

COMMERCIAL SPONSORSHIP & PARTNERSHIP MARKETING OPPORTUNITIES



REIGNWOOD ICONS OF FOOTBALL 2025

BANGKOK, 28TH FEBRUARY — 2ND MARCH 2025



ENGLAND vs. **WORLD**

WHERE SPORTS UNITE





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REIGNWOOD ICONS OF FOOTBALL 2025

BANGKOK, 28TH FEBRUARY – 2ND MARCH 2025

REIGNWOOD ICONS OF FOOTBALL 2025, a Ryder Cup-style team matchplay golf extravaganza featuring 24 of the world's finest football icons, is coming to Bangkok in 2025.

The three-day golf spectacular will see global sporting giants battle it out at the Robinswood Golf Club in an England vs. Rest of the World team golf tournament boasting the biggest and boldest cross-section of worldclass football and golf icons ever seen in a competitive arena.

Stars include Gareth Bale, Carlos Tevez, Gianfranco Zola, John Terry, Ian Wright, Alan Shearer, Lee Westwood and Sergio Garcia.

This is a sporting event without parallel. A celebration of the astonishing diversity and competitive spirit in world sport. Fully televised. A chance to see and hear sporting giants as never before.

Bangkok now joins a number of impressive host cities, including New York, Dubai, Las Vegas and London, to bring together icons and fans from around the world to a series of live broadcast golfing tournaments.

Developed by Founder and CEO, Thomas Brookes, Icons Series stakeholders include: former professional Australian tennis player Ash Barty; English football players Harry Kane and James Milner; Liverpool icon, Robbie Fowler; Dutch icon, Dirk Kuyt; and Manchester United icons Michael Carrick and Paul Ince.

GRANDEUR, SCALE AND EXPOSURE

Icons Series is the big stage. Serious production values, global stars and big TV audience.

For Sponsors & Partners this is an opportunity for major exposure in a dynamic, diverse context.

**BE PART OF ICONS SERIES SUCCESS
BECOME A COMMERCIAL PARTNER**





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QUICK FACTS

CELEBRITY GOLFERS – GLOBAL ICONS
LEE WESTWOOD
ENGLAND TEAM CAPTAIN

SERGIO GARCIA
WORLD TEAM CAPTAIN

24
OF THE MOST ICONIC
FOOTBALLERS ON THE PLANET

3 DAYS
PRO CELEBRITY GOLF

VENUE
ROBINSWOOD GOLF CLUB

LIVE ENTERTAINMENT
IMMERSIVE MUSIC

PREVIOUS PARTNERS
SRIXON, REFLO, CHAMPAGNE PIAFF,
HENDRICK’S GIN, ARCCOS, VIZTEK
SPORTS MEDIA, ERNIE ELS WINES
STELLENBOSCH, SMBC, HACKENSACK,
MERIDIAN HEALTH, TOUR TEE

ENGLAND FOOTBALL ICONS
ALAN SHEARER, JOHN TERRY,
IAN WRIGHT, PAUL SCHOLES,
PETER CROUCH, PAUL INCE,
JIMMY BULLARD, PHIL JAGIELKA,
JAMIE REDKNAPP, ANDY COLE,
TEDDY SHERINGHAM,
ROBBIE FOWLER
Subject to change

10 HOLE
MATCH PLAY TOURNAMENT

\$10M SWING
INTERACTIVE HOLE IN ONE

HOSPITALITY
WORLD CLASS FOOD & BEVERAGE
EXPERIENCES THROUGHOUT
THE DAY

248+ MILLION
SOCIAL REACH PLAYER
COMBINED FOLLOWERS
35+ MILLION
ENGLAND TEAM FOLLOWERS
212+ MILLION
WORLD TEAM FOLLOWERS

WORLD FOOTBALL ICONS
GARETH BALE, GABRIEL BATISTUTA,
SERGIO AGUERO, RYAN GIGGS,
ANDRIY SHEVCHENKO, PATRICK BERGER,
ALESSANDRO DEL PIERO, DWIGHT YORKE,
BASTIAN SCHWEINSTEIGER,
CARLOS TEVEZ, GIANFRANCO ZOLA,
PHILLIP LAHM
Subject to change

8,000 FANS
PER DAY GENERAL ADMISSION

UP TO 2,000
PER DAY HOSPITALITY GUESTS

72%
OF ICONS SERIES SPECTATORS ATTENDING
GOLF EVENT FOR FIRST TIME

FAN ENGAGEMENT
INSIDE THE ROPES, MEET & GREETs,
AUTOGRAPHS AND SELFIES,
FAN ENTERTAINMENT VILLAGE

STATE OF THE ART BROADCAST TECH
IMMERSION & INVOLVEMENT LIKE NEVER
BEFORE - HEAR HEARTS THUMPING ON
THE FIRST TEE, A PIN DROP AS THE PUTTS
ROLL – AND LISTEN IN ON WHAT CADDIES
REALLY WHISPER ABOUT!





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SPONSORSHIP PACKAGES

An incredible commercial opportunity... A chance to be seen alongside the greatest names in global sport. A chance to be part of some of the greatest stories in golf.

CORE PACKAGES

REIGNWOOD ICONS OF FOOTBALL 2025 has developed commercial sponsorship and partnership marketing packages to suit differing levels of needs:

TIER 1: TITLE, HOST & PRESENTING SPONSORS

1 x Title Sponsor with naming rights to REIGNWOOD ICONS OF FOOTBALL 2025 - SOLD

1 x Host Sponsor with naming rights to REIGNWOOD ICONS OF FOOTBALL 2025 - SOLD

1 x Presenting Sponsor with naming rights to REIGNWOOD ICONS OF FOOTBALL 2025

TIER 2: OFFICIAL PARTNERS

6 x Official Partners of REIGNWOOD ICONS OF FOOTBALL 2025 from non-competing categories

TIER 3: OFFICIAL SUPPLIER PARTNERS

Up to 10 x Official Supplier Partners from different industries providing supplies and support for REIGNWOOD ICONS OF FOOTBALL 2025 e.g. Airline, Auto, Banks & Financial Services, Destinations, Car Rental, Clothing, Courier, Hotels, Mobile Communications, Recruitment, Sports & Soft Drinks, Ticketing, Travel & Tourism

TIER 3: OFFICIAL MEDIA PARTNERS

Up to 10 x Official Media Partners - providing media coverage across TV / Radio / Press / Online / Social

OTHER PACKAGES

SPECIAL ONE-OFF PACKAGES

Naming Rights To Hole-In-One

Naming Rights To Tournament Buggies

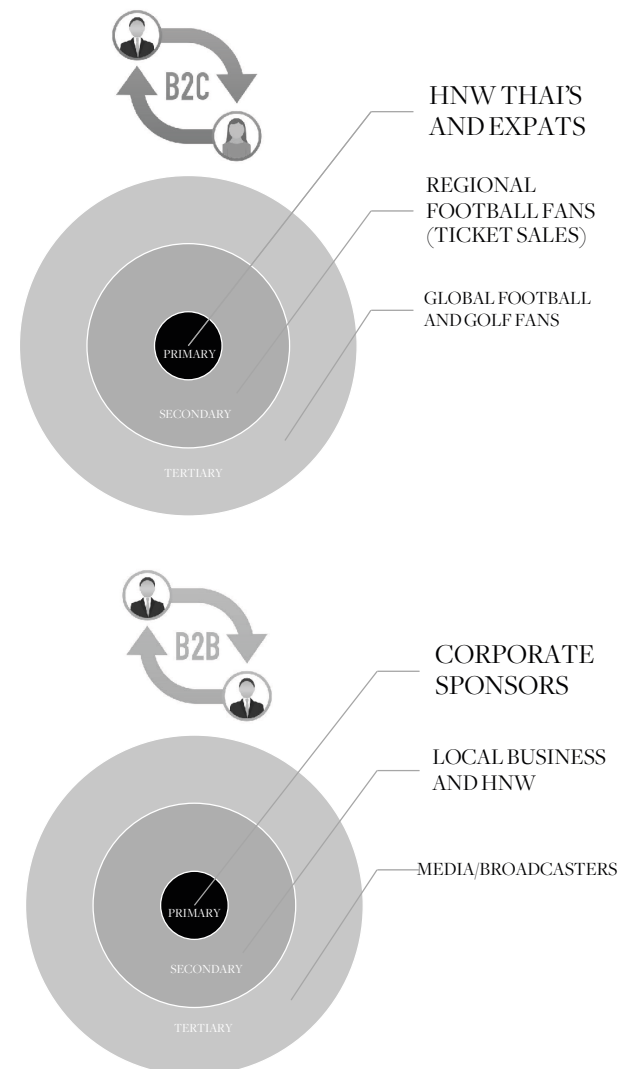
HOSPITALITY ONLY PACKAGES

Ticket only packages for businesses to entertain at the event

EXHIBITION ONLY PACKAGES

Packages for businesses to exhibit at the event

TARGET MARKET





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TEAMS

ICONS NOT CELEBRITIES

Icons are not A, B or C Listers. They're above and beyond; exceptional sporting stars that have reached the pinnacle of their discipline, achieved the admiration of millions and transcended their own sport to become household names.

BIG CHARACTERS – REVEALED

No sport exposes character like golf. And Matchplay exposes parts that golf formats don't reach.

LEE WESTWOOD – ENGLAND TEAM CAPTAIN



ENGLAND FOOTBALL ICONS

ALAN SHEARER
JOHN TERRY
IAN WRIGHT
PAUL SCHOLES
PETER CROUCH
PAUL INCE
JIMMY BULLARD
PHIL JAGIELKA
JAMIE REDKNAPP
ANDY COLE
TEDDY SHERINGHAM
ROBBIE FOWLER



WORLD FOOTBALL ICONS

GARETH BALE
GABRIEL BATITUSTA
SERGIO AGUERO
RYAN GIGGS
ANDRIY SHEVCHENKO
ALESSANDRO DEL PIERO
PATRICK BERGER
DWIGHT YORKE
BASTIAN SCHWEINSTEIGER
CARLOS TEVEZ
GIANFRANCO ZOLA
PHILLIP LAHM

SERGIO GARCIA – WORLD TEAM CAPTAIN



All Subject To Change



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EVENT ITINERARY 2025

INTENSE COMPETITION

Icons can't help themselves. They've got competition coursing through their veins. Like fire. REIGNWOOD ICONS OF FOOTBALL 2025 will be hard fought by die-hard winners. Stand well back.

TIMING	ACTIVITY
28 TH FEBRUARY	ICON-AM – 18 HOLES CAPTAIN'S BBQ
1 ST MARCH	DAY 1 OF TOURNAMENT MATCH 1 – ALTERNATE SHOT MATCH 2 - FOURBALLS
2 ND MARCH	DAY 2 OF TOURNAMENT MATCH 3 – ALTERNATE SHOT \$10M SWING MATCH 4 - SINGLES



- 10-hole** - team match-play format delivers shorter, punchier, more engaging content
- Two hour live show each day** - magazine style presentation, live studio audience
- Cool Presenters** - live music set, match highlights, cuts to live action
- Captain's Features** - celebrity on-course reporters
- Lifestyle Features** - A-list guests from sport, business, music
- Hype Building** - team rivalry, patriotism, career recognition, unique stat profiling
- Distinctive Audio** - players mic'd up & visual identity that appeals to new and core golf fans
- Individual Player Performance** - leaderboards /data stats / pro-analysis / comparisons
- In-tournament** - gamification
- Behind-the-scenes Content** - locker rooms, cars, hotels, captains' team talks, etc
- Destination / Lifestyle** - non-golf VT's, storytelling features of the Icons
- Aligned** - digital and social content strategy



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COURSE & LOCATION

ROBINSWOOD GOLF CLUB, BANGKOK, THAILAND

Located on the outskirts of Bangkok, Reignwood Park is a multigenerational lifestyle development that includes the Robinswood Golf Club, private estates, a community mall, comprehensive wellness and sporting facilities, and the fully accredited KIS International School.

Robinswood Golf Club is one of Southeast Asia's most exclusive golf clubs and a showcase of golf course architecture, landscape design, and technologically advanced facilities.

As well as the state-of-the-art golf course, the Club features a driving range with cutting-edge golf-ball tracking solutions that incorporate tour-proven technology and performance data analysis tools.

Guests can also enjoy exclusive changing facilities including multi-sensory showers, chromotherapy and onsen hydrotherapy facilities with plunge pools.

Guests can also browse the retail golf shop and enjoy a post-game meal at The Championship Restaurant.





TESTIMONIALS



“

This concept is going to get bigger and bigger and I'm excited to be part of it

Pep Guardiola



“

Pumped to be part of this event series and I can't wait to compete in more Icons Series tournaments.

James Milner



“

It was an honour to be part of the tournament and I'm looking forward to being part of this again in the future.

Paul Ince



“

Delighted to be part of the inaugural Icons Series event and I'm very excited to be competing again in many more.”

Andriy Shevchenko



“

Incredible experience to compete with and against genuine Icons of football.

Gabriel Batistuta



“

Had an amazing week full of different vibes. So great to see fans from so many different sports here.

Ryan Giggs





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PREVIOUS EVENTS

ICONS OF FOOTBALL
Shadow Creek, Las Vegas
16-18 June 2013
ENGLAND v WORLD

ICONS OF FOOTBALL
The Belfry, UK
23-25 June 2017
ENGLAND v WORLD

ICONS CUP
Liberty National GC, USA
29 June-01 July 2022
USA v WORLD

2015



2013



2017



2018



2022



ICONS CUP
Dubai Creek Golf Club, UAE
22-24 April 2015
USA v WORLD

ICONS OF RUGBY
The Buckinghamshire, UK
27-29 July 2018
Southern Hemisphere v Northern Hemisphere



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WHY GET INVOLVED?

Association with the REIGNWOOD ICONS OF FOOTBALL 2025 offers sponsors numerous benefits including:

- Image Enhancement** - with some of the planet's most iconic names celebrating the unifying power of sport
- Brand Exposure** - raising brand awareness of products and services through association with this major international event
- Hospitality Opportunities** - entertaining target audiences; internal and external
- Networking** - with business leaders
- Integrated Marketing** - local, regional and worldwide media exposure

An association with REIGNWOOD ICONS OF FOOTBALL 2025 allows Sponsors and Partners the opportunity to promote their products and services in a unique setting. Sponsors & Partners benefit in many ways, including...

BRAND EXPOSURE

A chance to be seen alongside the greatest names in global sport. A chance to be part of some of the greatest stories in golf.

EVENT

- On Course - media boards, big screen advertorial, press conference backdrop, grandstands, clubhouse and hospitality structures
- Off Course - OOH brand exposure amongst media assets in Bangkok
- Fan Village - presence
- Trophy - naming rights
- Exclusive brand integration across 1 Hole or more

BROADCAST



Previous broadcaster partners include:

CANADA - TSN
 LATIN AMERICA - CLARO
 UK & IRELAND - SKY SPORTS
 MIDDLE EAST / NORTH AFRICA - BEIN SPORTS
 JAPAN, GERMANY, AUSTRIA, SWITZERLAND, BRASIL, CANADA - DAZN
 SUB SAHARA AFRICA - SUPERSPORT
 CHINA - CCTV
 THAILAND - TRUE SPORTS
 SOUTH KOREA - ECLAT / IB SPORTS
 AUSTRALIA - FOX SPORTS & KAYO
 USA - NBC PEACOCK
 USA - BEIN SPORTS
 INDIA - EUROSPORT DISCOVERY
 FINLAND / NORWAY / ICELAND / NETHERLANDS / POLAND / BALTICS - VIAPLAY





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WHY GET INVOLVED?

PR, ADVERTISING & MEDIA

The Icons Series will be an enthralling spectacle. And a constant source of addictive stories.

Sponsors & Partners can create media coverage through news PR activity. There will be coverage in Thai local and national media, Asian regional and international media including Social, Online, TV, Radio and Magazines.

GLOBAL PR & MEDIA EXPOSURE

Communication of Sponsors & Partners specific messages are guaranteed across the year through the event media partners & channels, in particular during the event itself.

PR Activity includes:

- Press Releases & PR Events: Sponsors & Partners will be involved in all event related press conferences and press launches
- Dedicated press release announcing partnership
- Opportunity to organise a press conference announcing of partnership
- Sponsor & Partner logos to be included in the footer of all press releases - before, during and after the event
- Celebrity Players - access for advertising, promotional & PR campaigns

ADVERTISING

Sponsors & Partners will be included in the event advertising campaign activities throughout the year.





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WHY GET INVOLVED?

DIGITAL & SOCIAL RIGHTS



Inclusion in social media activity...

ICONS SERIES INSTAGRAM – 10K FOLLOWERS

ICONS SERIES FACEBOOK – 8.9K FOLLOWERS

ICONS SERIES X – 19.8 K FOLLOWERS

SOCIALS

Our 26 global Icons competing in the 2022 Icons Cup had over 10 times more followers on social media than the 48 LIV players competing at their first event on the same dates.

The combined social media reach for the REIGN WOOD ICONS OF FOOTBALL 2025 is projected to increase from 184 million to exceed 270 Million.

Icons Series participants reach and engage with more social media audiences than any other golf tournament. Icons Series engages fans of all sports as well as traditional golf fans.

ICON	COUNTRY	TOTAL
Lee Westwood		1,369,176
Theo Walcott		9,983,220
Teddy Sheringham		4,349
Paul Scholes		1,076,156
Joe Hart		3,090,943
Paul Ince		66,074
Robbie Fowler		1,739,321
Phil Jagielka		323,299
Peter Crouch		1,368,639
Jimmy Bullard		1,180,083
Total Confirmed Followers		20,201,260

John Terry		9,920,192
Michael Owen		4,200,846
Jamie Redknapp		1,466,170
Total Unconfirmed Followers		15,587,208
Total Followers		35,788,468

TOTAL CONFIRMED FOLLOWERS - 35,542,635

TOTAL UNCONFIRMED FOLLOWERS - 212,899,319

TOTAL COMBINED FOLLOWERS - 248,441,954

ICON	COUNTRY	TOTAL
Sergio Garcia		1,532,793
Luis Figo		8,444,475
Dwight Yorke		142,769
Patrik Berger		210,423
Gabriel Batistuta		2,063,158
Peter Schmeichel		2,119,719
Gianfranco Zola		215,121
Nemanja Vidic		612,917
Total Confirmed Followers		15,341,375

Gareth Bale		106,041,801
Ryan Giggs		1,729,276
Alessandro Del Piero		15,584,773
Sergio Aguero		70,587,816
Carlos Tevez		3,368,445
Total Unconfirmed Followers		197,312,111
Total Followers		212,653,486





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WHY GET INVOLVED?

EXPERIENTIAL

REIGNWOOD ICONS OF FOOTBALL 2025 allows you to get close to the action and activities and be part of the experience. With exclusive once in a lifetime experiences...

CAPTAIN'S CLINIC

Learn from the world's best golfers.

ICON-AM

Play golf and socialise with the world's most iconic footballers.

CAPTAINS BBQ DINNER

Enjoy the finest culinary and entertainment experience hosted by genuine golf royalty in the company of all 24 Icons of football

HOSPITALITY & NETWORKING

REIGNWOOD ICONS OF FOOTBALL 2025 presents a fantastic platform for Sponsors & Partners to network with like-minded business people and organisations from around the world.

PR Activity includes:

- Explore new business relationships and partnerships
- Foster and develop new lifelong friendships across boundaries and industries
- Promote your business in any specified market where Icons Series operates

There are a plethora of events including:

- ICON-AM - exclusive pre-event experience to play the golf course and engage with selected Icons
- Captains BBQ - exclusive private dinner in the presence of all the Icons
- Honorary Observer Guests - inside the ropes experiences
- VIP Hospitality Passes - to exclusive VIP areas
- General Admission - tickets
- Business Lunch Forum - icon lunch & Q&A with 20 x VIP guests
- Meet & Greet event - meet and greet event at venue of partner choice
- Closing Event - exclusive concert with performing artist
- After Party - VIP Guests only

MERCHANDISING

REIGNWOOD ICONS OF FOOTBALL 2025 offer our Sponsors, Partner and Suppliers the opportunity to produce joint branded merchandise. This could be used as give-aways through media and presence marketing promotions.





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INVENTORY OF RIGHTS

INVENTORY OF RIGHTS	TIER 1 PRESENTING SPONSOR		
	TIER 1 PRESENTING SPONSOR	TIER 2 OFFICIAL PARTNERS	TIER 3 OFFICIAL SUPPLIERS PARTNERS & OFFICIAL MEDIA PARTNERS
CATEGORY EXCLUSIVITY & TITLE RIGHTS			
Rights to titles for PR & advertising use ...			
REIGNWOOD ICONS OF FOOTBALL 2025 presented by (Presenting Sponsor Name)¹	Yes		
¹Official Partner REIGNWOOD ICONS OF FOOTBALL 2025 presented by (Presenting Sponsor Name)¹		Yes	
¹Official (Supplier Sector) Partner REIGNWOOD ICONS OF FOOTBALL 2025 presented by (Presenting Sponsor Name)¹			Yes
Official Media Partner REIGNWOOD ICONS OF FOOTBALL 2025 presented by (Presenting Sponsor Name)¹			Yes
Product / Service Category Exclusivity	Yes	Yes	Yes
BRANDING & INTELLECTUAL PROPERTY RIGHTS:			
LOGO & IMAGE RIGHTS			
Right to use official Icons Series / REIGNWOOD ICONS OF FOOTBALL 2025 logos and marks for promotional purposes – including player imagery – 2 or more players	Yes		
Right to use event Composite (lock-up) Logo on all internal / external mar-keting	Yes	Yes	Yes
Access to media library – digital content and photography assets for marketing purposes	Yes	Yes	Yes
BRANDING – EVENT			
On Course – Brand assets across media boards, big screen advertorial, press conference backdrop, grand-stands, clubhouse and hospitality structures	Prominent	Less Prominent	Less Prominent
Off Course – OOH brand exposure amongst media assets in Bangkok	Prominent	Less Prominent	Less Prominent
Naming rights of the tournament Fan Village	Yes		
Naming rights of one of the key trophies to be presented by company executive	Yes	Yes	
Exclusive brand integration across 1 Hole (or more at additional cost)	Yes	Additional	
BROADCAST RIGHTS			
Brand messaging within the broadcast – TV distribution to a minimum 30 different territories – USA & Canada, LATAM, Europe, Asia (including China), Australia, Middle East and North Africa, South Africa, Scandinavia	Yes		
TV Commercial Billboard – within permitted territories	Yes		
PR, ADVERTISING & MEDIA RIGHTS			
Brand placement across agreed Icons Series / REIGNWOOD ICONS OF FOOTBALL 2025 branded assets including website, TV and digital	Prominent	Less Prominent	Less Prominent
Social content – your brand associated content from tournament	Yes	Yes	
Digital brand bespoke content – created, produced and edited for digital content use, delivered by Icons production team	Yes	Yes	
Official digital Tournament Program advertisement	Double Page	Single Page	½ Page

INVENTORY OF RIGHTS

INVENTORY OF RIGHTS	TIER 1 PRESENTING SPONSOR		
	TIER 1 PRESENTING SPONSOR	TIER 2 OFFICIAL PARTNERS	TIER 3 OFFICIAL SUPPLIERS PARTNERS & OFFICIAL MEDIA PARTNERS
Inclusion in PR, Advertising & Media campaign	Prominent	Less Prominent	Less Prominent
Inclusion in Media Partner coverage	Prominent	Less Prominent	Less Prominent
Players – Access For Advertising, Promotional & PR Campaigns – to be agreed	Yes	Yes	Yes
DIGITAL & SOCIAL RIGHTS			
Branding On Website & Socials	Prominent	Less Prominent	Less Prominent
Part of digital engagement programme – including Integrating Brand Messages & Logos Into Icons Series Social Pages	Prominent	Less Prominent	Less Prominent
EXPERIENTIAL MARKETING RIGHTS			
Presence in dedicated Fan Village area – options for retail and activities	Prominent	Less Prominent	Less Prominent
HOSPITALITY & NETWORKING RIGHTS*			
ICON-AM – 28 February – exclusive pre-event experience to play the golf course and engage with selected Icons	Yes	Yes	Yes
Captains BBQ – 28 February – exclusive private dinner in the presence of all the Icons	Yes	Yes	Yes
Honorary Observer Guests – 182 March – 'Inside the Ropes' experiences	Yes	Yes	Yes
VIP Hospitality Passes – 182 March – agreed number of tickets per day to exclusive VIP Areas x 2 days	Yes	Yes	Yes
General Admission – 182 March – agreed number of 6A tickets per day (can use as media giveaways) x 2 days	Yes	Yes	Yes
Business Lunch Forum – 27 – February – Icon Lunch & QA with 20 x VIP Guests	Yes	Yes	Yes
Meet & Greet event – 27 February – agreed number of guests for meet and greet event at venue of partner choice	Yes	Yes	Yes
Closing Event – 2 March – tickets for exclusive concert with performing artist	Yes	Yes	Yes
After Party – 2 March 2025 – VIP Guests only	Yes	Yes	Yes
MERCHANDISING RIGHTS			
Signed Merchandise – items signed by the rosters. Numbers to be agreed	Yes	Yes	
Co-branded Merchandise – opportunity to have licensed Icons series branded items	Yes	Yes	Yes
ACCOUNT MANAGEMENT			
Independent post-event evaluation report	Yes	Yes	

All rights are global and for one year, plus a one year extension option for 2026 event.
*Number of tickets dependent on Tier.



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ORGANISERS

Icons Series is a new concept in sport and entertainment. It brings bona-fide global icons from right across the world of sport together. Not in a celebrity pro-am. But for a hard-bitten match play tournament. Relentless competition and unrelenting exposure that reveals characters, gives rise to legends – and opens up a new frontier in entertainment.

The Icons Series celebrates all that's great in the game – civility, sporting spirit, the profound test of skill and wits attracting a younger, diverse global audience engaged with punchy competition formats and cutting-edge broadcast technology. Golf as no-one has seen it before.

EXECUTIVE TEAM



THOMAS BROOKES
Founder & CEO



DAN HUDSON
Chief Operations Officer



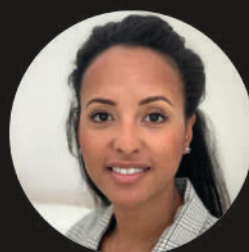
RORY MACFADYEN
Chief Marketing Officer



BREN HUTCHINSON
Board Advisor / Financial



JONATHAN O'DEA
Chief Development Officer



MORGAN BROWN
Head of Talent Operations

SHAREHOLDERS



ASH BARTY



HARRY KANE



JAMES MILNER



PAUL INCE



ROBBIE FOWLER



DIRK KUYT



MICHAEL CARRICK



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