

Media Information

9 March 2024

Team Mexico wins the BMW Golf Cup World Final – ‘Eagles for Education’ raises € 49,000.

+++ Trio from Mexico triumphs against 27 other countries in South Africa +++ 49 ‘Eagles for Education’: BMW Group donates € 49,000 to UNICEF +++ Gary Player delights guests at Fancourt on “his” course +++

Munich/George. The BMW Golf Cup World Final for the 2023 season at Fancourt Resort in South Africa drew to a close with a visit from golfing legend Gary Player (RSA) and many reasons to celebrate. Victory in the national competition went to the team from Mexico (303 points), ahead of Team Vietnam (278) and Team Italy (276). Over the course of the tournament, the players carded 49 eagles. This allowed the BMW Group to support UNICEF* with € 49,000, raised at the World Final alone, to be used on educational programmes in crisis regions.

“Congratulations to the Mexican team and the individual winners at the BMW Golf Cup World Final, who came out on top against international opposition at this high-class tournament,” said Peter van Binsbergen, CEO BMW Group South Africa. “Furthermore, everyone who has experienced this unforgettable week is really a winner. A palpable sense of community has developed across all the cultures and nationalities, fuelled by the shared joy of golf and the delight generated by such a fantastic host country. The fact that the BMW Group is also able to donate € 49,000 to UNICEF is the icing on the cake.”

The BMW Group and UNICEF* are collaborating in the partnership ‘BRIDGE. Educating young people for tomorrow, today’, focussing on educational projects in STEM (science, technology, engineering and mathematics) in countries, which have programme needs and a BMW Group presence. They include Brazil, India, Mexico and Thailand, as well as South Africa.

Within the framework of ‘BRIDGE’, the BMW Group also has the opportunity raise funds to support UNICEF’s work in emergencies

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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. The amount raised through 'Eagles For Education' at the BMW Golf Cup World Final is also used to support educational programmes of this type in crisis regions.

In addition to the national competitions, individual champions were also crowned at the BMW Golf Cup World Final in the Men's A (up to HCP 12), Men's B (HCP 13-28) and Ladies (HCP up to 28) classes. The titles went to Macarena Aceval Acosta (MEX, 105, Ladies), Ching Hua Tsai (111, TPE, Men's A), and Marco Solzi (ITA, 105, Men's B).

The trophies were presented to the winners at the closing Gala Dinner by South African golf legend Gary Player, who could not pass up the opportunity to visit the BMW Golf Cup World Final. This was something of a home outing for the 88-year-old winner of 18 majors, as the three spectacular golf courses at Fancourt Resort – The Links, Montagu and Outeniqua – are his designs.

"It is a great pleasure for me to be involved in the World Final – and not just because this fantastic and established competition is taking place in my country and because Fancourt will always be a special place for me," said Player. "The BMW Golf Cup brings out the best in our beautiful game: ambition and high-class competition, but also respect for one another, the forging of friendships and the sharing of joyful moments. And finally, 'Eagles for Education' is ensuring that we don't forget the most vulnerable – the children. Supporting them has always been especially important to me and my late wife Vivian."

Despite his age, it is still clear to see that Player is one of the biggest and most charismatic golfers in the history of the sport. The delighted participants and their guests were able to admire him at close hand, as the 'Black Knight' invited them to an exclusive golf clinic on the Friday – an experience that those present will remember for a long time, along with the many fascinating insights into the rich

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culture and natural wealth of South Africa and the warmth of the locals.

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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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