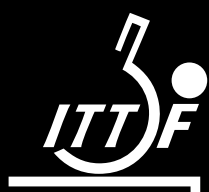


# 2024

## ITTF ANNUAL REPORT



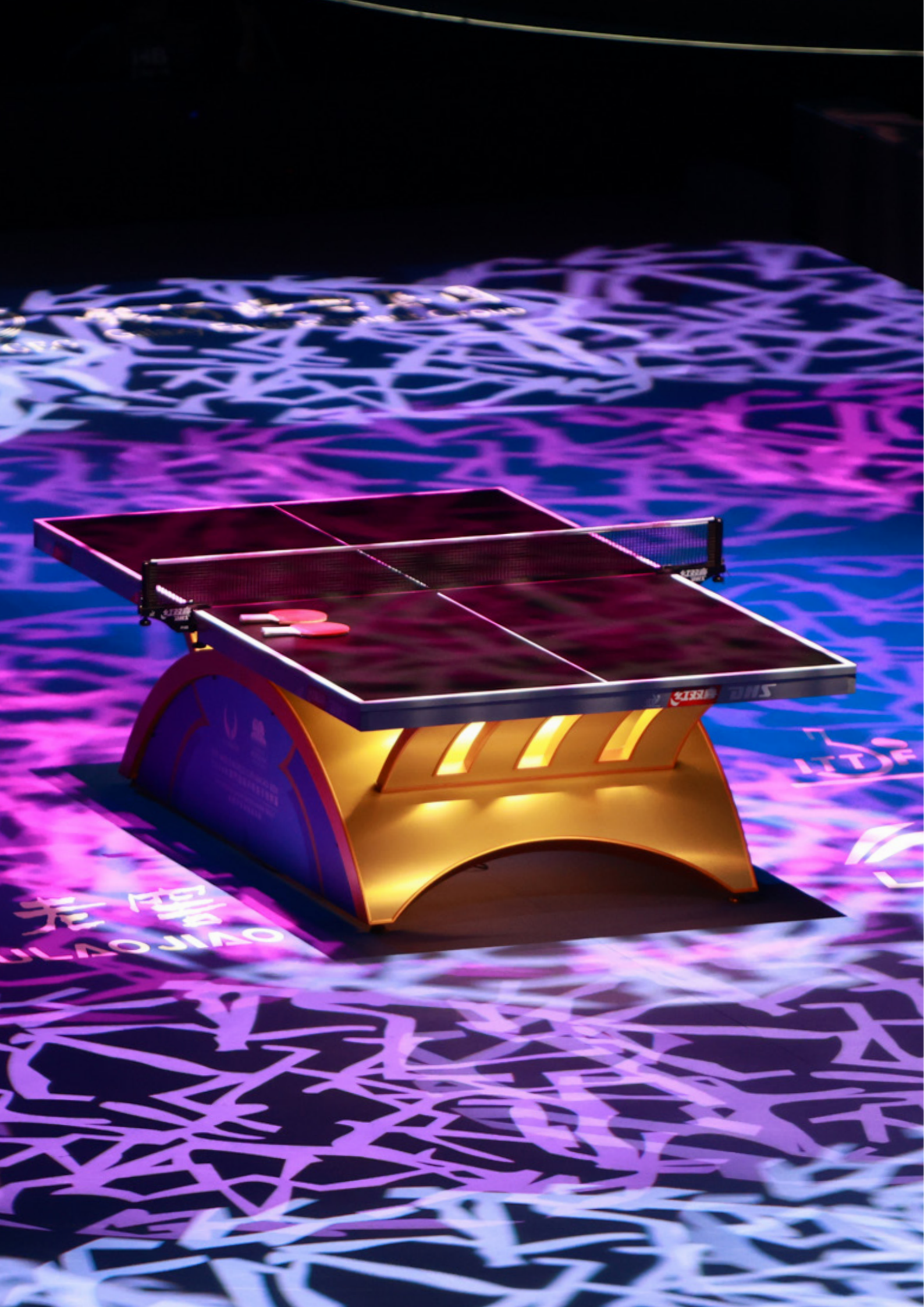
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Published in Singapore, Singapore.

First Publishing, 2025







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# MESSAGES FROM THE ITTF



# PETRA SÖRLING PRESIDENT'S REPORT



Dear Table Tennis Family,

As we close the chapter on 2024, we do so with an overwhelming sense of pride and momentum.

Table tennis is thriving like never before!

This year has been nothing short of extraordinary—marked by historic firsts, groundbreaking achievements, and transformative progress. Through collaboration, innovation, and an unwavering commitment to our sport, table tennis reached new heights worldwide.

Momentum is a powerful force. Once set in motion, it drives us forward, unlocking new possibilities and paving the way for even greater achievements.

In 2024, we built this momentum through our work—not just maintaining it but accelerating it. From the historic ITTF World Team Table Tennis Championships Finals in Busan to the return of the Men's and Women's World Cups in Macao, to a record-breaking Olympic and Paralympic Games in Paris, our sport has been in the global spotlight like never before. These successes reflect our dedication to excellence and continuous growth.

## A YEAR OF HISTORIC FIRSTS AND UNPARALLELED GROWTH

The ITTF World Team Table Tennis Championships Finals in Busan made history as the first-ever World Championships hosted in the Republic of Korea, reinforcing our sport's truly global appeal. Over the course of 10 days, the world witnessed

extraordinary performances, the triumph of teamwork, and the enduring spirit of competition.

Later in the year, we celebrated the return of the ITTF Men's and Women's World Cups—prestigious events that showcased the pinnacle of individual excellence. Bringing these tournaments back to the global calendar was a pivotal moment, reinforcing our commitment to our heritage as we are already eyeing ITTF Centenary in 2026.

However, no event captured the world's attention more than the Paris 2024 Olympic and Paralympic Games. These Games marked a new era for table tennis—one where we not only witnessed breathtaking performances but also saw the sport attract unprecedented levels of fan engagement, media coverage, and digital interaction. Table tennis ranked in the top tier across more than half of the key indicators of the International Olympic Committee, captivating audiences worldwide and strengthening its position as one of the most exciting and dynamic Olympic sports.

At the Paralympic Games, our athletes continued to redefine possibilities, delivering inspirational performances that reinforced the importance of inclusivity and equal opportunity in sport.

## INNOVATION AND INCLUSION AT THE HEART OF PROGRESS

In 2024, we also embraced the future through digital innovation, development initiatives, and strengthened governance.

Our dedication to development and inclusivity was equally strong. The ITTF Hopes programme, spanning over 50 countries, concluded another successful cycle, nurturing the next generation of table tennis stars. The expansion of the My Gender, My Strength programme empowered more female coaches than ever before, while our Continental Development Grants provided support to over 60 Member Associations, reinforcing our commitment to growing the sport at all levels.

Moreover, we secured record levels of Olympic Solidarity funding, strengthening pathways for emerging talents and ensuring that athletes, regardless of geography, have the resources to succeed. The revamped ITTF Para Table Tennis Circuit, set to launch next year, is yet another example of our commitment to progress and inclusivity. The new ranking system and structured event tiers will provide better competition opportunities, fostering a more dynamic and competitive environment for para athletes worldwide.

One of the most exciting projects was the launch of the first-ever ITTF World Esports Table Tennis Championships in Helsingborg. Esports represents a new frontier for our sport, offering fresh opportunities to engage younger audiences and expand our global reach. This pioneering event was a resounding success, reinforcing our commitment to blending tradition with technological advancement. We firmly believe that Esports table tennis will play a crucial role in the future of our sport, and our early investment in this space ensures that we are at the forefront of this evolution.

## WTT: A VISION TAKING SHAPE

We often look at successful organisations and forget that great things take time. WTT is only four years old, and already, we see the benefits.

The transformation of our competition structure continued in 2024 with World Table Tennis (WTT) reaching new milestones. The introduction of more WTT Smash events and an expanded calendar reaffirmed our commitment to growing the professional side of the sport.

We have listened to our stakeholders. We know that we must continue fine-tuning WTT to ensure that it delivers maximum value to players, fans, and Member Associations. However, what is clear is that WTT is working. The commercial growth, increasing visibility, and higher prize money all demonstrate that the foundation we have built is solid. WTT belongs to the ITTF, and thus, it belongs

to our Member Associations. When WTT prospers, so do we all.

## KEEPING THE MOMENTUM ALIVE

Table tennis now has real momentum. After an incredibly challenging period during the global pandemic, we have rebuilt, restructured, and revitalised our sport. We are now stronger, more visible, and more ambitious than ever before. The world of sport is watching us, and the signals are clear: we are on the right path.

In 2024, I had the privilege of making more than 50 official visits, meeting with Member Associations, athletes, and stakeholders across all continents. They were as many opportunities to listen, to engage, and to strengthen our global table tennis family. From grassroots programmes to high-level discussions with international sports leaders, every interaction reinforced our dedication. Let's continue shaping the future of table tennis—together.

“  
AS WE LOOK AHEAD TO  
2025, ONE THING IS CLEAR:  
THIS IS NOT A TRANSITION  
YEAR—IT IS A CONTINUATION  
OF OUR JOURNEY.”

We will not slow down. The year ahead presents even greater opportunities. We will continue working towards a more balanced competition calendar, further commercial expansion, and enhanced development opportunities for all levels of players. We will keep growing our presence within the Olympic Movement, reinforcing our governance structures, and embracing digital transformation.

The best is yet to come.

**Table Tennis. For All. For Life. Forever!**

PETRA SÖRLING  
PRESIDENT,  
INTERNATIONAL TABLE TENNIS FEDERATION



# STEVE DANTON ITTF GROUP CHIEF EXECUTIVE OFFICER'S FOREWORD



With the pandemic finally and hopefully behind us, 2024 has emerged as one of the most accomplished and dynamic years in my tenure with the ITTF Group. Never before has table tennis commanded such consistent global attention, reaching new heights across grassroots, elite, Para, Youth, Masters, and even Esports.

“  
IN 2024, THE ITTF CONSOLIDATED FINANCES WERE A REAL HIGHLIGHT WITH A USD 1.5 MILLION SURPLUS AND WORLD TABLE TENNIS (WTT) REACHING A PROFIT FOR THE FIRST TIME AND IN ADVANCE OF PROJECTED MODELLING.

At the heart of the year were the Paris 2024 Olympic and Paralympic Games. For nearly four weeks, table tennis occupied centre stage, shining brightly at the world's most prestigious sporting event. The Olympic competition affirmed our progress while the Paralympic tournament exceeded expectations, filling stadiums with passionate French fans and celebrating champions from around the globe.

Throughout 2024, the calendar remained rich and vibrant. We began in Busan with the ITTF World

Team Table Tennis Championships Finals, hosted for the first time in the Republic of Korea. This was a landmark moment following the cancellation of the 2020 edition and a true testament to our collective resilience. My appreciation goes to the Korea Table Tennis Association for delivering a spectacular event.

In April, Macao, China brought back the ITTF Men's and Women's World Cup in breathtaking fashion. The arena, widely regarded as the best ever for table tennis, set a new standard for our sport's presentation. Later in the year, the ITTF World Masters Championships in Rome saw over 6,000 entries, including Para players for the first time, marking a milestone in our journey toward greater inclusivity.

Helsingborg proved itself an outstanding host in November, welcoming both the ITTF World Youth Championships and the inaugural ITTF World Esports Table Tennis Championships. The performance of our young athletes was outstanding and demonstrated clear signs of future strength. Meanwhile, the digital competition highlighted the growing potential of virtual engagement, breaking down barriers to entry and participation.

Chengdu once again closed the year with the ITTF Mixed Team World Cup. This innovative format, which integrates gender balance and teamwork, has now become a fixture on our calendar. It represents our broader ambition to bring fresh thinking and equality to the sport's global platform.

On the professional circuit, World Table Tennis delivered the most comprehensive calendar to date. From the 3 WTT Grand Smashes in Singapore, Jeddah and Beijing, to the 5 WTT Champions events – Incheon, Chongqing, Macao, Montpellier and Frankfurt, to the WTT Finals in Kitakyushu, Fukuoka, Japan. Not forgetting 13 WTT Star Contender and Contender events, 19 WTT Feeder events and 54 WTT Youth events. Every week, the sport was active somewhere in the world, with multiple events running simultaneously at times.

Singapore Smash continued its ascent, once again being named “Event of the Year” locally. Meanwhile, Saudi Arabia staged its first-ever WTT Grand Smash in Jeddah, thanks to the bold vision of the Saudi Table Tennis Federation. In October, we returned to Beijing with the China Smash, marking the first major international table tennis event in the city since the 1961 World Championships. I extend sincere thanks to the Chinese Table Tennis Association for their vital role in making this happen.

WTT Champions events grew in impact throughout the season. Incheon impressed with its modern venue. Chongqing drew over 70,000 fans over five days and gave us the confidence that our sport can fill and deserves larger venues. Montpellier and Frankfurt revealed the strong potential of European markets. In Montpellier alone, more than 41,000 fans attended, creating an unforgettable atmosphere. The season concluded with the WTT Finals in Fukuoka, Japan, a spectacular ending that reinforced our ambitions.

While WTT made great strides, we are also aware of the work ahead. Realising a truly global calendar requires consistent effort and refinement. Rigorous and intensive work was done to turn around the business, which led to positive financial outcomes that exceeded expectations. This milestone reflects not only improved commercial performance, but also the growing market confidence in WTT's model, events, and global appeal. The journey has just begun. WTT will keep learning and improving while building on the current momentum.

The ITTF Summit series expanded in 2024, with editions held alongside each World Championships category. In Busan, the main Summit brought together global stakeholders for key discussions. The Helsingborg Summits, focused on Youth and Esports, brought meaningful engagement and new ideas to the table. These expanded platforms have deepened collaboration and fostered community across all branches of the sport.

On the development front, over 100 initiatives reached more than 11,000 participants, representing a 22% increase from the previous year. There was significant growth in female participation, supported by strong interest from Member Associations. The Olympic year also saw delivery of 16 Olympic Solidarity programmes and the launch of five Para Table Tennis training camps, reaching athletes and coaches in every region.

The ITTF Foundation celebrated its fifth year with great impact. World Table Tennis Day marked its 10th anniversary with a record 812 events in 121 countries. The Foundation's first anchor event in Leipzig drew positive attention, and the TT4Health Festival in France saw its highest participation yet. Collaborations, such as the Singapore Smash's €12,000 ticketing donation and a new ambassador programme with Ultimate Table Tennis, strengthened both visibility and funding.

Looking ahead, 2025 brings exciting prospects. The World Championships Finals and ITTF Summit will remain key focal points, with the next cycle of host cities set to be selected in Doha. WTT will continue its global expansion, including first-time Grand Smashes in Las Vegas and Malmö, six Champions events, and further growth in the Youth, Feeder and Contender series. The WTT Finals will take place for the first time in Hong Kong, China.

In 2024, table tennis stepped into the global spotlight like never before – driven by the energy, skill and dedication of our players, who remain at the core of our growth. Through bold innovation and a progressive mindset, we've navigated a pivotal year of growth, capturing the imagination of new audiences. This lays the foundation for even greater momentum, and 2025 will be the first time WTT delivers the full rollout of its events structure.

My heartfelt thanks go to the ITTF and WTT Boards, to President Petra Sörling and Deputy President Liu Guoliang for their unwavering support, and to our dedicated staff whose adaptability and resolve have carried us forward.

Let us build on the momentum of 2024 and make 2025 our best year yet.

STEVE DANTON  
CHIEF EXECUTIVE OFFICER,  
ITTF GROUP





# STRATEGIC PLAN UPDATE



# STRATEGIC PLAN UPDATE

At the 2023 Annual General Meeting, ITTF adopted a bold and forward-looking Strategic Plan, marking a pivotal milestone in the Federation's evolution. Since the implementation of its three strategic pillars—Governance & Sustainability, Business Growth, and Society & Health—the plan has already begun to yield tangible and meaningful results. This early success reaffirms our shared commitment to a vibrant, inclusive, and sustainable future for table tennis.

Building on this positive momentum, ITTF will continue to drive excellence and innovation, remaining steadfast in our pursuit of growth and long-term development for the sport.

## GOVERNANCE & SUSTAINABILITY

Our progress in strengthening governance structures and promoting sustainable, inclusive practices has laid a solid foundation for continued transparency and accountability. Key achievements and ongoing initiatives include:

- Strengthening collaborative decision-making with Continental Federations and Member Associations.
- Advancing our goal of net-zero carbon emissions by 2040.
- Promoting gender equality and diversity across all levels of the sport.

## GOVERNANCE & SUSTAINABILITY

The Strategic Plan has already contributed to the commercial and competitive growth of table tennis. We are on track to:

- Achieve over 80% Member Association participation in the World Championships by 2026.
- Double pre-pandemic levels of annual prize money by 2025.
- Enhance our digital footprint and global reach through innovative content strategies.

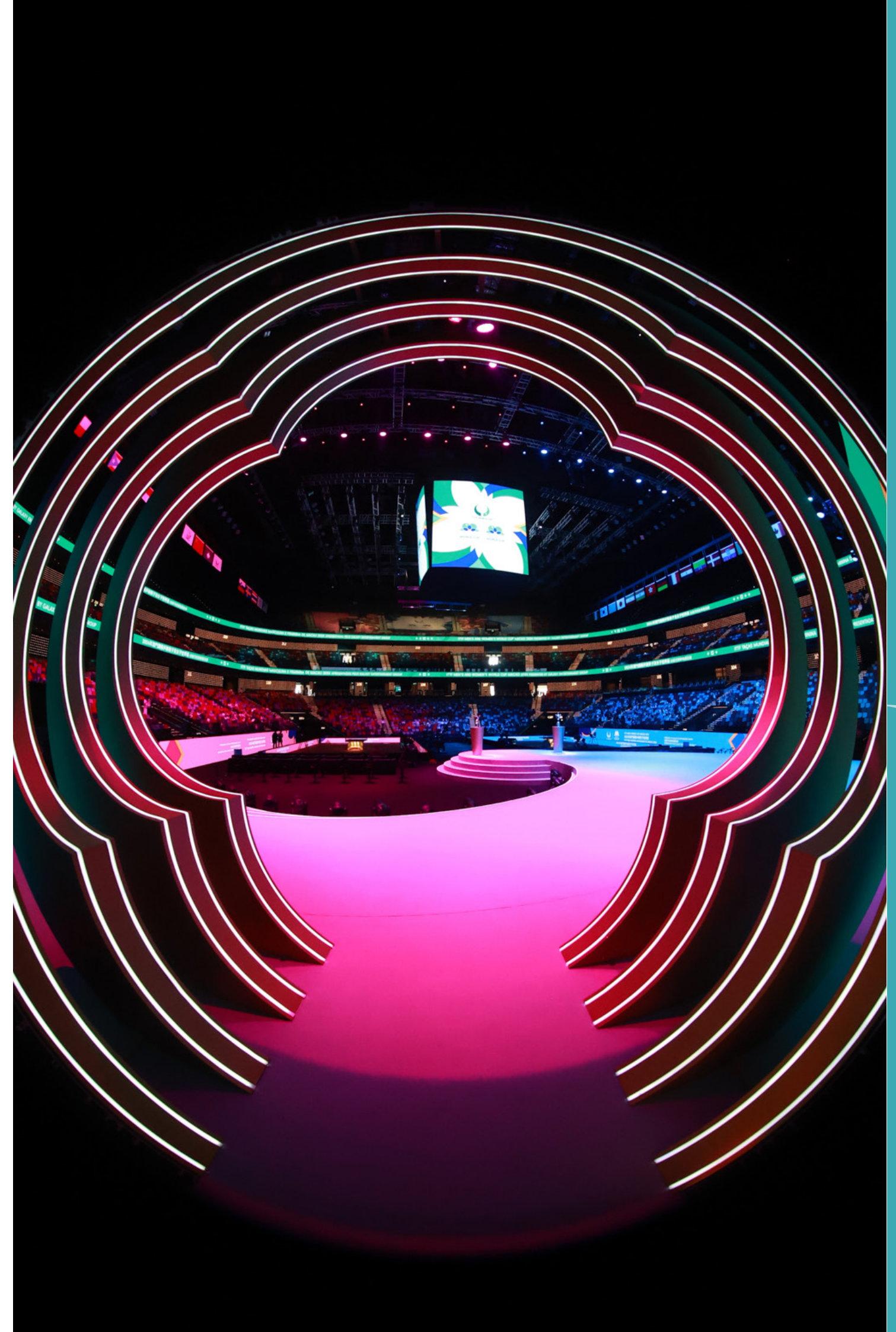
## SOCIETY & HEALTH

With table tennis firmly positioned as a sport for all, we are proud of the early impact this plan has had in communities worldwide. We continue to:

- Expand mass participation initiatives across all regions.
- Increase engagement in talent development programs, aiming for 75% Member Association participation by the end of 2026.
- Support stakeholders with new toolkits to promote healthy lifestyles and inclusive growth.
- Revise and improve the Coach Education system to ensure a continuous learning pathway for players, coaches and officials at all levels of the sport.

## MOVING FORWARD WITH CONFIDENCE

The progress achieved to date validates the vision behind our Strategic Plan and the strength of our unified approach. ITTF remains fully committed to its continued implementation, ensuring table tennis remains a dynamic, inclusive, and globally respected sport. As we move forward with determination and collective purpose, this strategy will guide us toward sustained growth, innovation, and global impact—positioning table tennis at the forefront of the international sports movement.







# ITTF EVENTS



## 27 JUL – 07 SEP PARIS, FRANCE

# OLYMPIC AND PARALYMPIC GAMES PARIS 2024

### OLYMPIC GAMES

The Olympic Games Paris 2024 marked a historic milestone for table tennis, celebrating its 10th Olympic appearance with unparalleled excitement and global engagement. Held at the South Paris Arena 4, the event attracted over 230,000 spectators across 15 days, with each session unfolding in a full stadium, creating an electrifying atmosphere that captivated audiences worldwide.

China reaffirmed its dominance by sweeping all five gold medals (men's singles, women's singles, men's team, women's team, and mixed doubles) and host nation France experienced a breakthrough, with 17-year-old Félix Lebrun capturing bronze in men's singles—the country's first Olympic table tennis medal in 24 years—and leading the men's team, alongside his brother Alexis and Simon Gauzy, to another bronze.

Fan Zhendong clinched his first Olympic men's singles gold, overcoming Sweden's Truls Moregardh who delivered a standout performance, defeating world number one Wang Chuqin en route to a silver medal in men's singles, marking Sweden's first Olympic table tennis medal since 2000.

In the women's singles, Chen Meng successfully defended her title, defeating compatriot Sun Yingsha to join an elite group of back-to-back Olympic champions.

The mixed doubles event saw China's Wang Chuqin and Sun Yingsha secure gold, while the Korean Peninsula celebrated a shared podium: Korea DPR's Ri Jong Sik and Kim Kum Yong took silver, and Korea Republic's Lim Jonghoon and Shin Yubin earned bronze.

Paris 2024 not only showcased elite table tennis but also highlighted the sport's growing global appeal and the emergence of new talents, setting the stage for an exciting future as the world looks ahead to Los Angeles 2028.

### PARALYMPIC GAMES

The Paris 2024 Paralympic Games showcased Para table tennis at its finest, with 280 athletes from 48 teams competing at the South Paris Arena 4 between 29 August and 7 September. As the third-largest sport at the Games, Para table tennis delivered ten days of electrifying competition, marked by historic victories, unforgettable moments and record interest from broadcasters.

China continued its legacy of excellence, finishing atop the medal standings with 11 gold, 7 silver and 6 bronze medals. However, the impact of Para table tennis was felt worldwide, with medals won by 31 National Paralympic Committees, reflecting the growing depth and competitiveness of Para table tennis worldwide.

On the men's side, Poland's Patryk Chojnowski captured the spotlight with a gripping five-game win over China's Hao Lian in Class 10. Ukraine's Viktor Didukh reclaimed gold in Class 8, and Norway's Tommy Urhaug added to his decorated career with a title in Class 5. Italy's Matteo Parenzan made history with his gold in Class 6, becoming one of the youngest champions of the Games.

Among the standout women's performances, Qian Yang of Australia triumphed in the Class 10 final. Kelly van Zon of the Netherlands once again demonstrated her dominance by winning gold in Class 7. Najlah Imad took gold, securing Iraq's first-ever Paralympic medal in Para table tennis.

Host nation France celebrated a home highlight with Lucas Didier winning silver in Class 9 and five additional bronze medals, supported by an electric atmosphere from passionate local fans.

Para table tennis proved once again that it is a true pillar of the Paralympic Movement, inspiring audiences and setting the stage for even greater achievements ahead.





## 16 - 25 FEB BUSAN, SOUTH KOREA ITTF WORLD TEAM CHAMPIONSHIPS BUSAN 2024

The ITTF World Team Table Tennis Championships Finals 2024 in Busan received high praise from international table tennis officials for its seamless execution through to completion. Marking Korea Republic's first time hosting the event, it also coincided with the 100th anniversary of the sport's introduction to Korea in 1924.

Fierce competition unfolded in Busan as China achieved a dominant clean sweep in both the men's and women's events, retaining the prestigious Swaythling and Corbillon Cups. In the men's, France made a historic return to the final—its first since 1997—earning the silver medal, while Korea Republic and Chinese Taipei shared the bronze. In the women's competition, Japan secured the silver medal, with Hong Kong and France each taking home bronze, rounding out a tournament that showcased exceptional performances and world-class table tennis excellence.

Emerging from the pandemic which saw the cancellation of the 2020 edition already scheduled to take place in Korea Republic, the 2024 edition saw full participation from 40 countries in both

the men's and women's competitions, following a revised championship format. The event garnered substantial global media exposure, reaching a cumulative broadcast audience of 963 million and 215 million unique viewers worldwide. It achieved significant reach and engagement, with cumulative on-site attendance exceeding 30,000 spectators and an average of 1,500 daily visitors to the fan zone. Demonstrating strong international appeal and public interest, the Championships created a vibrant atmosphere both in-venue and online, reflecting the successful re-engagement of global fans and stakeholders in the post-pandemic era.

Additionally, the International Table Tennis Federation, in collaboration with the Organizing Committee, placed strong emphasis on integrating sustainability into event operations resulting in the obtention of the ISO 20121 certification – a historic first for any event hosted by the ITTF, establishing the ITTF World Team Table Tennis Championships Finals Busan 2024 as a benchmark for sustainability in future tournaments.





15 - 21 APR MACAO, CHINA

# ITTF MEN'S AND WOMEN'S WORLD CUP MACAO 2024

The long-awaited return of the ITTF Men's and Women's World Cup delivered a spectacular week of high-stakes competition and innovation in Macao, China, marking the 42nd and 25th editions of the prestigious events respectively. Held at the world-class Galaxy Arena, the tournament reintroduced the World Cups to the global calendar after a three-year hiatus, drawing enthusiastic crowds and reaffirming the event's significance in the international table tennis landscape.

The 2024 edition stood out not only for the calibre of play but also for the introduction of a new competition format, designed to enhance excitement and strategic intensity. A two-stage structure was used: 48 players were divided into 16 groups of three in the first phase, with matches played over four games and unique score outcomes such as 2-2 draws — a first in international table tennis history. Progression was based on game and point ratios, making every point critical. The

top player from each group advanced to Stage 2, a knockout bracket with best of seven matches that produced dramatic showdowns and emotional triumphs.

Ma Long emerged victorious at the ITTF Men's World Cup final in Macao to secure his third Men's World Cup title, while a new name entered the history books at the ITTF Women's World Cup Macao 2024 with China's Sun Yingsha taking home the highly coveted title.

The successful staging of the World Cups underscored the event's enduring legacy and capacity for innovation. It also positioned Macao, China as a top-tier host for major sporting events, blending modern infrastructure with deep-rooted hospitality. The return of the World Cups was more than a comeback: it was a bold step forward, reinvigorating one of the sport's most iconic competitions.





## 1 - 8 DEC CHENGDU, CHINA ITTF MIXED TEAM WORLD CUP CHENGDU 2024

Building on the momentum of its acclaimed debut, the ITTF Mixed Team World Cup returned to Chengdu in 2024, once again delivering a compelling celebration of gender equality, innovation, and team spirit. With its bold and inclusive format, the event continues to redefine international table tennis by showcasing the sport's unique capacity for unity through competition.

The tournament retained its distinctive structure, featuring matches played to a first-to-eight games format. Each individual match was contested over three games, amplifying the strategic depth and importance of every point. The order of play began with Mixed Doubles, followed by Women's Singles and Men's Singles (each using a player not fielded in the opening match). The final two matches consisted of Women's Doubles and Men's Doubles with the order of play decided by the captain of the lower-ranked team.

China once again emerged victorious, defending its title with a commanding 8-1 win over Korea

Republic, and lifting the prestigious Guoliang-Söring Trophy for a second consecutive year. The team's performance, combined with the vibrancy of the format, captivated fans and reaffirmed the event's place in the sport's evolving identity.

A notable advancement in 2024 was the successful trial of the Table Tennis Review (TTR) system. Inspired by review systems in other major sports, TTR allows players to challenge umpire decisions on issues such as edge balls, net services, and service rule compliance. The introduction of ball tracking and instant replay tools brought greater accuracy, fairness, and transparency to the competition.

With enthusiastic support from athletes, spectators, and broadcasters alike, the Mixed Team World Cup continues to push boundaries and set new standards for table tennis, signalling a bright future for innovative, inclusive team competition.





## 22 - 29 NOV HELSINGBORG, SWEDEN

# ITTF WORLD YOUTH CHAMPIONSHIPS HELSINGBORG 2024

The ITTF World Youth Championships 2024 marked a successful new chapter as Helsingborg, Sweden hosted the event for the first time at the spectacular Helsingborg Arena. In its fourth edition, the Championships brought together 222 athletes from 34 Member Associations, delivering an exciting display of emerging talent and high-level competition across all categories.

For the first time in the event's history, all 48 qualified teams across the U19 and U15, boys' and girls' categories took part in the event, with no need for reserve replacements. This is a strong indication of the Championships' appeal and the strength of youth development worldwide.

China emerged as the dominant force, capturing 11 gold medals. Standout athletes included Huang Youzheng, Yao Ruixuan and Li Hechen, each securing four gold medals across Teams, Singles, Doubles, and Mixed Doubles events. In total, 16

Member Associations featured on the medal table, with Germany, Chinese Taipei, and Korea Republic each earning a gold medal, highlighting the increasing competitiveness of the field.

Beyond the competition, the event also supported education initiatives. In collaboration with the International Testing Agency (ITA), a clean sport education session was delivered by Olympian Elisabeth Maier of Canada. Her engaging presentation sparked meaningful conversations around anti-doping awareness, drawing strong interest from the young athletes.

With a record level of participation, outstanding performances, and a strong commitment to integrity and development, Helsingborg 2024 elevated the World Youth Championships to new heights, reinforcing its role as a platform for the future stars of the sport.





## 27 - 28 NOV HELSINGBORG, SWEDEN ITTF WORLD ESPORTS CHAMPIONSHIPS HELSINGBORG 2024

In 2024, ITTF has firmly stepped into the Esports arena and positioned table tennis as a key player in the competitive gaming landscape by delivering the first-ever ITTF World Esports Table Tennis Championships

This marked a significant milestone in the sport's digital evolution. Held on 27–28 November 2024 in Helsingborg, Sweden, the event brought together eight elite players, two of them qualified through a global online qualification pathway with an initial pool of 212 participants.

France's Antonin "Anto" Landreau emerged as the first-ever ITTF Esports World Champion, defeating Germany's Maik "Aiphaton" Reusner 3–1 in a thrilling final. Landreau, already renowned for his victory at the 2023 Olympic Esports Week, solidified his position as a leading figure in virtual table tennis.

The Championships showcased the seamless integration of traditional table tennis skills with virtual reality technology, utilising the Eleven Table Tennis platform. This innovative approach provided an immersive and competitive experience, highlighting the sport's adaptability and appeal to new audiences.

By successfully blending physical prowess with digital innovation, the ITTF demonstrated its commitment to embracing the future of sports. The event not only celebrated the athletes' achievements but also set a new benchmark for esports in the realm of table tennis.

The success of the inaugural ITTF World Esports Championships underscores the potential of virtual platforms to expand the reach and inclusivity of table tennis, paving the way for future developments in the sport's digital landscape.





6 - 14 JUL ROME, ITALY

# ITTF WORLD MASTERS CHAMPIONSHIPS ROME 2024

The ITTF World Masters Championships Rome 2024, held from 6 to 14 July at the Nuova Fiera di Roma, marked a historic milestone as the largest table tennis gathering to date. The event welcomed 6,100 athletes aged between 40 and 99 from 111 member associations, alongside over 2,500 accompanying persons and officials, culminating in nearly 10,000 participants.

This edition was particularly notable for its inclusivity, featuring the inaugural participation of Para table tennis players. Competitions spanned eleven age categories, encompassing men's and women's singles, doubles, and mixed doubles events.

The championships not only celebrated athletic excellence but also underscored the ITTF's commitment to promoting table tennis as a lifelong sport accessible to all. The vibrant atmosphere and diverse participation highlighted the unifying power of sport across ages and abilities.

As the event concluded, attention turned to the next edition, with anticipation building for the ITTF World Masters Championships 2026 in Gangneung, Korea Republic.







# SPORT DEVELOPMENT



## SPORT DEVELOPMENT

In 2024, ITTF Development successfully carried out the Participation Program's first cycle in its fourth year of existence, with 125 Member Associations engaging in the program and 92 completing it across Africa, the Americas, Asia, and Oceania. The program facilitated 17 onsite activities led by ITTF's international experts, focusing on coaching and match officials' courses, youth training camps, and DMA activities. Additionally, Member Associations organized 72 national activities featuring diverse development initiatives, including youth training camps, educational seminars, school programs, and women's activities, with many benefiting from national event support through a National Project. Online services remained a popular component of the program, with more than 300 hours of content consumed, particularly in practical sessions such as coach-the-coach, talent identification, and national team planning.

The Quick Pathway initiative supported 10 activities in Australia, Brazil, Oman, and Tunisia, with a strong emphasis on player development. Meanwhile, technical courses for coaches were conducted across all continents through Olympic Solidarity, with several integrated into the Participation Program, providing greater flexibility and funding opportunities for national coaching development efforts. The Member Associations of Congo Brazzaville, Turkmenistan, and North Macedonia took advantage of the "DNSS – Development of National Sports Structure" initiatives, focusing on youth development ahead of the Dakar 2026 Youth Olympic Games. Coaching development remained a priority, with 19 Member Associations investing

significantly in training initiatives, resulting in 25 ITTF coaching courses throughout the year.

In this Paralympic year, ITTF Development expanded its support for Para Table Tennis, marking the first time five dedicated training camps were organized. These benefited 92 athletes and 28 coaches from Africa, Asia, the Americas, and Oceania. Additionally, 18 athletes received PTT Grants to participate in 15 different Para TT events.

While encouraging gender parity is an underlying theme of all Development programs and projects, the dedicated Women's Development project "My Gender. My Strength." creates professional pathways for selected female coaches. 2024 saw unprecedented interest, with 50 Member Associations applying and 20 female coaches from 20 associations benefitting from the initiative. Furthering professional pathways remains a cornerstone of ITTF Development, and not only for coaches. Last year, the ITTF initiated a Development Pathway for Competition Managers in Africa, beginning with a workshop in Ethiopia and culminating in an online exam that enabled 22 regional Competition Managers to advance toward participation in ITTF/ATT events in 2025. Additionally, the ITTF Mentorship for Match Officials expanded to include support for young umpires and evaluator trainees, benefiting 17 participants (8 male, 9 female). Match officiating development reached new heights with a 58% success rate in the International Umpire (IU) Exam, marking a 19% increase from 2022, largely due to the introduction of a six-hour preparatory course.

## HIGH PERFORMANCE

Three focused training camps provided much-needed preparation amidst a demanding competition calendar, allowing supported players to train alongside peers. These camps prioritized With The Future In Mind scholarship holders while also providing regional players with valuable training opportunities. The year culminated in the World Hopes Week, held for the first time in the Americas, in Asunción, Paraguay, which saw increased Wild Card applications and participation from players across the continent, underscoring the program's growing influence. In total, 128

players and coaches from 32 Member Associations participated in High Performance activities, while 35 players received support through the With The Future In Mind scholarship program. The impact of ITTF's development pathways was highlighted by the Olympic success of two former With The Future In Mind players, Truls Moregard—who also began his journey in the Hopes program—winning a silver medal, and Felix Lebrun securing bronze, further demonstrating the effectiveness of ITTF's player development initiatives.

## FACTS & FIGURE

In 2024, 169 Member Associations and more than 11,000 individuals took part in the initiatives offered through the Development and High Performance programs.

**NEARLY 90 NATIONAL DEVELOPMENT ACTIVITIES**  
WERE CONDUCTED AS PART OF THE PARTICIPATION PROGRAM, SUPPORTING 17 MA ACTIVITIES, 72 NATIONAL PROJECTS AND DELIVERING 311 HOURS OF ONLINE SERVICES AT THE NATIONAL LEVEL.



**16 OLYMPIC SOLIDARITY PROGRAMS**  
WERE DELIVERED, INCLUDING TECHNICAL COURSES FOR COACHES AND 3 DNSS PROJECTS.



**42% OF FEMALE PARTICIPATION**  
ACROSS ALL ACTIVITIES, WITH FEMALE PLAYER PARTICIPATION IN HIGH PERFORMANCE INITIATIVES AT 50%



**50 MEMBER ASSOCIATIONS**  
APPLYING TO BE PART OF "MY GENDER. MY STRENGTH.", A 40% INCREASE ON THE PREVIOUS YEAR.



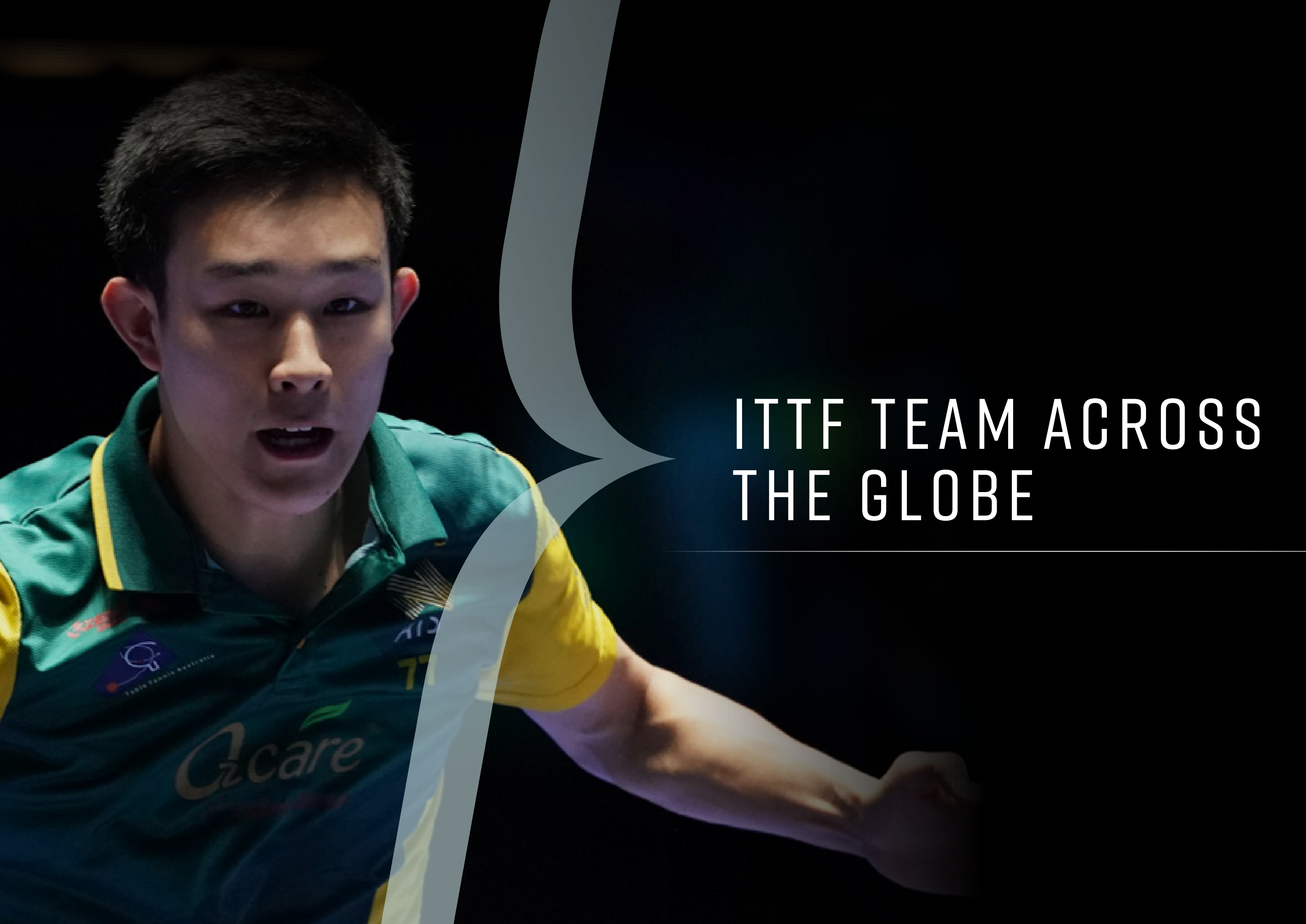
**35 PLAYERS**  
SUPPORTED THROUGH THE WITH THE FUTURE IN MIND SCHOLARSHIP PROGRAM, WITH TWO ALUMNI MEDALLING AT THE PARIS 2024 OLYMPIC GAMES.



**HIGHEST IU EXAM SUCCESS RATE EVER AT 58%**  
A 19% INCREASE ON THE PREVIOUS YEAR, THANKS TO A COMPREHENSIVE PREPARATORY COURSE FACILITATED BY ITTF DEVELOPMENT.







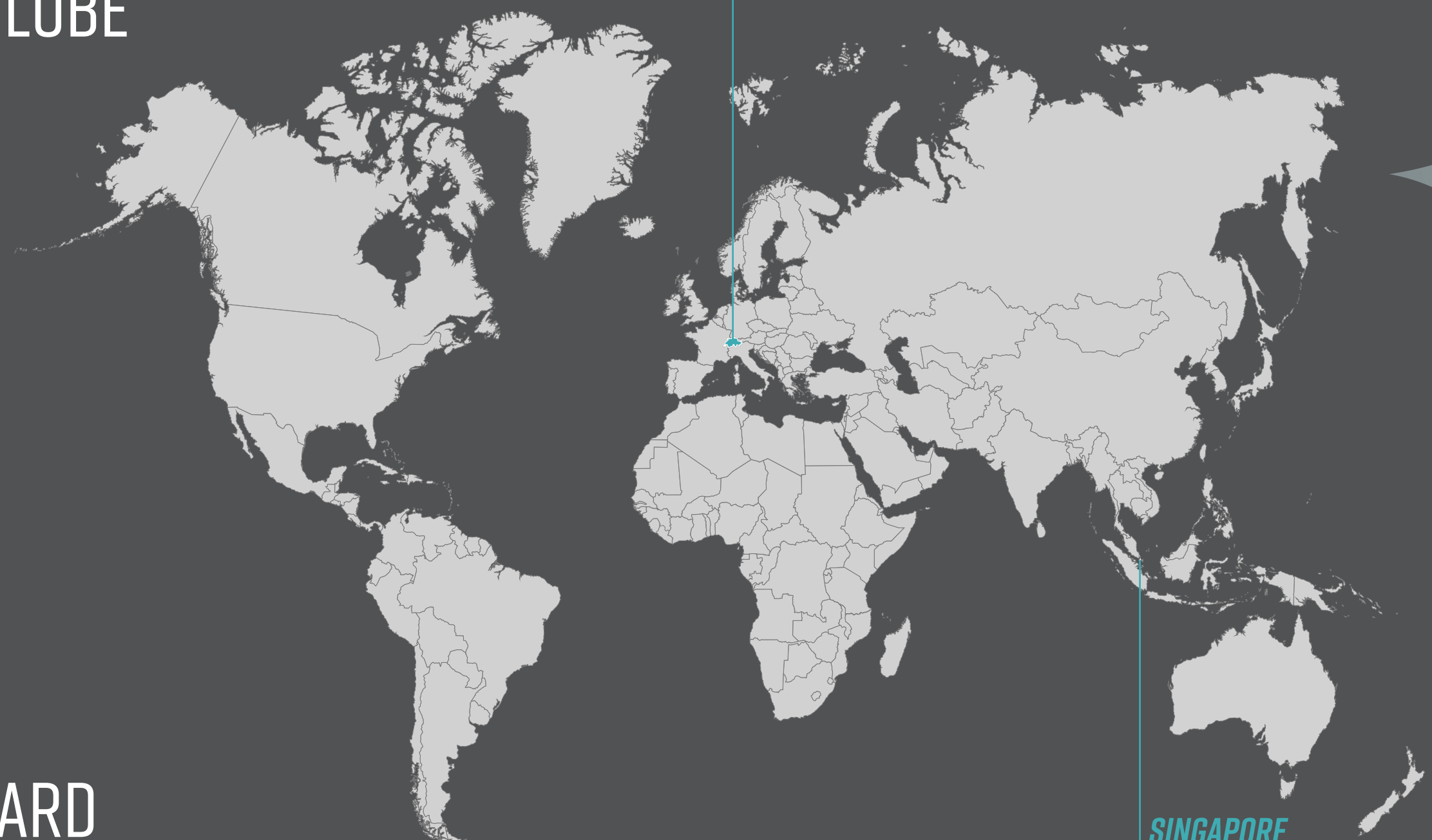
# ITTF TEAM ACROSS THE GLOBE



# ITTF TEAM ACROSS THE GLOBE

 **38**  
STAFF

 **21**  
COUNTRIES



## EXECUTIVE BOARD



**PETRA  
SÖRLING**  
President  
SWE



**LIU  
GUOLIANG**  
Deputy  
President  
CHN



**KHALIL  
AL-MOHANNADI**  
Senior Executive  
Vice President  
QAT



**DR ALAOR  
AZEVEDO**  
Executive  
Vice President  
BRA



**MASAHIRO  
MAEHARA**  
Executive  
Vice President  
JPN



**DR ALAA  
MESHREF**  
Executive  
Vice President  
EGY



**ROLAND  
NATRAN**  
Executive  
Vice President  
HUN



**WAHID  
OSHODI**  
Executive  
Vice President  
NGR



**GRAHAM  
SYMONS**  
Executive  
Vice President  
AUS



**RYU  
SEUNG-MIN**  
IOC  
Member  
KOR



**SHARATH KAMAL  
ACHANTA**  
Athletes  
Commission Chair  
IND



**LIU  
SHIWEN**  
Athletes  
Commission Chair  
CHN





# ACTION PLANS



# PLANET ACTION PLAN

In 2024, the ITTF's Planet Action Plan centred on raising standards, strengthening education, and advancing practical implementation across events, manufacturing, and Member Associations. With the Paris 2024 Olympic and Paralympic Games bringing sustainability and legacy into sharp focus, the momentum from this global stage inspired meaningful action across our community.

The year's activities laid the foundation for the ITTF's 2026–2030 sustainability strategy, with continued measurement of our carbon footprint and deeper stakeholder engagement. Key initiatives and achievements included:

## EVENTS

- ITTF World Championships Finals Busan 2024 became the first ITTF event to achieve ISO 20121 certification, marking a major step forward in sustainable event management.
- Sustainability criteria were further embedded in the bidding process for the 2027–2029 World Championships, with a more detailed pledge and clear expectations on environmental responsibility to be applied from 2026 onwards.

## INDUSTRY ENGAGEMENT

- The ITTF President led three manufacturer visits to Japan (Butterfly, Nittaku), Germany (ESN), and China (DHS, Double Fish) to encourage the advancement of sustainable practices in table tennis equipment.
- A comprehensive survey of manufacturers was conducted, establishing a baseline for collaboration and helping shape future standards.
- The first FIT Sustainability Working Group was established and convened twice, bringing together leading manufacturers to jointly develop a Sustainability Pledge, scheduled for signing in 2025

## ATHLETE AND COMMUNITY INVOLVEMENT

- The Table Tennis Planet Ambassadors programme was launched, with Adriana Díaz and Martin Perry leading by example. Both committed to piloting a new athlete carbon footprint measurement tool and contributed to a youth education initiative, including a video message shared at the ITTF World Youth Championships in Sweden.

- The ITTF, in partnership with Deloitte through the IOC's support programme, developed an Athlete Carbon Footprint Calculator, which will undergo testing in 2025 with the Planet Ambassadors.
- The first ever ITTF case study was featured in the IOC's collection of sustainability best practices.

## GOVERNANCE AND MEASUREMENT

- The ITTF Sustainability Committee held its inaugural meeting and followed up with two active sessions during the year, focusing on improved communication, member engagement, and knowledge sharing.
- ITTF launched a call to Member Associations to submit their own sustainability case studies, fostering the exchange of good practices.
- A new partnership with Evalu8 was established to integrate carbon footprint measurement directly from our accounting data. The first report, covering 2023, will be published in 2025.

## EDUCATION AND INNOVATION

- Sustainability education sessions were delivered to Member Associations in Lebanon, Nicaragua, Colombia, and Botswana, alongside the first virtual education session for coaches.
- The ITTF Esports Summit in Helsingborg triggered the first sector-wide reflection on sustainability within virtual table tennis competitions.
- Medals at the inaugural Esports World Championships and the TT4Health World Championships were produced using recycled plastic balls, an innovation led by the Hellenic Table Tennis Association.

## STRATEGIC PARTNERSHIPS

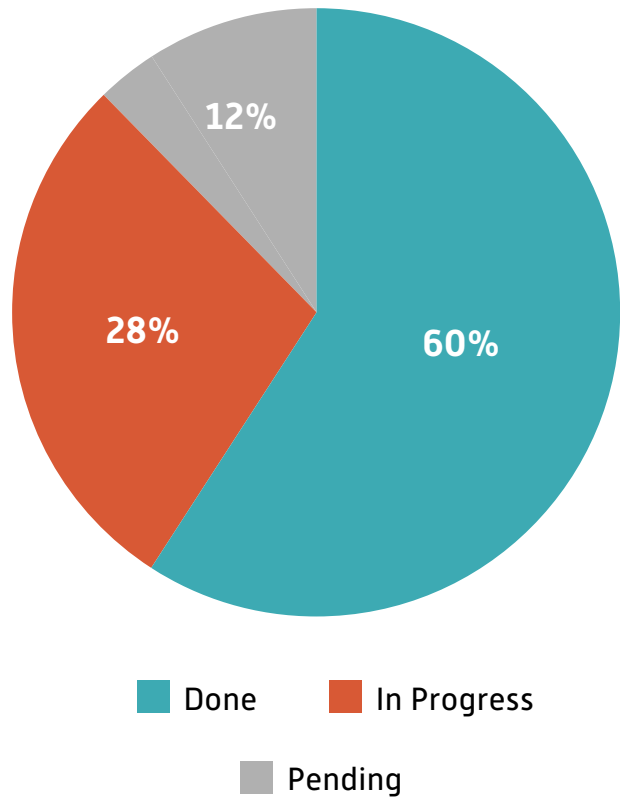
- The ITTF signed a forward-looking Memorandum of Understanding with Yunus Sports Hub, focused on environmental sustainability, social entrepreneurship, and education. Areas of work include zero-waste solutions and socially responsible procurement.
- ITTF continued its active membership in the ASOIF Sustainability Consultative Group, contributing to broader conversations on sustainability across sport.

2024 was a year of concrete progress and shared responsibility. From ISO certification and athlete engagement to education and equipment innovation, the sustainability agenda moved forward on multiple fronts. The Planet Action Plan remained on track overall, with a significant reduction in blocked actions and clear evidence of cross-sector collaboration.

- Member Associations: New education opportunities were introduced, along with a call for contributions to our sustainability case study library.
- Athletes: The Planet Ambassadors programme was created to empower athletes in adopting and promoting sustainable practices.

- Events: Sustainability was not only recognised but embedded, with Busan 2024 setting the benchmark and future World Championships now subject to enhanced sustainability commitments.
- Manufacturers: The establishment of the FIT Sustainability Working Group and direct engagement tours have initiated long-term collaboration.
- Building a more sustainable and resilient future for table tennis requires collective commitment. In 2024, we took meaningful steps in that direction — with greater ambition and stronger partnerships, the foundations for lasting impact are firmly in place.

## 2024 STATUS OVERVIEW





# GENDER EQUALITY, DIVERSITY AND INCLUSION (GEDI) PLAN

Building on a longstanding commitment to inclusion, 2024 marked significant progress in implementing the ITTF GEDI Action Plan. Aligned with the UN Guidelines for Gender-Responsive Sports Organisations and IOC principles, ITTF advanced concrete actions across all six strategic pillars, reinforcing our position as a leader in this space. These efforts were recognised in the 2024 ASOIF Governance Task Force Study, where ITTF topped the group A2.

GEDI was embedded across governance, development, events, and communications. New tools, policies, and campaigns supported broader participation and visibility. Cross-sector partnerships are helping scale the impact of these initiatives globally.

## ADVANCING GOVERNANCE AND LEADERSHIP

ITTF took further steps to embed gender equality into its structures. GEDI education was introduced into staff onboarding, and three women were sponsored to participate in global leadership programmes.

## SAFEGUARDING AND EQUAL OPPORTUNITY

New sustainability pledges, embedded in event bidding processes, now require commitments to safeguarding and inclusive practices. Events such as the World Table Tennis Championships in Busan integrated GEDI education sessions, while the "My Gender. My Strength." initiative supported 20 women coaches from 20 Member Associations, showing strong demand with 50 applicants.

Participation across all Development activities reached over 10,000, with female representation rising to 42%, surpassing the programme's minimum requirement of 35%.

ITTF Foundation's Dream Building Fund focused on diversity and inclusion, receiving a record 177 applications from 64 countries and territories.

In Para Table Tennis, the "With Paris in Mind" project brought training opportunities to all five continents, preparing athletes and coaches for top-level competition.

## VISIBILITY AND REPRESENTATION

A dedicated GEDI section was launched on the ITTF website, with the GEDI plan available in six languages. Communications promoted inclusive messaging and increased the visibility of women and Para athletes through campaigns tied to International Women's Day and World Table Tennis Day, celebrated under the theme "Diversity and Inclusion" with 812 events across 121 countries and territories.

Phase 1 and 2 of the Foundation's Diversity and Inclusion Handbook were published, offering practical tools and real-life stories to inspire change. Efforts were made to ensure balanced media representation across gender, ability, and intersectional identities.

## YOUTH AND EDUCATION

Sessions promoting women's coaching development were held during key events, bringing together global speakers and personal stories of empowerment. Gender-sensitive educational materials were integrated into youth programming, and coaches received virtual sustainability and inclusivity training for the first time.

## MONITORING AND PARTNERSHIPS

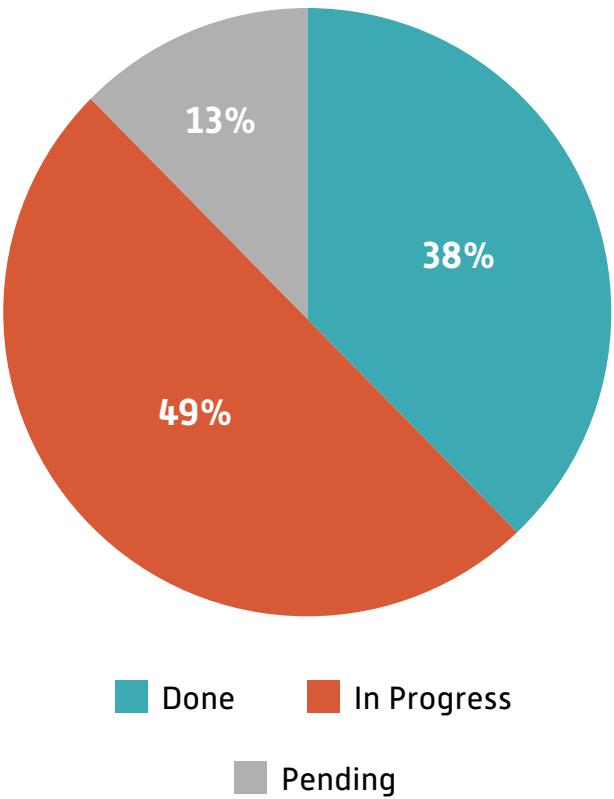
Monitoring of gender representation in media and participation remains ongoing. ITTF became a signatory to the UN Sports for Generation Equality Framework and formalised its partnership with UN Women. A new collaboration with the WTT Commercial team was established to secure sponsors for GEDI at events.

A roundtable at the ITTF Foundation office brought together stakeholders from international to local level, and from sport and the social development sector, fostering dialogue on how to create a more inclusive table tennis community.

## LOOK AHEAD

As we look to 2025, ITTF remains committed to ensuring that table tennis is a sport where everyone - regardless of gender, background, or ability - can thrive.

## 2024 STATUS OVERVIEW







# A VIEW INTO THE ITTF GROUP





## ITTF FOUNDATION

In its fifth year of operation, the ITTF Foundation continued to use table tennis as a powerful tool for social impact, advancing its mission across over 135 countries and territories. With Diversity and Inclusion as the overarching theme for 2024 and 2025, the Foundation implemented a wide range of initiatives that highlighted the sport's capacity to unite, empower, and heal.

World Table Tennis Day (WTTD) reached unprecedented heights, with 812 events in 121 countries and territories, involving over 87,000 participants. A milestone celebration took place in Leipzig, Germany, featuring a roundtable on inclusion and the #TTBelongsToYou tournament.

The Foundation also launched two Diversity and Inclusion Handbooks, providing practical guidance and global success stories.

The Dream Building Fund supported 18 community-driven projects addressing topics from education and health to gender equality and peacebuilding. Standout projects tackled Parkinson's rehabilitation in Bulgaria, youth empowerment in Kenya, and environmental education in India, demonstrating the versatility of table tennis in addressing the UN Sustainable Development Goals.

The World Table Tennis for Health Festival 2024 in France was the largest yet, bringing together

153 players from 25 countries and territories, with events for Parkinson's and Alzheimer's players and the launch of the NeuroPong™ Handbook. Recycled table tennis balls were used for medals, highlighting the Foundation's commitment to sustainability. Moreover, as part of the 'Diversity and Inclusion' legacy from the 2023 Festival, the Foundation supported and fielded two players with Parkinson's to compete among 6,000 participants at the ITTF World Masters Championships 2024 in Rome.

Strategic partnerships were strengthened with UNESCO, WHO, TAFISA, UTT and WTT, and new ambassadors Sharath Kamal and Zoran Primorac

joined the Foundation's outreach efforts. A share of WTT ticket sales now supports Foundation activities, marking a significant step in financial sustainability.

Looking ahead, the Foundation remains committed to sport for development, grassroots empowerment, and global collaboration. Together, we will continue to champion diversity, break down barriers, and prove that #TTCanChangeLives.





# WTT WORLD TABLE TENNIS

2024 was a transformative year for World Table Tennis (WTT); a year defined by record-breaking events, bold expansions and milestone initiatives that elevated the global profile of the sport.

From sold-out arenas to new host cities, from cutting-edge broadcast innovation to deeper player engagement, WTT continued to push table tennis into new territory, cementing its ambition to become one of the world's leading sports platforms with its global cast of stars.

Remarkably, in only its fourth year of operation, WTT achieved its first small profit, earlier than expected. This milestone reflects not only improved commercial performance, but also the growing market confidence in WTT's model, events, and global appeal. Going into 2025, WTT delivers the full rollout of its event structure playing a central role in growing the sport's visibility, audience and commercial value worldwide.

## WTT SERIES

In 2024, the WTT Series staged one of its most comprehensive seasons to date, delivering high-profile events across the world and welcoming a new wave of host cities, including Beijing, Chongqing, Incheon, Lima, Mendoza, and Jeddah.

The season featured:

- Three Grand Smashes: Singapore Smash, Saudi Smash, and China Smash,
- Five WTT Champions events: Incheon, Chongqing, Macao, Montpellier, and Frankfurt,
- 13 WTT Star Contender and Contender events, and
- WTT Finals, held in Fukuoka, Japan, following the successful 2023 Women's Finals in Nagoya.

The three Grand Smashes alone drew unprecedented attention, welcoming over 100,000 spectators, generating more than 170 million social video views, and attracting millions of

broadcast and digital viewers worldwide. With record-breaking ticket sales, viewership, and media coverage, the WTT Series continued to set new standards for fan engagement, regional impact, and international visibility.

## WTT FEEDER SERIES AND YOUTH SERIES

The WTT Feeder Series maintained its growth trajectory with 19 events held globally in 2024, providing Member Associations with an attractive platform to host international competitions while building local event delivery capabilities. Notably, England, Kosovo, Lebanon, Oman, and Venezuela hosted their first-ever WTT Feeder Series events.

The year also saw total prize money increase by 36% from the previous year and participation increase to 90 ITTF Member Associations, underlining the Series' role in strengthening the sport's global infrastructure.

Meanwhile, the WTT Youth Series set a new record with 54 events across five continents: 6 WTT Youth Star Contenders and 48 WTT Youth Contenders, with participation from 121 ITTF Member Associations and over 4,100 players. A key moment came in Singapore where, for the first time, a WTT Youth Star Contender was held alongside a Grand Smash, allowing the sport's next generation to share the same stage as the world's best.

## PLAYER RELATIONS & SERVICES

2024 marked a turning point in how WTT supports its most important stakeholders: the players.

From streamlining financial processes and expanding medical services, to developing new policies and launching new support tools, WTT Player Relations focused on strengthening the player experience both on and off the table.

- All WTT Series events featured at least one official WTT Physiotherapist onsite, resulting in 1,539 Player treatment sessions delivered







during the 2024 season.

- Streamlined financial processes addressed over 300 cases of prize money-related queries
- Policies were introduced to protect player welfare, image rights, medical confidentiality, and ensure recognition at retirement

A major leap forward was the launch of the WTT Player Portal, a secure digital platform designed to streamline communication, administration, and access to key documents for over 1,000 registered players in 2025.

WTT also made strides in empowering players through visibility and media readiness:

- The WTT All Stars Programme debuted in 2024, led by WTT PR & Marketing, was the first structured marketing and brand-building initiative for table tennis athletes, offering media training, sponsorship education, and content support
- A standout moment came at China Smash, where players were featured in Cosmopolitan China, bridging sport and fashion in a bold new crossover

With dedicated teams working tirelessly to elevate both athlete performance and profile, WTT reaffirmed its commitment to players as global ambassadors of the game.

#### FANS & FOLLOWING

WTT's early groundwork bore real fruit in 2024, delivering packed stadiums and a next generation fanbase that defies traditional sports demographics.

- Over 300,000 spectators attended WTT Series events from Chongqing to Montpellier, from Singapore to Beijing.
- Over 60% of the live audience was under 35 years old
- An estimated 75% were female; arguably a stand-out metric in global sports.

WTT's digital footprint mirrored that momentum:

- 4.3 billion social impressions,
- 3 billion video views,
- 85 million engagements, and
- 9.8 million followers globally.

Much of this was powered by an athlete-first storytelling strategy, amplified through smart digital campaigns and a strong creative execution. In China, WTT's combined digital engagement totalled 43million, reinforcing its dominance in the world's largest table tennis market.

At the same time, unprecedented growth in Japan, Korea Republic, France, Germany, India and

Brazil highlighted WTT's widening global appeal—driven by a compelling mix of rising local heroes, star athletes, and hungry fans eager for more.

#### BROADCAST & DIGITAL

WTT continued to redefine the broadcast and digital experience, delivering world-class coverage with local reach and global resonance.

- Broadcast reach extended to 189 countries and territories, spanning across all five continents.
- Cumulative global reach hit 5.5 billion in 2024—a 42% increase year-on-year.
- Gross media rights sales grew by 50%, reaching \$9.8 million in 2024.
- Over 24 million digital media impressions generated across news, sports, and entertainment platforms

Innovation remained a cornerstone of WTT's broadcast strategy:

- Tower cam systems improved production value and sponsor visibility,
- AI-driven enhancement, including 3D motion capture and augmented reality graphics, and real-time ball tracking were introduced in 2024.
- X-File replay systems accelerated highlights creation and improved overall coverage quality.

Together, these advancements have strengthened WTT's broadcast offering and reinforced its position as a leader in sports media innovation.

#### PARTNERSHIPS

2024 was the year of growth and reinforcement for WTT's commercial ecosystem.

Global Premier Partners—Ganten and ShuiJingFang—have been instrumental to both the WTT Series and World Championships, while long-term partners Double Happiness, Double Fish, Li Ning, and Enlio continued their strong backing, ensuring the highest quality equipment and apparel for WTT events.

Several strategic renewals and new partnerships helped expand WTT's global footprint:

- Agricultural Bank of China, IC Markets, Floki, and Liebherr renewed partnerships for 2024.
- New local partners joined across regions, including Al Habib for Saudi Smash, Shinhan Bank and SeAH for WTT Champions Incheon, and Banpu for WTT Contender Bangkok.

As WTT's global calendar continues to grow, so does its visibility, market relevance and sponsor value proposition. The foundation is in place for deeper commercial integration and long-term partnership growth in 2025 and beyond.





# FINANCIAL UPDATES

**STUPA**  
SPORTS ANALYTICS



# FINANCIAL UPDATES

In 2024, the ITTF reported a record level revenue of US\$61.2M, a 52% increase from US\$40.2M in 2023.

A major contributor to this growth was Commercial Rights, which generated US\$40.1M, up from US\$28.3M the previous year. This category includes income from partnership rights, media rights, event hosting rights, as well as data and streaming rights. The key drive behind this increase was in relation to more top-tier events taking place, such as the Saudi Smash and China Smash, and a record number of 5 WTT Champions events. However, there is still room for Commercial Revenues to grow, with more events planned for 2025.

Additionally, revenue associated with the Paris 2024 Olympic Games contributed US\$5.7M in 2024, compared to US\$4.6M recognised in 2023 from the Tokyo 2020 Olympic Games. These figures form part of the overall revenue from the 2021–2024 Olympic cycle, with approximately US\$17.3M in Olympic-related income distributed during the period between 2021–2024.

On the expenditure side, total spending increased from US\$49.2M in 2023 to US\$59.6M in 2024, representing an increase of US\$10.4M. Expenditures spanned a wide range of areas, including event execution, project implementation, governance, and general administration. A significant portion of US\$38.8M compared to US\$25.4M in the previous year was allocated to Event and Operating Expenses. This increase reflects the organisation’s continued investment in elevating event quality through enhanced prize money (a record level of prize money exceeding US\$11m), TV production, elevated event presentation, and higher operational costs aimed at enriching the overall fan experience.

In addition to event-specific expenditures, the ITTF continued to incur substantial operational costs necessary to support its day-to-day functions which is in line with the increase in revenue. These included personnel expenses, professional and consultancy fees, and office-related administrative outlays. The organisation also continued to invest strategically in information and technology systems, aimed at strengthening its operational capabilities and ensuring the efficient delivery of high-quality events across its global series of events.

Overall, the ITTF recorded a net profit of US\$1.5M in 2024, marking a significant financial turnaround from the US\$9.0M deficit reported in 2023. This positive outcome reflects the organisation’s strengthened revenue streams, prudent cost management, and strategic investments aimed at long-term sustainability. The return to profitability highlights a period of recovery and financial stabilisation following the challenges of previous years.

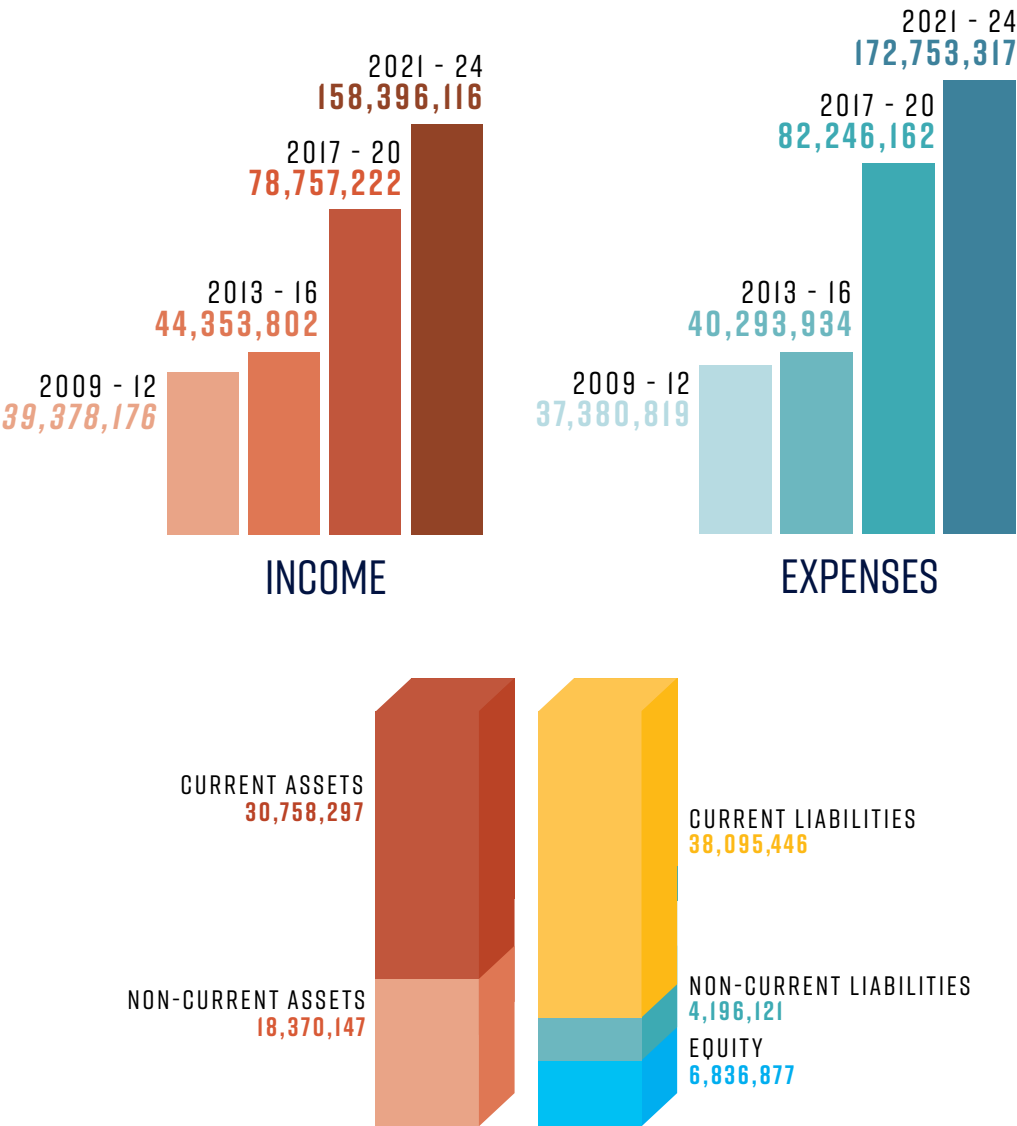
As the management of commercial rights has been brought in-house through World Table Tennis (WTT), with additional backing from external investments, the ITTF is forecasting substantial growth in Commercial Rights Income over the coming years. With an expanding event calendar, the ITTF also expects to see continued increases in its staffing levels and operational capabilities. This strategic approach is poised to accelerate the global expansion of table tennis, attract a broader audience, and ensure the ITTF’s long-term financial viability and growth.

# FINANCIAL HIGHLIGHTS

**US\$ 61.2M**  
REVENUE – A 52% INCREASE FROM PRIOR YEAR

**US\$ 59.6M**  
LARGEST EVER INVESTMENT – TO GROW THE SPORT OF TABLE TENNIS

**> US\$ 16.1M**  
OLYMPIC RESERVE – FOLLOWING RECEIPT OF OLYMPIC FUNDS DISTRIBUTION AFTER THE PARIS 2024 OLYMPIC GAMES





# CONSOLIDATED BALANCE SHEET

at December 31, 2024

CURRENT ASSETS	NOTE	2024 US\$	2023 US\$
Cash and cash equivalents	4	13,011,906	335,054
Trade and other receivables	5	10,287,471	15,793,527
Contract assets	7	7,400,716	2,858,392
Inventories		58,204	73,452
		30,758,297	19,060,425
<b>NON-CURRENT ASSETS</b>			
Property, plant and equipment	8	9,008,296	10,141,294
Intangible assets	9	1,206,551	938,739
Term Deposit – Museum Fund	4, 10	2,000,000	2,000,000
Other receivables	5	184,158	183,257
Other asset	6	5,971,142	5,971,142
		18,370,147	19,234,432
<b>TOTAL ASSETS</b>		49,128,444	38,294,857
<b>CURRENT LIABILITIES</b>			
Trade and other payables	11	18,217,656	15,120,905
Lease liabilities	12	733,930	808,416
Deferred revenues – Olympic funding	13	16,055,168	5,555,168
Contract liabilities	7	3,088,692	6,252,047
Fixed advance	25	-	2,376,711
		38,095,446	30,113,247
<b>NON-CURRENT LIABILITIES</b>			
ITTF Museum Fund	10	2,000,000	2,000,000
Loan from third party		2,075,364	-
Lease liabilities	12	120,757	829,366
		4,196,121	2,829,366
<b>TOTAL LIABILITIES</b>		42,291,567	32,942,613
<b>RESTRICTED FUNDS</b>		35,643	142,609
<b>EQUITY</b>			
Unrestricted funds	14	5,973,495	4,547,157
Non-controlling interest	14	859,116	771,450
Currency translation adjustments	14	[31,377]	[108,972]
<b>TOTAL EQUITY</b>		6,801,234	5,209,635
<b>TOTAL LIABILITIES AND EQUITY</b>		49,128,444	38,294,857

# CONSOLIDATED STATEMENT OF INCOME AND EXPENDITURE

for the year ended December 31, 2024

INCOME	NOTE	2024 US\$	2023 US\$
Revenue	15	52,781,181	32,958,707
International Olympic Committee	16	5,730,663	4,637,848
Governance & Regulatory Income	17	1,748,917	1,697,022
Other income	18	896,968	921,585
<b>TOTAL INCOME</b>		61,157,729	40,215,162
<b>EXPENSES</b>			
Event and operating expenses	19	[38,815,494]	[25,385,240]
Project expenses	20	[2,538,630]	[2,287,734]
Governance and regulatory expenses	21	[1,488,702]	[1,507,737]
General & administrative expenses	22	[14,827,964]	[16,193,706]
Depreciation and amortisation expenses	8, 9	[1,763,802]	[1,781,821]
Finance expenses	23	[208,668]	[2,051,940]
Tax expenses		[465]	[329]
<b>TOTAL EXPENSES</b>		[59,643,725]	[49,208,507]
<b>NET RESULTS FOR THE PERIOD</b>		1,514,004	[8,993,345]
<b>ATTRIBUTABLE TO:</b>			
International Table Tennis Federation		1,426,338	[7,704,520]
Non-controlling interest		87,666	[1,288,825]
		1,514,004	[8,993,345]



Photography by Alba Pacheco, Alvaro Diaz, How Hweeyoung, Javier Mendoza, Li Zhiyan, Lin Lin, Eng Chin An, Oscar J. Barroso, Owen Hammond, Remy Gros, Richard Kalocsai, Roger Lim, Santiago Regaira, and Szilvi Hoffer.





