



**HONMA Golf Limited**

**本間高爾夫有限公司**

*(Incorporated in the Cayman Islands with limited liability)*

*(Stock Code: 6858.HK)*

***Engagement of Mark King and Signing of a Top PGA Player  
To Accelerate U.S. Growth Strategies***

(21 November 2018 - Hong Kong) HONMA Golf Limited (“HONMA Golf” or the “Company”; together with its subsidiaries, the “Group”, stock code: 6858.HK), one of the most prestigious and iconic brands in the golf industry, is pleased to announce that the Company has engaged Mr. Mark King as an advisor and signed a top PGA golf player who will become HONMA’s brand ambassador for all markets from January 1, 2019. The development of the Group stated above will drive HONMA’s business expansion in North America and accelerate the execution of its U.S. growth strategies.

Known as one of the most powerful people in the industry, Mr. Mark King has almost 40 years of experience in the sports business and extensive experience in the golf industry. Mr. King joined TaylorMade as a territory sales representative in the early 1980s. He was named president of TaylorMade-Adidas Golf (“TaylorMade”) in 1999 and served as its CEO from 2003 to 2014. During his time as president and CEO, TaylorMade’s sales increased from approximately US\$300 million to US\$1.7 billion.

Mr. King served as the president of Adidas North America since April 2014, doubling its market share in less than three years and tripling its sales during his term of office. In recognition of his exceptional contributions, Adidas named Mr. King executive emeritus after he stepped down as president of Adidas North America in 2018. Mr. King still serves Adidas North America as an advisor.

Mr. King was honoured as “Person of the Year” and ranked No. 1 on Footwear News-Power 100 list, by Footwear News in 2016 and 2017, respectively, and was consecutively named “Executive of the Year” by Portland Business Journal in the same years. Moreover, during his years at TaylorMade, Mr. King served as the Chairman of the National Golf Foundation and Adidas, under Mr. King’s leadership, became the fastest-growing sports brand in North America and was named “The Most Relevant Brand” by Highsnobiety and “Sports Business of the Year” by Yahoo! in 2016.

**Mr. Liu Jianguo, Chairman of the Board, President and Executive Director of HONMA Golf Limited** commented, “The Company will greatly benefit from Mr. King’s rich industry background and extensive experiences with sports and in particular, golf companies in North America to pivot the Group’s North America growth strategy in the near to mid-term. As an advisor, Mr. King will provide strategic advice and valuable operational inputs to lead and guide product development, marketing and distribution expansion in North American markets. Besides, the Company has signed a top PGA golf player who will become HONMA’s brand ambassador for all markets from January 1, 2019. Given the player’s local and international influence in the sport and his media coverage, the endorsement will not only drive greater brand and product awareness among today’s younger and avid golfers, but also create an immediate and positive uplift of HONMA’s brand image and product awareness in mature markets such as North America and Europe and this will in turn accelerate the implementation of the Group’s growth strategies in these markets.”

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### **About HONMA Golf Limited**

HONMA is one of the most prestigious and iconic brands in the golf industry, synonymous with intricate craftsmanship, dedication to performance excellence and distinguished product quality. HONMA Golf was successfully listed on the Main Board of The Stock Exchange of Hong Kong Limited on 6 October 2016 (Stock Code: 6858.HK). The Company predominantly designs, develops, manufactures and sells a comprehensive range of aesthetically-crafted and performance-driven golf clubs, under 3 major product categories for clubs, namely BERES, TOUR WORLD and BeZeal, each targeting specific consumer segments. HONMA Golf also offers customers a complete golf lifestyle experience through an extensive portfolio of golf balls, apparel, accessories and other related products. According to Frost & Sullivan, HONMA ranked among the top ten golf product brands in the world and was the number one brand for premium golf clubs, in each case in terms of retail sales in 2015. It was also the fastest growing brand within the top 10 golf products brands as measured by year-on-year retail sales growth from 2014 to 2015. HONMA Golf's products are sold in approximately 50 countries worldwide, primarily in Asia and also across North America, Europe and other regions.

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