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2024 GENESIS SCOTTISH OPEN TEES OFF WITH STRONG FIELD AND ELEVATED FAN EXPERIENCE

- This year's player field features six of the top 10 players in the world rankings, all vying for \$1.4 million USD winner's purse and an Electrified GV70
- Genesis returns as the title sponsor for the third year with an enhanced fan experience at the signature 6th Hole

NORTH BERWICK, SCOTLAND, July 11, 2024 — The Genesis Scottish Open commences today at the Renaissance Club in North Berwick, Scotland (July 11-14). As the title sponsor of the tournament for the third consecutive year, Genesis will be offering its distinctive hospitality experience to all that attend the tournament demonstrating the brand's commitment to the sport of golf.

A Showcase of Golfing Excellence

First held in 1972, the Scottish Open stands as the final event of The Open Qualifying Series for 2024 and is one of the DP World Tour's prestigious Rolex Series events.

"We are delighted to see more fans attending our tournament each year to support their favorite players. At Genesis, we take great pride in making sure that the players compete only in the best of conditions, in terms of course environment and hospitality experience," said Mike Song, Global Head of Genesis.

156 players will take part in the 2024 Genesis Scottish Open, featuring six of the top 10-ranked golfers in the Official World Golf Rankings. Notable players in the field include the defending champion Rory McIlroy, 2022 winner Xander Schauffele, Ludvig Åberg, Wyndham Clark, Viktor Hovland, and Collin Morikawa.

Three KPGA TOUR players with sponsor exemptions are invited to compete in the tournament. Sanghyun Park earned his place after winning the 2023 Genesis Championship, while Jeongwoo Ham and Junghwan Lee earned their exemption rights by taking first and



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second place in the Genesis Point System, respectively. Other Korean players include Tom Kim, Sungjae Im, Byeong-hun (Ben) An and Si Woo Kim, among others.

The winner of this year's tournament will be awarded an Electrified GV70 and \$1.4 million USD from the total prize purse of \$20 million USD.

Genesis is continuing its signature double hole-in-one prize, awarding the first player to ace the 17th hole an Electrified GV70, and a GV60 for his caddie.

In addition, Genesis is introducing another hole-in-one activation for the 6th hole this year. Dubbed the "6th Hole Stadium Experience," spectators can get a chance to be assigned to a feature group. Three spectators will be able to watch from the tee box, and each spectator will be assigned to one player from the group that takes on the 6th hole.

The first player who aces the hole will receive a GV60, and the spectator paired with the winning player will take home a hospitality package for two to visit the 2024 Genesis Championship in Korea, a co-sanctioned tournament by the DP World Tour and KPGA Korean Tour (Oct. 24-27).

Son-nim Hospitality: Enhanced Fan Experience

Genesis has prepared a wider variety of programs for fans this year, reflecting the brand's unique philosophy on hospitality that places customers at the heart of every brand touchpoint.

At "The Academy," golf fans of all ages and skill levels can learn how to play golf and gain useful tips from coaches. Meanwhile, "The Arcade" offers a chance to learn about the history of gaming culture through immersive golf gaming experience. "Putt Putt" is a mini golf course inspired by the Renaissance Club course, where guests can experience key landmarks and quirks of the course, such as stone walls, bunkers, and the Fidra Lighthouse.

Guests can also put their swings to the test at the interactive kinetic art installation booth titled "Electrify Your Drive," which captures photos to produce unique kinetic lighting art on the screen based on the speed and direction of the swings.



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Another highlight of the Fan Zone is “Fringe by the Tee,” a pop-up stage presented by a local non-profit music festival Fringe by the Sea, featuring a dynamic lineup of DJs and bands. At the “Postcards from the Green” booth, fans will have an opportunity to write a postcard to their favorite players, caddies, or loved ones.

Genesis will provide a total of 163 vehicles this year, including courtesy cars for players and tournament partners, along with 12 cars on display for fans to see throughout the course.

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