



BERENBERG
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PRESS RELEASE

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German golfing legend Bernhard Langer to promote Berenberg

Hamburg. Berenberg, Germany's oldest private bank has agreed a long-term sponsorship deal with one of the country's most decorated golfers, Bernhard Langer. Berenberg is adding Langer to its brand ambassador programme, which includes fellow German star Martin Kaymer, Grand Slam winner Gary Player, ex-Ryder Cup captain Colin Montgomerie, PGA Tour champion Branden Grace.

"I've had both personal and professional connections with Berenberg for many years now," stated Langer, who became the first German golfer to shoot to international prominence when he won the Masters in Augusta in 1985 and repeated the achievement in 1993. After being inducted into the World Golf Hall of Fame in 2002, he began playing on the Champions Tour in the United States in 2007, and has already won seven Majors. He has topped the Champions Tour money list seven times and also won the Charles Schwab Cup in 2010, 2014 and 2015. "It's an honour for me to representing Berenberg internationally in my new role as brand ambassador," he added.

"We're delighted to have signed up a truly exceptional golfer to represent Berenberg. Bernhard Langer was prodigiously successful on the European and PGA Tour and continues to achieve victory after victory on the Champions Tour," enthused Berenberg Managing Partner Dr Hans-Walter Peters. "Bernhard is not only an ambassador for the sport of golf, but is also a very popular figure." Berenberg and Langer have been acquainted for a long time, with Langer previously collaborating with the Hamburg-based private bank from 2011 to 2013 during the

Berenberg Masters, the flagship event of the European Senior Tour on the European mainland.

“We’re expanding our activities in the United States and are putting our faith in golf to increase awareness of our brand.” says Peters. Bernhard Langer will sport the Berenberg logo on both his headgear and his golf bag.

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About Berenberg

Founded in 1590, Berenberg is one of Europe's leading private banks today, offering services in the divisions of Private Banking, Investment Banking, Asset Management, and Corporate Banking. Headquartered in Hamburg and led by managing partners, Berenberg maintains a strong presence in the financial centres of London, Zurich, New York, and Frankfurt, and has a total of 19 offices in Europe and the Americas. More than 1,300 employees carry the bank's long tradition of success into the future.

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