Reinventing the game
What is TopGolf?

An all-weather sports and entertainment complex built around:

- a unique and highly visual “real” golf experience played on a 250 yard landing area
- Patent protected technology gaming system that allows players to compete in friendly scoring competitions for players of all ages and skill levels
- Immediate, “Real-time” shot yardage feedback
- Tour quality golf balls embedded with microchips that personalize each ball
- Full service restaurant with corporate event facilities
TopGolf Current Market Position

- We are in major markets
  - London, Washington DC, Chicago, Dallas

- We are set for expansion
  - Plan is to develop 50+ locations in the U.S. over the next 8 years

- This is a global opportunity
  - TopGolf has acquired international patent protection & licensing rights

- We have a large, growing customer base
  - Over 1 million customer visits in 2009
  - Over 50 million golf balls hit at TopGolf in 2009

- We attract a sought-after customer demographic base
  - 75% of TopGolf Customers are male and include both avid, casual and non-golfers
  - 60% of TopGolf’s male customers are ages 18-40
The player aims to hit the ball out into one of the 11 self-contained “green sized” circular targets that range from 25 to 250 yards or greater in distance.
Immediate, accurate yardage and location feedback visually displayed on high definition touch screens in each hitting bay.
“If I had TopGolf where I grew up, I would have won 5 US Opens.”
-Larry Nelson, 1983 US Open Champion

“I hit the first shot of my life playing TopGolf a few weeks ago and now I’m addicted.”
-TopGolf Customer, Washington Post Feature

”It's like a super glorified driving range, darts, and bowling all in one.”
-TopGolf Customer, Dallas Morning News Feature

“TopGolf is so competitive that it makes you want to come back. I’ve been here six times since my first visit. I just wish it had been around when I was growing up in Baltimore, because I might’ve been Tiger Woods.”
-TopGolf Customer, Sports Illustrated Feature
“TopGolf is livening up the driving range to do what Tiger Woods once seemed poised to do but hasn’t: Grow and Diversify the Game of Golf.”
-Sports Illustrated, September 2005 Print Edition

“TopGolf transforms the typical driving range, creating a high-tech family entertainment center that’s bringing new customers onto the links.”
-Business 2.0 Magazine, October 2006

“Imagine kids free to laugh and explore the game of golf at the same time. Imagine the whole family able to eat and play. That would be the kind of revolution golf needs.”
-Pros N’ Hackers Magazine,
(“A Golf Revolution” Cover Story, July 2005)
### Example: TopGolf Dallas “Before” and “After”

<table>
<thead>
<tr>
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<tbody>
<tr>
<td>Hank Haney Golf Range @ Park Lane Ranch</td>
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<td>TopGolf Dallas</td>
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<tr>
<td>50 Grass Stalls</td>
<td></td>
<td>72 All Weather Bays</td>
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<tr>
<td>$310,000 in gross revenue in 2005</td>
<td></td>
<td>$7.55 million in gross revenue</td>
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<tr>
<td>25,000 annual customer visits in 2005</td>
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<td>200,000 annual customer visits</td>
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TopGolf is a fun concept that appeals to people of all ages and skill levels:

- Everyone plays at TopGolf: children, Moms, Dads, teenagers, young professionals, school groups, church groups, corporate groups - avid golfers, casual golfers, and non-golfers
- Over 100,000 schoolchildren will visit one of our six TopGolf sites this year
- Over 40% of all customers are under the age of 30
TopGolf Breaks Down Golf’s Barriers

- TopGolf eliminates the traditional entry barriers to Golf, which have been found to discourage new players, particularly youth, from learning the game:

<table>
<thead>
<tr>
<th>Golf Participation Barrier</th>
<th>TopGolf Breaking Down the Barrier</th>
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<tbody>
<tr>
<td>“Golf is intimidating”</td>
<td>• TopGolf provides a fun, non-intimidating way to learn how to swing a golf club for beginners of all skill levels</td>
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<tr>
<td>“Golf is too slow”</td>
<td>• TopGolf provides a game-like environment with instant results visually displayed on a flat screen</td>
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<tr>
<td>“Golf takes too much time, especially for children and teenagers”</td>
<td>• One Game (20 balls) takes 15 minutes</td>
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<tr>
<td>“Golf is too expensive”</td>
<td>• TopGolf is a fraction of the cost of playing 18 holes of golf (players can play for as little as $3.00)</td>
</tr>
<tr>
<td>“Non golfers, and many children, do not own golf equipment”</td>
<td>• TopGolf provides free full sets of club rentals for all guests</td>
</tr>
</tbody>
</table>
TopGolf is an Entertainment Experience

“TopGolf is the holy grail of golf entertainment.”

“Imagine if bowling, golfing, and video gaming got together and made a baby from the three-way.”

- TopGolf Customers, TopGolf Dallas
  Yelp website
TopGolf Has Compelling Customer Propositions

Young Adults
- Unique social entertainment experience
- Full service bar and restaurant

Families
- Non intimidating interactive environment for everyone
- Good value activity / clubs are provided free of charge

Event Groups
- One of a kind group event destination
- Ideal for corporate entertainment, team building & fundraisers

Golfers
- Ultimate practice facility
- Only place that provides “real time” shot distance feedback
Our New Customers Become Repeat Customers

92% of TopGolf customers return for a repeat visit

* Sample of 29,325 unique customers taken from TopGolf Chicago
TopGolf is Patented Technology

- TopGolf was made possible by the invention of the proprietary and patented I.D. Ball System.

- Each TopGolf ball contains an embedded programmable RFID silicon microchip which is coded and assigned to an individual player.

- The chip does not affect the weight or flight performance of the golf ball.

- The ball coding combined with sensors in outfield targets provide instant and precise yardage and location feedback.

- This feedback is translated into points, thereby allowing players to compete against one another in various games and more serious golfers to practice and hone their skills and compete at a higher level.
The TopGolf Local Team

- TopGolf provides over 50 full time equivalent jobs at each location, including several management level positions, as well as over 200 part time jobs during the peak summer season.

- TopGolf looks to hire a talented and experienced management team made up of local area professionals who have experience in entertainment, hospitality, food and beverage related facilities, and where required, golf expertise. TopGolf prefers a management team with strong local community ties.

- Each new associate undergoes a Training Program, run by the General Manager and other designated site managers, designed to educate them about the TopGolf concept and business but also on how to best service our guests.

- All Site Managers will attend an annual TopGolf Leadership conference, as our goal is to “promote from within” and create an experienced team of leaders.
TopGolf Facility Overview

- Total acreage of 12-15 acres depending on efficiency of layout
- 94 game bays on 3 levels
- Range outfield extending out 250 yards
- Full service restaurant with table service to each game bay
- Corporate and private group event spaces
Aerial of TopGolf Chicago Boundary Netting
TopGolf Allen Facility Rendering
Below are the site dimensions for TopGolf Allen which is opening in Allen, TX in May 2011.

Overall Site ~ 500’ x 1300’
Tee Line Width (w/ setback) – 420’
Outfield Width (outside berm) – 490’
Outfield Length – 800’
The yards listed below are the distance from the tee line hitting area.

- **Red Targets at 25 yards**
- **Green Target at 90 yards**
- **Blue Target at 150 yards**
- **Pink Target at 185 yards**
- **Yellow Targets at 50 yards**
- **Brown Target at 125 yards**
TopGolf Allen Front Elevation
TopGolf Allen - View of Tee Line
Sports Bar/Grill Connected to Playing Area
Corporate Event Banquet Facility with full HD Audio Visual Capability
Roof Top Terrace (connected to playing bays)
Private Roof Top Event Lounge