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GENESIS SIGNS NEW TOURNAMENT TITLE PARTNER AGREEMENT IN KOREA WITH THE DP WORLD TOUR

- Agreement will see DP World Tour’s Korea Championship merge with KPGA TOUR’s Genesis Championship from 2024 onwards
- Tournament merger is part of both Tours’ strategic alliance, with a global field enhancing the tournament’s caliber and excitement
- Genesis Championship to take place in October, becoming the last event in the Back 9

SEOUL, April 3, 2024 — Genesis has signed a new agreement with the DP World Tour that will see the Korea Championship become the Genesis Championship from 2024 onwards, with the tournament merging with the KPGA TOUR’s existing Genesis Championship.

The Genesis Championship will be held at Jack Nicklaus Golf Club Korea in Incheon, South Korea and will take place from Oct. 24-27, 2024. The tournament now occupies a prime position as the final tournament in the Back 9—a series of nine events that encompass the DP World Tour’s most historic tournaments and national Opens. The top 110 players on the Race to Dubai Rankings in partnership with Rolex at the conclusion of the Back 9 phase will earn their DP World Tour cards for 2025, while the top 70 qualify for the DP World Tour Play-Offs. The tournament prize fund is increasing to \$4 million, with 5,000 Race to Dubai Rankings Points now on offer.

The tournament will be co-sanctioned with the KPGA TOUR, with a field comprising 90 DP World Tour players and 30 KPGA TOUR players. This builds on the Strategic Alliance that



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was agreed between the two Tours in May 2023, which expanded the pathway for KPGA TOUR players to play on the DP World Tour.

This three-year title partnership agreement elevates Genesis' partnership with the premier men's professional golf tournament in Korea, where it was previously the presenting partner of the inaugural Korea Championship in 2023. Spain's Pablo Larrazábal took home the trophy last year for his eighth DP World Tour title. The winner of the 2023 Genesis Championship, Sanghyun Park, will also be headed to the Genesis Scottish Open this year before defending his title in the newly merged 2024 Genesis Championship.

Speaking about the new agreement Mike Song, Global Head of Genesis, said: "We are excited to open a new chapter in the Korean golf scene where global players and Korean players can compete and showcase their skills in Korea. As title sponsor, Genesis takes great pride in supporting Korean male golfers on their journey to the global stage."

Guy Kinnings, Chief Executive Officer of the DP World Tour, added: "Genesis continues to be an incredible partner to the game of golf worldwide and with this new agreement, the Genesis Championship will be elevated in every way for 2024. Our new look Back 9 phase will add extra excitement, with the tournament playing host to a plethora of dramatic storylines as players bid to keep their Tour cards and qualify for the Play-Offs."

Wonsup Mike Kim, Commissioner and Chief Executive Officer of the KPGA TOUR and KPGA added: "As we eagerly anticipate the outstanding performances of KPGA TOUR players participating in the 'Genesis Championship', this event marks a significant milestone in fostering a closer relationship between the DP World Tour and KPGA TOUR. We extend our best wishes for a successful tournament."

Genesis has shown a strong commitment to golf with a history of tournament partnerships. This includes the Genesis Invitational, which has been part of the PGA TOUR since 2017, and the Genesis Scottish Open—a co-sanctioned tournament between the DP World Tour and PGA TOUR—where it has been Title Sponsor since 2022. Genesis has also supported



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other renowned golf tournaments including The Presidents Cup, and the KPGA TOUR's Genesis Points list.

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