

Media Information

5 March 2024

**BMW Golf Cup World Final in South Africa supports UNICEF.**

+++ Eagles for Education: €1,000 per eagle supports UNICEF for children in crisis situations +++ 33 markets represented at the highlight of the biggest international tournament series for amateur golfers +++ 'Once-in-a-lifetime' experience at Fancourt Resort +++ Gary Player visits as guest of honour +++

**Munich/George.** Located on the wonderful Garden Route in South Africa, roughly halfway between Cape Town and Port Elizabeth, is Fancourt Golf Resort – venue this week for the 33<sup>rd</sup> BMW Golf Cup World Final. In keeping with the motto for the largest international tournament series for amateur golfers – 'once in a lifetime' – Fancourt provides the perfect conditions for a unique sporting and social experience. Golfers have qualified for the World Final through roughly 1,000 tournaments around the world. Together with their guests, they will now enjoy breathtaking golf courses, an exclusive resort, a tournament held in professional conditions, and a thrilling programme away from the golf course.

Through their sporting efforts, the world finalists will also do their bit for a good cause, as BMW Group is supporting UNICEF\* in its work in crisis regions with €1,000 for each net eagle carded over the course of the tournament.

BMW Group's educational involvement on the golf scene comes under the tagline 'Eagles for Education' and was launched last year at the company's headquarters in Munich during the BMW International Open on the DP World Tour. South Africa is also a country with which the BMW Group has been closely associated on the golf scene and beyond for more than 50 years.

The premium automobile manufacturer opened its first plant outside of Germany in Rosslyn, near Johannesburg, from which 1.6 million cars have since been delivered to more than 40 countries. Right from the word go, BMW Group has also been committed to work in the

community in South Africa, focussing on the subject of STEM education (science, technology, engineering and mathematics).

For this reason, South Africa was last year selected as the starting point for a long-term partnership between BMW Group and UNICEF\*. This comes under the slogan 'BRIDGE. Educating young people for tomorrow, today' and also focusses on educational projects in STEM. Over the course of 2024, the collaboration will be expanded to Brazil, India, Mexico and Thailand – all of which have programme needs and have BMW Group presence. The partnership will contribute to UNICEF's global aim to reach 10 million children and young people each year through education.

BMW Group also has the opportunity to raise funds to support UNICEF's work in emergencies and protracted crises. The United Nation's International Children's Fund uses these resources to support children to develop skills to cope with trauma and to provide them with a safe environment in which to continue their learning.

Over the course of nine rounds of golf, the competitors can raise money by taking fantastic golf shots and hitting as many net eagles as possible. The World Final is played across three rounds in three categories: Men's A (up to HCP 12), Men's B (HCP 13-28) and Ladies (HCP up to 28). As well as in these individual categories, a title is also up for grabs in a national team competition.

In keeping with tradition, the World Final kicks off on Monday evening with a welcome evening and the parading of flags from all the nationalities present. The event draws to a worthy close on Friday evening with the Gala Dinner and a very special guest of honour. South African golf legend Gary Player, who has no fewer than 18 major titles to his name, including nine on the Seniors tour, will present the trophies after first entertaining the BMW guests with his famous charisma and legendary fitness during a unique golf clinic. The 88-year-old is the perfect guest of honour for the BMW Golf Cup World Final – not only due to his status as one of the greatest golfers of all time, but also because he designed the three spectacular golf courses at Fancourt.

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\*UNICEF does not endorse any company, brand, product or service.

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With its four brands BMW, MINI, Rolls-Royce and BMW Motorrad, the BMW Group is the world's leading premium manufacturer of automobiles and motorcycles and also provides premium financial and mobility services. The BMW Group production network comprises over 30 production sites worldwide; the company has a global sales network in more than 140 countries.

In 2022, the BMW Group sold nearly 2.4 million passenger vehicles and more than 202,000 motorcycles worldwide. The profit before tax in the financial year 2022 was € 23.5 billion on revenues amounting to € 142.6 billion. As of 31 December 2022, the BMW Group had a workforce of 149,475 employees.

The success of the BMW Group has always been based on long-term thinking and responsible action. The company set the course for the future at an early stage and consistently makes sustainability and efficient resource management central to its strategic direction, from the supply chain through production to the end of the use phase of all products.

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