

Media Information

3 July 2025

Eagles for Education: BMW Group supports the Philipp Lahm Foundation through the BMW International Open.

+++ BMW Group's commitment to educational equity enters its third year at the BMW International Open +++ Philipp Lahm Foundation for Sport and Education to receive €1,000 for every eagle made +++ Philipp Lahm: "The BMW Group helps us create opportunities for young people" +++

Munich. Starting this year, the BMW Group is partnering with the Philipp Lahm Foundation for Sport and Education as part of its "Eagles for Education" initiative. The shared goal is to provide children and young people with skills in the areas of physical activity, nutrition, and personal development. At the heart of the programme is the principle of equal opportunities, with a focus on promoting values that are fundamental to society as a whole: fairness, diversity, inclusion, and participation.

For every eagle made during the tournament rounds of the BMW International Open, the BMW Group will donate €1,000 to the foundation. The partnership with the foundation established by honorary DFB captain and 2014 FIFA World Cup winner Philipp Lahm was announced yesterday at Golfclub München Eichenried, where Germany's only DP World Tour event is taking place until Sunday.

„We look forward to collaborating with Philipp Lahm and his foundation, whose commitment to equal opportunities makes an important contribution to the development of children and young people. We share the belief that sports and education form the foundation for social participation and cohesion," said Ilka Horstmeier, Member of the Board of Management of BMW AG, People and Places.

Lahm, who founded the organisation in December 2007, commented: "I am delighted about the partnership with the BMW Group as part of 'Eagles for Education.' Together, we aim to equip children and young people with essential skills for a healthy and self-determined life – especially in the areas of physical activity, nutrition, and personal

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development. The support of the BMW Group helps us to further develop projects like the Philipp Lahm Summer Camp and create opportunities for young people."

Under the banner of "Eagles for Education", BMW Group supports educational initiatives at golf events around the world. The company leverages numerous global BMW tournaments to fulfil its role as a responsible corporate citizen and to contribute to solutions for social challenges. At the BMW Golf Cup World Final, BMW Group partners with UNICEF, at the BMW PGA Championship (UK), with the Golf Foundation, at the BMW Championship (USA), with the Evans Scholars Foundation, and now at the BMW International Open (Munich), with the Philipp Lahm Foundation for Sport and Education.

If you have any questions, please contact:

Corporate communications

Tim Holzmüller

Press Spokesperson BMW Group Sport Engagement, Real Estate

Telephone: +49 151 601 33309

E-Mail: tim.holzmueller@bmwgroup.comInternet: www.press.bmwgroup.com/globalE-Mail: presse@bmw.de**The BMW Group**

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 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 2024, the BMW Group sold over 2.45 million passenger vehicles and more than 210,000 motorcycles worldwide. The profit before tax in the financial year 2023 was € 17.1 billion on revenues amounting to € 155.5 billion. As of 31 December 2023, the BMW Group had a workforce of 154,950 employees.

The economic success of the BMW Group has always been based on long-term thinking and responsible action. Sustainability is a key element of the BMW Group's corporate

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