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ASSETS:

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RECORD-BREAKING 2026 BILLIE JEAN KING CUP BY GAINBRIDGE FINALS CAP LANDMARK YEAR FOR THE WORLD CUP OF TENNIS

Czechia Crowned World Champions after Defeating Ukraine in the Final

A Record 148 Nations Entered the Competition as Ticket Sales for Shenzhen Increased by 56% Year-on-Year

Shenzhen, China – The 2026 Billie Jean King Cup by Gainbridge Finals concluded in Shenzhen with a twelfth title for Czechia and record-breaking attendance, global engagement and participation.

A total of 148 nations entered the competition, the largest field in its history, while the Finals in Shenzhen saw a 56% year-on-year increase in attendance, with 37,160 tickets sold. The event was broadcast in over 125 territories, bringing the world's leading women's team tennis competition to fans around the globe and providing significant exposure for women's sport. In China, the Finals generated particularly strong engagement, with 3.7 million viewers tuning in via CCTV-5's digital platform, alongside strong viewing across 44 further media rights holders worldwide.

Czechia were crowned World Champions after defeating Ukraine, who made history with a trailblazing run to their first-ever final. Led by team captain Barbora Strycova, Czechia lifted the iconic Billie Jean King Cup by Gainbridge trophy, presented by World Tennis President David Haggerty and Billie Jean King. The champions also received a \$1.5 million USD winners' cheque and the "Billie Blue Blazer", a tradition introduced in partnership with Tory Burch in 2022.

Billie Jean King said: "Having the fan support we experienced this week in Shenzhen says a great deal about the importance of team events in our sport. We saw some excellent competitive tennis this week, highlighted by Czechia's run to the championship and Ukraine's first appearance in the final match. The vision we had at the first event in 1963 is alive and well and getting stronger each year."

Ilana Kloss, Billie Jean King Cup Limited Chair, said: "The growth we have seen across this year's Billie Jean King Cup is a testament to the strength and momentum behind the competition. With a record number of nations taking part, attendance in Shenzhen up 56% over last year, and a growing number of global partners, the Billie Jean King Cup is reaching more people than ever before. We are incredibly proud of how far the competition has come, but even more excited about what comes next."

World Tennis President David Haggerty said: "We set out to make the 2026 Finals in Shenzhen even bigger and better than last year and certainly achieved that. Congratulations to Czechia and to Ukraine on an outstanding run to the final. Thanks to our hosts in Shenzhen, to our title partner Gainbridge and all of our other partners, and to the players, captains and staff who gave this week its incredible energy."

"At Gainbridge we're proud to support Billie Jean King's mission of creating an elite sporting event for the best women's tennis players in the world," **said Mike Nichols, Chief of Sponsorship Strategy & Activation, Group 1001.** "The Billie Jean King Cup by Gainbridge delivered great drama and record crowds this year. Gainbridge is honored to ensure equivalent prize money for the players to the Davis Cup for the fourth straight year. We look forward to supporting the continued growth of the competition heading into 2027."

"Congratulations to Czechia, and to every nation that competed in Shenzhen this week," **said Alicia Hatch, Sports Chief Commercial Officer at Deloitte US.** "This week is exactly why we teamed up with Billie Jean King to grow women's sports — because moments like this are how the next generation of leaders gets built."

"Mastercard is proud to back the Billie Jean King Cup at a moment when women's sport is setting attendance records of its own," **said Monica Biagiotti, EVP of Global Consumer Marketing and Sponsorships, Mastercard.** "As the inaugural partner of the Billie Jean King Cup Global Rankings and the 'Team of the Year' award, congratulations to Czechia, and to the fans in Shenzhen who turned this week into an occasion. Presenting Ginny's key visual and the auction that grew out of it has been a highlight of our partnership, and the funds raised will reach girls who have never had a court of their own."

"At this level of tennis, the margins are incredibly small, and teams are always looking for insights that can give them an edge," **said Monica Robbins, Head of Global Partnerships at Microsoft.** "Throughout the Finals in Shenzhen, the Match Insights platform gave teams access to real-time data and AI-powered insights they could use to better understand what was happening on court and refine their strategies as matches unfolded. It was exciting to see the platform in action alongside some of the world's best players and coaches, and congratulations to Czechia on an incredible win."

"e.l.f. Beauty is proud to be the exclusive skin and cosmetics partner of the Billie Jean King Cup, united by a shared commitment to disrupt norms, champion inclusivity, and democratize access for women in sports and beyond," **said Patrick O'Keefe, Chief Integrated Marketing Communications Officer at e.l.f. Beauty.** "Congratulations to Czechia on another extraordinary victory and to every athlete who competed in the Finals. These legendary females are redefining what's possible, both on and off the court. As we look ahead to another year of partnership, our commitment remains bold: use our platform to amplify their voices, break down barriers and empower the next generation of legendary females to dream bigger, compete boldly and take their rightful place in the game."

"Shenzhen delivered a week that will be remembered, and we were proud to have our global platform behind it," **said Mark Wilson, a 1xBet representative.** "Congratulations to Czechia and to Ukraine on reaching the final. We look forward to the road to the 2027 Finals and beyond."

The activities during the Finals week also included a *Women & Legacy: Building on the Past, Shaping the Future* panel, organized in collaboration with adidas. Five generations of women's tennis came together with Billie Jean King, Ilana Kloss, Conchita Martinez, current Juniors World No. 1 Xinran Sun, Team China Captain Zheng Jie, and adidas SVP Brand & Marketing Maggie Yu, to discuss the power of women's sports, the evolution of female tennis stardom, players' growing influence, personal and national legacy, as well as the role commercial partners play in supporting the next generation of stars.

The official 2026 key visual, created by Chinese artist Ginny, was one of the artworks donated by local female artists to the tournament's charity auction, staged in partnership with Mastercard and displayed at Kaledo Mall throughout the week alongside signed memorabilia from Billie Jean King and all eight competing teams. All items were successfully auctioned off with the proceeds going to the Tencent Foundation, which uses tennis, arts and educational experiences to build confidence among girls in rural communities.

Kris Dent, Chief Operating Officer of Billie Jean King Cup Limited, said: "Ten artists, eight teams and a city that showed up all week. The auction was always meant to prove that this competition is about more than what happens on court, and the money raised will reach girls who may never set foot in Shenzhen Bay but will feel the benefit of what happened here. Thank you to Mastercard and every artist who donated their work."

The partner roster also included adidas, Franklin Templeton, Hilton Honors, ICBC with Mastercard, Rolex and Tmall as Finals partners.

For more information and content, including match action, archive footage and player features, visit the BJKC website, follow @billiejeankingcup on Instagram, @BJKCup on X and TikTok, or Billie Jean King Cup on Facebook.

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About the Billie Jean King Cup by GainbridgeSM

The Billie Jean King Cup by Gainbridge is the women's World Cup of Tennis. Previously known as the Fed Cup, it is the largest annual international team competition in women's sport, with a record 148 nations entered in 2026. Global partners of the event include Gainbridge®, Deloitte, e.l.f. Beauty, Microsoft, Mastercard and 1xBet.

About Billie Jean King Cup Limited

Billie Jean King Cup Limited is a partnership between the International Tennis Federation and TWG Global created to deliver transformative investment and innovation to the Billie Jean King Cup, the women's World Cup of Tennis. Bringing together expertise and experience from the tennis, business, and entertainment industries, our core mission is to grow and leverage the world's most popular annual team competition for women as a platform for positive change.

About World Tennis

For more than a century, World Tennis (formerly the ITF) has worked to grow the game worldwide and ensure its long-term future as a truly global sport. In partnership with its 214 member nations, the organisation lays the foundations for tennis to flourish by expanding participation, strengthening pathways and creating opportunities for players of all ages and abilities - supporting both the development of the sport and the communities it serves.

As the global authority and guardian of tennis and its integrity worldwide, World Tennis also defines and upholds the sport's rules, professional and technical standards, ensuring tennis remains fair, safe, relevant and exciting for future generations.

At the heart of the global tennis system is a connected, competitive and developmental player pathway. For young professional talent, alongside the Wheelchair and Beach Tennis circuits, the World Tennis Tour – with 1,850 men's and women's tournaments annually - is the primary pathway through which the world's best young players progress, providing an essential route from junior tennis to the global stage, no matter which country they are from.

Through the World Tennis Tour players earn ranking points, build competitive experience and advance into the ATP and WTA Tours and Grand Slam events. The same pathway also provides the route for national selection into World Tennis' elite international team competitions, including the Davis Cup, Billie Jean King Cup, Wheelchair and Beach World Cups, and qualification routes to the Olympic and Paralympic Games.