

## Media Release

# EFG SIGNS THREE-YEAR SPONSORSHIP DEAL WITH TIFFANY CHAN TSZ-CHING

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## Hong Kong's First Golfing Olympian Gets Welcome Boost to Kickstart Professional Career

Swiss Private Bank EFG has announced a three-year sponsorship deal with defending EFG Hong Kong Ladies Open champion Tiffany Chan Tsz-ching. The partnership, which was inked at a signing ceremony earlier today, is the first for the 23-year-old since she turned professional two weeks ago.

EFG is no stranger to the world of golf in Hong Kong, having been the principal partner of the Hong Kong Golf Association's elite junior development programme between 2009 and 2014. It was also during the programme in 2009 when EFG met Hong Kong's first golfing Olympian and the winner of the golf tournament at the 2014 World University Championships.

EFG's support of Tiffany is a long-term one and it extends beyond the elite junior development programme in which Chan was a participant throughout her teenage years. When the Tuen Mun-native made the decision to pursue her university career and improve her golf game in the US in 2013, EFG offered her financial support in the form of a scholarship. The announcement today affirms the Swiss bank's commitment to support one of Hong Kong's best, to help kickstart her career as a professional golfer.

An avid golf fan, EFG International Head of Asia Region Albert Chiu said:

"We are delighted to have Tiffany onboard as EFG Global Sport Ambassador for the next three years. She was already a standout when I first met her at the Hong Kong Golf Association elite junior programme back in 2009. Everyone at EFG was very impressed by her dedication, commitment, and determination to succeed, and over the years she has proven to everyone time and again that she is a real deal. We look forward to working with Tiffany, and we will do what we can to ensure she experiences a smooth and successful transition from amateur to professional."

Chan, who has returned to her home land to defend her EFG Hong Kong Ladies Open title this week, added:

"I am very thankful for EFG's support over the past 10 years. I knew very early on I wanted to make golf my career, and EFG has always been by my side, supporting me. I will never forget when they jumped in to help me kickstart my college career with a scholarship, and without a doubt, that opportunity propelled me onto the most efficient and effective track to achieving my dreams. I am honored to be EFG's Global Sport Ambassador and will do everything I can to make EFG and Hong Kong proud."

Now that the local star has turned professional, she has expressed her desire to do more to give back to the local community so those who look up to her can have every chance to use sport as a

means to improve social mobility and carve out their own paths to success. To achieve her goal, Tiffany has announced that she will team up with the official charity partner of the EFG Hong Kong Ladies Open, Friends of Asia Hong Kong, to embark on a Corporate Social Responsibility course to empower and better the lives of disadvantaged youngsters through sports. Tiffany will be the Charity Ambassador of Friends of Asia and as a key part of this joint charity drive, FOA will donate HK\$1,000 for every birdie Chan hits in the EFG Hong Kong Ladies Open 2017 and HK\$100 per birdie in all officially-sanctioned tournaments she plays in thereafter for the next three years. Chan has also named InspiringHK Sports Foundation as her beneficiary, an NGO that works with underprivileged kids to promote sports, one which is close to her heart and ties in with her philanthropy objectives.

Caleb Chan, Founder and Chairman of Friends of Asia commented:

“Friends of Asia is proud to be working with Tiffany Chan to advocate its mission to promote health and wellness through sports, and to provide resources, care, and opportunities for the underprivileged in Hong Kong. We cannot ask for a better ambassador than Tiffany who has captured the hearts of so many youngsters here in Hong Kong with her success story on the golf course, and kindness off it. Her inspiration to other juniors comes from her determination, perseverance, self-discipline and sportsmanship – all the important values needed to drive positive changes to our community. She is always looking for opportunities to give back to the community by participating in various golf outreach programs, do her bit to help those in need, so they too can be given a chance like she was given when she first picked up a golf club in Tuen Mun all those years ago. Together with Tiffany and InspiringHK, we look forward to more collaboration in helping local kids in the coming future.”

**Released by Roco Communications on behalf of EFG.**

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## About EFG and Golf

EFG made its initial foray into golf in Hong Kong through its sponsorship of the Hong Kong Golf Association (HKGA) elite junior development program in 2009. As a principal partner of the initiative, EFG provided funds to support young and local golfing talents, offering them access to high quality coaches, gyms for physical training and conditioning, and nutritional specialists. In addition, EFG's contribution also allowed for more youngsters to be sent overseas to compete and to hone their skills against the best in their age group around the world. EFG also established the EFG Bank Young Golfers Foundation (which has since been renamed EFG Bank Young Athletes Foundation) to raise funds through initiatives such as charity golf days to support other activities of home grown young golfers that would help with the development of their game.

EFG began phase two of its plans to support Hong Kong golf in March 2017 following its exit from the HKGA program at the end of 2014 by announcing a three-year title sponsorship of the EFG Hong Kong Ladies Open and signing on Tiffany Chan Tsz-ching, Hong Kong's first golfing Olympian, as an EFG Global Sport Ambassador. EFG will continue to play a key role in nurturing home grown talents, giving them every opportunity to realize their dreams and hopefully represent Hong Kong in the not-so-distant future.

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