

Airtel Uganda Announces Sponsorship for Golf in Uganda

- Commits to promote and support golf talent development through partnership with Uganda Golf Club.

Kampala, 11th November 2022: Airtel Uganda, the Smartphone Network with the widest 4G network in the country, has today announced a shs100 million sponsorship in support of Golf in Uganda, through a new partnership with the Uganda Golf Club. Airtel handed over the support to the President of the Uganda Golf Union at a press conference held today, at the Uganda Golf Club, in Kampala.

Announcing the partnership, Henry Njoroge, Airtel Uganda Marketing Director, said, “Airtel is delighted to join hands with Uganda Golf Club to promote Golf in the country and inspire more Ugandans to join and play professional golf. I am pleased to announce that Airtel Uganda is extending support to the Uganda Golf Club to support the Club in organizing the upcoming golf tournaments that focus on developing this sport in Uganda and become the regional powerhouse.”

He added, “It is our strong belief that this partnership will go a long way in supporting the sport, promoting talent, and strengthening the relationship between Airtel Uganda, the sport of Golf, and the Uganda Gold Club.”

Uganda Golf Club is an 18-hole golf course measuring 6,732 yards in length from the Blue Tees, with a par of 72, set right in the centre of Kampala City. The Club features all the golf amenities, including a club house, a driving range, as well as putting and chipping grounds. The Club has retained the city's last expansive stretch of greenery, a welcoming retreat amid the busy capital.

Speaking on behalf of Uganda Golf Club, Emmanuel Wamala, the Club Captain at UGC said, “Airtel Uganda has invested in the country’s sports over the past years. We are delighted that they have added Golf to their growing portfolio of sustainable investments in sports. I would like to assure each one of us that we shall utilize this partnership to deliver on our commitments to the sport of Golf, and all the stakeholders especially the young golfers”

Under this partnership, Airtel will own and sponsor the popular Wednesday club nights at the Uganda Golf Club. At each of the activations, Golfers will get a chance to engage with the brand and win lots of goodies that will culminate into a bigger monthly club night activation, each end of month for a period of a year.

Airtel Uganda has, over the last 10 years, proudly invested heavily in the Uganda sports sector, to support the growth of the sporting talent as a vehicle for social transformation of Uganda. These social investments have been channeled to the Uganda Cranes team, The Airtel-Buganda Masaza Cup, Airtel Rising Stars among others.

“We commit to supporting sports and other causes like music as part of our social investments that create opportunities for people to improve their lives. We are currently having a Music Talent search under The Voice Africa partnership. I encourage all of you to participate by making those submissions” Njoroge concluded.

ABOUT BHARTI AIRTEL LIMITED

Airtel Africa Limited is a Pan-African telecommunications company with operations in 14 countries across Africa. Airtel Africa is driven by the vision of providing affordable and innovative mobile services to all and is supported in pursuing this vision by its largest shareholder, Bharti Airtel. Its product offerings include 2G, 3G and 4G wireless voice and data services and mobile commerce through ‘Airtel Money’. Airtel Africa had

over 97 million customers across its operations at the end of December 2018.

For more information, contact:

E: david.birungi@ug.airtel.com OR

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