

This week on the LPGA Tour:

Honda LPGA Thailand at
Siam Country Club Old Course



Aon Insight

The 15th at Siam Country Club is a par-4 that can play as short as 265 yards when using the front tee. Power is highly valued here: the 15th hole places more emphasis on extra length off the tee than any other hole on the course. One in ten players has been successful in reaching the green from the tee, gaining 0.4 strokes on the field. A tree in the middle of the fairway tests players' execution with their lay-up, while water and greenside bunkers challenge players who hit driver.

15	4	320/265
Hole	Par	Yards

The Aon Risk Reward Challenge Returns

As the LPGA Tour kicks off 2026, we are excited to bring the Aon Risk Reward Challenge back for another season, spanning across twenty-eight events throughout the year. While the LPGA Tour heads to Thailand, tune into television coverage to see the in-broadcast vignette highlighting a new season on the Challenge and insights on the 15th hole.

In November, Jennifer Kupcho was named the 2025 LPGA Tour Aon Risk Reward Challenge Champion. As the winner of this season-long competition, she earned the prestigious Aon Trophy and a \$1 million prize for her exceptional decision-making on the most strategically challenging holes throughout the year. Jennifer's standout performance included an impressive +0.19 per shot Strokes Gained: Off the Tee, along with a Go-For-Green Success Rate of 33%. This success rate ranked her second overall out of 124 participants in the Challenge last season.

AON

Aon
Risk
Reward
Challenge



Number of
tournaments

Prize money
awarded

28 **\$1M**

2025 Winner: Jennifer Kupcho

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.

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 2026 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 2026 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

- **HSBC Women's World Championship (13th)**
- **Blue Bay LPGA (14th)**
- **Fortinet Founders Cup (14th)**
- **Ford Championship (17th)**

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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.