



## HEAD partnership with Signature Slam Academy SSA – 24<sup>th</sup> January 2024

HEAD sealed a partnership with SSA after hectic meetings between members of senior management team from both brands. The meetings were held in Melbourne and on SSA's site in Lovedale, Hunter Valley.

“The critical thinking behind SSA's vision is to do things never been done before. HEAD is one of top brands in tennis equipments but more importantly their progressive vision is a strong match with SSA's vision.” Mr. Krishna Singh (MD & CEO - SSA) said. “We don't want to be transactional in our approach with any partnership, alliances or sponsorship. HEAD's partnership with SSA encapsulates everything we tend to do.” Mr. Singh concluded saying that “SSA and HEAD would break new grounds together which would be great advantage for the tennis community especially in Cessnock, regional NSW as well as complimenting tennis in Australia & Asia pacific”

### Comments from HEAD –

“HEAD Racquet Sports has very recently become a 100% subsidiary of HEAD and it has wasted no time in establishing a partnership with SSA.

SSA's vision is aligned to the HEAD vision so their game is our game too. We are thrilled to be part of SSA's journey at the very start, as we can see advantages of being a long term partner as SSA's multi stage vision is completed.

HEAD has achieved a reputation for cutting-edge design, engineering excellence and a passion for championing all sport, everywhere. HEAD is a leading Global brand in tennis equipment manufacturing, so we look forward to provide the best equipment and expertise to SSA.

Our partnership captures many other unique initiatives under our Team Head program, which will support grass root tennis in regional NSW, all the way through to growing our local and Global Team Head player sponsorship program which the likes of Janik Sinner and Ash Barty to name just a couple have been a product of.” Rob Davies (Managing Director - HEAD Oceania Pty. Ltd) remarked on HEAD's partnership with SSA.