

WOMEN IN GOLF CHARTER

Acushnet Company is proud of its strong history and heritage yet is equally forward thinking.

We focus on strengthening our culture that embraces and supports Diversity, Inclusion and Belonging.

We value people of all races, ethnicities, genders, ages, religions, and sexual orientations and strive to create a respectful environment where every associate is, and feels, appreciated.

We have an active global Diversity Inclusion & Belonging council and have established Women in Golf focus groups in the UK and other global markets.

In signing The R&A Women in Golf Charter we want to challenge, enhance and formalise our commitment, which will centre on highlighting, providing and nurturing careers within the golf industry, actively focusing on promoting women's golf and making it easier for women to access and enjoy the game.

Acushnet Company pledges to support the charter and build on our existing initiatives including:

- a)** Creating and promoting career opportunities in the golf industry, forming close links with those who share our commitment and highlighting the golf industry as a genuine, enjoyable, and fulfilling career path for women.
- b)** Taking action to support the retention and progression of women working within our business.
- c)** Developing innovative & collaborative marketing brand campaigns focussed on a dedicated golfer audience, incorporating a broader lens to these campaigns that contribute to raising awareness, interest, and participation in women's golf.
- d)** Embracing our pyramid of influence strategy to build collaborative partnerships with professional and amateur players, improve accessibility to our products and services whilst driving awareness of the women's game.
- e)** Enhancing engagement with women golfers through a series of events to gain a greater understanding of their needs and identify and initiate positive changes that improve women golfers' experience.

We look forward to contributing and working collaboratively with The R&A and other signatories to achieve our pledge to encourage a more inclusive culture for everyone.

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