Topgolf is the premier, patent-protected golf entertainment concept where the competition of sport meets your favorite local hangout.

The Topgolf concept was invented in 1999 outside of London, England with the mission of developing a better way to practice the game of golf through technology implementation. A game was created whereby players hit microchipped golf balls into targets and receive points based upon accuracy and distance.

Fifteen years, 2.5 billion balls, and 4.4 million members later, Topgolf has evolved into a best-in-class hospitality entertainment venue centered on a game that is accessible and appealing to all, regardless of skill or ability. The dynamic atmosphere, engaging staff, and innovative game combine to provide a truly unique experience.
THE STORY
Coming of Age
Humble beginnings to pioneering a unique golf experience

1996
The Joliffe brothers, twins in London, England had an idea to make practice fun.

1997
6 international concept patents are granted

2006
An American company licenses the technology and opens the first US venue in Alexandria, VA.

2011
Topgolf develops its first ground up venue with 3 levels and 94 hitting bays in Dallas, TX.

2016
Topgolf adds its Las Vegas flagship, directly off the strip, to its over twenty US locations.

Future
Topgolf anticipates its path to 100 venues with continued US and worldwide expansion.
The Topgolf Difference
Traditional golf has challenges and Topgolf takes them head on

Topgolf overcomes the barriers of traditional golf

Despite its rich history, golf a sport in decline due to the barriers to entry. Golf can be intimidating, expensive, time-consuming, and slow. Topgolf addresses our evolving lifestyle demands by creating a new segment for the game that is accessible and appealing to all.

- **PLAYABLE**
  - No matter the skill level, everyone can have fun at Topgolf.

- **AFFORDABLE**
  - Topgolf is less expensive than traditional golf.

- **EQUIPPED**
  - High quality golf clubs are provided free, along with tour quality balls.

- **QUICK**
  - No more 5 hour rounds. Play as short or long as you like.

- **ADVANCED**
  - Our patent protected technology is engaging and informative so you can keep improving.

- **ALL WEATHER**
  - All the hitting bays are climate controlled and covered so you can play, rain or shine.
Come to a Topgolf and you’ll notice something… no group is the same. On any given day, you’ll see every range of player from all kinds of backgrounds. That’s because we’ve made the game enjoyable to all and competitive for every skill level.

The avid golfer can play on the first level, get accurate yardage feedback, and play games with a higher difficulty level to push his or her skills. Family’s might play from the second deck, bring their dog, and have a bite to eat while they play. The young professional can head to the top deck, have a drink and enjoy the open air terrace while they challenge their friends. Everyone is welcome.

Practice and games for golfers and non golfers alike

Embraced by All
No matter your skill level, you’ll love it here

68%
Male/Female

68%
Age 18-44

70%
Non-Golfers
What Makes a Topgolf?

65,000 square feet, **jam-packed with fun**

- **3 Level Facility**
- **102 Hitting Bays**
- **11 Outfield Targets**
- **270 Flat Screen TVs**
- **3,000 SF Event Space**
- **2,500 SF Kitchen**
- **3,000 SF Roof Terrace**
- **50 Table Restaurant**
Swinging in Style
This ain’t your grampa’s driving range

ALL WEATHER HITTING BAYS
Each bay is covered and climate controlled for year round enjoyment. In the summer, misters and fans cool the bays, and in the winter, two industrial heaters keep players nice and toasty.

NET POLES
Our outfield netting is 93% transparent. The 170’ steel poles are a sky grey made to blend in with their surroundings and endure over time.

CUTTING EDGE TECHNOLOGY
Balls with RFID chips containing player information are dispensed conveniently in each bay. They are hit into the 11 outfield targets providing accurate and instant feedback.

INTERACTIVE
Each bay is equipped with two flat screens and a touch screen to control the game. The bays are as comfortable as hitting a ball out of your living room. You won’t want to leave.
The Secret Sauce

Proprietary technology defines the game play experience

Real Balls, Real Tech

Programmable, ultra-high frequency Radio-Frequency Identification (“RFID”) chips embedded in the golf balls.

No More Buckets

Balls are dispensed by activating a motion sensor on dispensers at each hitting bay, each ball is tagged to the player as it rolls out of the dispenser.

Put Down Your Pencil

A custom touch screen delivers multiple gaming options and provides statistics and feedback. Payment is also managed with options to split between guests.

Targeted

Targets are divided into sub-targets to create different scoring zones. Each sub-target contains proprietary hardware to read the RFID in each ball. The targets have boxes which the balls pass through to read the RFID’s and sent scoring and distance feedback to the player instantaneously.
Our Offerings
Memberships and instruction for all skill types

HOURLY RATE (1)

- Price / Bay includes up to 6 Players
- Open-Noon ($25 / Hour)
- Noon-5pm ($35 / Hour)
- 5pm-Close ($45 / Hour)

LIFETIME MEMBER

$5 One-Time Cost
- Membership Playing Card
- Free Club Rentals

PLATINUM MEMBER

$250 / Month
- Skip line advantages
- Discounts on F&B
- Certain amount of free play each month

JUNIOR MEMBER

$5 One-Time Cost
- For Kids 12 and Under
- Exclusive access to Kids Zone Events
- Membership Playing Card
- Free Club Rentals

TOPGOLF U

- Venue staffed with PGA Professionals for tips or paid lessons
- Private or group lessons and kids camps
- Slow motion video analysis

COMMUNITY

- HEROES discount for police, fire, EMS, and military
- High School Golf Team discount

(1) Hourly pricing may vary between venues and membership is required for all participants.
## A New Entertainment Experience

*We check all the boxes*

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<th>Category</th>
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THE ANATOMY OF THE Hitting BAY

- Heaters & Misters for Year-Round Comfort
- TV Screens in Every Bay
- Touch Screen Game Activation
- Free Club Rentals
- Ball Dispenser
- Space for 6 Players in Every Bay
Innovative Food and Beverage Menu

Executive chefs at each venue create unique, from-scratch deliciousness.

Topgolf is a premier entertainment and event venue with a full service restaurant and bar. We deliver food and beverage choices that push the culinary boundaries of flavor and presentation: signature dishes crafted by our Executive Chef made almost exclusively from scratch daily. Our associates provide elite service delivering food and drinks directly to each hitting bay.
Positive Community Impact
People love their cities, and Topgolf does too

A Good Neighbor

We are dedicated to fostering positive communities through charitable, engaging, and inclusive programs

TOPGOLF U
Each venue is staffed with tour pros that walk the tee-line providing free tips to improve your swing. If you want to go further, they are also available for beginner or expert instruction.

LOCAL IMPACT
Each Topgolf venue is staffed with over 475 spirited employees to provide top-notch service. Our salaried and full-time employees receive a competitive benefits package.

HERO & GOLF TEAM BENEFITS
We value the heroes in our communities. All veterans and local emergency responders are provided a discount. Not to mention our youth, letting area high school golf teams play for free.

CHARITY
A core value for Topgolf is CARING, and it is a privilege to share our success with the communities that have supported us. We donate time and money to a variety of local and national charities.
Economic Impact
It makes dollars and sense

$44.3 MM Total Economic Construction Output

390 One-year Construction Jobs

$1.4 MM State & Local Construction Taxes

642 Operational Jobs Created

$38.4 MM 10 Year Total State & Local Tax Impact

The construction impact due to capital expenditures:
• $25.5 MM direct expenditures
• $18.8 MM indirect and induced (suppliers/consumption related)
• TOTAL $44.3 MM economic output during the construction process

Construction jobs created during the yearlong construction process:
• 260 construction jobs
• 130 jobs in other industries during construction
• TOTAL 390 one-year jobs during the construction period

Construction-related state and local taxes:
• $1.4 MM in state and local taxes is estimated due to capital expenditures of $25.5 million. This number includes taxes paid by Topgolf, its construction contractors, and employees directly related to construction

Topgolf Annual Operating Impact (Direct, Indirect, and Induced):
• 475 jobs at Topgolf
• 167 jobs at suppliers and other businesses
• TOTAL 642 jobs created
• TOP 100 PLACE TO WORK in multiple cities around the country

10 Year Total State and Local Tax Impact – Operating:
• State tax impact (Sales, excise, license, business, etc.)
• Local tax impact (property, sales tax)
• TOTAL $38.4 MM over ten years (nominal) due to direct, indirect, and induced activity

*** Numbers represent open venues, and may vary by municipality.
United States Growth

Potential to expand to over 100 venues

DEC 2015:
8.1 MILLION GUESTS
24 TOTAL LOCATIONS

DEC 2016:
12.7 MILLION GUESTS
35 TOTAL LOCATIONS
Flagship Las Vegas Venue
Opening Spring 2016

1 MM VISITS ANNUALLY

INcredible view and location off the Las Vegas Strip connected to MGM Grand Hotel & Casino

4 LEVELS 112K SQUARE FEET

109 HITTING BAYS 4 PRIVATE SUITES

Callaway Fitting Center

Stage for live music

Event space can host up to 2,000 guests

Additional VIP areas, cabanas & pools
Driving Attendance
Across the country, Topgolf is inspiring social engagement

TOPGOLF ANNUAL ATTENDANCE
Current and Projected Totals

2.7 4.0 8.1 12.7 17.3

COMPARATIVE ANNUAL ATTENDANCE
Topgolf Versus Major League Sports


Attendance numbers are in millions. Sources are from Topgolf Management and ESPN
“It’s a place where golfers feel comfortable taking non-golfers because the experience is fun for all.”

“It is a rare golf setting, because in this case, there is no intimidation factor, with no fashion protocols, no complicated rules and no worries about slowing up the serious golfers playing behind you.”

“Topgolf is a newer, millennial-friendly innovation that is taking the industry by storm and aligning with the physical and social culture some millennial golfers want but cannot get from traditional golf…”

Fastest growing private companies in America 2013 and 2014
“Golf isn’t big with millennials, but this golf entertainment center found a way to attract them and their money”
Continued Growth

We’ve been eating our vegetables

World Golf Tour Acquisition
Topgolf recently acquired WGT, the largest mobile golf application in the world.

PGA Tour & LPGA Partnership
Topgolf has partnered with the PGA Tour & LPGA to strategically grow the game of golf both through viewership as well as number of players throughout the world.

Topgolf Media
We continue to leverage our existing technology to create new ways for players to make Topgolf as interactive as possible.

Topgolf International
Our vision is to become a global sports entertainment community creating the best times of your life. We are beginning to evaluate exciting international opportunities to expand the reach of Topgolf.

#1 GOLF GAME
ON IOS, ANDROID, AND AMAZON

109M GAMES PLAYED IN 2015
923M HOLES PLAYED IN 2015
3.3M UNIQUES PER MONTH

TRENCH TARGET SCREENS
Allows for both animated and static content creating an impactful marketing asset.

Direct exposure to our guests and can target the time of day for programming to enhance exposure through ad spots, content, and sidebar ads across every TV in the venue.
Lobby
Check In & Reserve Bays
Restaurant
Main Floor
Event Space

3,000 SF
Hitting Bay

Full Service, Clubs Provided
Outfield

11 Targets, 215 Yards
THANK YOU
We'd love to hear from you

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