

This week on the LPGA Tour:

ISPS Handa Women's Scottish Open



14 **5** **515**
Hole Par Yards

Aon Insight

The 14th hole at Dundonald provides players an incredibly strong scoring opportunity on the course and against the field. While only 32% of players went for the green in two in 2024, no hole on the LPGA schedule has offered more of a GFG advantage over the last 4 years. Those who have gone for the green gained just over six-tenths of a stroke over those who laid up. Last year's winner, Lottie Woad, showcased both potential opportunities on the hole going for it twice, and laying up twice, while birdieing the hole on all four opportunities. Relying on her putter, Lottie gained more than 1.5 strokes on the green alone en route to her first career win on tour.

14th at Dundonald Links

	2023	2024	2025
GFG Rate	13.5%	42.3%	32.1%
SG: Went for It	+0.24	+0.26	+0.44
SG: Laid Up	+0.07	-0.17	-0.16
GFG Advantage	+0.17	+0.44	+0.61

Leaderboard Update

POS	PLAYER	SCORE TO PAR
1	Ryann O'Toole	-1.1.88
2	Gaby Lopez	-0.909
3	Jenno Thitikul	-0.808
4	Olivia Cowan	-0.800
5	Lottie Woad	-0.786
6	Brooke Henderson	-0.731
7	Hyo Joo Kim	-0.722
8	Aki Iwai	-0.719
T9	Isabella Fierro	-0.714
T9	Miyu Yamashita	-0.714

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

- **Women's Scottish Open (14th)**
- **AIG Women's Open (17th)**
- **The Standard Portland Classic (10th)**
- **FM Championship (12th)**

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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.