

## News Release

Thursday, April 3, 2014

### SC GLOBAL ANNOUNCED AS PRESENTING SPONSOR OF BNP PARIBAS WTA CHAMPIONSHIPS SINGAPORE

- *Luxury lifestyle developer inks five-year deal as presenting sponsor of WTA's season-ending finale*

SINGAPORE – The Women's Tennis Association (WTA) announced today a five-year presenting sponsorship agreement with luxury lifestyle developer, SC Global Developments Pte Ltd, for the 2014-2018 BNP Paribas WTA Championships Singapore. Under the terms of the agreement, SC Global will receive brand exposure through international TV coverage of the event and on-site activation at the year-end Championships featuring the WTA's Top 8 singles players and Top 8 doubles teams.

A leading developer of up-market residences, SC Global's presenting sponsorship of the BNP Paribas WTA Championships Singapore fits with the Group's determination to be the best in their craft, and continues its long-standing commitment to enhance Singapore's reputation as a world-class host for sporting and entertainment events.

"We are delighted to present such a prestigious international sporting event. As a leading developer of luxury lifestyles and properties, the Championships fits well with our mantra of the ultimate living. The players competing are the best in the world, demonstrating an unwavering pursuit of excellence, belief in self challenge, and refinement of meticulous precision. This also resonates very much with our own ethos as we share this determined passion to be the best in our craft and design and create original properties to be amongst the best in the world. We are committed to taking an active role in the sponsorship and look forward to working with our partners at WTA and WSG to ensure that we can make a meaningful contribution and leave a lasting legacy on the sport in Singapore," said Simon Cheong, Chairman and CEO of SC Global Developments.

As part of the sponsorship, SC Global is developing a new community program, "SC Global Tennis for Every Child," designed to widen interest and increase participation in tennis at a grassroots level to build a lasting legacy for Singaporean sport after the Championships concludes.

"We're excited to have SC Global join us as the presenting sponsor of the BNP Paribas WTA Championships Singapore," said Stacey Allaster, Chairman and CEO of the WTA. "SC Global's pursuit of excellence aligns with our ambition to stage the best Championships in WTA history. Equally important, we both share the vision to encourage and inspire children to live a healthy and active lifestyle through participation in sport."

"SC Global has carved a reputation for excellence while also being known for its commitment to making a positive impact on Singapore," said Andrew Georgiou, CEO, World Sport Group. "With this sponsorship, they

continue to do both – aligning their brand with excitement and passion experienced through tennis played at the highest level, while at the same time helping to reinforce Singapore’s reputation as Asia’s leading destination for sports and entertainment. We are delighted to have SC Global on board as the presenting sponsor for the WTA Championships, reflecting the increasing attractiveness of sport among leading Singapore brands as a strategic marketing vehicle.”

Staged at the state-of-the-art \$1.3 billion Singapore Sports Hub from October 17-26, 2014, BNP Paribas WTA Championships Singapore, presented by SC Global, is a 10-day sports entertainment experience of competition, exhibitions and activities for the fans of women’s tennis in Singapore and around the world. Singapore is the ninth different city to stage the WTA Championships and this is the first time an Asia-Pacific city has played host.

Fans of women's tennis will have the opportunity to get closer to their favorite stars and the BNP Paribas WTA Championships via a season-long campaign, the “Road to Singapore”. All the latest news will be available from the Championships website [www.wtachampionships.com](http://www.wtachampionships.com), Twitter (@WTACSingapore), Facebook (Facebook.com/WTAChampionshipsSG) and by becoming a “Road to Singapore Insider”. Through the dedicated platforms fans will enjoy an unparalleled access to their favorite players' season-long journey, including enhanced editorial coverage across all platforms.

Singapore will become the ninth different city to host the WTA Championships following Boca Raton (1972-1973), Los Angeles (1974-1976, 2002-2005), Oakland (1978), New York City (1977, 1979-2000), Munich (2001), Madrid (2006-2007), Doha (2008-2010) and Istanbul (2011-2013).

#### ***MEDIA CONTACT:***

Kevin Fischer, WTA, +1.727.502.1259, [kfischer@wtatennis.com](mailto:kfischer@wtatennis.com)  
Simon Wilson, WSG, +65.6826.2688, [s.wilson@wsgworld.com](mailto:s.wilson@wsgworld.com)

#### ***About SC Global Developments Pte Ltd***

SC Global Developments is a leading developer of up-market residences of rare and exquisite design quality with an emphasis on craftsmanship, refinement and a contemporary definition of the premium lifestyle. The Group embraces a philosophy of delivering the promise of “The Ultimate Living” experience with all its projects introducing new living concepts, service standards and architectural treatment to its various properties. More information can be found on the company’s website at [www.scglobal.com.sg](http://www.scglobal.com.sg)

#### ***About World Sport Group:***

The WTA Championships Singapore brings together the world’s best women’s tennis players for a 10-day festival of tennis, entertainment and corporate and business engagement from 17 to 26 October 2014. Promoted and managed by World Sport Group and in partnership with the Singapore Tourism Board and Singapore Sports Council, the event will be held from 2014 through to 2018 at Singapore’s newly created community, sports and entertainment complex, the Singapore Sports Hub. The WTA Championships Singapore will entertain tennis fans from Singapore, and visitors from Asia and around the world, while at the same time engaging and inspiring Singaporean communities and its next generation of sporting talent.

#### ***About WTA:***

The WTA is the global leader in women’s professional sport with more than 2,500 players representing 92 nations competing for a record \$118 million in prize money at the WTA’s 54 events and four Grand Slams in 33 countries. Close to 5.4 million people attended women’s tennis events in 2013 with millions more watching on television and digital channels around the world. The 2014 WTA competitive season concludes with the BNP Paribas WTA Championships Singapore, presented by SC Global, from October 17-26, 2014 and the Garanti Koza Tournament of Champions in Sofia, Bulgaria, from October 28-November 2, 2014. Further information on the WTA can be found at [www.wtatennis.com](http://www.wtatennis.com); [facebook.com/WTA](https://facebook.com/WTA) and [twitter.com/WTA](https://twitter.com/WTA).