

Press Release

Prudential named title sponsor of Prudential Hong Kong Tennis Open for the third year

(HONG KONG | 17 JUNE) The Hong Kong Tennis Association (HKTA) announced today that Prudential Hong Kong Limited (“Prudential”) will become the title sponsor of Prudential Hong Kong Tennis Open (PHKTO) 2016. PHKTO 2016 will take place at the Victoria Park Tennis Stadium, Causeway Bay, from 8 October to 16 October.

Prudential has supported PHKTO since its inauguration in 2014, with 2016 marking its third consecutive year of title sponsorship. Last year’s tournament was one of the most prominent Women’s Tennis Association (WTA) events in Asia, attracting 53 players from 24 countries. The record-breaking number of spectators in 2015 established the tournament as one of the top 10 WTA International Series tournaments globally.

“We would like to thank Prudential for its vital title sponsorship in 2016 and its continuous support for PHKTO over the last two years,” said Mr. Chris Lai, Chief Executive Officer of HKTA, in announcing the news. “Prudential’s support has allowed a continuous upgrading of the tournament and local tennis development.”

As well as backing the event through its title sponsorship, Prudential has boosted its support in 2016 for year-round tennis programmes and the PHKTO’s flagship community campaign.

“We share a similar vision with Prudential in promoting health and sport to the people of Hong Kong. For 2016, we are investing more resources into the community campaigns. We are looking forward to bringing another top quality tennis tournament with an exceptional line up of established stars and rising talents to Hong Kong,” said Mr. Lai.

Mr. Derek Yung, Chief Executive Officer of Prudential, said: “We are proud to support this outstanding international tournament for the third consecutive year. Our goal remains the same – to inspire people to lead more healthy and active lifestyles. We aim to expand our involvement this year by supporting PHKTO’s new community programme to engage more youngsters in the sport.”

VIP Corporate Boxes for PHKTO 2016 are available now and can be purchased through the Hong Kong Tennis Association, while public ticket sales will commence from 1 July through Cityline.

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About Hong Kong Tennis Association (HKTA)

The HKTA is a non-profit organization formed in 1909 with over 4,000 individual members and recognized by both the Asian Tennis Federation (ATF) and the International Tennis Federation (ITF). HKTA's objectives are to promote tennis to all, to nurture talented players to compete at a regional and international level, and to raise the standard of the game in Hong Kong. To meet its objectives, HKTA organizes a number of local and international tennis tournaments as well as grassroots, junior and elite development programs, inter-club leagues, coaching certification courses and a Tennis-For-All open enrollment programme.

About Prudential

Prudential has been serving the people of Hong Kong since 1964. Through Prudential Hong Kong Limited and Prudential General Insurance Hong Kong Limited, we provide a range of financial planning services and products including individual life insurance, investment-linked insurance, retirement solutions, health and medical protection, general insurance and employee benefits.

Prudential plc is an international financial services group with significant operations in Asia, the US and the UK. We serve over 24 million customers and have £509 billion of assets under management as at 31 December 2015. Prudential plc is listed on stock exchanges in Hong Kong, London, New York and Singapore.

Please visit www.prudential.com.hk for more information

About Prudential Hong Kong Tennis Open

The Prudential Hong Kong Tennis Open is a WTA sanctioned International Series Event and the 8th stop on the WTA Asian swing, returning for its third year in 2016. Owned by the Hong Kong Tennis Association, the Tournament is recognized as a Mega Event, supported by the Tourism Commission, alongside Title Sponsor Prudential Hong Kong Limited. The Tournament is a community sports event with the goals of engaging people from all walks of life and fostering a passion for sport and physical activity in the region. A number of world-class professional female tennis players will take part in the tournament from 8 to 16 October 2016. More than 50 of the world's best female players will compete in singles and doubles for prize money of USD 250,000 at the iconic Victoria Park Stadium in the heart of the city. For more information, please visit:

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