accelerated that progress – scaling faster, supporting more players, and delivering one of the biggest technological step changes in the sport."

**Mohamed AlSayyad, Head of Corporate Brand at PIF**, added: "PIF's partnerships are designed to address critical needs and leave a legacy of transformative impact, built on a shared ambition to elevate every level of sport on a global scale. ATP Tennis IQ Powered by PIF embodies how innovation can empower athletes. PIF remains committed to driving partnerships in sport to catalyze innovation, expand opportunity, and support the next generation of talent."

Initially launched in 2023, the platform was developed in collaboration with **Tennis Data Innovations (TDI)** and **TennisViz**. The new version builds on the original platform, adding significantly more depth and scale:

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Email: [REDACTED]

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###

[REDACTED]  
VP | Prosek Partners | [REDACTED]



prosek

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From: [REDACTED]

Sent: Tuesday, August 19, 2025 6:21 PM

To: [REDACTED]

Subject: VENUE UPDATE: Pre-US Open Event - PIF

Hi [REDACTED],

We're looking forward to hosting you on Friday! Wanted to let you know we had a change of venue, and **we will be hosting the event at [REDACTED]**. Please plan to arrive at 7:45am ET, as the program will begin promptly at 8am ET. I'll be circulating a calendar hold with logistics.

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Best,

[REDACTED]  
VP | Prosek Partners | [REDACTED]



prosek

From: [REDACTED]  
Sent: Thursday, August 14, 2025 11:21 AM  
To: [REDACTED]  
Subject: RE: Pre-US Open Event - PIF

Fabulous! Sharing the formal invite below. We will consider you both RSVPed as attending, but do let us know if anything comes up.

Best,

[REDACTED]

+++



You are invited to join **ATP** and **PIF** for an exclusive media breakfast and preview of an exciting player-focused technology platform. This announcement builds on ATP and PIF's shared ambition to enhance global tennis and its long-term future.

Representatives from ATP and PIF will be present, as well as influential tennis voices:

- **Darren Cahill**, former player, coach of four world #1 players, including current ATP No. 1 Jannik Sinner
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Once you RSVP, you'll receive the announcement press release **under embargo** on Thursday, August 21. The embargo will lift Friday at 11am ET.

## EVENT DETAILS



Friday, August 22



7:45am arrival, 8am sharp start



[Redacted location]



On the record

Please RSVP by Wednesday, August 20 by responding to this email.

[Redacted]  
VP | Prosek Partners [Redacted]



prosek

---

From: [Redacted] >  
Sent: Thursday, August 14, 2025 9:57 AM  
To: [Redacted]  
Subject: RE: Pre-US Open Event - PIF

yes excited to attend! Thanks for the invite

[Redacted signature]

Hi both, wanted to follow up here. Please let me know if you are available / interested!

[Redacted]  
VP | Prosek Partners [Redacted]



prosek

---

From: [Redacted]  
Sent: Wednesday, August 13, 2025 11:49 AM

To: [REDACTED]

Subject: Pre-US Open Event - PIF

Hi [REDACTED],

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A formal invite will follow, but first wanted to check if you're in town. Hope you can make it!

Best,

[REDACTED]

[REDACTED]

Vice President

[REDACTED]



prosek

**From:** [REDACTED]  
**To:** [REDACTED]  
**Subject:** [EXTERNAL] RE: VENUE UPDATE: Pre-US Open Event  
**Date:** Thursday, August 21, 2025 2:00:04 PM  
**Attachments:** [image002.png](#)

---

Hi [REDACTED],  
Sharing here the press release, which is under embargo until 11am ET tomorrow.

Please let me know if you have any questions.

Best,  
[REDACTED]

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+++

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#### **For media inquiries:**

PIF Media Relations

Email: [REDACTED]

Website: [www.pif.gov.sa](http://www.pif.gov.sa)

[REDACTED]

#### **About The ATP**

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entertain a billion global fans, showcase the world's greatest players at prestigious tournaments, and inspire the game's next generation. From the United Cup in Australia, to Europe, the Americas and Asia, the stars of the game battle for titles and PIF ATP Rankings points at ATP Masters 1000, 500 and 250 events, and Grand Slams. All roads lead to the Nitto ATP Finals, our prestigious season finale held in Turin, Italy. Featuring only the season's best 8 singles players and doubles teams, the tournament sees the crowning of the year-end ATP World No. 1, presented by PIF, the ultimate achievement in tennis. For more information, please visit [www.ATPTour.com](http://www.ATPTour.com).

###

**Kristen Duarte**

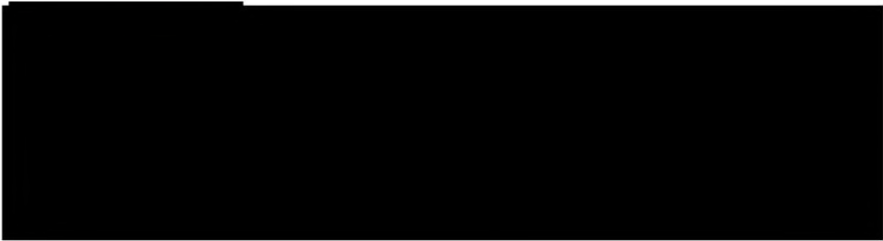
VP | Prosek Partners | 914-672-9188



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**From:** [REDACTED]  
**Sent:** Thursday, August 21, 2025 1:32 PM  
**To:** [REDACTED]  
**Subject:** Re: VENUE UPDATE: Pre-US Open Event

Got it, thanks!



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**From:** [REDACTED] >  
**Sent:** Thursday, August 21, 2025 1:31 PM  
**To:** [REDACTED] >  
**Subject:** RE: VENUE UPDATE: Pre-US Open Event

Hi [REDACTED], will send the press release shortly. The embargo lifts at 11am ET tomorrow.



VP | Prosek Partners | [REDACTED]



---

**From:** [REDACTED]  
**Sent:** Thursday, August 21, 2025 1:29 PM  
**To:** [REDACTED]  
**Subject:** Re: VENUE UPDATE: Pre-US Open Event

Hey [REDACTED]

Just checking in on the press release. Would be great to get that as early as possible so I can be prepared to publish coverage around the embargo tomorrow.

Will that embargo be right at 8amET, when the event starts, or sometime after?

[REDACTED]

---

**From:** [REDACTED]  
**Sent:** Tuesday, August 19, 2025 7:20 PM  
**To:** [REDACTED]  
**Subject:** Re: VENUE UPDATE: Pre-US Open Event

Thanks, [REDACTED]. I'll be there.

[REDACTED]

---

**From:** [REDACTED] >  
**Sent:** Tuesday, August 19, 2025 6:21 PM  
**To:** [REDACTED] >  
**Subject:** VENUE UPDATE: Pre-US Open Event

Hi [REDACTED],  
We're looking forward to hosting you on Friday! Wanted to let you know we had a change of venue, and **we will be hosting the event at abcV, located at [REDACTED]**. Please plan to arrive at 7:45am ET, as the program will begin promptly at 8am ET. I'll be circulating a calendar hold with logistics.

As previously noted, we will share the embargoed release with you on Thursday, 8/21. There will be a live Q&A portion of the event, but if there is anything you have immediate questions on, please let me know.

Best,  
[REDACTED]  
[REDACTED]

VP | Prosek Partners [REDACTED]



---

**From:** [REDACTED]  
**Sent:** Friday, August 15, 2025 11:09 AM  
**To:** [REDACTED] >  
**Subject:** RE: Pre-US Open Event

Yes! Great, we're looking forward to having you. Will share the press release next week!

[REDACTED]  
VP | Prosek Partners [REDACTED]



---

**From:** [REDACTED]  
**Sent:** Friday, August 15, 2025 10:53 AM  
**To:** [REDACTED] >  
**Subject:** Re: Pre-US Open Event

Thanks, [REDACTED]. How do I RSVP? Just confirm with you? I'll be able to attend and cover.



---

**From:** [REDACTED]  
**Sent:** Friday, August 15, 2025 10:51:16 AM  
**To:** [REDACTED]  
**Subject:** RE: Pre-US Open Event

Hi [REDACTED],  
Sharing here some bullets under embargo as well as the formal invite. Please let me know if you're able to get coverage approved and make it to the event!

- On Aug. 22, the ATP and PIF are launching ATP Tennis IQ Powered by PIF – a next-generation technology platform, delivering richer data, video, and wearables insights – significantly broadening and enabling access for more players across both the ATP Tour and ATP Challenger Tour events.
- This innovative technology, first launched in 2023, analyses match statistics, improves training techniques, and offers personalized feedback. The new and improved version builds on the original platform and greatly expands access to the tool, adding depth and

scale with new features to help players prepare and make better in-match decisions.

- Darren Cahill (coach of current ATP No. 1 Jannik Sinner) will be providing an exclusive preview of the enhanced platform, providing a demo and insights into his experience using the platform and its benefits, alongside senior representatives of ATP and PIF.

+++



Dear Rob,

You are invited to join **ATP** and **PIF** for an exclusive media breakfast and preview of an exciting player-focused technology platform. This announcement builds on ATP and PIF's shared ambition to enhance global tennis and its long-term future.

Representatives from ATP and PIF will be present, as well as influential tennis voices:

- **Darren Cahill**, former player, coach of four world #1 players, including current ATP No. 1 Jannik Sinner
- **Andrew Krasny**, host and producer

Once you RSVP, you'll receive the announcement press release **under embargo** on Thursday, August 21. The embargo will lift Friday at 11am ET.

## EVENT DETAILS



Friday, August 22



7:45am arrival, 8am sharp start



On the record

Please RSVP by Wednesday, August 20 by responding to this email.

[Redacted]  
VP | Prosek Partners | [Redacted]



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From: [Redacted] >

Sent: Thursday, August 14, 2025 10:42 AM

To: [Redacted]

Subject: Re: Pre-US Open Event

Thanks, Kristen!





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**From:** [REDACTED]  
**Sent:** Thursday, August 14, 2025 10:04 AM  
**To:** [REDACTED] >  
**Subject:** RE: Pre-US Open Event

Hi [REDACTED], I will have a press release with more details early next week, and a formal invite for you today! Will have more details there.



VP | Prosek Partners [REDACTED]

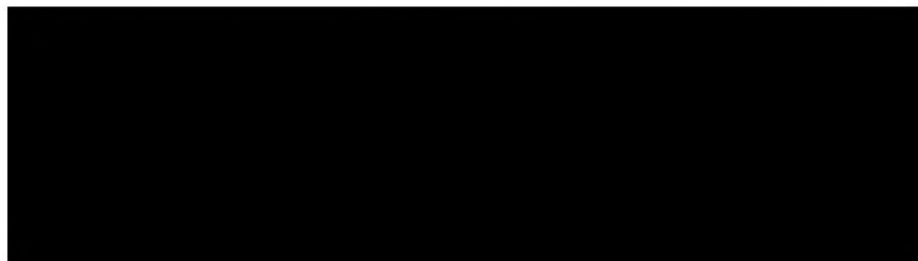


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**From:** [REDACTED] >  
**Sent:** Wednesday, August 13, 2025 11:57 AM  
**To:** [REDACTED]  
**Subject:** Re: Pre-US Open Event

Hi [REDACTED],

I will be around and should be able to make it contingent on getting coverage approved. Can you share more about the announcement?



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**From:** [REDACTED]  
**Sent:** Wednesday, August 13, 2025 11:55 AM  
**To:** [REDACTED]  
**Subject:** Pre-US Open Event

Hi [REDACTED]  
Wanted to gauge your availability to attend a breakfast event ahead of the US Open on Friday, August 22 at 8 a.m. ET at [REDACTED] for an exciting player-focused technology announcement? You'll hear from representatives from PIF and the ATP Tour, as well

as ATP World No.1 Jannik Sinner's coach, Darren Cahill.

A formal invite will follow, but first wanted to check if you're in town. Hope you can make it!

Best,

[Redacted]

[Redacted]

Vice President

[Redacted]



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**From:** [REDACTED]  
**To:** [REDACTED]  
**Subject:** [EXTERNAL] RE: YOU ARE INVITED: Exclusive Pre-US Open Event Hosted by ATP & PIF with ATP World No. 1 Coach  
**Date:** Thursday, August 21, 2025 2:11:35 PM  
**Attachments:** [image002.png](#)

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Hi [REDACTED],  
Looking forward to seeing you tomorrow morning! We have a press release we can share with you ahead of tomorrow's event if you agree to keep the news embargoed until Friday, August 22nd at 11:00am ET?

Let us know, we'd be happy to share.

Best,  
[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.*

[REDACTED]  
VP | Prosek Partners [REDACTED]



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**From:** [REDACTED]  
**Sent:** Tuesday, August 19, 2025 6:47 PM  
**To:** [REDACTED] >  
**Cc:** [REDACTED]  
**Subject:** Re: YOU ARE INVITED: Exclusive Pre-US Open Event Hosted by ATP & PIF with ATP World No. 1 Coach

Hi [REDACTED] --

We're looking forward to hosting you on Friday! Wanted to let you know we had a change of venue, and we will be hosting the event at [REDACTED]. Please plan to arrive at 7:45am ET, as the program will begin promptly at 8am ET. We will share the embargoed release with you on Thursday, 8/21. There will be a live Q&A section, but if there is anything you have immediate questions on, please let us know here.

You will receive a calendar invite from my colleague [REDACTED] shortly, which will include the location and logistics.

Best,  
[REDACTED]

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**From:** [REDACTED]  
**Sent:** Monday, August 18, 2025 10:11:29 AM  
**To:** [REDACTED]

**Subject:** Re: YOU ARE INVITED: Exclusive Pre-US Open Event Hosted by ATP & PIF with ATP World No. 1 Coach

Should be able to make it if it's not too late to RSVP



On Fri, Aug 15, 2025 at 1:35 PM [REDACTED] > wrote:

Hi [REDACTED] – What d'ya think?

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**From:** [REDACTED]

**Sent:** Thursday, August 14, 2025 11:18 AM

**To:** [REDACTED]

**Subject:** YOU ARE INVITED: Exclusive Pre-US Open Event Hosted by ATP & PIF with ATP World No. 1 Coach

Hi [REDACTED] –

Hope you're having a great summer.

Reaching out to invite you to join ATP and PIF for an exclusive media breakfast and preview of an exciting player-focused technology platform that will leave an indelible mark on professional men's tennis.

Please find additional information in the formal invitation below.

We hope you can join us!

Best,

[REDACTED]

[REDACTED]

Managing Director, Head of Sports

[REDACTED]

[REDACTED]



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