

Press release

Amundi renews its partnership with "The Amundi Evian Championship"

Paris, July 4, 2024 - Valérie Baudson, Chief Executive Officer of Amundi - Europe's leading asset manager - and Franck Riboud, President of *The Amundi Evian Championship*, announce that Amundi has renewed its partnership with the Evian tournament – the only Major women's tournament in continental Europe - for five additional years, and will remain the title sponsor until 2030.

Founded in 1994, *The Amundi Evian Championship* is now one of the most renowned women's golf tournaments in the world. Thanks to this new partnership, its international power will be further strengthened and will promote women's golf globally.

Its footprint, which now includes broadcasting and media coverage in almost 150 countries, will help raise the profile of the Amundi brand among golf enthusiasts, particularly in Europe and Asia, where the asset manager provides savings and investment solutions to almost 100 million customers.

This partnership is perfectly in line with Amundi's DNA, which shares with its clients the values of this discipline: performance, consistency and precision.

This renewal is also testament to Amundi's commitment to promoting diversity and equal opportunity. In fact, the tournament's prize money has increased from \$8 million, a significant boost and another step in the direction of parity in sport.

In addition to sponsoring this major tournament, Amundi also provides individual support for young female golfers via a dedicated program, the *Amundi Talent Program*, and aims, through "*The Amundi Evian Championship*" Galaxy, to encourage the emergence of young talents with golf competitions for youngsters, and international competitions for amateurs. Having benefited over 560 young athletes since 2021, these programs pave the way for tomorrow's champions and the future of golf.

Valerie Baudson, Chief Executive Officer of Amundi, commented: *"We are delighted to continue our commitment as title partner, which enables us to provide long-term support for the various aspects of 'The Amundi Evian Championship'. The international footprint of this "Major" allows us to promote the Amundi brand to our customers around the world. We are proud to support initiatives that unlock the potential of young talent and promote equality for women's sports."*

"We are delighted to see Amundi continue its commitment alongside us as title partner of The Amundi Evian Championship, serving the development of women's golf worldwide," confides Franck Riboud, Chairman of The Amundi Evian Championship. *"Over the years, the synergies between our teams have strengthened Amundi's role within the Sponsors' Club. The continuity of this partnership is important to us, as it enables to pursue our universal mission together, both with the champions and with the young talents of the new generation."*

About The Amundi Evian Championship

The Amundi Evian Championship is part of the closed circle of the five women's professional golf majors. Supported by a prestigious Sponsors' Club, assembling the biggest leaders in their categories, in front and center Amundi, title sponsor, followed by Rolex, Evian® and Danone, major partners. In 2024, the tournament celebrates its 30th anniversary and increases its total prize money to \$8 million.

At the Evian Resort Golf Club, every year, the Major rounds up the elite of the Rolex Rankings and the revelations of the new generation: 132 players, 4 days of competition with a cut after 2 rounds (65 players and ties).

The Champions Course was entirely remodeled in 2013 to become one of the most competitive major courses, affirming a unique character at the center of a natural environment between lake and mountains.

As a host of the Major, the Evian Resort, with its two luxury hotels, its 18-hole course (The Champions Course), a 6-hole course (The Lake Course) and the Academy; it is listed as one of the best golf destinations in the world.

Additional information and articles on our website: <https://amundi.evianchampionship.com/>

About Amundi's commitment to golf:

Europe's leading asset manager with over 2,100 billion in assets under management, Amundi has been present in golf since 2011 and has given a new dimension to its commitment in 2021, by becoming title partner of the women's golf Major "The Amundi Evian Championship". This testifies to Amundi's commitment to promoting diversity and equal opportunities, as does the support program "The Amundi Women Talent Program", which was created to help young female golfers emerge on the international scene. Since 2022, this initiative has given rise to teams in Europe (2021), the US (2022) and Asia (2022).

A commitment that transcends borders and generations:

The 3rd edition of the Amundi German Masters took place in May in Germany, and the 6th edition of the Amundi Czech Ladies Challenge from June 14 to 16 in the Czech Republic. The Amundi Young Talent Program, designed to support the youngest generations of golfers, continues to develop.

[Amundi, a trusted partner, working every day in the interest of its clients and society](https://www.amundi.com)
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