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### **PAS GROUP BRAND DUNLOP PARTNERS WITH TENNIS AUSTRALIA**

The PAS Group (ASX: PGR) (PAS or the Company) announces that Dunlop has become the official ball partner of Tennis Australia including the Australian Open. In a multi-year partnership through its subsidiary Designworks, PAS has secured the rights to sell and distribute the official Australian Open tennis balls from 2019.

Designworks has an exclusive partnership with Dunlop brand owner Sumitomo Rubber Industries (SRI), which includes the distribution of sports equipment, tennis balls, apparel, footwear and accessories in Australia and New Zealand.

Designworks will manage the sales and distribution of the official Dunlop Australian Open ball to Tennis Australia for the Australian Open and all Australian Open Summer of Tennis events, Australian Tennis Clubs and Coaches and major Australian Retail Partners.

Eric Morris, CEO of PAS Group said the Company would not only benefit from the sale of Dunlop balls, but also from the extensive branding campaign around the tournament. "Dunlop is an iconic brand and has had a long association with tennis in Australia. Australians love this event and the Open is one of tennis's most popular Grand Slams, with this year's record tournament attendance of nearly 750,000 fans. There is no doubt that the in-stadium branding and animation on the digital walls at Rod Laver Arena will generate considerable exposure for our growing sports equipment and apparel business."

The Australian Open partnership was announced in New York on the eve of the 2018 US Open as part of Dunlop's new 'Love The Game' brand campaign by tennis icon Rod Laver, who was also announced as a Dunlop brand ambassador.

This marks a return to the brand for Rod Laver as Dunlop was his first major sponsor and remained so throughout his 22-year playing career. Laver will feature in promotional content ahead of the Australian Open as well as supporting Dunlop's presence at the tournament.

Dunlop was chosen by Tennis Australia due to its strong reputation for quality on the tour and as a partner which could give the Australian Open greater international exposure. Dunlop will also be an official Tennis Australia partner supporting grassroots tennis and programs in Australia including the key pathway program ANZ Tennis Hot Shots.

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