

Media Information

04 May 2017

BMW appointed Official Car for Sentebale Royal Salute Polo Cup in Singapore.

SINGAPORE. BMW has been appointed the Official Car and March Officials for the Sentebale Royal Salute Polo Cup. Sentebale's Founding Patron, Prince Harry will play in the annual fundraising event that will take place at the Singapore Polo Club in early June 2017.

The sponsorship is comprised of a fleet of 40 units that include the all-new BMW 7 Series, the all-new BMW 5 Series and a wide range of other BMW models to shuttle VIP attendees throughout the duration of the event.

"BMW is excited to be a part of the first ever Sentebale Royal Salute Polo Cup held in Singapore," said Sonja Piontek, Director of Marketing, BMW Asia. "It is awe inspiring to see the impact Sentebale has had on the lives of children in Lesotho and Botswana and we are honoured to support such a worthy cause."

Cathy Ferrier, Sentebale's CEO says, "Sentebale's annual polo fundraising event is continuing to be one of the most important events in the charity's calendar. Since Sentebale was founded in 2006, the charity has reached thousands of children and young people in Lesotho, and latterly in Botswana, who have been struggling to come to terms with living with HIV by addressing their mental health and wellbeing.

"It is our ambition see a reduction in the number of new HIV-infections and AIDS-related deaths amongst adolescents in southern Africa, by putting youth first and equipping them with skills and relevant wrap around support that they need to lead healthy, productive lives. We are so proud of all the great work that has been made possible by The Sentebale Royal Salute Polo Cup and look forward to generating more funds for our charity and continuing to make a difference to many young lives across southern Africa."

BMW has been associated with the sport of Polo for many years, with the longest and most renowned tie-up being the collaboration with the South African Polo Association, which began in 1989. In 2016, BMW Asia was the Title sponsor and Official Car Partner for the inaugural BMW Singapore Beach Polo Championship 2016 and since then has been the Official Car Partner for the Singapore Polo Club.

TO APPLY FOR MEDIA ACCREDITATION TO ATTEND THE EVENT PLEASE EMAIL:
media@sentebale.org by 12 May 2017.

FOR ALL OFFICIAL POLO CUP IMAGES AND FILM FOOTAGE/ACCESS FEED,
CONTACT: Royal.Salute@hkstrategies.com.

Links to previous event images: www.image.net/sentebaleroyalsalute2015.

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For media enquiries, please contact:

BMW Group Asia

Corporate Affairs Department

BMWAsiaCorpAffairs@bmw.com

Tel: (+65) 6838 9600

Media Website: www.press.bmwgroup.com

LinkedIn: <https://www.linkedin.com/company/bmw-asia>

The BMW Group

With its three brands BMW, MINI and Rolls-Royce, the BMW Group is the world's leading premium manufacturer of automobiles and motorcycles and also provides premium financial and mobility services. As a global company, the BMW Group operates 31 production and assembly facilities in 14 countries and has a global sales network in more than 140 countries.

In 2016, the BMW Group sold approximately 2.367 million cars and 145,000 motorcycles worldwide. The profit before tax for the financial year 2015 was approximately € 9.22 billion on revenues amounting to € 92.18 billion. As of 31 December 2015, the BMW Group had a workforce of 122,244 employees.

The success of the BMW Group has always been based on long-term thinking and responsible action. The company has therefore established ecological and social sustainability throughout the value chain, comprehensive product responsibility and a clear commitment to conserving resources as an integral part of its strategy.

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For more information on Sentebale, please contact:

Alice Lycett Green

Head of Marketing & Communications, Sentebale

Tel : +44 (0) 20 7730 0226 / +44 (0) 7823 778654

alice.lycettgreen@sentebale.org

About Sentebale

Sentebale is a charity co-founded by Prince Harry and Prince Seeiso of Lesotho in 2006. The charity aims to rewrite the future for the impoverished population of Lesotho, a small, landlocked country in southern Africa, providing the thousands of children and young people affected by HIV/AIDS with vital access to care, education and critically psychosocial support.

In 2015, Sentebale announced plans to expand into several southern Africa countries by 2020, delivering psychosocial support to 10 to 19 year olds who were struggling to come to terms with living with HIV. In December 2016, Sentebale launched the first weeks of camp in Botswana, providing psychosocial support to 150 young people. Additionally, during

the financial year ending on 31st August 2016, the charity in partnership with the Ministry of Health delivered adolescent-friendly HIV testing and counselling services to over 16,500 people. That year, Sentebale more than doubled the number of children and adolescents attending residential camp at the newly opened 'Mamohato Children's Centre in Lesotho to over 1,000 children and increased the number of children attending Saturday clubs by 18%.

Despite Sentebale's progress to date, there remain many more adolescents in sub-Saharan Africa unaware of their HIV status and afraid to get tested. In line with UNAIDS Fast-track targets, Sentebale's new Let Youth Lead advocacy programme aims to encourage all youth in sub-Saharan Africa to know and manage their HIV status by 2020. Through youth-led campaigning and advocacy, the ambition is to allow the voices of youth affected by HIV and AIDS to be heard and to change adult attitudes to these young people. The programme will also address the lack of youth-friendly health services and sexual reproductive health taught in schools, and will aim to strengthen leaders' commitment to help young people affected by HIV/AIDS.

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