



PIF PROFILE

PIF is the investment engine driving economic transformation for Saudi Arabia and the world. As a long-term investor and catalyst of change, PIF is invested in projects, companies and partners that will diversify the Saudi economy, create new opportunities for investment, and shape global industries of the future.

In February 2024, PIF and ATP established a multi-year strategic partnership aimed at accelerating the growth of tennis on a global scale. As Global Official Partner of ATP, official naming rights partner of the ATP Rankings and presenting partner of the ATP Year-End No. 1, PIF is committed to inspiring positive change and expanding opportunities for all.

Through PIF's pillars of inclusivity, technology, sustainability, and youth, the organization seeks to create a more equitable future for tennis built on the foundations of inclusivity, technology, sustainability and youth. This commitment includes collaboration with ATP to expand on initiatives and support for current and future players, providing support for the next generation.

As the first and only global rankings partner across both the men's (ATP) and women's (WTA) tours, PIF is targeted and focused in enhancing the sport through initiatives that deliver tangible and positive impact across both tours, to shape a brighter future for tennis, where emerging talent can thrive on a global stage and inspire the next generation of athletes and fans.

PIF's mission is to empower players, drive innovation and create transformative opportunities for both tennis and society as a whole – now and in the future.

Social Media

Instagram: [HERE](#)

X: [HERE](#)

LinkedIn: [HERE](#)

Youtube: [HERE](#)

Tiktok: [HERE](#)

