



# YEAR IN REVIEW

PROGRESS AND UPDATES SINCE AUGUST 2023

## Expansion Of **Advocacy** Work and Player Services to Better Meet and Support Players' Unique Needs

### Ensured a global tournament presence, meeting and working with hundreds of players and player teams across tours

- 20+ ATP and WTA tournaments covered with on-site presence spanning Challengers to Grand Slams on virtually all continents
- Ensured an on-site forum for players' voices and needs
- Educated players and player teams on the PTPA's latest initiatives and recent news and developments from governing bodies impacting the player experience

### Worked with numerous players and player teams as requested to extend support on various issues related to:

- Fines
- Anti doping
- Rules and regulations
- On-site tournament issues
- Additional player well-being issues

### Launched proactive strategy to overhaul failing tennis system

- Enlisted three powerhouse global law firms to advocate for concrete improvements for professional tennis worldwide
- Legal review is underway and is scrutinizing both tours, the ITF, Grand Slams, ITIA and beyond

### Maintained connectivity with governing bodies and organized regular meetings to ensure transparency and player representation in stakeholder decision making

- Regular meetings with ATP, WTA, Grand Slams, ITIA and ITF
- Active participation in discussions around the future of tennis to ensure players' interests are represented and protected
- Proposed a Players Bill of Rights including specific requests, dictated by players, to ensure their well-being in any future restructuring. Key requests include (but are not limited to):
  - More logical tour, season, and match schedules and structure
  - Independent player representation and governance
  - Increased player compensation

### Hosted numerous player meetings and various hospitality experiences for players

- Hosted second annual PTPA Players' Lawn Party at Wimbledon, a midyear gathering for players and player teams to learn more about what the PTPA is, recent work, and player services and benefits
- Hosted player meeting at Indian Wells and US Open
- Partnered with renowned photographer Radka Leitmeritz to host four unique photoshoot opportunities for players to support their personal brand development
  - Players received hair, makeup, styling, and content for their personal use from their complimentary photoshoot experiences



### Launched PTPA MedNet, a groundbreaking medical network initiative designed to protect players' health and safety

- Players and their teams can leverage PTPA MedNet for medical consultation on a wide range of health and wellness issues, such as:
  - Preliminary medical opinions and independent, secondary medical opinions
  - Medical record reviews
  - Recommendations for qualified doctors and physical therapists around the world
  - Injury prevention strategies
  - Treatment plans
  - Return-to-play strategies
- Program is 100% free
- More than 150 players have already used PTPA MedNet since launch

### Launched the PTPA Mental Fitness Program to help players bridge the gap between mental well-being and high athletic performance

- Program provides an ecosystem of foundational content and coaching, including:
  - Self-guided and evidence-based courses on the holistic building blocks of mental fitness and foundational skills for mastering mental performance
  - Direct access to PTPA Mental Fitness Director Damon Valentino to facilitate real-time needs
  - Self-guided and evidence-based courses on the holistic building blocks of mental fitness and foundational skills for mastering mental performance
  - Weekly live private office hours and virtual workshops
  - Guest programming and Q&A with experts in various disciplines around human performance
  - Research, scientific reports, and case studies related to mental well-being and peak performance
- Program is 100% free and available 24/7 to all players and player support teams

### Launched PTPA Global Services to support players' international needs

- Players and player support teams can use program to receive local concierge services and support in a location a player wishes to train but does not live
- Program has launched in Dubai based on Dubai's popularity as an off-season training destination, and aims to expand to other regions in the future

### Partnered with Talkspace to extend clinical mental health benefits to players at scale

- Talkspace is the Official Mental Health Technology Partner of the PTPA
- Players, player support teams, and player families can receive a complimentary subscription to Talkspace Go, talkspace's self-guided therapy app including hundreds of classes and therapist-led live workshops
- Players, player support teams, and player families can also leverage Talkspace's 1:1 private virtual therapy and can receive a discount if Talkspace is out-of-network with their insurance plan

### Partnered with Apeak Tennis to extend effective and affordable mental performance training to players at scale

## Launch of New Commercial Benefits to Support Players' Off-Court Financial Upside and to Offset Burdens of Competing on Tour

### Partnered with Hilton, the Official Hotel & Lodging Partner of the PTPA, to provide players new accommodations benefits

- Players can receive a complimentary upgrade to Hilton Honors Diamond Status, which includes special perks such as:
  - Space-available room upgrades
  - Priority check-in and late check-out
  - Bonus points
  - Complimentary breakfast
  - Executive lounge access
  - Premium wifi
- Players can also receive an exclusive discount on Hilton bookings worldwide when using the PTPA Hilton booking portal

### Partnered with Priority Pass, world's leading provider of airport lounges and experiences, to provide players new travel benefits

- Players had the opportunity to receive a complimentary Priority Pass Prestige membership, which provides benefits such as:
  - Complimentary access to all Priority Pass lounges worldwide
  - Complimentary food and beverage in lounges including healthy dining options
  - Access to lounge alternatives including sleeping pods, preflight spa treatments, and restaurant experiences at select airports

### Secured additional player benefits and gifting opportunities with top brands such as:

- Amova Jewelry
- IPSY
- La Roche-Posay
- Liquid Death
- TUMI
- Typology

## Strengthening of Structural Framework and Expansion of Staff, Leadership Team and Strategic Partners to Serve Players Worldwide

### Earned admission to World Players Association, the exclusive global voice of organized athletes across professional sport

- World Players granted PTPA membership following a review of the organization's impact and dedication to protecting and servicing players' best interests
- PTPA's membership highlights that it is the only independent representative body for professional tennis players - other organizations from within the tennis ecosystem would be ineligible to join because of the lack of player independence
- PTPA will collaborate with fellow World Players Members, including the NFL Players Association, NBA Players Association, WNBA Players Association, and more than 100 other Players Associations to protect and defend athlete rights worldwide

### Appointed Diego Schwartzman, Taylor Townsend to PTPA Executive Committee

- Schwartzman and Townsend join Novak Djokovic, Hubert Hurkacz, Ons Jabeur, Bethanie Mattek-Sands, Vasek Pospisil, and Zheng Saisai on 2024-2025 Executive Committee

### Appointed Boris Bosnjakovic as first PTPA Coach Liaison

- Bosnjakovic works directly with coaches and player support team members to ensure players' full teams are aware of the PTPA's work and how the organization can support them

### Appointed Dr. Robby Sikka, renowned innovator at the intersection of healthcare, sports, technology, and analytics, as inaugural PTPA Medical Director

- Dr. Sikka oversees PTPA MedNet
- Previously spent decades working with professional athletes across sports, serving as a team physician and overseeing sports science programs with the Minnesota Timberwolves, Minnesota Vikings, New York Yankees, Denver Broncos, Washington Wizards and others

### Appointed Damon Valentino, veteran mental performance coach, as inaugural PTPA Mental Performance Director

- Valentino oversees PTPA Mental Fitness Program
- Has more than two decades of experience in coaching and mental performance training and has worked with elite athletes across sports, including professional, collegiate and junior tennis players, U.S. Olympians, and athletes from top university programs like Stanford and Baylor
- Has also worked extensively with professionals in high-stress, high-pressure roles, such as first responders, healthcare workers, government leaders, and armed forces specialists

### Appointed Mohammed Tarik Koubaa as inaugural Head of PTPA Global Services

- Koubaa oversees PTPA Global Services Program
- Experience working with singles and doubles players ranging from the top 10 to top 200 rankings

## Research and Analyses on Priority Player Issues to Inform PTPA's Strategic Efforts

### Conducted in-depth research and analyses surrounding key player-related issues, including:

- Proposals for professional tennis tour restructuring
- Player health trends, injury rates and risk factors
- Prize money evolution across tournaments and adjusted rate of inflation trends
- Employment classification of professional tennis players

