



The Ho Tram Open partners with Troon Golf

World's leading golf management firm selected to manage and promote Vietnam's richest sports event

HO TRAM, Vietnam (Aug 28th 2015): Asian Coast Development Ltd (ACDL) has turned to the expertise of Troon Golf to deliver the Ho Tram Open, an Asian Tour sanctioned professional golf tournament, and the richest sporting event ever to be held in fast-growing Vietnam.

Troon's remit will see the world's premier golf management firm handle all operations and promotions of the Ho Tram Open, turning to its wealth of global expertise and its specialist event and marketing delivery team.

"Troon Golf's Asia-Pacific team of specialists demonstrated during the global tender process that its standards and objectives match our own. To satisfy our vision required a dynamic approach and for us Troon was the clear stand out partner to take on an event of this magnitude," Steve Shoemaker, Chairman and Chief Executive Officer of ACDL said of the appointment.

"What was clear from the out-set was Troon's focus in tailoring a bespoke event strategy in-line with our vision of the Ho Tram Open as a showcase for Vietnam, the Province of Ba Ria-Vung Tau and the Ho Tram Strip, as well as a powerful commercial platform for our partners that entertains our guests to the highest order."

Troon's business has become one of golf's true global success stories, with projects in over 27 countries around the world covering global golf operations, agronomy, events, private residence and estate management and sales & marketing development.

"We understand the responsibilities we have as promoter and organizer of Vietnam's richest sports event," said Bruce Glasco, COO, Managing Director International Division Troon Golf Europe, Middle East, Africa, Asia Pacific. "And we're 100 percent ready for them."

“Ho Tram is a unique proposition and has asserted itself as a clear leader in entertainment and hospitality not only in Vietnam, but throughout Asia Pacific. There is a strong fit between Troon’s quality assurance and the ownership’s dedication to excellence, which has formed a strong bond between our businesses.”

The event is poised to announce some headline players from the world of golf, who will be taking on the Greg Norman designed golf course, The Bluffs Ho Tram Strip. The links inspired course has quickly established itself as a force to be reckoned with on the world stage, amassing several awards in just its first year and capturing the imagination of the world’s golf media with its searing vistas and unique topography.

“It is easy to see how Troon’s global reputation has escalated to the level it has,” remarked Ben Styles, Vice-President of Golf and Residential Development for the Ho Tram Strip. “We had an instant connection with the team and have been impressed by the professionalism, creativity and attention to detail in bringing our event to life.”

The Ho Tram Open: Asia’s Grandest Stage, will take place from 3 to 6 December 2015 at The Bluffs Ho Tram Strip in Vietnam’s Ba Ria-Vung Tau province, around two hours from the nation’s largest metropolis, Ho Chi Minh City.

For more information about the Ho Tram Open including player bios and sponsorship options, visit www.hotramopen.com.

About Asian Tour

As the official sanctioning body for professional golf in Asia, the Asian Tour leads the development of golf across the region, enhancing the careers of its members while maintaining a commitment to the integrity of the game. The Asian Tour, through its membership of the International Federation of PGA Tours, is the only recognised pan-Asian professional golf tour in Asia. This unique feature positions the Asian Tour at the pinnacle of professional golf in Asia; providing its events with Official World Ranking status. Tour Partners include FENIX Golf (Official Apparel Partner), Inetol Headwear (Official Headwear Sponsor), Oakley (Official Eyewear and Footwear Sponsor), PRG (Official Accessories Supplier), Srixon (Official Ball), Titleist (Official Web Partner) and Rolex (Official Timekeeper). The Asian Tour has offices in Kuala Lumpur and Singapore. Also, visit us at:

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About Ho Tram Strip

The Ho Tram Strip is a multi-phase luxurious oceanfront resort destination in Ba Ria-Vung Tau Province in southern Vietnam. The first phase of its development is The Grand – Ho Tram Strip, Vietnam’s first large scale integrated resort and ultimately will include an 1,100-room, five-star hotel, a world-class gaming facility, restaurants, premium meeting space, an exclusive VIP area, a championship golf course, as well as a variety of beach-front recreation activities. The first 541-room tower of this development opened in July 2013, with its second 559-room tower on track to open in 2015. It will be the initial component of the largest integrated resort complex in Vietnam. The second integrated resort will be operated by Pinnacle Entertainment Group, and the Ho Tram Strip will further include three other five star resorts, all set along a 2.2 kilometer beach-front, surrounded by protected forest, and located around 2.5 hours from Ho Chi Minh City. The Ho Tram Strip further includes a Greg Norman designed golf course, The Bluffs, which Mr. Norman himself described as “one of the three most beautiful courses” that he has ever been associated with. With a focus on providing a personalized blend of excitement and

relaxation, the Ho Tram Strip will feature something for everyone, from lavish entertainment to premium shopping and exceptional recreational facilities.