



The Public Investment Fund (PIF) is proud to be a Platinum Partner of the ATP Tour. The two organisations announced the multi-year, strategic partnership at the start of the new season in February 2024. The partnership is built on a shared commitment to elevate the long-term future of the sport for players, fans, tournament organizers and stakeholders at all levels.

As part of the ATP's wider Strategic Plan, PIF's involvement will be instrumental in driving the sport's modernization and global expansion. Focusing on unity, enhancing fan experiences, and leveraging scalable growth opportunities that will ensure tennis remains a leading global sport for years to come.

In addition to its role as a Platinum Partner, PIF has been designated as the Official Naming Partner of the ATP Rankings. This entails showcasing and celebrating the remarkable journeys of players throughout the tennis season, culminating in the prestigious Nitto ATP Finals in Turin, Italy, where the ATP World No. 1 Presented by PIF champion will be crowned.

PIF is also the Official Naming Partner of the WTA rankings, making it the first-ever naming partner of both tours.

PIF's Four Pillars of Partnership

The PIF sponsorship of the ATP is rooted in four key pillars that align with its overarching vision for global sports growth:

Inclusivity: Opportunity for all, celebrating and supporting progress in tennis.

Sustainability: Supporting sustainable transformation, a focus on shared values and growth.

Youth: Elevating younger generations to build future champions and foster the next wave of talent in tennis.

Technology: Catalysing growth of cutting-edge technology and innovation with long-term positive impact for the sport.

About PIF:

The Public Investment Fund (PIF) is one of the largest and most impactful sovereign wealth funds in the world. Since 2015, when the Board was reconstituted and oversight transferred to the Council of Economic and Development Affairs, the Fund's board of directors has been chaired by His Royal Highness Crown Prince Mohammad bin Salman bin Abdulaziz, Prime Minister, Chairman of the Council of Economic and Development Affairs, and Chairman of the Public Investment Fund. PIF plays a leading role in advancing Saudi Arabia's economic transformation and diversification, as well as contributing to shaping the future of the global economy. Since 2017, PIF has established over 90 companies. PIF is building a diversified portfolio by entering into attractive and long-term investment opportunities in 13 strategic sectors in Saudi Arabia and globally.

www.pif.gov.sa