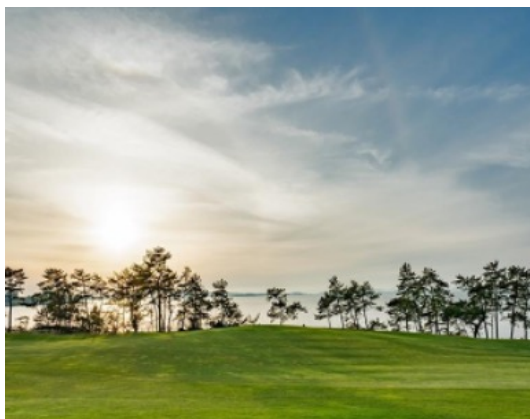


This week on the LPGA Tour:

BMW Ladies Championship at Pine Beach Golf Links



17 **5** **536**

Hole Par Yards

Aon Insight

The 17th at Pine Beach Golf Links is a 536-yard par five with a winding, narrow fairway that gradually opens up. Overall, players are expected to go for this green in two a little over 30% of the time. That decision will be significantly impacted by accuracy off the tee: players who find the fairway are twice as likely to go for this green with their second shot than those who miss in the rough.

Contender Update

With four events to go on the Aon Risk Reward Challenge, the competition is heating up, with the Champion being celebrated at the CME Group Tour Championship.

Jeeno Thitikul continues to widen the gap, extending her lead (-0.938) following an eagle and birdie in Shanghai. Thitikul is trying to become the only back-to-back Challenge Champion and is currently going for the green on 71% of Challenge holes.

Jennifer Kupcho remains in 2nd place, currently ranking 3rd on the LPGA Tour in GFG: Success on ARRC holes (35% of the time) and 5th in average proximity to the hole when she decides to go for the green. Rounding out the top three is, Three-time major champion and previous Challenge Champion, **Minjee Lee**, ranking 10th in Strokes Gained: Putting on Challenge holes and is also trying to become the first player on the LPGA Tour to win the Challenge twice.

Leaderboard Update

POS	PLAYER	SCORE TO PAR
1	Jeeno Thitikul	-0.938
2	Jennifer Kupcho	-0.889
3	Minjee Lee	-0.882
4	A Lim Kim	-0.868
5	Celine Boutier	-0.861



Aon Risk Reward Challenge



Number of
tournaments

30

Prize money
awarded

\$1M

2024 Winner: Jeeno Thitikul

About Aon

Aon is a leading global professional services firm providing a broad range of risk, retirement and health solutions. Our 50,000 colleagues in 120 countries empower results for clients by using proprietary data and analytics to deliver insights that reduce volatility and improve performance.

Aon's golf partnerships are anchored by a clear narrative – insight derived from data and delivered by experts – our sports partnerships allow us to connect authentically with our clients and colleagues around their passion points.

In addition to partnerships with the PGA TOUR and LPGA Tour, Aon is a worldwide partner of the Ryder Cup.

What is the Aon Risk Reward Challenge?

The Aon Risk Reward Challenge is a season-long competition on the LPGA Tour testing the abilities of the world's best players to make thoughtful, strategic decisions on the most challenging holes ("Aon Risk Reward Challenge holes") throughout the year.

At the end of the regular season, the most consistent player on Tour, with the lowest average score under par, on the Aon Risk Reward Challenge holes captures the \$1 million prize and the Aon trophy.

Aon's Risk Reward Challenge Scoring

One hole is selected at each tournament as the designated Aon Risk Reward Challenge hole for the week (hole is strategically challenging in nature).

For every participating event, a player's best two scores on the designated hole counts towards the season-long leaderboard. The player with lowest average score under par across the regular season wins the Aon Risk Reward Challenge and will be awarded at the CME Group Tour Championship.

Aon and the PGA TOUR

The 2025 season will showcase the continuation of Aon's partnership with the PGA TOUR, which will integrate the use of real-time analytics and capitalize on changes to the TOUR's reimagined 2025 schedule.

Aon will headline the Aon Next 10 and the Aon Swing 5, which recognize better decision-making and the elite performance required to break into Signature Events. **Key elements of the Aon Risk Reward Challenge program have evolved to "Better Decision Breakdown" segments that use emerging technology to provide real-time analysis of player decisions. To learn more, visit**

pgatour.com/aonbetterdecisions

Upcoming Aon Risk Reward Challenge Holes

- **Maybank Championship (16th)**
- **TOTO Japan Classic (13th)**

Watch Aon Risk Reward Challenge Hole Breakdowns All Season Long

Watch Now On Aon's YouTube Channel

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Players, caddies and PGA TOUR or Aon Executives are available to provide quotes and insight about this week's Aon Risk Reward Challenge hole or the season-long competition.