

Miscellaneous

April 14, 2025

***Announcing the JLPGA Tour “Shiseido JAL Ladies Open”***

- JAL’s First-Ever Sponsorship of a Women’s Professional Golf Tournament -



\* Shiseido Ladies Open 2024

Tokyo, JAPAN – Japan Airlines (JAL) is pleased to announce its special sponsorship of the “Shiseido JAL Ladies Open,” set to take place at the Totsuka Country Club West Course in Yokohama City, Kanagawa Prefecture, from Thursday, July 3 to Sunday, July 6, 2025. This tournament marks the 17th event of the JLPGA Tour 2025 season, officially recognized by the Japan Ladies Professional Golf Association (JLPGA), headquartered in Minato-ku, Tokyo, chaired by Hiromi Kobayashi.

While JAL has previously supported various sports activities, including professional golf, this sponsorship represents its first venture into a women’s professional golf tour. The tournament name will be updated to “Shiseido JAL Ladies Open,” reflecting JAL’s involvement.

Through the intense competition and the indomitable spirit of the players, JAL aims to inspire dreams and hopes among the audience, while enhancing its brand value and encouraging new steps forward.



**【JAL's Commitment to its First Sponsorship】**

Under the mission of “connecting people and regions to the world through the skies,” JAL has long recognized the emotional and connective power of sports, engaging in various initiatives. These include supporting the safe and comfortable travel of athletes and fans, planning and offering experiential tours that combine sports spectating with travel, and collaborating with locally held tournaments to promote sports and regional revitalization.



\* Shiseido Ladies Open 2024

Additionally, the JAL Group strives to contribute to people's well-being through the “relationships and connections” fostered by travel. This involves promoting well-being from multiple perspectives, including physical and mental health, social relationships, and harmony with the environment.

Golf, a sport enjoyed across generations and genders, aligns perfectly with the concept of well-being. Through this sponsorship, JAL aims to provide enriched spectating and travel experiences for players, fans, and local communities, while connecting the diverse values of sports to the future.

Event Overview

Tournament Name	SHISEIDO JAL LADIES OPEN
Tournament Theme	Strength, Beauty, and Brilliance
Venue	Totsuka Country Club West Course, 26 Oike-cho, Asahi-ku, Yokohama, Kanagawa 241-0834
Tournament Period	July 3 (Thu) – 6 (Sun), 2025, 4 days
Number of Participants	120 participants (planned)
Total Prize Money	120 million yen
Winner's Prize Money	21.6 million yen
Organizer	Shiseido Company, Limited, Shiseido Japan Co., Ltd.
Special Sponsor	Japan Airlines Co., Ltd.
Official Recognition	Japan Ladies Professional Golf Association (JLPGA)