



PRESS RELEASE

GENESIS SCOTTISH OPEN 2023 TO COMMENCE: SHOWCASING UNRIVALED “GENESIS” HOSPITALITY

- Genesis returns as title sponsor, elevating the tournament's hospitality to new heights with tailored experiences for players, caddies, spectators, and fans
- Strong international lineup including eight of the top 10 players in the world to compete for the winner's purse of \$1.62 million USD and an Electrified GV70

NORTH BERWICK, Scotland, July 13, 2023 – The highly anticipated Genesis Scottish Open returns to the Renaissance Club in East Lothian, Scotland from July 13 to July 16. Genesis, which owns a strong global golf platform through its audacious commitment to the sport, continues to sponsor the tournament for a second year, promising to elevate its hospitality to new heights.

Carrying the Legacy into the Future

First played in 1972, the Genesis Scottish Open is one of Europe's most prestigious golf tournaments and is one of five tournaments that are part of the Rolex Series, the DP World Tour's premier world class events.

"We are honored to sponsor this tournament in the birthplace of golf, where the finest players from Europe and the United States will exhibit their skills. Genesis will provide more than just sponsorship by delivering an exceptional and distinctive Korean hospitality experience, not only for the players but also for caddies and fans," said Mike Song, Global Head of Genesis.

The 2023 Genesis Scottish Open presents a world-class field featuring 156 players, including eight of the top 10 players in the Official World Golf Rankings. They include defending champion Xander Schauffele, Scottie Scheffler, Rory McIlroy, Patrick Cantlay, Viktor Hovland, Max Homa, Matt Fitzpatrick and Jordan Spieth.

With Genesis as title sponsor, three KPGA players will join the field: Yeongsu Kim, Yoseop Seo and Bio Kim. Yeongsu Kim secured entry into the 2023 Genesis Scottish Open after winning the 2022 Genesis Championship and coming in first in the Genesis Point category, followed by Yoseop Seo and Bio Kim who came in second and third, respectively. Several Korean players currently playing on the PGA TOUR will also be joining—including Sungjae Im, Tom Kim, K.H. Lee, and S.H. Kim.

The total prize purse has been raised to \$9 million USD this year, an increase of \$1 million USD from last year. The tournament winner will receive \$1.62 million USD of the total prize purse along with the Electrified GV70. The first player to ace the 17th hole will receive the Electrified GV70, and his caddie will be gifted the GV60.

Genesis' "Son-nim" Hospitality Approach

Genesis will be providing nearly 160 vehicles throughout the tournament, mainly serving as courtesy cars for players and tournament partners between schedules. Visitors will get a chance to see 12 Genesis models, including the flagship G90 sedan, on display around the course.

A series of thoughtfully curated hospitality programs that mirror the brand's unique and original approach to designing customer experiences will enable everyone from players and caddies to visitors to immerse themselves in tailored luxury experiences.



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Hosting up to 150 guests per day as “son-nim,” or “honored guests,” the Genesis Lounge offers brand experiences based on its distinct approach to hospitality. Food and beverages served at the lounge will be curated through a unique collaboration of Scottish and Korean tastes from two highly regarded chefs, Tom Kitchin and Mun Kim.

For visitors interested in learning more about the Genesis model lineup, there will be a Mobile Lounge on-course where visitors will be able to explore a range of models through personalized consultations and test drives arranged by the Genesis Personal Assistants.

Meanwhile, The Players & Caddies Café is an exclusive space with snacks and drinks dedicated to players and caddies as Genesis is committed to providing exceptional care and comfort to ensure they are focused on the game.

Recognizing the importance of family, Genesis has prepared the Player's Family Program designed to cater to the needs of the families accompanying the players. Participants can indulge in one-day spa treatments and a photography service, capturing memories against the backdrop of the clubhouse. Also available, is the Genesis Concierge, a bespoke activity booking service for the players' families that help them enjoy their stay in the Edinburgh area.

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