

Hong Kong Exchanges and Clearing Limited and The Stock Exchange of Hong Kong Limited take no responsibility for the contents of this announcement, make no representation as to its accuracy or completeness and expressly disclaim any liability whatsoever for any loss howsoever arising from or in reliance upon the whole or any part of the contents of this announcement.



Honma Golf Limited
本間高爾夫有限公司

(Incorporated in the Cayman Islands with limited liability)
(Stock code: 6858)

Voluntary Announcement
Engagement of Mark King and Signing of a Top PGA Player to
accelerate U.S. Growth Strategies

This announcement is made by Honma Golf Limited (the “Company”, and its subsidiaries, the “Group”) on a voluntary basis. The purpose of this announcement is to keep the shareholders of the Company and potential investors informed of the latest development of the Group.

Engagement of Mark King to lead and drive Honma Golf’s business expansion in North America

The Board of Directors (the “**Board**”) is pleased to announce that the Company has engaged Mr. Mark King as an advisor to lead and drive its business expansion in North America. The Board believes that the Company will greatly benefit from Mr. King’s rich industry background and extensive experiences with sports and in particular, golf companies in North America to pivot the Group’s North America growth strategy in the near to mid-term. As an advisor, Mr. King will provide strategic advice and valuable operational inputs to lead and guide product development, marketing and distribution expansion in North American markets.

Mr. Mark King’s biographical details are set out below:

Mr. Mark King, aged 59, obtained a bachelor’s degree in business administration in 1981 from University of Wisconsin-Green Bay and has almost 40 years of experience in the sports business and extensive experience in the golf industry. In recognition of his exceptional contributions, Adidas named Mr. King executive emeritus after he stepped down as president of Adidas North America in 2018. Mr. King still serves Adidas North America as an advisor.

Prior to his current positions, Mr. King served as the president of Adidas North America since April 2014, doubling its market share in less than three years and tripling its sales during his term of office. Mr. King was named president of TaylorMade-Adidas Golf (“**TaylorMade**”) in 1999 and served as its CEO from 2003 to 2014. During his time as president and CEO, TaylorMade’s sales increased from approximately US\$300 million to US\$1.7 billion.

Mr. King’s successful track record in the industry started from joining TaylorMade as a territory sales representative in the early 1980s and is evidenced by the professional accolades received by him and by being consistently named as one of the most powerful people in the industry. Most recently, Mr. King was honoured as “Person of the Year” and ranked No. 1 on Footwear News-Power 100 list, by Footwear News in 2016 and 2017, respectively, and was consecutively named “Executive of the Year” by Portland Business Journal in the same years. Moreover, during his years at TaylorMade, Mr. King served as the Chairman of the National Golf Foundation and Adidas, under Mr. King’s leadership, became the fastest-growing sports brand in North America and was named “The Most Relevant Brand” by Highsnobiety and “Sports Business of the Year” by Yahoo! in 2016.

Signing of a world class PGA player

To accelerate the execution of the Company’s U.S. growth strategies and to drive greater brand and product awareness among today’s younger and avid golfers, the Company has signed a top PGA golf player who will become Honma’s brand ambassador for all markets from January 1, 2019.

Given the player’s local and international influence in the sport and his media coverage, the Board believes the endorsement will create an immediate and positive uplift of Honma’s brand image and product awareness in mature markets such as North America and Europe and this will in turn accelerate the implementation of the Group’s growth strategies in these markets.

For and on behalf of the Board
Honma Golf Limited
本間高爾夫有限公司
LIU Jianguo
Chairman of the Board

Hong Kong, 21 November 2018

As at the date of this announcement, the executive directors of the Company are Mr. LIU Jianguo (Chairman), Mr. ITO Yasuki, Mr. MURAI Yuji and Mr. ZUO Jun; the non-executive directors of the Company are Mr. YANG Xiaoping Mr. HO Ping-hsien, Robert; and the independent non-executive directors of the Company are Mr. LU Pochin Christopher, Mr. WANG Jianguo and Mr. XU Hui.