Under embargo, 09:00, Monday 12 May

HUSQVARNA SIGNS MULTI-YEAR DEAL WITH THE DP WORLD TOUR, AS IT CONTINUES TO BOLSTER COMMITMENT TO THE GOLF INDUSTRY

- Husqvarna signs multi-year deal with the DP World Tour - becoming an Official Partner of the Amgen Irish Open and the Betfred British Masters
- The announcement is the latest from the brand, as it builds on its support for golf - following partnership agreements with Sir Nick Faldo, Iona Stephen and beyond
- As a world leader in outdoor power products, Husqvarna also continues to supply best-in-class golf course maintenance tools to some of Europe's most iconic courses

Monday 12th May, 09:00: Today, Husqvarna, a global leader in outdoor power products and cutting-edge robotic mowers, has signed a partnership with the DP World Tour – Golf's Global Tour - as it becomes an official partner to the Amgen Irish Open and the Betfred British Masters.

The multi-year partnership will see Husqvarna's brand and products, including its CEORA®, Automower® 580L EPOS®, Automower® 550 EPOS® and Automower® 535 AWD EPOS® feature across on-course and digital branding, product showcases in tournament villages and hospitality platforms at the two events - which make-up part of the Tour's iconic "Back 9"- a series of its most historic events.

Beyond the two staple tournaments, Husqvarna also becomes a Corporate Partner to the BMW International Open on the Tour's European Swing until the end of the 2027 season, as it strengthens its footprint across the golfing landscape.

Max Hamilton, Executive Commercial Director of the DP World Tour, said: *"We are delighted that Husqvarna have continued to bolster their significant investment into the game of golf with the DP World Tour. As an organisation that is at the top of its game in the field of grass maintenance, and that is already supporting many of the best clubs in Europe and across the world, it is a perfect fit for Golf's Global Tour, where leading talent from around the world get to compete on some of the best stages in golf."*

Samantha Donnelly, Senior Marketing Manager at Husqvarna said: "*As world-leaders in the space of robotic mowers, we're committed to helping people make time for what matters through our cutting-edge innovation. Whether that's our professional range that opens more time for greenkeepers, or our residential models, that automatically cut the lawn to perfection – great for golfers looking to spend more time with their family, or out on the course.*

We're also committed to supporting the game of golf, so we're incredibly excited to see our connection to the game growing - whether that's through the courses we supply, or those we partner with. We're thrilled to announce this partnership, as we take our next step in the sport."

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The relationship marks Husqvarna latest commitment to the industry and future in the sport, as it builds on partnerships with some of the game's most decorated names - including Europe's most successful golfer and host of the Betfred British Masters, Sir Nick Faldo.

The collaboration with Husqvarna and Sir Nick Faldo looks to build a foundation for the future of golf – including course maintenance, but also for the game itself, with the brand supporting the growth of the Faldo Futures initiative via donations and beyond from May 2025.

The Faldo Futures initiative, which boasts alumni such as five-time major champion Rory McIlroy, is designed to introduce young players to the game of golf, alongside an advanced education program built to enhance their skills.

Sir Nick Faldo said: "*As host of the British Masters for nearly 3 years now, it's an event that's close to my heart – so it's brilliant to see Husqvarna partnering with this iconic tournament. What its technology is doing for golf courses is truly changing the game – I've heard firsthand how greenkeepers now have more time to spend on other areas of the course, such as the greens, which is driving a real improvement for players. Husqvarna's support for Faldo Futures is increasingly important too – it's an initiative that supports young golfing talent, so we're incredibly proud of it. Having brands such as Husqvarna help foster its growth, is brilliant for the future of the game"*

Husqvarna's long history in providing golf courses with world-leading mower technology, including some of the globe's most iconic venues, has helped revolutionize course maintenance, while helping reduce emissions and costs associated with the upkeep.

Hero innovations such as the Husqvarna CEORA™s and Automower® 550 EPOS, automatically cut back the rough and other key green spaces on the course, around the pre-planned routes mapped by the greenkeepers - opening more time to perfect the upkeep of the greens, as the brand continues to set the scene for the future of golf course maintenance.

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About Husqvarna Group:

Husqvarna, a brand within Husqvarna Group, is a market leader in innovative and high-quality products and services for shaping green spaces in parks, forests and gardens. Since 1689, Swedish-born Husqvarna has a strong focus on research and development and is a pioneer in robotic lawn mowers and chainsaws. Today, the product portfolio consists of the next generation of robotic mowers, riders, chainsaws and trimmers for professional as well as private use. Sustainable value creation, product innovation and digitalization remain important for the journey ahead. Husqvarna products are sold in more than 100 countries. Husqvarna Group, which also includes Gardena and Husqvarna Construction, has 13 800 employees around the world and net sales in 2023 amounted to SEK 53,3 billion.

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About the DP World Tour:

The DP World Tour is the main men's professional golf tour of the European Tour group.

As golf's global tour, we showcase global talent in global destinations and use our platform to build, entertain and connect our global community.

GLOBAL TALENT: We provide pathways and a platform for the leading international talent, bringing together golfing icons, national heroes and emerging stars from around the world.

GLOBAL DESTINATIONS: We stage tournaments in iconic cities and locations around the world and each week we celebrate and showcase the rich diversity of the courses, cities and cultures we visit.

GLOBAL COMMUNITY: We build, entertain and connect communities through our commitment to innovation, creative content and having a positive social and environmental impact.

Our 2025 Global Schedule features 42 tournaments in 26 different countries and comprises three distinct phases: five 'Global Swings', the 'Back 9' and the 'DP World Tour Play-Offs'. It features five Rolex Series events – the premium category of events on the DP World Tour - and four Major Championships, all of which count towards the Race to Dubai Rankings, the Tour's season-long competition which concludes at the DP World Tour Championship in Dubai.

DP World, the leading provider of global smart end-to-end supply chain and logistics solutions, has been the title partner of the DP World Tour since the start of the 2022 season, the Tour's 50th season following its formation in 1972.

We also enjoy the support of many of the world's leading business brands with DP World, Rolex, BMW, Buffalo Trace Distillery, Emirates and Fortinet as Official Partners.