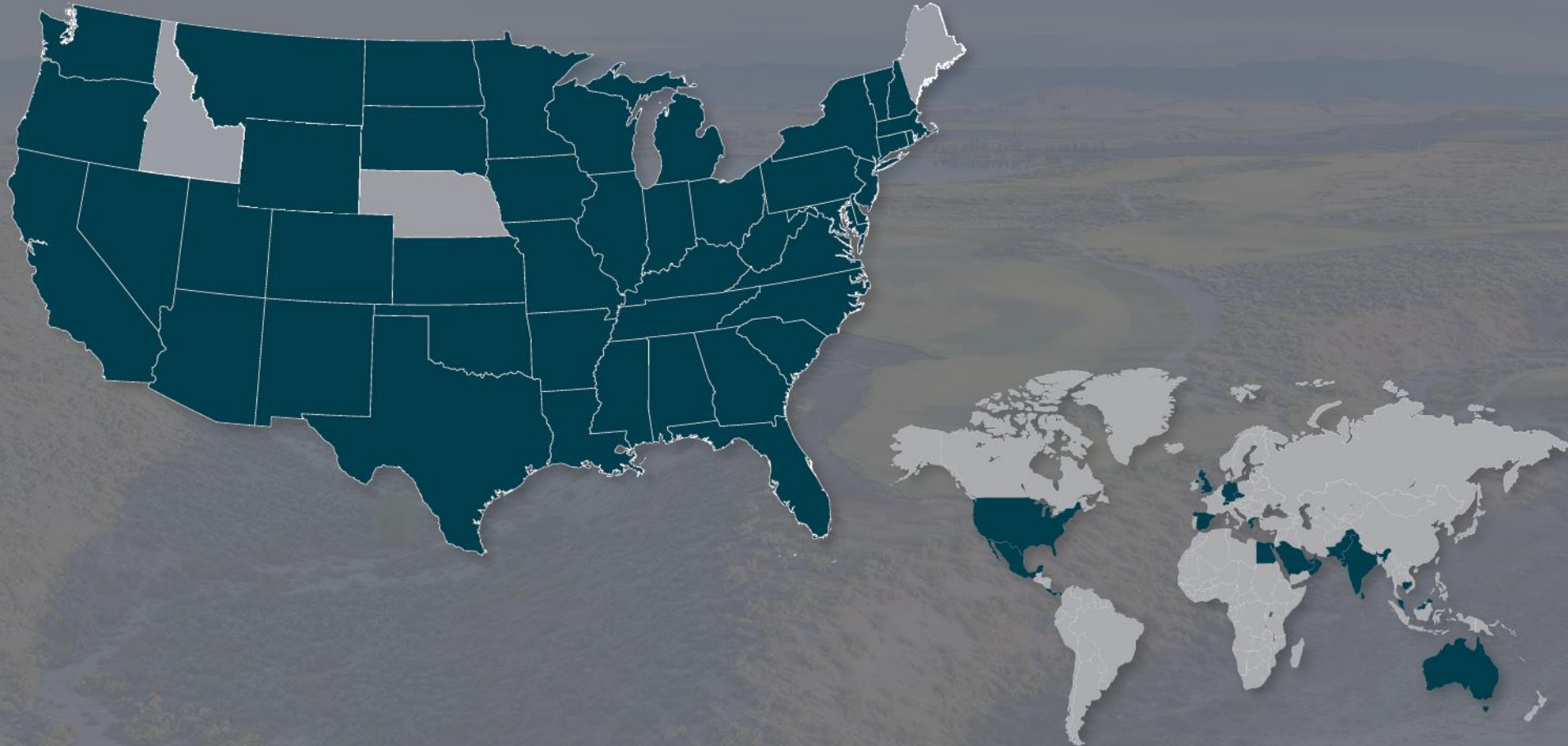




TROON OVERVIEW

TROON

# Global Leader in Club Management



**825+**

Total Locations

---

**200+**

Private &  
Semi-Private Clubs

---

**140+**

Municipal  
Properties

---

**80+**

Top 100 Courses

**TROON**

# Family of Brands

Troon is comprised of 12 distinct brands, with success predicated on creating extraordinary guest and member experiences by delivering superior service, amenities and playing surfaces.



A Troon Company



A Troon Company



INTERNATIONAL

A Troon Company



A Troon Company



CADDIEMASTER®



CLIFF DRYSDALE TENNIS

A Troon Company



A Troon Company



True Club  
SOLUTIONS

A Troon Company



A Troon Company



CASA VERDE GOLF

A Troon Company



# Experience & Expertise



Corporate team of **500+** based in 16 offices worldwide with the global headquarters located in Scottsdale, Arizona

In-house resources dedicated to the development of courses and clubhouses

Troon courses host PGA TOUR, LPGA Tour, PGA TOUR Champions and DP World Tour events

# Superior Resources

The collective experience of our 35K+ associates worldwide is unparalleled in the hospitality and club industry, with professionals and expertise in:



Club  
Operations



Food &  
Beverage



Sales &  
Marketing



Finance &  
Accounting



Human  
Resources



Procurement



Agronomy



Legal



Technology



Retail



Design &  
Development



Risk  
Management



Racquet  
Sports



Golf  
Instruction



HOA's

# Cost Efficiencies

Longstanding vendor relationships ensure clients enjoy access to a procurement network of preferred brands, suppliers, distributors, service providers and industry professionals. The portfolio's buying power is leveraged to negotiate best-in-market terms, service and pricing for our valued clients.

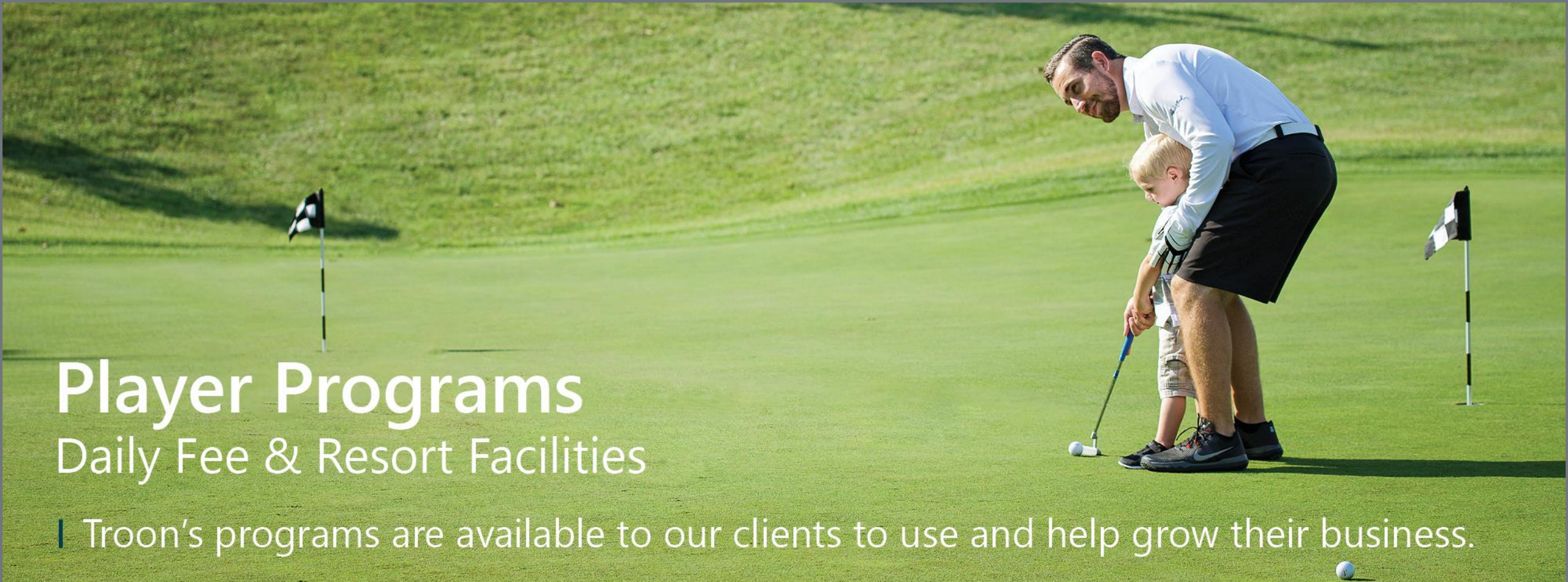


# Sales & Marketing

## Daily Fee & Resort Facilities

Troon facilities consistently outperform the industry in all major metrics. This is a testament to our sales-oriented culture, which is focused on creative revenue generation programs designed to help our clients capture greater market share.

- Sales & Marketing Standards
- Strategic Planning & Direction
- Customer Relationship Management
- Revenue Management
- Dynamic Pricing
- Public Relations & Social Media
- Search Engine Marketing
- Recruitment & Training
- Proactive Sales



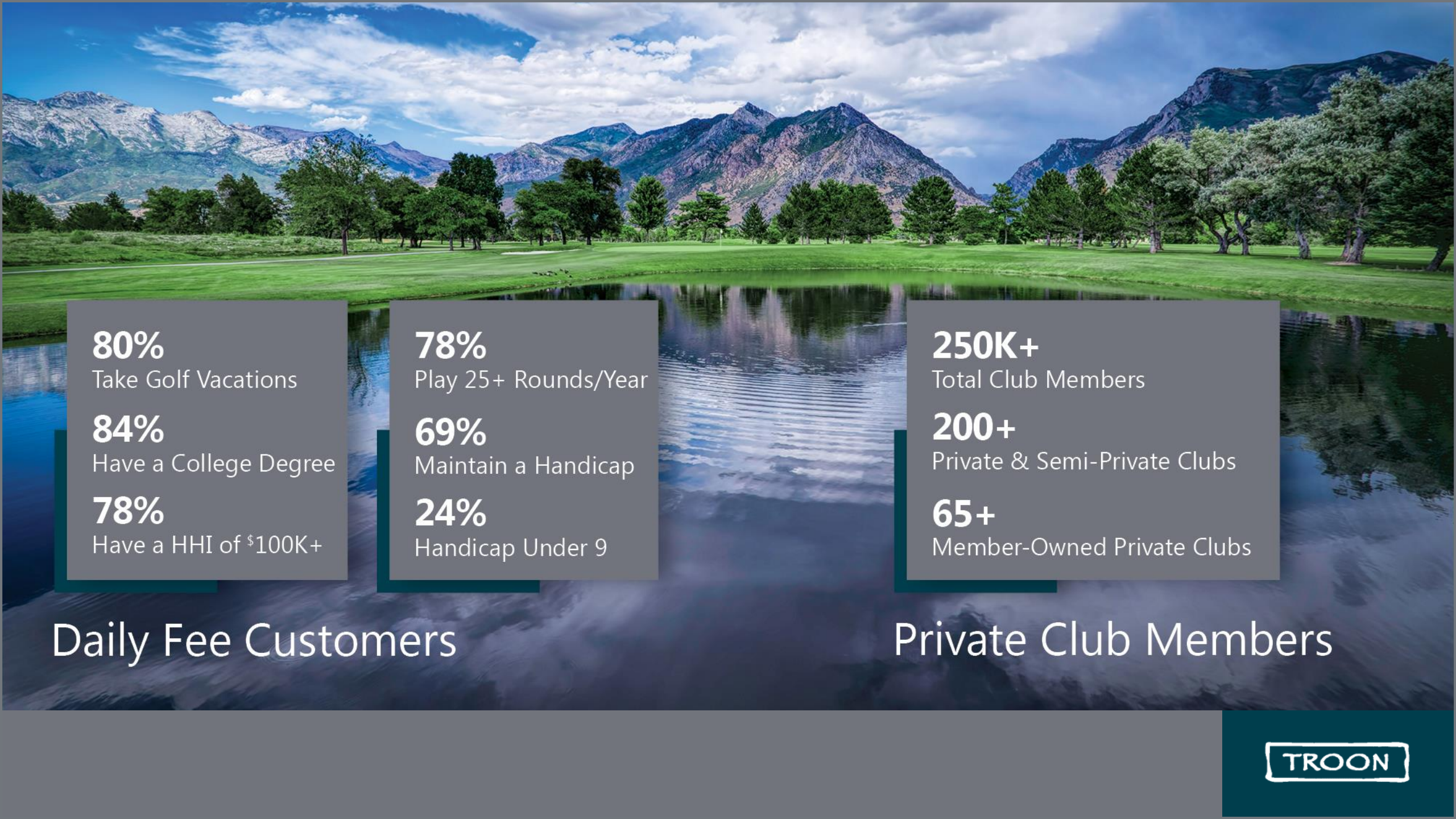
# Player Programs

## Daily Fee & Resort Facilities

| Troon's programs are available to our clients to use and help grow their business.







**80%**

Take Golf Vacations

**84%**

Have a College Degree

**78%**

Have a HHI of \$100K+

**78%**

Play 25+ Rounds/Year

**69%**

Maintain a Handicap

**24%**

Handicap Under 9

**250K+**

Total Club Members

**200+**

Private & Semi-Private Clubs

**65+**

Member-Owned Private Clubs

Daily Fee Customers

Private Club Members





**1,850+**  
Racquet Courts

**915+**  
Room Keys

**600+**  
F&B Operations

**160+**  
Aquatic Centers

**130+**  
Fitness Centers

**85+**  
HOAs

**30+**  
Spas

## Beyond Golf

**75K+**  
Facebook Likes

**44K+**  
LinkedIn Followers

**69K+**  
Instagram Followers

**33K+**  
Twitter Followers

## Social