

THE #1 RANGE TECHNOLOGY IN GOLF

Toptracer has traced more balls in more bays at more driving ranges in more countries than any other range technology on the planet. And it's not even close.

PRODUCT OVERVIEW

ACCELERATE YOUR SUCCESS IN 2023

- ① **UNIQUE AND BESPOKE SOLUTION**
- ② **INCREASE THE NUMBER OF PEOPLE VISITING YOUR RANGE. THEY WILL COME BACK.... MORE OFTEN AND THEY WILL SPEND MORE.**
- ③ **STAY AHEAD OF YOUR COMPETITORS – THE WORLD IS GOING DIGITAL**



Callaway



TOPTRACER

OUR IMPACT

Survey says: Our range operators indicate Toptracer Range is positively impacting their entire business.



Of range operators are seeing new customers



Say Toptracer Range has positively impacted the guest experience



Of customers are coming more often because of Toptracer Range

We invented range technology. And we're making it better every single day.

Better for operators so they can offer the best to their players. Better for players so they can play their best. And better for the game of golf.

We want more people to play more golf more often. We're doing that by creating the best driving range experience on the planet.

LOCAL TEAM LOCAL KNOWLEDGE



TOPTRACER

- We have been managing TopTracer Ranges in Australia/NZ for almost **4** years now.
- No one knows the local driving range market like we do
- **26+** RANGES in the Australian/New Zealand market / Almost 4 years of experience
- We have proven success globally and more importantly - locally.
- We have the analysis from almost 50+(local) ranges and can tell you where your range sits across all others including:
 - Cost per ball
 - Yield per customer
 - Revenue per bay per annum
 - Total ball/bucket sales
 - Total visitors
- We can **IMPROVE** your business and help make you one of the leading ranges in the country even before we put in TopTracer Range. We can help you maximize your business.

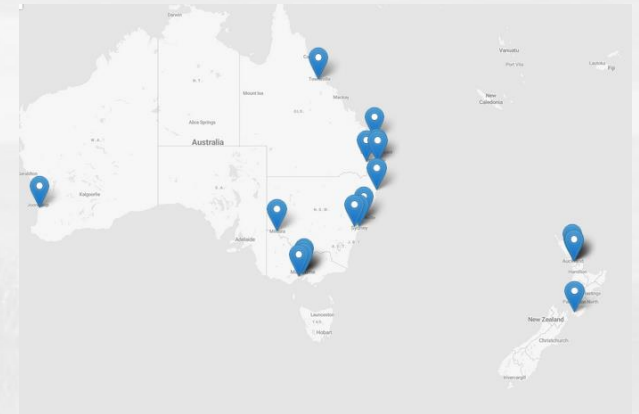
RANGE LOCATIONS

- | | | | |
|------------------------------------|------------|-----------------------------------|-----------|
| • Whaleback GC | Perth | Curlewis GC | Victoria |
| • Sandringham GC | Victoria | Sunraysia | Victoria |
| • Brisbane Golf Central | Brisbane | Coffs Harbour | NSW |
| • 19 th Golf | Sydney | Yarrabend GC | Melbourne |
| • Plentyviews Driving range | Melbourne | Golf Paradise (Swing Factory) | Sydney |
| • Charlestown GC | Newcastle | Golf City | Toowoomba |
| • Pandanus Golf Park | Townsville | Meadowbrook GC | Brisbane |
| • Hervey Bay Driving Range | Qld | Joondalup Golf Resort | Perth |
| • Warkworth Golf Park | NZ | Golf Warehouse lower Hutt | NZ |
| • Golf Warehouse Ellerslie | NZ | Golf Warehouse Takapuna | NZ |
| • Remuera | NZ | Links Shell Cove | NSW |
| • Pacific Golf Club (Coming Soon!) | Brisbane | Morack Public Golf (Coming Soon!) | Melbourne |
| • Hobart Golf Park | Hobart | Toronto Golf Club | NSW |



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Plus other locations coming soon in early 2024



THE SYSTEM OVERVIEW vs OTHERS



TOPTRACER

Performance of the system

- **Speed of game play, with Toptracer your customer will find they can hit 100 balls in game mode within 44 minutes, with our competitor the same 100 balls would take 1 hour and 32 minutes**
- All Hardware has been developed as bespoke for the environment it is installed in, so has a robustness and stability that far outstrips is incomparable to any other offering
- The reason for the speed of the gameplay and consumption of balls is down to the hardware being developed specifically for this purpose rather than using of the shelf equipment such as Android Tablets in the bay as offered by the competing proposal as well as the intuitive and immersive gaming experience offered by our unique software

Updates and Upgrades

- All software updates are inclusive throughout the term and we'll be delivered seamlessly to your system
- All hardware is future proofed for our software development so will last the term, however should the software updates require new hardware these upgrades are provided within the term inclusive of the agreed commercial deal
- We work on lease terms rather than purchase, ultimately technology continuously evolves so any purchased hardware will eventually become redundant, with a lease you will continue to remain on the latest and greatest offering.
- Toptracer is 3 years ahead of the nearest competitor in terms of product and game development and with recent and upcoming releases are moving further ahead of the competition in this regard – we would be happy to host you in Stockholm at our head office to further demonstrate this to you.

THE SYSTEM OVERVIEW vs OTHERS



TOPTRACER

Installation process

- All of our cabling is either behind or above the hitting line, so any maintenance can be done whilst you remain operational
- Our install process takes 4 days, beginning on the Monday of the agreed week and being completed by Thursday and only requires you to be shut for 3 hours of those 4 days for us to measure the outfield, this is unrivalled, with our competitors process the outfield must be trenched for radars to be installed, the range would likely be closed for up to 2 weeks and impact on revenues throughout this time
- The infrastructure provided to you guarantees 24/7 support, if a piece of hardware fails you have guaranteed SLAs to resolve, compensation for any down time, and the reality of the set up we provide you with means should this happen you only lose the affected bay rather than the full system for that period of time. A screen or camera failure will see the hardware replaced next business day for example
- All mounting solutions for screens and cameras are included within the agreement

User experience and Marketing

- Toptracer user app is rated 4.8 across 9,700 unique user ratings, our competitors app is rated 3.6 across 38 unique ratings which speaks to the usage and usability of the products
- Toptracer TV broadcast brand association – Toptracer is used on all Golf Majors TV broadcasts and Ryder Cup, having the biggest share of Golf broadcast audiences, as well as providing tracing the to the major sports networks
- Toptracer brand ambassadors to assist in driving footfall to your range, Rick Shiels is the latest addition to this
- Screen vs Screen – Toptracer is the only range technology providing full 3D graphics and real-time tracing without delays, this is achieved by the bespoke screen we provide being developed to deliver this.

Toptracer Community – be part of a 700+ strong and continually growing community of ranges using Toptracer, the largest offering of more than 5 to 1 to the nearest competitor, being used by millions of golfers across the globe

THE USER EXPERIENCE IS KEY

- The end user experience is what is key at a driving range, after all they are the ones using the technology.
- 10,000+ reviews at an average of **4.9 vs 3.4** Trackman Range
- If the user interface is not good – revenue will drop as the consumer will not have the experience, they are after
- Interface, speed of play and experience is key
- With Toptracer Range YOU ARE WITH THE #1

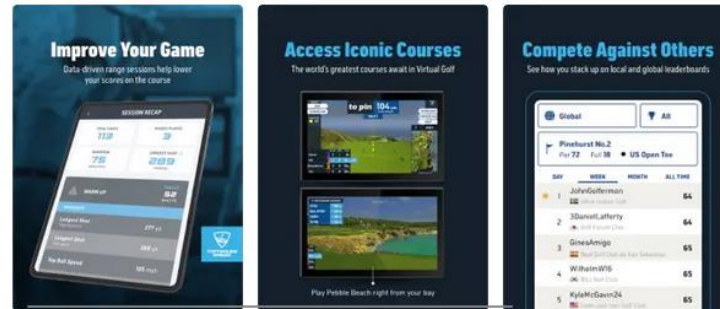


TOPTRACER



Toptracer Range 4+
#1 Range Technology in Golf
TopGolf USA, Inc.
Designed for iPad
#94 in Sports
★★★★★ 4.9 • 10.4K Ratings
Free

Screenshots [iPad](#) [iPhone](#)



The official app for the #1 Range Technology in Golf. Installed at more than 650+ ranges in 32 countries, Toptracer Range delivers range guests the same ball-tracking technology seen during professional golf tournament TV broadcasts. Toptracer Range offers an engaging, tech-driven experience for golfers who want to improve their game and compete with friends in games for beginners and scratch golfers alike. [more](#)

What's New

As your game improves so does our app, check out the latest version.

[Version History](#)

Version 3.36.0

Ratings and Reviews

4.9 out of 5



[See All](#)



TrackMan Range 4+
TrackMan A/S
★★★★☆ 3.4 • 10 Ratings
Free

iPad Screenshots



This is the official app for TrackMan Range on iPad.

TrackMan Range is powering ranges all across the globe – and the TrackMan Range app is your ticket to the most comprehensive tech-driven experience in Driving Range golf. Why guess – when you can measure? [more](#)

What's New

Minor bug fixes and performance improvements

[Version History](#)

Version 2.9.5

Ratings and Reviews

3.4 out of 5



[See All](#)

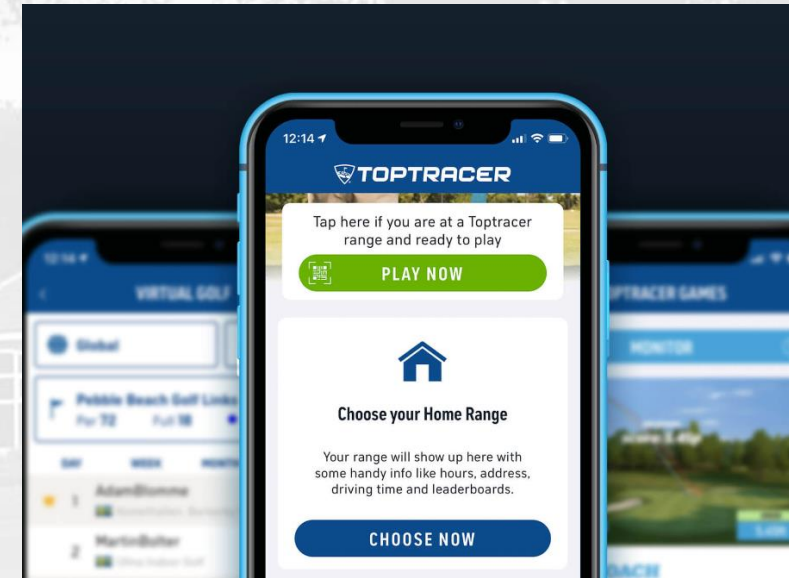
THE APP

Callaway



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The Toptracer Range app is where the magic happens. When guests create a profile, they instantly become part of a global golf community. The app stores data from practice sessions so players can monitor changes and fine tune their swing over time. For users at Toptracer Range Mobile-enabled facilities, the app is also where they can access skill-based games that will drive their range session.



CAMERA VS RADAR TECHNOLOGY

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DID YOU KNOW: 65% of players on the PGA Tour on the are using CAMERA BASED technology by choice as their personal launch monitors?

Why?



PROVEN TECHNOLOGY

- The following brands ALL trust & use proven camera based technology (both in broadcast and in play)
- This technology helps to decide international sporting results each and every week.
- Why do they use camera based technology? Because it works and is constantly improving
- Toptracer is the CHOSEN technology for ALL of the 4 majors

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Wentworth



LOOK & FEEL – Monitor

Callaway



TOPTRACER

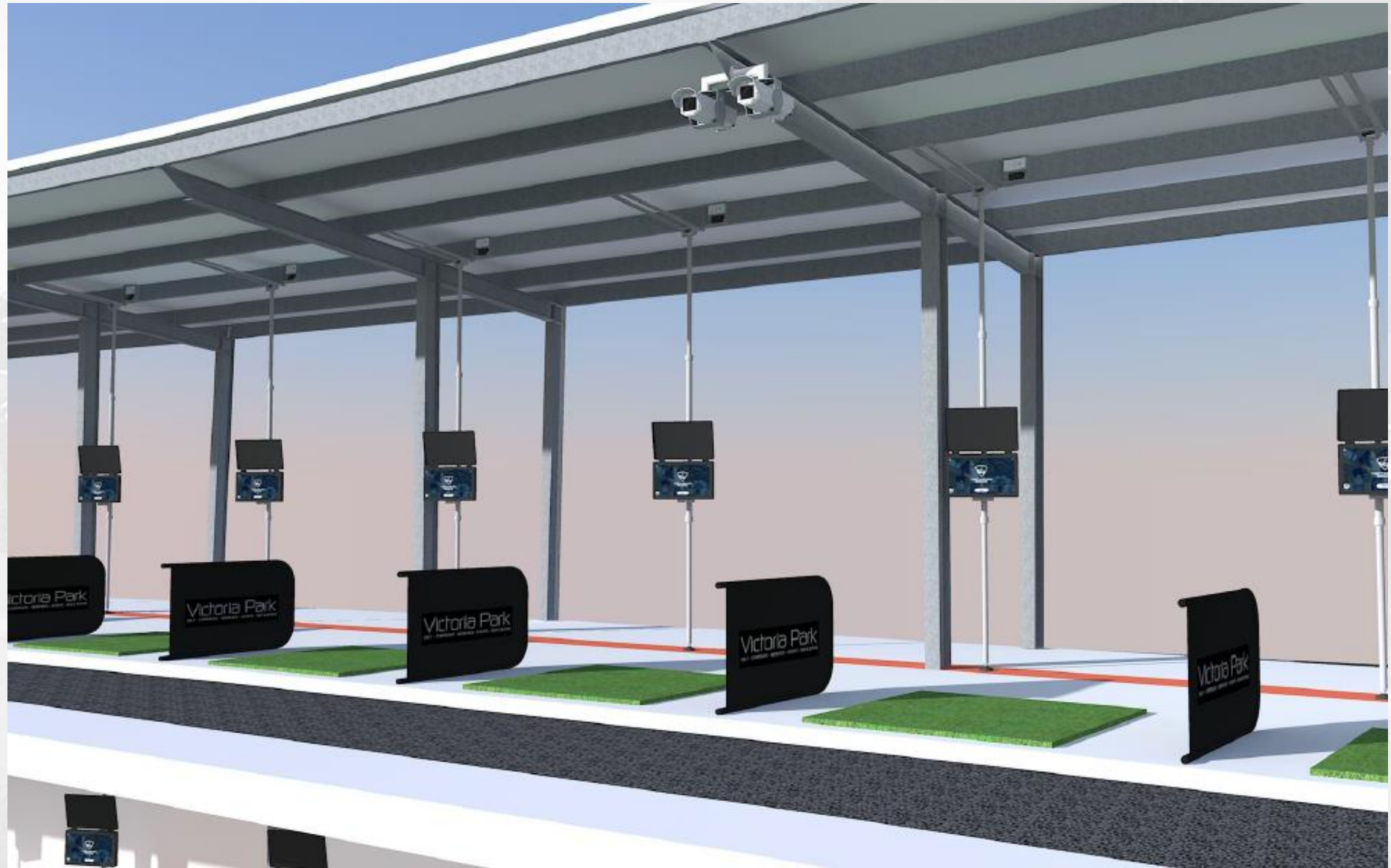


LOOK & FEEL – Monitor

Callaway



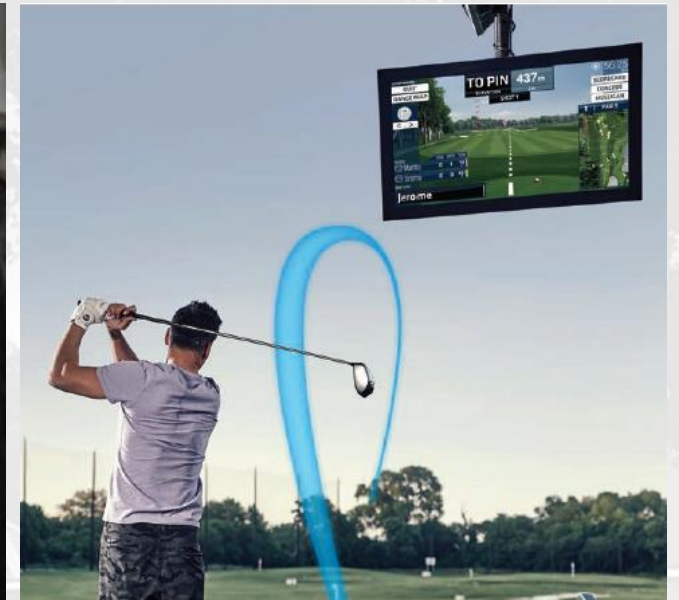
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LOOK & FEEL – Monitor



TOPTRACER





TOPTRACER

THE **ultimate** PRACTICE TOOL

Toptracer Range Mobile is the latest innovation to reshape golf. Utilising Toptracer technology—**the most accurate, most trusted, most used ball-tracing system in the world**—Toptracer Range Mobile optimises practice sessions by sending shot traces and detailed data directly to members' phones.



APP FEATURES

- SHOT HISTORY**
How's that new grip working for you? The app **STORES DATA** so players can track progress and measure improvement.
- SKILL-BASED GAMES**
Goodbye, monotony. Hello, **FRIENDLY COMPETITION**. Members can compete against themselves or see how they stack up against their range buddies and other users within Toptracer's global community.
- SWING RECORDING**
Players can send a **VIDEO OF THEIR SWING** (complete with shot trace and stats) to a coach for pointers. Or post it to social media for likes.

LOOK & FEEL – Mobile

Callaway



TOPTRACER



▲
THE GRASS
IS GREENER

Toptracer Range Mobile
is built specifically for
uncovered tee lines—
grass, turf or mats.



A DATA-DRIVEN

RANGE

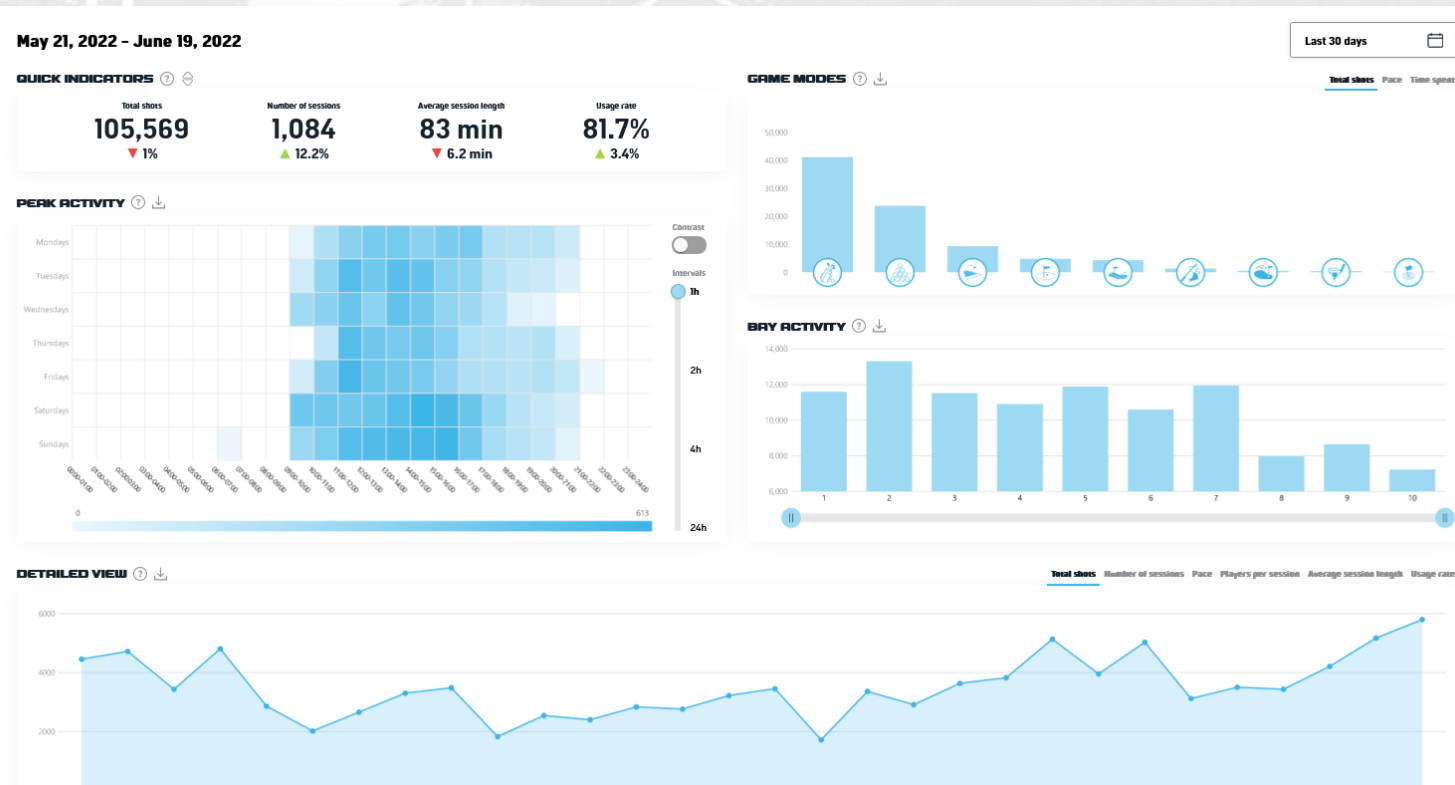
Mounted sensors communicate with users' mobile devices offering a modern practice experience. After each shot, members receive instant stats: ball speed, launch angle, carry, curve, and more. **With data comes insight, with insight comes correction, with correction comes improvement.**

TRMS – TopTracer Range Management System

TRMS, as we call it, is a cloud-based portal for all things Toptracer Range. Whether a range charges by the bucket or by time, it lets operators assign and manage bays with ease. TRMS gives owners more visibility into the status of each bay, more flexibility to make changes, and greater overall control of their driving range operations. It also produces an activity log that offers a complete picture of bay usage over time and the ability to configure leaderboards you want to display on your property. The best part: TRMS comes standard with any Toptracer Range installation.



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NETTING ALARM SYSTEM



TOPTRACER

- TopTracer Range can alarm both the sides and end netting areas.
- We can track every ball that goes over the net
 - Date
 - Time
 - Bay
 - Amount it goes over the net
- This also shows up on graphics and can be tracked by the range.
- This allows you to track
 - Ball loss / leakage
 - Audit your netting height
 - Track and stop rogue players



All Bays
1, 2, 3, 4, 5, 6, ...

Last 30 days

All over net h...

Shot ID	Bay ID	Time	Over net height (meter) ↓
5250489	3	2022-07-27 10:40:28	27.96
5250480	3	2022-07-27 10:39:29	18.69
5252260	3	2022-07-27 14:30:33	18.37
5262524	1	2022-07-31 12:40:49	17.99
5262477	1	2022-07-31 12:27:53	15.56
5250468	3	2022-07-27 10:38:27	14.43
5251397	1	2022-07-27 12:08:56	14.03

COACHING PLATFORM

The latest innovation from the #1 Range Technology in Golf, Toptracer Coach helps teaching pros better connect with their players (both in-person and virtually), grow their lesson business, and drive people back to their facility.



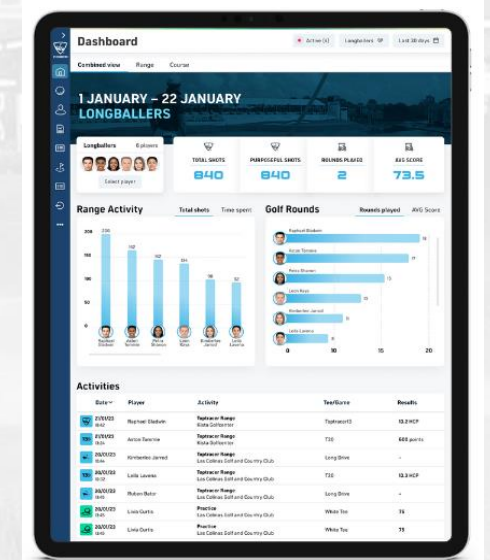
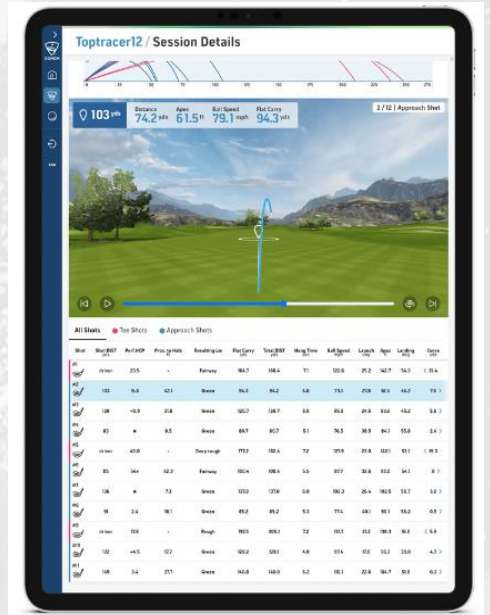
TOPTRACER

The Future of Coaching is Now

Toptracer Coach is a web-enabled platform that works on any internet-connected device. It leverages data from Toptracer Range games to provide a level of performance data unmatched in the industry. Pair this with the expertise of a golf coach and you've got the most in-depth, data-rich teaching experience in golf.

- ✓ Benchmark Assessments
 - ✓ Get a quick, objective view of students' current skillset and performance.
- ✓ Engaging Assignments
 - ✓ Set fun to-dos that students can complete at a Toptracer Range-enabled facility in between lessons.
- ✓ Increased Visibility
 - ✓ Track students' progress online, in real-time. Make the right decisions based on knowledge consolidated in one place.
- ✓ Optimized Experience
 - ✓ Analyze the results of students' practice sessions and develop effective lesson plans—all based on objective data.

*Available on mobile in June 2023 and late 2023 for Monitor

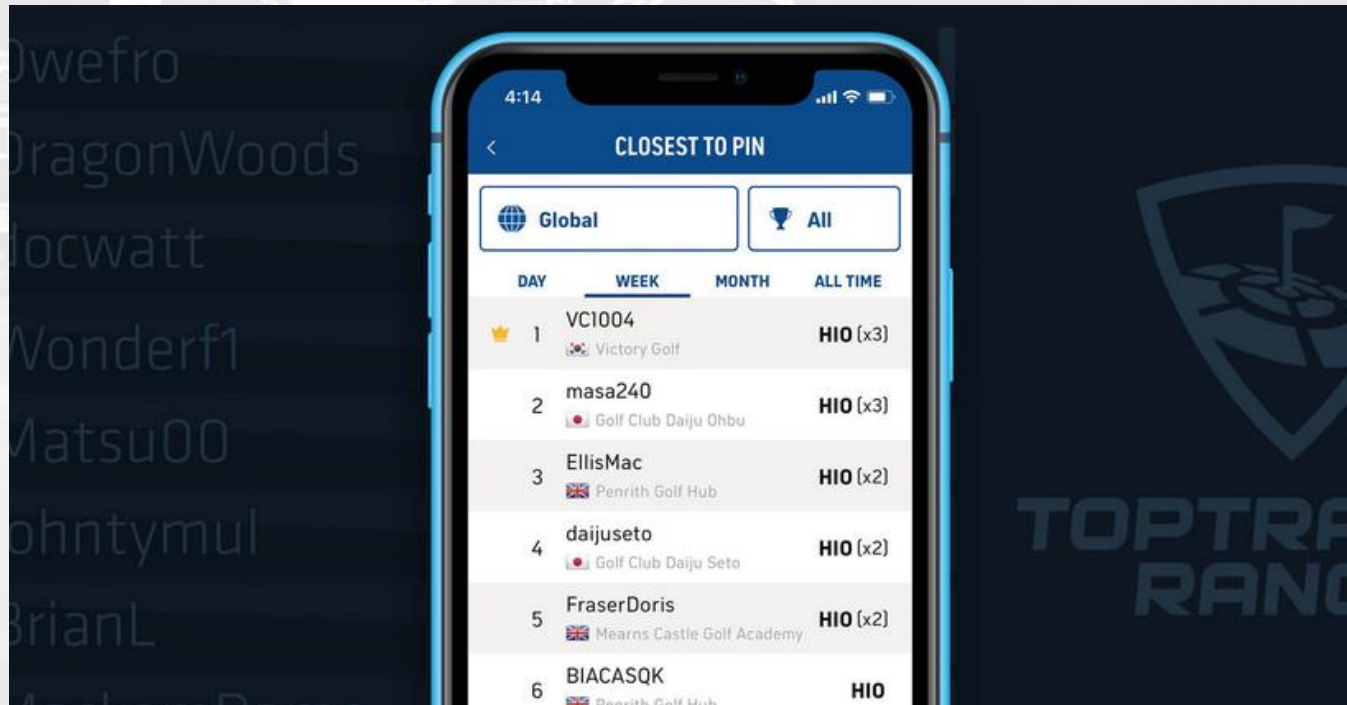


THE LEADERBOARDS

Leaderboards not only fuel friendly competition among your guests, but they can be a helpful tool to drive additional revenue through events, leagues, global competitions, and more at your range. Accessible within the Toptracer Range app and able to be displayed on TV monitors throughout range facilities, leaderboards let guests see how they stack up against other golfers—from the same range or around the world. They're updated in real-time to show top performers in each of our game modes.



TOPTRACER



MONITOR GAME MODES

Guests of all ages and handicaps will enjoy playing iconic courses or taking aim at virtual targets and seeing if they can climb our global leaderboard.



TOPTRACER



WARM UP



TOPTRACER30



MY PRACTICE



DRIVING CHALLENGE

MONITOR GAME MODES



TOPTRACER



APPROACH CHALLENGE



LONG DRIVE



CLOSEST TO PIN



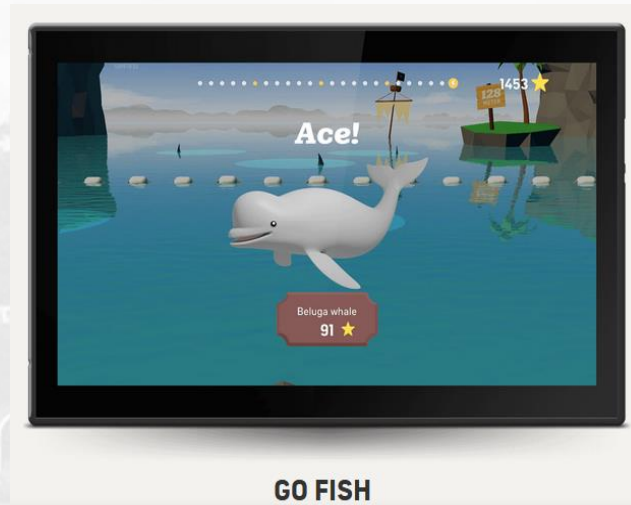
VIRTUAL GOLF

MONITOR GAME MODES

Callaway



TOPTRACER



GO FISH



POINTS GAME

MOBILE GAME MODES

Callaway



TOPTRACER



CLOSEST TO PIN

You've got three shots on some of the most iconic holes in golf. How close can you get?



TOPTRACER12

Get a snapshot of your current golf game with this 12-shot assessment.



TOPTRACER30

A 30-shot assessment of golf skills with detailed analysis and personalized insights.



WARM UP

See all your shot stats without saving any data—a great way to start a practice session.

MOBILE GAME MODES



TOPTRACER



MY PRACTICE

Store shot data over time to learn more about the characteristics of each club in your bag.



PRECISION

Get rewarded for length and accuracy in this game of skill.



PRECISION SERIES

Consistency and accuracy pay off big time in this test of golf prowess.



CAPTURE THE FLAG

Aim at physical targets on the range in order to collect flags in this 15-shot game.

LOGIN TIME

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TOPTRACER

- To login to TopTracer Range is as quick and simple as scanning a QR code. Under 15 seconds
- All data is then recorded on the consumers device.
- OR the consumer can simply play TopTracer – you do NOT need to log in to play.
- Quick step to hitting balls!



QUANTIFIABLE DATA – WE KNOW RANGES BETTER THAN ANYONE.

WE WILL HELP BUILD YOUR BUSINESS PROFITABILITY

- Currently TopTracer Range is running GLOBAL competitions between its 700+ ranges across the world. (21+ ranges in Australia and New Zealand)

We can help you answer these questions as we have the REAL data across local ranges

- What should you price your balls/buckets?
- Should you create a dynamic pricing model?
- How many balls per hour are hit on average in a single use bay?
- What revenue per bay, per annum should you be getting.
- From our data collected locally – we can tell you this to help you build your business model allowing for maximum success.
- Average cost per ball with TopTracer vs No TopTracer

All these questions will give you a benchmark so your newly renovated range can maximize revenue / profits from day 1.

The Callaway logo is written in a white, cursive script font. Below the text is a white chevron symbol pointing downwards.

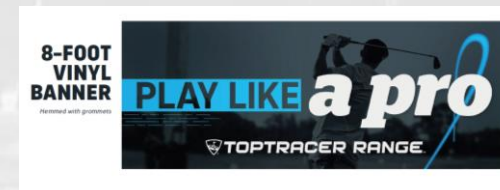
TOPTRACER

POINT OF SALE

VALUE ADDED MARKETING



- As a TopTracer Range you will be given Point of Sale for both the range and an assortment of online creative to use.
- This will help push and promote the fact the you are a TopTracer range to the wider public



KEY TAKEAWAYS

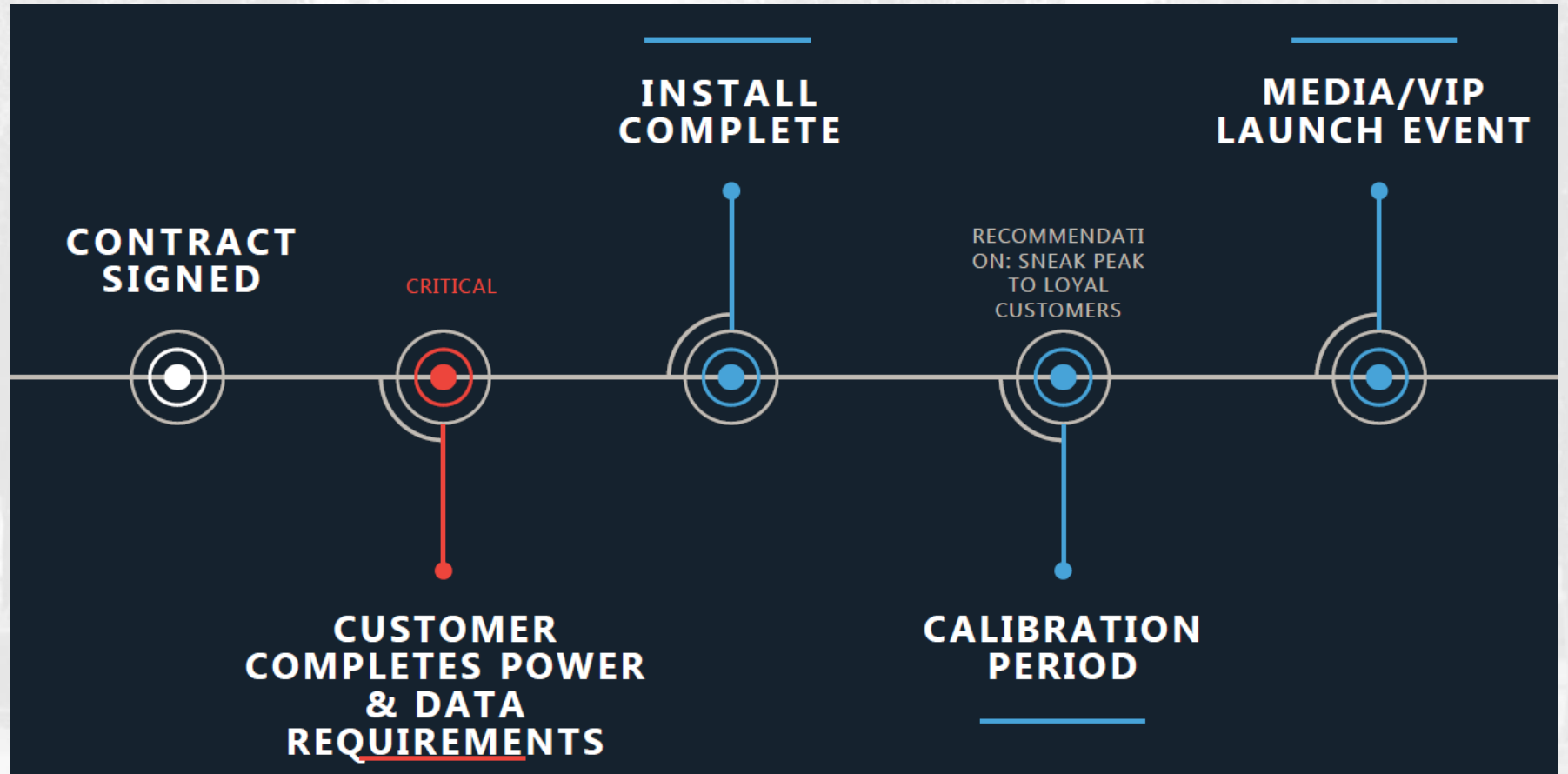
- You are working with the global leader in golf entertainment & the biggest golf company in the world
- We are the leaders locally and globally in driving range technology (700+ internationally and 23+ locally)
- There is NO risk around installation with our local/experienced installation team already completing installs. We have a proven track record with installation
- Local Australian / New Zealand tech team
- 24/7 Support
- Our technology is used by sports and broadcasters across the globe (ALL 4 X Golf Majors)
- We have the latest data and know the business of driving ranges better than anyone
- Our business model for the range is proven (locally) and has 3-4 years of data behind it
- There is a reason 5+ ranges that have installed Toptracer Range in the last few years are looking to expand their ranges
- Marketing support and business support pre and post launch
- \$1M US Per week in R&D funding



NEXT STEPS



POWERED BY
**TOPTRACER
RANGE™**



A blue-tinted photograph of a golf course. In the foreground, two golfers are visible: a woman on the left and a man on the right, both in mid-swing. The background shows a wide, open golf course with a large, leafy tree on the right side. The overall scene is captured in a monochromatic blue color scheme.

MORE RANGES

Toptracer is in more bays in more ranges in more countries than all other range technologies in the world. Combined.

INVEST IN TOPTRACER RANGE AND

WE INVEST IN YOU



PROJECT
MANAGEMENT



ACCOUNT
MANAGEMENT



TECH
SUPPORT



MARKETING
SUPPORT



PRODUCT
DEVELOPMENT

OUR IMPACT

Survey says: Our range operators indicate Toptracer Range is positively impacting their entire business.



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Of customers are coming more often because of Toptracer Range

SERVICES

Invest in Toptracer Range and we invest in you. The sustained success of your whole business is the driving force behind everything we do. Our commitment includes:

An icon representing project management, showing a calendar with 'X' marks and an upward arrow.

PROJECT
MANAGEMENT

An icon representing account management, showing a person wearing a headset.

ACCOUNT
MANAGEMENT

An icon representing technical support, showing a USB symbol with an upward arrow.

TECHNICAL
SUPPORT

An icon representing marketing support, showing a person holding a megaphone.

MARKETING
SUPPORT

An icon representing product development, showing a lightbulb with a gear inside.

PRODUCT
DEVELOPMENT

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THANK YOU

