



MEDIA RELEASE – For immediate release

Stockholm, Sweden/Lahti, Finland – January 10, 2020

Mikko Ilonen assumes an operational role in Sportyard

Finland's greatest golfer of all times and successful Sportyard (formally Sportyard International AB | www.sportyard.com) client since the beginning of the Millennium, Mikko Ilonen, has assumed the operational role as Client Ambassador.

Mikko retired from his active playing career in March of last year. He has five victories on the PGA European Tour and several as an amateur. The height of his amateur career was his victory in the Amateur Championship in the year 2000.

Sportyard was founded by Johan Elliot in the same year and has since then represented, besides Mikko, several World-class golfers, amongst them two former World no.1 (Martin Kaymer and Adam Scott). Sportyard also represents the current Olympic Champion in mountainbike, Jenny Rissveds.

Sportyard is a management agency with an outspoken holistic perspective on their clients' life and careers and is not only focusing on the clients' businesses. Sportyard describes it as they are standing shoulder-to-shoulder with their clients, in all parts of their careers. Mikko's role is to ascertain and emphasize the close relationship with current and potential clients.

"Mikko's addition to the team increases our ability to put ourselves in our clients' shoes. We are convinced that there is no-one else, at least not within the world of golf, that are more suited for this role and that we would rather work with." says Johan Elliot.

Johan continues:

"Mikko, with his personality, professionalism and reputation, will create a new edge and secure an open and honest dialogue with our clients, in all aspects."

Mikko Ilonen comments on his new position:

"I am excited for this new opportunity and I am also really happy to be able to go on tour and to see my old friends again. I have been a client of Sportyard for more than fifteen years and there is nobody else that I have greater trust and confidence in and that I would rather like to be in the same team as."

Mikko is joining the team at Sportyard with immediate effect and he will represent Sportyard during the second event on the PGA European Tour this year, the Abu Dhabi HSBC Championship, taking place next week.

For any questions in regard to the expansion of Sportyard's team, please contact Johan Elliot at elliott@sportyard.com | +46 70 8309889.