



ROLEX AND GOLF



ROLEX

FOREVER GOLF

Rolex is committed to the permanent quest for excellence in all its endeavours and has been a long-term supporter of golf in its pursuit of the same. The brand's enduring relationship with the game began more than 50 years ago, in 1967, with Arnold Palmer, joined by Jack Nicklaus and Gary Player. Known together as The Big Three, these legendary players changed the face of golf forever, and their partnership with Rolex marked the beginning of a relationship based on a commitment to continuous improvement and unwavering precision. Since then, the affiliation between Rolex and golf has grown into one with a global reach.

Rolex is now part of the very fabric of golf and supports the game at all levels, including elite players and legends of the game, Major championships, the foremost professional tours and the world's leading team competitions. Rolex's support for golf is governed by underlying values of integrity and respect for tradition that ensure the continuity of expertise and knowledge, while understanding the importance of investing in the development of the sport for future generations. As such, the Swiss watchmaker extends its support to amateur tournaments, international federations and organizations representing golfers of all ages. The association between Rolex and golf stands for quality, elegance, reliability and a pioneering spirit.



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HISTORY OF ROLEX AND GOLF

Spanning more than five decades, Rolex's support for golf is one of the most enduring and successful partnerships in sport. Such longevity is a mark of the brand's commitment to the ancient game.

Arnold Palmer

“The most rewarding things you do in life are often the ones that look like they cannot be done.”

Rolex’s enduring relationship with the game of golf began in 1967 with Arnold Palmer (US), joined by Jack Nicklaus (US) and Gary Player (South Africa).

In the 1980s, Rolex added to its growing number of golf partners: prestigious tournaments, The Open and U.S. Open; and the guardians of the traditions and rules of the game, The R&A and USGA, as well as the Ladies Professional Golf Association (LPGA) and the American Junior Golf Association (AJGA). New partnerships with the Masters Tournament, The Ryder Cup and The European Tour were added in the 1990s, as well as selected talent, including Major winners Fred Couples (US), Phil Mickelson (US) and Annika Sörenstam (Sweden).

Since 2000, the depth of the relationship has developed further and grown exponentially. Alongside the game’s legends and prodigious talents, Rolex now supports men’s and women’s golf across five continents, as well as tours, federations, organizations and competitions, reaching all golfers from junior to senior levels. In 2021, Rolex became the Official Partner and Official Timekeeper of the PGA of America and its flagship event, the PGA Championship, ensuring its presence at all four men’s Majors.



ROLEX COUNTS MORE THAN 50 YEARS OF PARTNERSHIP WITH THE GAME OF GOLF

• 1967

Rolex's enduring relationship with golf was sealed by a pioneering handshake with Arnold Palmer, who became the brand's first golf Testimonee, joined by Jack Nicklaus and Gary Player – The Big Three

• 1980

Rolex becomes a partner of the USGA, the U.S. Open and the LPGA

• 1981

Rolex becomes The Open's first Official Timekeeper

• 1986

Rolex becomes Official Timekeeper of the American Junior Golf Association

• 1994

Rolex becomes Official Timekeeper of the Solheim Cup

• 1995

Rolex becomes a partner of The Ryder Cup European Team

• 1997

Rolex becomes Official Timekeeper of The European Tour

• 1999

Rolex's relationship with the Masters Tournament begins

2000

Rolex establishes a partnership with The Evian Masters (now the Amundi Evian Championship)

2003

Rolex expands its support for The Open by becoming a Patron

2004

Rolex partners the Rules of Golf

2005

Rolex becomes Official Timekeeper of the Presidents Cup™

2006

Rolex becomes founding sponsor of the Rolex Women's World Golf Rankings

2007

Rolex becomes Official Timekeeper of the PGA TOUR® and the World Golf Championships

2011

Rolex becomes Official Timekeeper of the Asian Tour

2012

Rolex becomes the founding partner of the World Amateur Golf Ranking® and Presenting Sponsor of the Senior Open Championship

2017

The Rolex Series is launched in partnership with The European Tour

2021

Rolex becomes the Official Timekeeper and Official Partner of the PGA of America, its major championship: The PGA Championship and becomes Ryder Cup Worldwide Partner

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ROLEX AT
THE HEART
OF GOLF

Rolex and golf share a mutual appreciation for tradition and unfaltering precision, as well as a timeless emphasis on integrity, respect and elegance both on and off the course.



For more than 50 years, the bond between Rolex and golf has evolved through pivotal partnerships, which have further cemented Rolex's place at the heart of the game.

Rolex is supporting the development of golf excellence worldwide at all levels through its associations with gifted players, outstanding tournaments and

competitions, as well as guardians of the global game – organizations with the responsibility of advancing the sport. From the R&A, the USGA and the PGA of America, to the Masters, the PGA Tour®, The European Tour, the LPGA and the Asian Tour, Rolex is ever-present.

PARTNERSHIPS WITH GOVERNING BODIES

In 1980, Rolex became a significantly more visible presence in golf across the globe when it formed a new relationship with the USGA – organizer of the U.S. Open, one of golf’s ultimate tests.

In 1981, Rolex clocks appeared on a tournament golf course for the first time, at Royal St George’s for The Open, the oldest golf championship in the world. This burgeoning tie with The R&A – organizer of this Major championship – marked a pivotal moment in Rolex’s relationship with golf that extended to the AIG Women’s Open. The forging of these early relationships showcased the brand’s commitment to the sport, founded on mutual respect, integrity and competitive spirit.

Martin Slumbers, Chief Executive of The R&A, said: “For 40 years Rolex has played an integral role in the rich history of The Open. Our unwavering relationship has actively supported the growth of the modern game and encouraged its development around the world and will continue to do so for years to come.”

Together with the USGA, The R&A governs the sport of golf worldwide, sharing a commitment to a single code for the Rules of Golf, Rules of Amateur Status, the world handicapping system (launched in January 2020), and Equipment Standards. Rolex has been a





● THE 2017 U.S. OPEN
ERIN HILLS
US

Augusta National Golf Club
PGA of America
USGA
Royal & Ancient

long-time supporter of these, and salutes the sporting ideals and traditions unique to the game. As Official Timekeeper for their respective championships, Rolex keeps time throughout host venues for spectator and player convenience, but its support is far more extensive.

In the 1990s, Rolex forged a relationship with the Masters, the first men's Major championship of the year, staged annually at the majestic Augusta National Golf Club. Rolex also contributes to the advancement of the game through its support of the Masters Tournament Foundation – a charitable extension of the tournament that invests in development programmes worldwide, promoting the transfer of knowledge and expertise down the generations. In 2019, Rolex partnered the inaugural Augusta National Women's Amateur Championship, featuring for the first time on the iconic Augusta National course, the world's leading amateur women players.

In 2021, Rolex became the Official Timekeeper and Official Partner of the PGA of America, organizer of the PGA Championship, supporting its efforts to grow interest and inclusion in the game of golf. Through this partnership Rolex is now present at all four men's Majors, the pinnacle of achievement in the sport.

Seth Waugh, CEO of the PGA of America, said: "We simply don't sign agreements of this length and magnitude without supreme confidence and comfort in our partner, which we certainly have with our friends at Rolex. Their long-standing belief and support of golf has cultivated an aura of resiliency and trust within the game that is invaluable and, frankly, attractive for us to align with."

PARTNERSHIPS WITH PROFESSIONAL TOURS

In 1980, Rolex partnered the Ladies Professional Golf Association (LPGA). The LPGA has grown from its roots as a playing tour into a non-profit organization involved in every facet of golf. Rolex and the LPGA have a mutual respect for tradition and champion integrity, distinction and world-class performance.

In 2007, Rolex became an official sponsor of the men's PGA TOUR® – the Florida-based tour organizer that co-sanctions more than 130 professional golf tournaments in North America and around the world, including THE PLAYERS Championship, the World Cup of Golf, the FedExCup, with its three FedExCup play-offs, and the biennial Presidents Cup™.





● THE DP WORLD TOUR
CHAMPIONSHIP
DUBAI
UAE

In 2011, Rolex increased its international reach in golf by joining forces with the Asian Tour, the official body for professional golf in the region. The mission of the Asian Tour is to expand tournament golf in order to substantially enhance the careers of its members, and with Rolex's support, develop and grow golf in Asia while maintaining a commitment to the integrity of the game.

Marking the 20th anniversary of Rolex's partnership with The European Tour, the inaugural Rolex Series took place in 2017. The Rolex Series is the premium tournament category on the European Tour's International Schedule and comprises the most prestigious events on the tour. Keith Pelley, Chief Executive of the European Tour, said: "The Rolex Series features the highest quality golf on The European Tour and celebrates the international spirit of the game. We are tremendously proud to have Rolex as our partner and we thank them for their continued support."

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ICONIC EVENTS

Golf is a global sport. Every year the game's grandest occasions take place at venues in all corners of the world.

Rolex's ties with the pinnacle of golf are embodied in its patronage of all Major tournaments, tournaments, team competitions and other world-class events that offer an evolving menu of new challenges and opportunities.

ROLEX: GLOBAL GOLFING EXCELLENCE

THE MAJORS

THE MASTERS
AUGUSTA, UNITED STATES

PGA CHAMPIONSHIP
VARIOUS LOCATIONS
IN THE UNITED STATES

THE OPEN
VARIOUS LOCATIONS
IN THE UNITED KINGDOM

U.S. OPEN
VARIOUS LOCATIONS
IN THE UNITED STATES

ANA INSPIRATION
RANCHO MIRAGE,
UNITED STATES

**KPMG WOMEN'S
PGA CHAMPIONSHIP**
VARIOUS LOCATIONS
IN THE UNITED STATES

U.S. WOMEN'S OPEN
VARIOUS LOCATIONS
IN THE UNITED STATES

AIG WOMEN'S OPEN
VARIOUS LOCATIONS
IN THE UNITED KINGDOM

**THE AMUNDI EVIAN
CHAMPIONSHIP**
ÉVIAN-LES-BAINS, FRANCE

TEAM COMPETITIONS

THE RYDER CUP
VARIOUS LOCATIONS IN EUROPE
AND THE UNITED STATES

PRESIDENTS CUP™
VARIOUS LOCATIONS AROUND
THE WORLD, EXCLUDING EUROPE

SOLHEIM CUP
VARIOUS LOCATIONS IN EUROPE
AND THE UNITED STATES

WORLD-CLASS EVENTS

WORLD GOLF CHAMPIONSHIPS
VARIOUS LOCATIONS IN CHINA
AND THE UNITED STATES

THE ROLEX SERIES
VARIOUS LOCATIONS

THE PLAYERS CHAMPIONSHIP
PONTE VEDRA BEACH,
UNITED STATES

FEDEXCUP PLAYOFFS
VARIOUS LOCATIONS
IN THE UNITED STATES

THE MAJORS

Arnold Palmer wrote in his autobiography, *A Golfer's Life*, that he and a friend in 1960 devised a modern "Grand Slam of Golf" with four Major championships, including two he had already won that year – the Masters and the U.S. Open – plus two he hoped to win, The Open and the PGA Championship. Since then, these tournaments have marked the peak of individual excellence in golf. To win a Major is to be counted among the legends of the game.

The season-opening Major, the Masters, which Rolex has partnered since 1999, is unique among the four as it is an invitational event and is staged at the same venue every year – the pristine Augusta National Golf Club in Georgia, US. This revered tournament is renowned for its colourful, azalea-lined course, the amateur golfing spirit of the tournament's founder Bobby Jones, and for the symbolic Green Jacket presented to the winner. This coveted garment represents a lifetime invitation to participate in the Masters, according to tournament tradition. In 2021 Rolex became the Official Partner and Official Timekeeper of the second men's Major of the year, the PGA Championship. Staged in May at some of the most iconic golfing venues across the United States, the championship dates back to 1916 and invites a professionals-only field to compete for the Wanamaker Trophy.



The U.S. Open has been the scene of many of golf's signature moments, created by legends of the sport at iconic venues across the United States. Rolex has been Official Timekeeper of the U.S. Open since 1980 and the U.S. Women's Open since 2003. The origins of the U.S. Open date back to 1895 when the inaugural championship was played at Newport Country Club. Conducted annually in June by the USGA, the tournament features the game's best amateurs and professionals, vying for the coveted U.S. Open Trophy.



● THE 148TH OPEN, 2019
ROYAL PORTRUSH GOLF CLUB
NORTHERN IRELAND

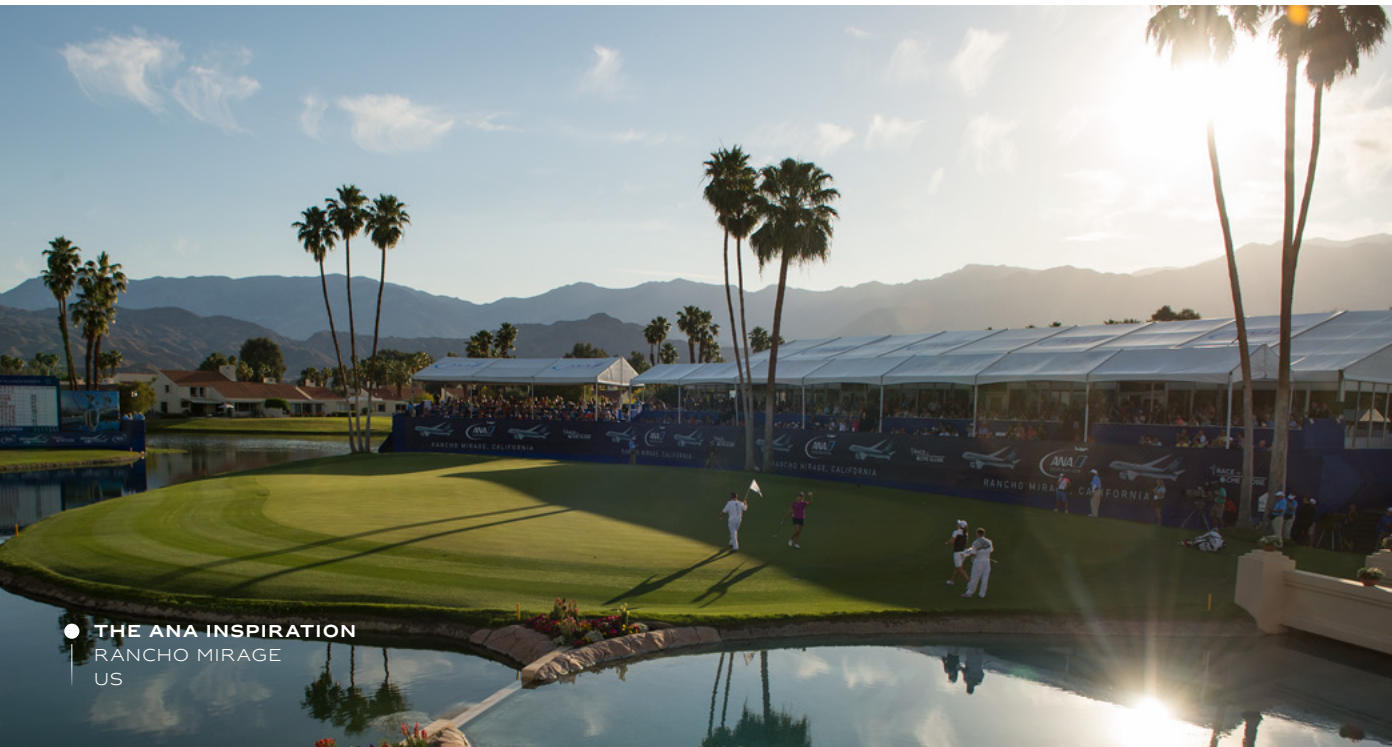
At The Open, where Rolex has been Official Timekeeper since 1981 and the Premier Partner since 2018, golfers compete for one of the oldest prizes in sport, the Claret Jug. Now the last Major of the year, the event was founded by pioneering golfers in the United Kingdom who had one guiding principle – to crown the champion golfer of the year. Since 1860, The Open has been played at some of the most cherished links courses, including Royal Birkdale, Carnoustie, Royal Liverpool, Royal Lytham & St Annes, Royal Portrush, Prestwick, Royal St George's, Royal Troon, as well as at the home of golf, St Andrews.

Golf has been played at this historic town for more than 600 years. Today, players from around the globe travel to play on the most prestigious golf course in the world: the Old Course at St Andrews. The Royal and Ancient Golf Club of St Andrews, which later created The R&A, was founded there in 1754. Together with the USGA, The R&A governs the game worldwide, outside of the United States and Mexico, with the consent of 156 organizations from amateur and professional golf. The famous Old Course and its neighbouring courses are presided over by the St Andrews Links Trust (SALT), which is a partner of Rolex.

The Masters
PGA Championship
U.S. Open
The Open



● THE AMUNDI EVIAN CHAMPIONSHIP
ÉVIAN-LES-BAINS
FRANCE



● THE ANA INSPIRATION
RANCHO MIRAGE
US

As a long-standing supporter of golf, Rolex is also Official Timekeeper of the five Majors in women's professional golf. These are: the ANA Inspiration, KPMG Women's PGA Championship, U.S. Women's Open, AIG Women's Open and The Amundi Evian Championship. The ANA Inspiration is the year's first women's Major, having been given that status in 1983. It takes place at the same venue each year – the Mission Hills Country Club in Rancho Mirage, California. Rolex Testimonee Lexi Thompson (US) won her maiden Major here in 2014, while fellow Testimonee Lydia Ko (New Zealand) won this prestigious title in 2016.

Founded in 1955, the event now named the KPMG Women's PGA Championship is the second longest-running tournament in the history of the LPGA after the U.S. Women's Open, which was established in 1946. The AIG Women's Open was established in 1976 to honour women's growing presence in the sport, and since 2017, The R&A has been responsible for staging the event, marking a progressive and important step in the development of women's golf.

Held annually at the glorious Evian Resort Golf Club in France, overlooking Lake Geneva, The Amundi Evian Championship became the fifth women's Major in 2013, nearly 20 years after the tournament was first

ANA Inspiration
KPMG Women's PGA Championship
U.S. Women's Open
The Amundi Evian Championship
AIG Women's Open

played. Since 2000, Rolex has been a Main Partner of the event, whose honour roll of past winners includes Testimonees Annika Sörenstam (2000, 2002), fellow Swede Anna Nordqvist (2017) and Ko (2015). During the tournament, The Prize for a Better Tomorrow presented by Rolex is awarded. The prize recognizes initiatives linked to women's golf that champion excellence, generosity and continuity, qualities dear to this event and Rolex. The inaugural recipient in 2019 was Lorena Ochoa, a former World No. 1 and two-time Major winner, for her work with underprivileged children in her native Mexico.

TEAM COMPETITIONS

Beyond the regular tour schedules, a selection of team competitions invite golfers to put aside their individual pursuits to compete for their country or their continent, and for the gratification that comes through the joining of forces. These events attract huge crowds and a passionate following.

Rolex partners The Ryder Cup, a biennial match launched in 1927 that is now contested by teams from the United States and Europe, hosted alternately by the PGA of America and Ryder Cup Europe. The partnership began in 1995, when the European team exemplified the values of respect and integrity, echoing Rolex's values, to lift the first of two consecutive titles, the second being the famous victory at Valderrama Golf Club, Spain, in 1997. Since 2014, whenever The Ryder Cup has been played on European soil, Rolex has stood as the event's sponsor, in addition to sponsoring the European team at every edition of the competition. From 2021, Rolex extends its support to becoming a sponsor at all editions of The Ryder Cup, in Europe and the United States, beginning at Whistling Straits where the European team will seek to defend the title they won in Paris. At the 42nd Ryder Cup in 2018, the Rolex family made a telling contribution to Team Europe's triumph. Led by non-playing captain Thomas Bjørn, fellow Testimonees going head-to-head with Team USA included Paul Casey and Jon Rahm. However, no golfer's performance that week matched Francesco Molinari, who



earlier that summer at The Open had become the first Italian to win a Major, having also claimed his first Rolex Series win.

Molinari made history in Paris, becoming the first European to win five out of five matches at The Ryder Cup. The Testimonee went on to finish the season on a high by winning the European Tour Race to Dubai and being named the 2018 European Tour Golfer of the Year.

"The engraved watch Rolex presents to members of the European Ryder Cup team is very special," says Martin Kaymer, the German golfer, who played in the victorious European teams in 2010, 2012 and 2014. "That watch is something to treasure, to hand down to your grandchildren one day. It is a fantastic reminder that, as a golfer, you have achieved something very special – you have been selected as one of the best players to represent all of Europe."



● **LEXI THOMPSON & BRITTANY
ALTOMARE VS GEORGIA HALL
& CÉLINE BOUTIER**
THE SOLHEIM CUP 2019,
THE PGA CENTENARY COURSE
GLENEAGLES
SCOTLAND

The Ryder Cup Presidents Cup™ Solheim Cup

Rolex is also a key supporter of women's team golf. Since 1994, it has been a partner of the Solheim Cup, the women's intercontinental challenge between teams of professionals from the United States and Europe. In 2017, Swedish Rolex Testimonee and 10-time Major winner, Annika Sörenstam, followed her fellow countrywoman Carin Koch to captain Team Europe.

The Presidents Cup™, organized by the PGA TOUR®, was first contested in 1994, and Rolex became the Official Timekeeper in 2005. This event is contested biennially by teams of 12 outstanding golfers, one from the United States, the other an international selection from the rest of the world, excluding Europe. Most recently, Rolex Testimonee Tiger Woods guided the US team to victory at the 2019 edition in Melbourne, where the American became just the second playing captain in the tournament's history.

Rolex added the World Cup of Golf to its team competition roster in 2013, when the tournament was won by Team Australia, made up of Rolex Testimonees Jason Day and Adam Scott.

WORLD CLASS EVENTS



The four annual World Golf Championships, of which Rolex has been Official Timekeeper since 2007, are: the Mexico Championship®, the Dell Technologies Match Play, the FedEx St. Jude Invitational and the HSBC Champions. Co-sanctioned by the PGA TOUR®, The European Tour, the Asian Tour, the Japan Golf Tour, the PGA Tour of Australasia and the Sunshine Tour, these events have been contested on five continents and in more than 10 countries. Given the strength of the fields competing, these

tournaments are considered by golfers to be second in stature only to the Majors.

As part of its relationship with the PGA TOUR®, Rolex is also associated with THE PLAYERS Championship, which takes place annually at the home of the PGA TOUR®, THE PLAYERS Stadium Course at TPC Sawgrass, Florida. With its signature island green, the 17th is one of the most recognized golf holes in the world. In 2007, the PGA TOUR® entered a new era with the introduction of the FedExCup, a

season-long points competition culminating in three play-off events.

Launched in 2017, the 20th anniversary of the brand's partnership with the European Tour, the Rolex Series is the premium tournament category on the European Tour's International Schedule and comprises the most prestigious events on the tour. This elite collection of events delivers the highest quality golf, played at iconic locations in the global spirit of the game.



● THE 2017 WGC - MEXICO CHAMPIONSHIP
CLUB DE GOLF CHAPULTEPEC
MEXICO



4

INDIVIDUAL EXCELLENCE

The history of golf has been marked by the inspirational performances of some of the world's greatest players.

For more than 50 years, Rolex has partnered the finest players of every era, from players of every era, from Arnold Palmer and his fellow members of The Big Three, namely Jack Nicklaus and Gary Player, to today's New Guard of exceptional golfing talent.

THE BIG THREE



Arnold Palmer quickly established himself as the first great of the modern game, a man who went on to secure seven Major titles and, in the process, introduce golf to generations of new enthusiasts.

Rolex's special relationship with golf started in 1967 with Palmer, joined by Jack Nicklaus and Gary Player. The Big Three were legends of the game who changed the face of golf forever. For the best part of two decades, this towering trio challenged each other

with sublime skill and tireless endeavour wherever they played. Player secured nine Major wins while Nicklaus's haul of 18 is unsurpassed.

To term the three of them rivals is to understate their relationship. While always fierce competitors on the fairways, the trio's bond was characterized by mutual admiration, support and respect. They formed an unspoken, natural partnership to promote the values of golf to a wider and growing public. For them,

Gary Player

"When one of us won, the other two would put out their hand and say 'well done, you beat me today, but I'll get you tomorrow'."

victory achieved through proper means was fundamental. These men were the embodiment of fair play, as Nicklaus demonstrated at the 1969 Ryder Cup, when he conceded a putt to tie the competition. This noble sporting gesture marked the invention of the concession, a trait that remains to this day one of the most admired in sport.

That was The Big Three's greatest legacy to the game: the absolute adherence to the higher principles of good sporting conduct, honour and integrity.

"What comes to mind with Arnold and Jack is that we wanted to win so badly," recalls Player. "But at the same time, when one of us won, the other two would put out their hand and say 'well done, you beat me today but I'll get you tomorrow'."

The gentlemanly intent at the heart of their rivalry was given magnificent expression in the 2003 Presidents Cup™ in Fancourt, South Africa. When the match between the USA and the International teams finished in a tie, a playoff ensued in the rapidly fading light. After three holes the two sides remained level. Rather than extend the contest into an extra day, the two team captains agreed, in an unprecedented move, that the trophy would be shared that year. Their names? Nicklaus and Player.



● JACK NICKLAUS
THE 1973 RYDER CUP
MUIRFIELD
SCOTLAND



● ADAM SCOTT
THE 2013 MASTERS

MAJOR WINNERS

The family of Rolex Testimonees have many common characteristics. Like the Swiss watchmaker, they share a passion for excellence, a steely ambition to be the best they can be and to constantly improve their game. They are part of an unbreakable bond that stretches back more than 50 years, to the brand's seminal partnership with Arnold Palmer. Since that time, many of the sport's brightest talents have been able to mature

and reach the highest echelons of the sport thanks to the support they have received from the company.

The best measure of any golfer's achievements is their Major count. Numerous Rolex Testimonees have won multiple Majors, but only one man has come close to Nicklaus's tally of 18. Eldrick "Tiger" Woods. A prodigious amateur golfer, the American announced his arrival in the professional ranks at a news conference in 1996. His

first words, "I guess... hello world?", couldn't have been more appropriate as this pre-eminent talent embarked on a career that would change the world of golf forever.

Woods signalled a renaissance in 2018 when he challenged at two of the Majors before winning The TOUR Championship. But in 2019, the American completed one of the most remarkable comebacks in the history of sport when, aged 43, he once again tamed the famous



● TIGER WOODS
THE 2019 MASTERS

Tiger Woods

“I was very fortunate to be given another chance to do something that I love to do.”

THE MOST SUCCESSFUL, INFLUENTIAL GOLFER OF HIS GENERATION IS ONCE AGAIN A MAJOR WINNER – AT THE AGE OF 43

Augusta National Golf Club course to capture his fifth Masters title. A 15th Major – his first in 11 years – spoke volumes for his resilience and determination, of his perpetual quest for excellence even after injuries had threatened to derail his career. His enduring powers – an ability to overcome adversity, along with peerless skills and dedication to his craft – have captivated the golfing world for almost a quarter of a century. Later that year, at the 2019 ZOZO Championship in Japan, Woods secured his record-equalling 82nd PGA TOUR® victory, yet another milestone in a fabulously successful career. At his first Major as a professional, the Masters in 1997, Woods became the tournament’s youngest winner, setting the 72-hole scoring record. Like The Big Three before him, Woods proceeded to inspire millions of golfers around the world. As one of just five golfers to have won a Career Grand Slam, he alone has held all four Majors simultaneously – the “Tiger Slam” – after winning the U.S. Open, The Open and PGA Championship in 2000, followed by the 2001 Masters.



● ANNIKA SÖRENSTAM
THE 2001 STANDARD
REGISTER PING

While Tiger Woods, this once-in-a-lifetime talent, was dominating the men's game, another was doing so in women's golf. Annika Sörenstam is undoubtedly one of the greatest female golfers in history. The Swede claimed 10 Major titles over 12 years, won 72 LPGA tournaments and, after becoming only the second woman to be named Rolex Player of the Year the year after being named Rolex Rookie of the Year, Sörenstam went on to earn a record eight Rolex Player of the Year Awards. The only female player to card a 59 in competition, Sörenstam also holds the record for the lowest scoring average for a season: 68.6969 in 2004. Such was her dominance of the sport that in 2003 she was invited to tee up in a PGA TOUR® event.

Annika Sörenstam

“Women’s golf has always been a second thought in a lot of companies’ minds but not in Rolex’s mind. They’ve been there from the beginning and supported the game at different levels.”



● PHIL MICKELSON
THE 2004 MASTERS

The Rolex family of Testimonees includes many other giants of the sport, including Tom Watson, who won eight Majors, including five Opens, over a long and illustrious career. Fellow American Phil Mickelson is another player who has displayed impressive longevity. The most successful golfer to play left-handed turned professional in 1992 and has more than 50 wins to his name, including five Majors. Through a combination of creativity, skill and precision from close to the green, Mickelson is regarded as owning the best short game of any golfer.

Other Rolex Testimonees with Major wins to their name include: two-time Masters champions Bernhard Langer (Germany) and José María Olazábal (Spain); American Fred Couples, who won the Masters in 1992;



● **BROOKS KOEPKA**
THE 2018 U.S. OPEN



● **BROOKE HENDERSON**
HSBC WOMEN'S WORLD CHAMPIONSHIP
2019

two-time U.S. Open winners Retief Goosen (SouthAfrica) and Curtis Strange (US); two-time Major winner Martin Kaymer (Germany); the first Australian to win the Masters, Adam Scott; Jordan Spieth, a Texan with three Major championships, including two won consecutively in 2015; Australian Jason Day, who also won his first Major in 2015, namely the PGA Championship; two-time Major winner Lorena Ochoa (Mexico); Lexi Thompson from Florida, winner of the 2015 ANA Inspiration; and New Zealand's Lydia Ko, the youngest golfer to be a two-time Major winner and World No. 1. In 2017, Swede Anna Nordqvist claimed her second Major at The Amundi Evian Championship, as Americans Justin Thomas and Brooks Koepka captured their first. Koepka followed this by successfully defending the U.S. Open in 2018 – the first player to do so since fellow Testimonee Curtis Strange. Koepka went on to win his third career Major in the same year, helping earn him the PGA TOUR® Player of the Year award. At the 2019 PGA Championship, he would go on to win his fourth Major in nine attempts, reclaim the World No. 1 ranking and become the first man to successfully defend two Major titles. Most recently, Bryson DeChambeau joined the elite ranks of Major winners when he captured the 2020 U.S. Open. With this victory, the American followed in the footsteps of fellow Testimonees Jack Nicklaus and Tiger Woods as the only players to win the U.S. Amateur, individual NCAA (university) and U.S. Open titles.

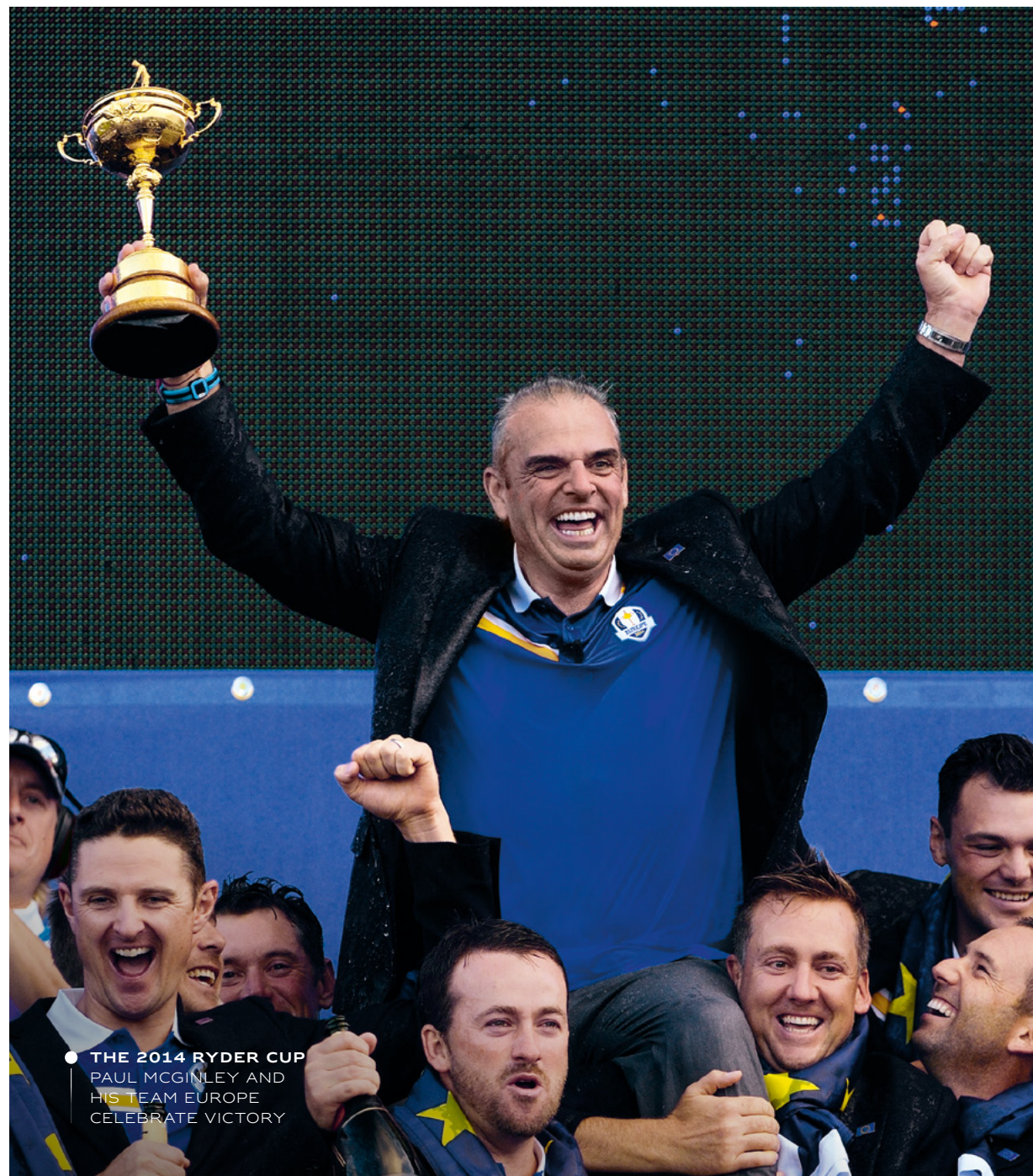


● JUSTIN THOMAS ON THE 9TH FAIRWAY
THE 2019 U.S. OPEN

TEAM LEADERS

Rolex is a leader in its field, an innovator and pioneer in the Swiss watchmaking industry, qualities common among the company's family of golf Testimonees. This is especially true of a select group of golfers who have been at the vanguard of their sport throughout their playing careers and have continued to lead the way as captains at the game's most compelling team events: The Ryder Cup, Presidents Cup™ and Solheim Cup.

Such were his enduring leadership qualities over four decades, Arnold Palmer earned three victories from his three captaincies – at The Ryder Cup in 1963 and 1975 plus the 1996 Presidents Cup™. Subsequently, fellow Rolex Testimonees Jack Nicklaus, Tom Watson, Bernhard Langer, Fred Couples, Colin Montgomerie (Scotland), José María Olazábal, Paul McGinley (Republic of Ireland), Steve Stricker (US), Thomas Bjørn (Denmark), and most recently Tiger Woods, have each led triumphant Ryder Cup or Presidents Cup™ teams. In 2021, Pádraig Harrington from the Republic of Ireland will take up the mantle to lead the European team when it defends the title against a United States selection captained by fellow Testimonee Stricker.



● THE 2014 RYDER CUP
PAUL MCGINLEY AND
HIS TEAM EUROPE
CELEBRATE VICTORY



● THE 2018 RYDER CUP
EUROPEAN TEAM CAPTAIN THOMAS BJØRN
HOLDING THE TROPHY

A select group has continued to lead the way as captains at team events.

As these team trophies have grown in stature and popularity with players across the globe, so too has the responsibility for leading the sides to glory. In all, 12 Rolex Testimonees have led teams of pre-eminent golfers to victory, while upholding the best sporting traditions. In 2018, Thomas Bjørn, the first European team Ryder Cup captain from Denmark, reclaimed the Samuel Ryder Trophy in a thrilling contest at Le Golf National, Paris.





ROLEX NEW GUARD

YOUTH TALENT EXCELLENCE

There is a flourishing group of young, ambitious golfers striding the world stage, playing with integrity and respect, supreme skill and precision. They are the Rolex New Guard, a new generation of competitors who, like The Big Three before them, are asserting their authority on the sport and in doing so, inspiring future generations of athletes to follow them.

RESPECTFUL FIERCE MODERN

Born in the 1990s, these prodigiously talented golfers are making their mark on the professional scene after outstanding amateur careers. The group comprises: long-hitting American Cameron Champ, who has already recorded two PGA TOUR® wins; Joaquín Niemann, the Chilean who topped the World Amateur Golf Ranking® for 44 weeks and who captured his first professional win in September 2019; another American, the former college champion Matthew Wolff, who won his first PGA TOUR® event in July 2019; and in the women's game, Mexico's Maria Fassi, runner-up at the inaugural Augusta National Women's Amateur Championship in 2019 before turning professional, and Swiss No. 1 Albane Valenzuela.



● **MARTIN KAYMER**
THE ABU DHABI HSBC CHAMPIONSHIP
2020



● **LEXI THOMPSON**
THE AMUNDI EVIAN CHAMPIONSHIP

DETERMINED PRECISE DECENT

The Rolex family of golf Testimonees boasts a group of former New Guard members who can now count themselves among today's champions, men and women united in their continuous quest for excellence. Their number includes women's Major winners Brooke Henderson of Canada, New Zealand's Lydia Ko and American Lexi Thompson, as well as multiple men's Major winners Brooks Koepka and Jordan Spieth, along with their fellow Americans and Major winners Justin Thomas and Bryson DeChambeau. Other Testimonees among the leading lights of the men's professional circuit include Spaniard Jon Rahm, who has claimed six European Tour titles, including four Rolex Series events, in addition to five PGA TOUR® wins, along with England's Matthew Fitzpatrick, China's Haotong Li, Hideki Matsuyama of Japan and Belgian duo Thomas Detry and Thomas Pieters.

In a game in which standards, ethics and principles are passed down over decades, these new waves of elite golfers are proud to share links with The Big Three. Such is their respect for the heritage of the game, they know what it means to be named alongside the giants of the sport. From The Big Three to the New Guard and today's champions, the continuity is seamless. "Golf goes through cycles," says Annika Sörenstam, former Rolex Women's World Golf Rankings No. 1. "There is certainly a new generation emerging and I feel golf is in good hands."



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PARTNERSHIPS AT EVERY LEVEL OF THE GAME

Rolex is deeply committed at every level of the game, an association that encompasses young amateurs, professionals competing in elite-level tournaments and senior players possessing the wisdom of long-standing winners.

The partnerships have evolved over a period of more than half a century. They now extend from associations that foster talent at grassroots level to the institutions that guard the finest traditions and the Rules of Golf, and lead the game's development worldwide.

Rolex extends its support to junior and amateur ranks where emerging talent is nurtured because it acknowledges the importance of investing in the development of golf for the future, to ensure expertise and knowledge are transferred down the generations.



● JORDAN SPIETH
THE 2011 WALKER CUP

JUNIOR, AMATEUR AND SENIOR GOLF

Since 1986, Rolex has been a Premier Partner of the American Junior Golf Association (AJGA), an organization dedicated to the development of young men and women who aspire to earn college golf scholarships through competitive junior golf. AJGA alumni who are now part of the Rolex family of Testimonees include: Phil Mickelson, Tiger Woods, Jordan Spieth, Cameron Champ, Justin Thomas, Joaquín Niemann, Rickie Fowler, Lexi Thompson and Lorena Ochoa. Over the course of the partnership, AJGA alumni have won

24 U.S. Amateur Championships and 24 U.S. Women's Amateur Championships.

Rolex is deeply committed to the amateur game, and is a partner of important amateur tournaments across the globe, including the ground-breaking Augusta National Women's Amateur Championship launched in 2019, The British Amateur Championship, U.S. Amateur Championship, European Amateur Championship, Asia-Pacific Amateur Championship and Latin America Amateur Championship. Rolex supports the

leading amateur team competitions, the Arnold Palmer Cup, Walker Cup, Curtis Cup and World Amateur Team Championship.

As part of this support at all levels of the game – including for players aged 50 and over – Rolex also has a long-standing relationship with the U.S. Senior Open Championship and, since 2012, with The Senior Open Championship presented by Rolex.

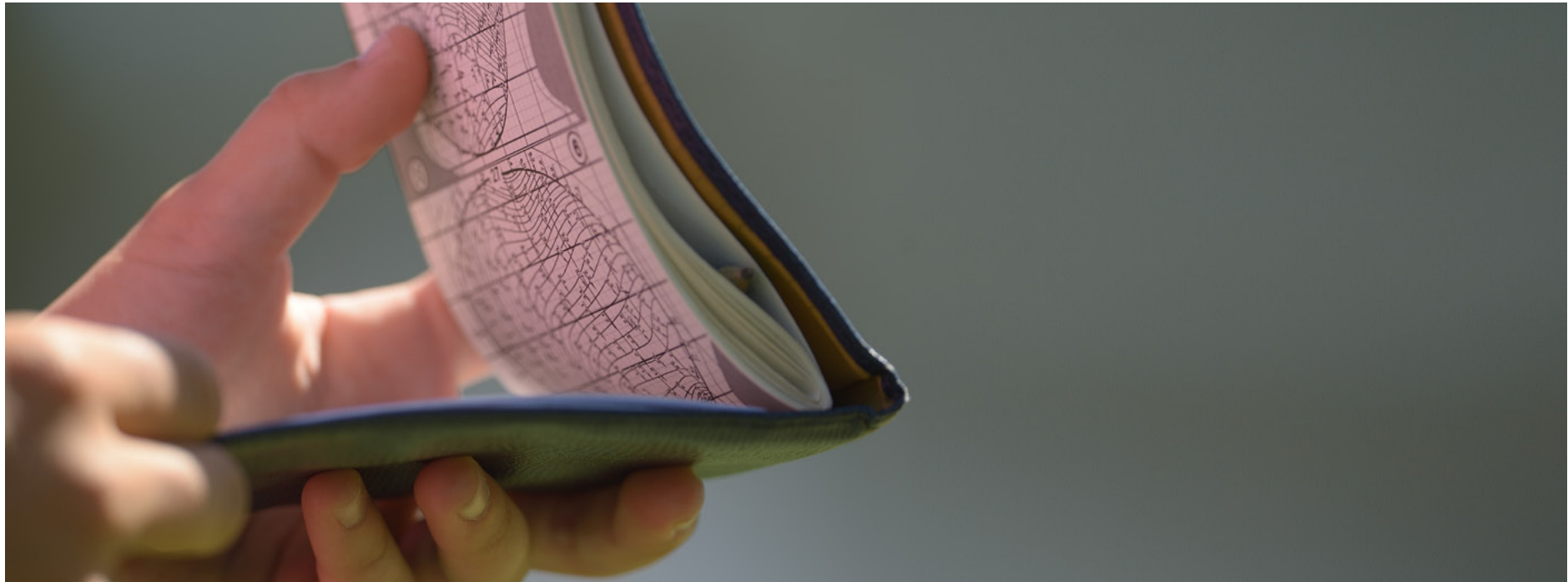
FEDERATIONS WORLDWIDE

As the game grows across the globe, so it requires sustained high-quality organization – which is why Rolex is also a loyal supporter of federations at every level of the game worldwide. Bodies such as the Asociación Argentina de Golf, Confederação Brasileira de Golfe,

Fédération française de golf, Association Suisse de Golf, Asia-Pacific Golf Confederation, China Golf Association, Indian Golf Union and European Golf Association play a critical role in the development of the sport and enjoy Rolex's backing in all their endeavours.



● THE ASIA-PACIFIC
AMATEUR CHAMPIONSHIP
TROPHY



RULES AND RANKINGS

Rolex's involvement with The R&A, USGA, LPGA and AJGA extends to important touchpoints for golfers across the globe, including world rankings for women and amateurs, as well as the Rules of Golf. The Rolex Women's World Golf Rankings is the first comprehensive rankings system for women's golf as well as for the foremost LPGA Tour players past and present, from living legends Annika Sörenstam and Lorena Ochoa, to the youngest World No. 1, Lydia Ko.

The World Amateur Golf Ranking® was established in 2007 for male golfers, and women were added in 2011. Golfers who have topped these and gone on to succeed in the professional game include Rickie Fowler (2015 PLAYERS Championship winner), Jordan Spieth, Hideki

Matsuyama, Matthew Fitzpatrick, Jon Rahm, Ko and Brooke Henderson.

Since 2017, the AJGA has had its own rankings system, the Rolex AJGA Rankings to help fill tournament fields, including the ANA Junior Inspiration and Junior Presidents Cup. Past winners of the Rolex Junior Player of the Year award include Phil Mickelson and Tiger Woods.

Rolex has been a partner of the Rules of Golf since 2004, supporting their translation and global distribution to help ensure golfers across the world understand and appreciate the game's nuances. The Rules of Golf have been published every four years since 1952 and affect every golfer on the planet. As well as

clarifying the intricacies of the game, the Rules of Golf reinforce the importance of etiquette, with an entire section dedicated to the topic.

Following a thorough consultation process in 2019, the Rules of Golf have been modernized to reflect the nature of the game and how it is played in the 21st century. But even with these changes, the same traditional values that have been maintained through centuries of play remain at the heart of the game. Such values resonate strongly with Rolex's own. There is a mutual appreciation for tradition and heritage, as well as a timeless emphasis on respect and sporting behaviour.

ROLEX AND GOLF

Rolex supports the most prestigious events, players and organizations in golf and also encourages the development of the game worldwide through its involvement in amateur and junior ranks. The brand is a key presence at men's and women's Majors and at leading team events, namely The Ryder Cup, the Solheim Cup and the Presidents Cup™. Its contribution to excellence in golf is based on a rich heritage stretching back more than 50 years, starting in 1967 with Arnold Palmer, joined by fellow members of The Big Three, Jack Nicklaus and Gary Player. After this legendary trio blazed a trail by popularizing the game globally, modern-day legend Tiger Woods has successfully followed in their footsteps and helped the sport soar to new heights. Today's champions and fellow Major winners Brooks Koepka, Justin Thomas and Brooke Henderson, among other Testimonees, have maintained this legacy of excellence, while members of the New Guard, represented by the likes of Joaquín Niemann and Maria Fassi, have the qualities to do likewise when their time comes. Throughout this enduring partnership, Rolex has championed both innovation and respect for the traditions and spirit of the ancient game.



*Golf and Rolex:
More than 50 years and counting...*

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