

This week on the LPGA Tour:

Maybank Championship at Kuala Lumpur G&CC



Aon Insight

The short par 4 at Kuala Lumpur demands precise decision-making and execution, regardless of the day's setup. When the forward tees are in play, the scoring average is projected to be 0.25 strokes lower than from the back tees. With the tees moved back, fewer than 20% of players are expected to attempt to drive the green. That number rises to more than 50% when the forward tees are used.

16

Hole

4

Par

332

Yards

Contender Update

With three 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 holds onto the top spot after an eagle and birdie two weeks ago. She's aiming to become the first ever back-to-back Challenge Champion and is currently going for the green on 71% of Challenge holes.

A Lim Kim climbs into 2nd place after recording two eagles in Shanghai, boosting her Win Probability by 26%. She now trails Thitikul by just 0.013.

Rounding out the top three is **Jennifer Kupcho**, who ranks third on the LPGA Tour with a 35% Go-for-Green Success Rate on Challenge holes.

It's a tight race down the stretch, may the better decision maker win!

Leaderboard Update

POS	PLAYER	SCORE TO PAR
1	Jeeno Thitikul	-0.938
2	A Lim Kim	-0.925
3	Jennifer Kupcho	-0.895
4	Minjee Lee	-0.889
5	Celine Boutier	-0.868



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

- **TOTO Japan Classic (13th)**
- **The ANNIKA driven by Gainbridge (14th)**

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.