



The Professional Golfers
Association of South Africa
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GLOBAL OFFERING BY ACUSHNET TO PGA MEMBERS IN GOOD STANDING

Dear PGA Member,

Acushnet afford any PGA Member who is in good standing with the PGA of South Africa, the opportunity to purchase equipment, softs and clothing at the wholesale price less twenty five percent. This is restricted to personal use only and failure to adhere to this rule regarding the discount, will result in a breach of the PGAs Code of Ethics.

The Fundamental Principles of the PGAs Code of Ethics clearly state the following:

- A Member should behave with integrity in all professional and business relationships. Integrity requires not only honesty but fair dealing and fair play having due regard for the principles of good sportsmanship.
- A Member shall at all times, both on and off the golf course, conduct and present themselves in a manner which reflects favourably on the game of golf, upon fellow Members and upon the Association.
- A Member shall not do anything that is likely to injure or discredit the reputation of the Association or any of its Members, or is contrary to the policy or objects of the Association or willfully violates or disregards the Constitution of the Association or any Regulations made pursuant to it.
- Every Member is bound by these Regulations, rules and procedures and undertakes to abide by them and to use their best endeavours to uphold the good name of the Association and the game of golf.

Therefore, failure to adhere to these principles through an abuse of the privilege afforded by Acushnet, will result in a breach of the Code of Ethics and the requisite steps being taken to protect the PGA and its Membership.

Yours in golf,

Ivano Ficalbi
Chief Executive - PGA of South Africa

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