

Women's Pro Golf Middle Tournament for Supporting Development of Society that Empowers Women
"SENKO Group LADY GO CUP" Announcement
Held at October 7, 2023 (Sat) at Gamo Golf Club (Shiga Prefecture)

SENKO Group Holdings Co., Ltd. (Head office: Koto-ku, Tokyo; President: Yasuhisa Fukuda; "SENKO Group") will partner with "LADY GO" that supports development of an environment that allows professional women golfers to continue taking part in events, and will hold the "SENKO Group LADY GO CUP" women's professional golf tournament at Gamo Golf Club on October 7 (Sat).

■ About LADY GO CUP

Based on the concept of "Women's Pro Golf Middle Tournament for Supporting Development of Society that Empowers Women." Planned and organized by experienced players, who invited other players aged 30 and above with the aim of the tournament becoming an inspiration for young professional players.

* This tournament is the third round in fiscal 2023.

■ Event overview

Event name: SENKO Group LADY GO CUP

Date: October 7, 2023 (Sat) Venue: Gamo Golf Club (Hino Town, Shiga Prefecture)

Organizer: LADY GO Co-host: SENKO Group Holdings Co., Ltd.

Tournament format: Doubles (2 players per group)

Broadcast: BSJapanext scheduled for 17:00 to 21:00, October 7, 2023

■ Professional players taking part in the tournament (as of September 19)

Kaori Ohe, Keiko Kubo, Noriko Kubo, Miki Saeki, Asami Kikuchi, Rikako Morita, Mika Miyazato, Eriko Kobashi, Mika Takushima, Mina Kaneiwa, Ayaka Hayashi, Kaori Nakamura, Mami Kawamoto, Hee-Kyung Bae, Yuki Sakurai, Ji-Hee Lee, Kotono Kozuma, Honey Kamata, Hiromi Kamata

Yoshimi Koda, Erina Hara, Kurumi Dohi, Erimo Ikeuchi, Shiho Toyonaga, Chae-Young Yoon, Miyu Nakai

* Total of 30 players planned. The 26 players above have been selected as of September 19.

(Event Poster)



(Event Logo)



(Event Image)



(Scenes from past LADY GO event)



■ SENKO Group's Vision

SENKO Group supports the efforts of LADY GO, the symbol of an event where working women can play a key role.

The SENKO Group signed up with the "UN Global Compact" and formulated the "SENKO Group Human Rights Policy" in March 2023. It ensures that work is conducted with a high level of ethical standards and views assisting working women in particular as vital, and as such endorses the activities of LADY GO and supports its event.

As a corporate citizen, the SENKO Group is using this event to showcase how it is assisting women to live more fulfilling lives as they get older and provide them with opportunities to play a greater role, and by doing so is making society better overall.

[New initiatives befitting of the image of LADY GO]

The SENKO Group LADY GO CUP is planning a range of activities as part of initiatives for empowering women, and policies are being implemented to create a society that provides more opportunities for women and to help change peoples' sense of awareness.

(Example initiative: Daycare areas: Partnering with group company Procure Co., Ltd. (Head office: Shinjuku-ku, Tokyo; President: Toshiko Akiyama) to make available daycare areas for looking after the children of players who are mothers. This initiative allows players to focus on their game while raising children.)

■ About LADY GO

One of the most recent trends in today's women's professional golfing world is the emergence of new opportunities for "Missus golfers" who are playing after getting married, and "Mummy golfers" who are players still active on the golfing scene after having children. And today where sustainable development goals are so commonplace, almost every company is focusing efforts on crucial keywords like "enhancing the social standing of working women." As players who helped make women's professional golfing so popular grow in age, one of the challenges emerging today is how to give them a fresh approach to life as women and new options as professional players. When faced with these crossroads in life, those players believed that giving themselves new challenges afforded a way to discover and pursue a second chance at their career. Accordingly, experienced players planned and organized the tournament with the aim of making it an inspiration for young professional players.

(LADY GO official Instagram account)

[Details of activities]

- Give women professional golfers aged 30 years or older the opportunity for serious competition
- Create events specifically for women golfers,



and develop content to voluntarily stimulate the golfing world

- Started official shared social networking activities (primarily Instagram) from 2020
- Publicize the event to wide range of women professional golfers, and showcase their private lives and activities after retirement, etc.
- Generate excitement for LPGA tours, and organize tie-ups with sponsor companies
- Utilize TV, YouTube, social media and a broad range of other methods to convey the enjoyment of golf to fans

■ About SENKO Group Holdings Co., Ltd.

Incorporated: July 1946 (established September 1916)

Capital: 28,479 million yen

Representative: Yasuhisa Fukuda

Location: Shiomi SIF Bldg., 2-8-10 Shiomi, Koto-ku, Tokyo

Stock Listing: Prime Section of the Tokyo Stock Exchange

Total Number of Group Employees and Companies:

23,727 employees, 176 companies (160 subsidiaries, 16 affiliated companies)

Line of Business: Logistics, Trading & Commerce, Living Support, Business Support, Product