



GOLFTEC®

2017 Media Guide

Learn about the GOLFTEC Brand

All information as of July 2017





GOLFTEC[®]

OUR MISSION STATEMENT

***To help people
play better golf.***

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COMPANY OVERVIEW

Welcome to GOLFTEC

Founded in 1995, GOLFTEC is the world leader in golf instruction and one of the fastest growing, most successful companies in the golf industry. Its fact-based approach to improvement benefits golfers of all skill levels, maximizing performance and enjoyment of the game.

With its unique position in golf instruction, GOLFTEC has continued to break records for revenue, profit, students, employees and coaches. This type of growth and influence over the past 22 years is unmatched in golf.

The company continues to evolve to ensure its growth and strength in the marketplace continues unimpeded. Among the new changes are completely updated and modern in-center designs that provide the ideal learning environment for students and an increased emphasis on club fitting via the new TECFIT™ program that will see GOLFTEC become the nation's leading provider of custom fittings.

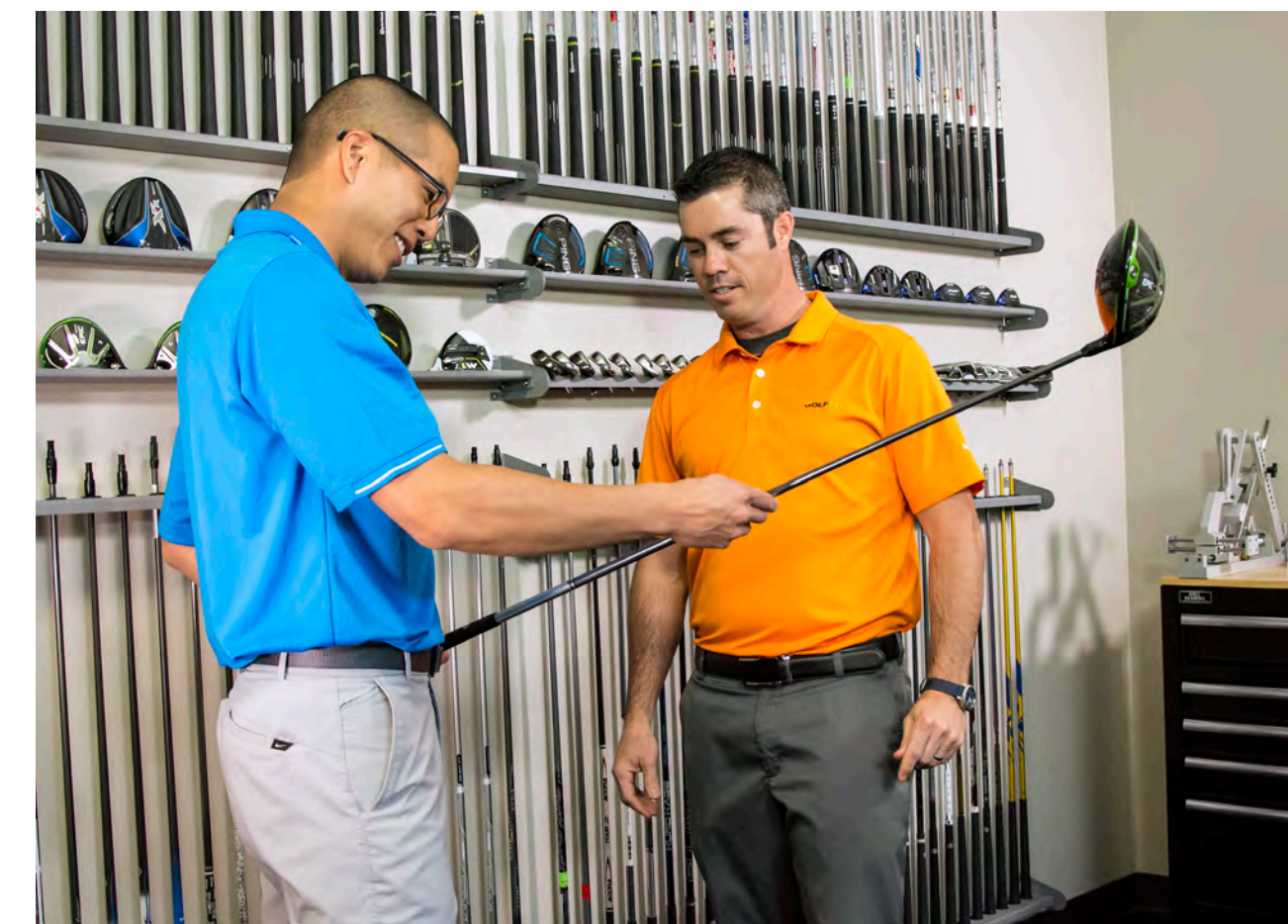
GOLFTEC Facts

- Leading global provider of golf lessons; more than 7 million lessons given
- More than 188 centers worldwide, including North America, Hong Kong, Japan and Korea
- No.1 employer of PGA Professionals
- Responsible for more than 26% of all private golf lessons given to core golfers in the U.S.
- Students have a 96% success rate and drop an average of 7 strokes from their game

All GOLFTEC students, regardless of initial skill level, follow the same proven system – a comprehensive approach that uses a mix of patented teaching technology and highly-trained coaches to help them reach their golf goals.

The company's systematic approach to game improvement involves "Five Factors":

- Fact-based Diagnosis
- Sequential Lessons
- Advanced Retention Tools
- Video-based Practice
- Precision-matched Clubs



COMPANY OVERVIEW



Business Highlights

- 2016 fiscal year was GOLFTEC's most successful year-to-date setting records for revenue, profit, lessons given, total facilities, number of students and number of coaches
- Revenue is up 98% since 2010 – outpacing well-known companies inside & outside of golf
- 2016 Inc. 5000 Fastest Growing Private Company List
- 2017 FAST Company – Most Innovative Companies in Sports
- Celebrating 22nd anniversary in 2017 (founded in 1995)
- More locations than any golf retailer, lesson provider or club fitter
- Continued international growth; currently in Canada, Hong Kong, South Korea, Japan and Singapore
- Nearly 1 million lessons taught in 2016
- Introduction of component club fitting program to expand the TECFIT product throughout all Training Centers

Teaching

- More than 7 million lessons taught since 1995, dramatically more than any other entity in golf
- Largest employer of PGA Professionals in the world
- Nearly 500,000 students since 1995
- Proven results:
 - 96% success rate among students
 - Average GOLFTEC student will drop 7 strokes from their score
- All Coaches attend rigorous multi-week certification at GOLFTEC University to master the analysis of golf mechanics, the technology of the GOLFTEC system and the most productive teaching techniques.
- Teaching philosophy focused on fact based diagnosis and instruction

Technology

- Patented TECSWING™ Training System provides video combined with motion measurement quantifying swing mechanics which aides coaches in our fact-based approach to instruction
- More than 100 million swings captured on video
- 266 million motion data points recorded
- Foresight® launch monitors measure launch angles, spin rates, club speeds and more
- All lessons recorded and available to view through the online Player Performance Center and GOLFTEC TO GO app

SwingTRU™ Motion Study

- The most fact-based analysis of the golf swing ever conducted
- Analyzed data from 13,000 golfers, ranging from professionals to beginners
- Identifies specific body positions in the swing correlated to better performance
- Over 350 terabytes of data, nearly equal to the Library of Congresses multi-media section or the entire library of HD movies on iTunes®
- Example of how “Big Data” will help golfers improve; glimpse of how athletic performance will be analyzed in the future in all sports

GOLFTEC BY THE NUMBERS



All information as of July 2017

7,277,973

Lessons Given
Since 1995

450,000

Improved
Golfers

96%

Student
Success
Rate

7

Stroke
Improvement
on Average

188

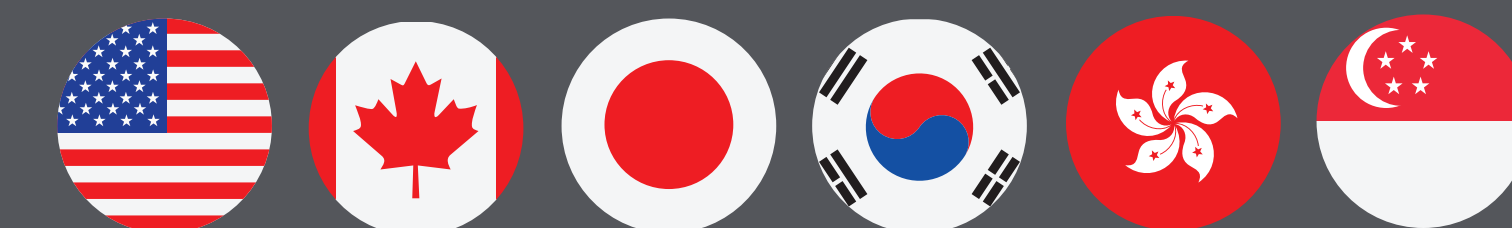
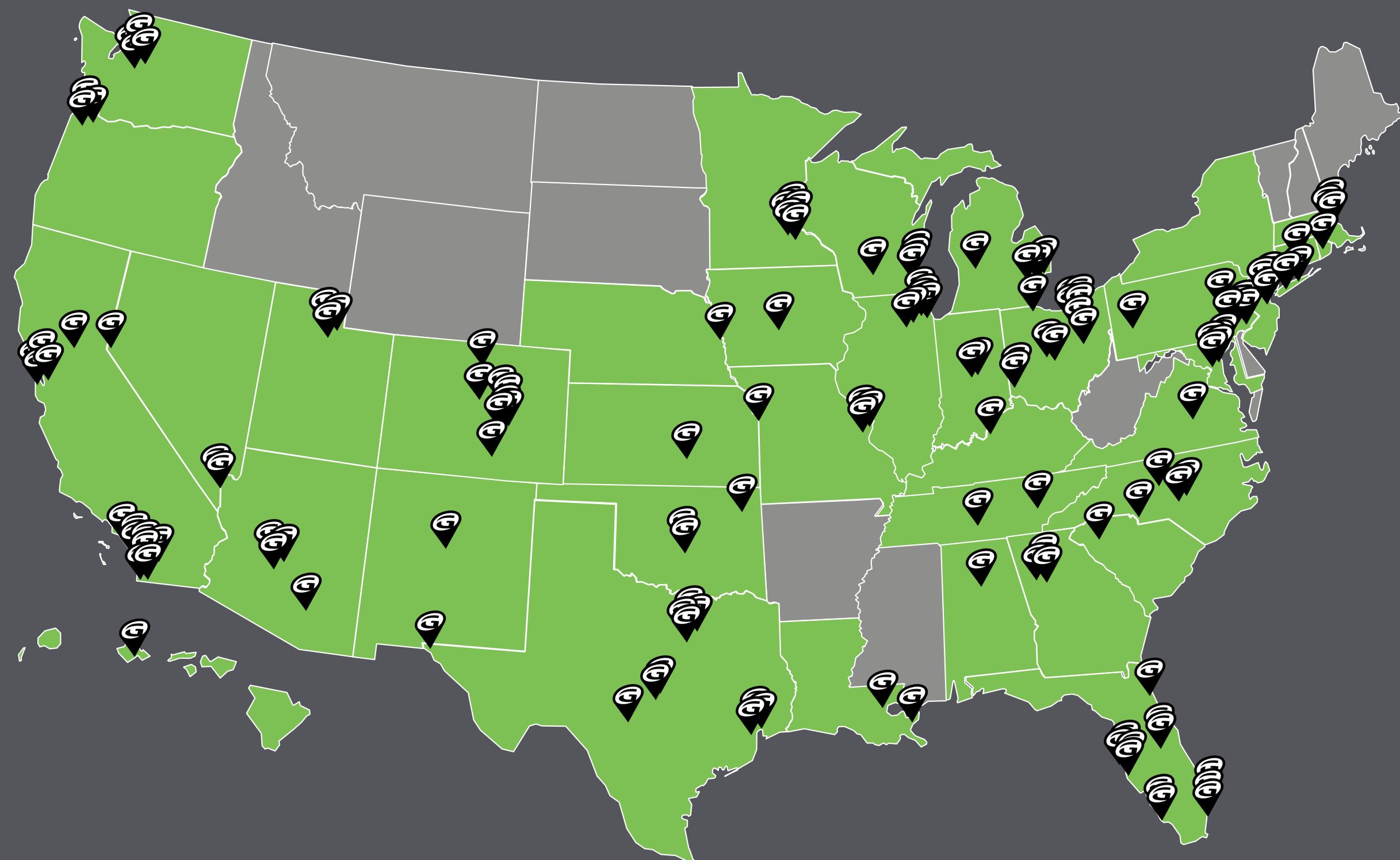
Training
Centers
Currently
Open

649

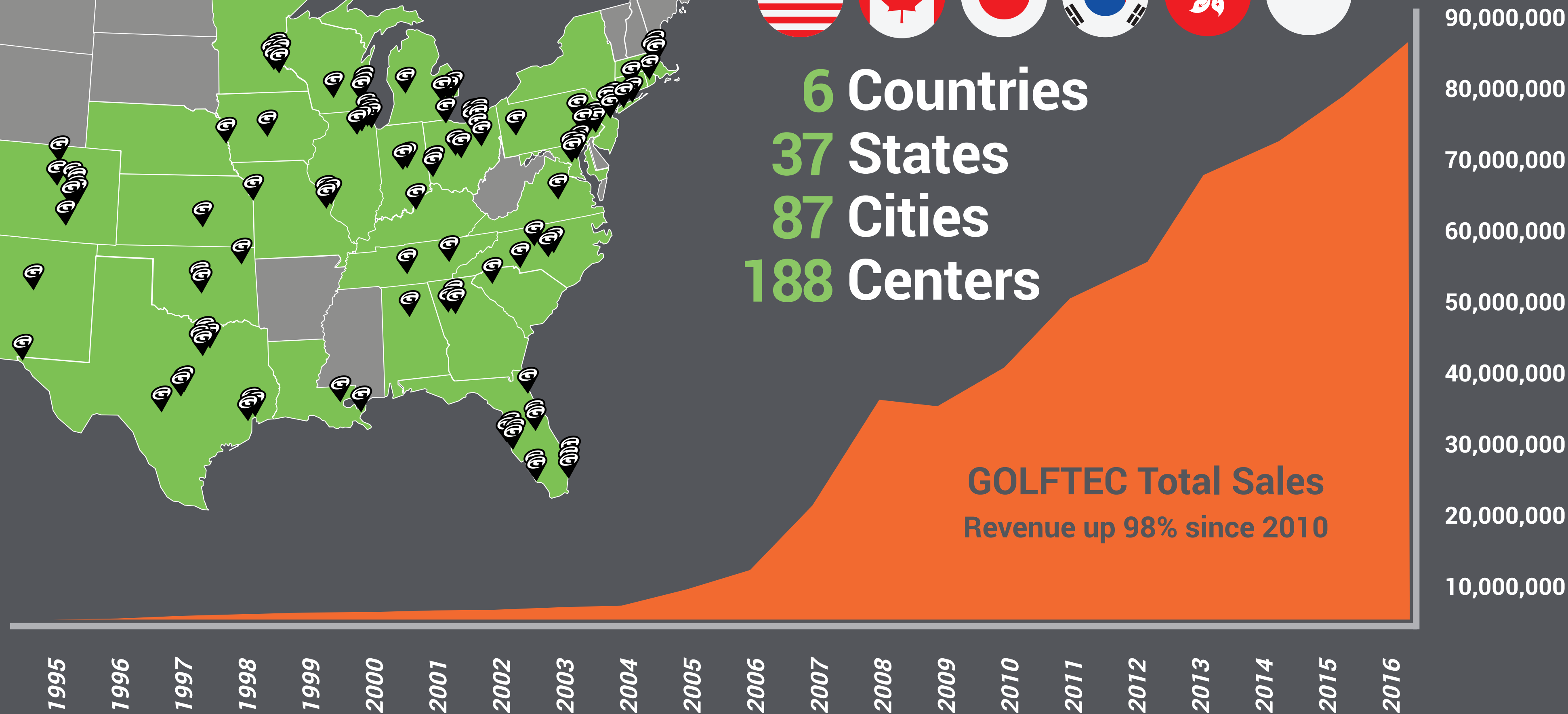
Certified
Professional
Coaches



GOLFTEC BY THE NUMBERS



6 Countries
37 States
87 Cities
188 Centers



All information as of July 2017

COMPANY HISTORY



1995

- Company is founded by Clayton Cole under the name Driving Obsession
- Joe Assell is hired as the first teaching professional and manager
- Mike Clinton is hired as a teaching professional
- First location is opened in Denver, CO
- Swing Motion Training (SMT) including Bio Feedback is put in use

1996

- Second Location Opens in Chicago, IL

1997

- Clayton Cole, Joe Assell and Mike Clinton become joint owners of the company
- The company is renamed GOLFTEC (Technique, Equipment, Conditioning)



- GOLFTEC opens third location in Chicago, IL

1998

- GOLFTEC opens two locations – Atlanta, GA and Dallas, TX (5 TOTAL)
- GOLFTEC reaches it's first million in total sales for one year

1999

- GOLFTEC opens one location in Denver, CO (6 TOTAL)

2000

- GOLFTEC builds its own proprietary data support system named CaddyMaster
- GOLFTEC opens third location in Chicago, IL (7 TOTAL)

2001

- GOLFTEC partners with Gart Capital Partners (GOLFTEC's largest investor)

- The testing of Video Analysis combined with Motion Measurement named SEVA (Swing, Element, Video, Analyzer) is started
- The Button Box for Video-Based Practice is rolled out
- First Player Performance Center (PPC) which includes online lessons (WebLesson) is available for students to view for the first time

2002

- GOLFTEC opens three more locations – Dallas, Denver and Houston
- GOLFTEC receives patent for SEVA (Swing, Element, Video, Analyzer) technology
- GOLFTEC and Golfsmith form a strategic alliance to be inside Golfsmith stores



2003

- GOLFTEC opens first two Golfsmith co-locations in LA and Houston
- SEVA (Swing, Element, Video, Analyzer) is installed system wide
- \$4 million in total sales for the year
- First franchise location sold in Phoenix
- GOLFTEC hires its 50th Coach

2004

- First two franchises open in Phoenix and Irvine, CA
- GOLFTEC opens 12 locations (22 TOTAL)
- GOLFTEC hires its 100th Coach
- GOLFTEC does \$1 million in sales in one month (August, 2004)
- \$6 million in total sales for the year

2005

- GOLFTEC opens 16 locations (38 TOTAL)

- \$10 million in total sales
- GOLFTEC hires its 200th Coach


2006

- \$16 million in total sales for the year
- GOLFTEC opens 24 locations (62 TOTAL - INCLUDING THE 50TH CENTER)
- GOLFTEC opens 50th location in North Richland Hills, TX

2007

- Denver Business Journal ranks GOLFTEC #24 "Top Colorado-Based Franchisers"
- \$25 million in total sales for the year
- GOLFTEC hires its 300th Coach
- GOLFTEC teaches its 1 millionth lesson
- GOLFTEC opens 38 locations (100 TOTAL)
- GOLFTEC opens 100th location in Las Vegas, NV

2008

- SEVA undergoes major upgrade and the name is changed to g-Swing
- Joe & Mike win award for Ernst & Young Entrepreneur of the Year  Ernst & Young Entrepreneur Of The Year®
- GOLFTEC opens first international location in Mexico
- \$29 million in total sales for the year

2009

- GOLFTEC partners with Sports Illustrated Golf Group 
- \$32 million in total sales for the year
- GOLFTEC hires its 400th Coach

2010

- GOLFTEC named to Franchise Times "Fast 55"

COMPANY HISTORY



- GOLFTEC named to the Inc 500 list of "Fastest-Growing Private Companies"



- GOLFTEC opens in Canada
- \$37 million in total sales for the year
- GOLFTEC teaches 2 millionth lesson

2011

- \$46 million in total sales
- GOLFTEC does \$1 million in sales in one day (August 25, 2011)
- GOLFTEC teaches 3 millionth lesson

2012

- GOLFTEC opens in Japan
- GOLFTEC opens in Korea
- GOLFTEC releases upgrade to g-SWING technology
- GOLFTEC hires its 500th Coach

2013

- GOLFTEC rolls out My Pro To Go (online golf lessons app) with Sports Illustrated



- GOLFTEC teaches 4 Millionth Lesson

2014

- 610 Total Coaches (including Korea and Japan)
- GOLFTEC Teaches 5 Millionth Lesson
- GOLFTEC to Go mobile app is rolled out
- 196 Total Centers (including Korea and Japan)

2015

- Coaches iPad teaching software is tested, named TECswing GO
- GOLFTEC reveals SwingTRU Motion Study



- GOLFTEC celebrates 20-Year Anniversary



2016

- PGA of America and GOLFTEC form a Strategic Alliance



- Golfsmith files Chapter 11 (GOLFTEC has 81 co-located centers, 50 are closed)
- Dick's Sporting Goods (owner of Golf Galaxy) purchases Golfsmith and converts
- 31 stores into Golf Galaxy (GOLFTEC continues to operate in those 31 stores)



- GOLFTEC Teaches 6 Millionth Lesson

- \$84 million in total sales for the year
- GOLFTEC opens 200th location in Scottsdale, AZ

2017

- GOLFTEC moves into their new World Headquarters in Denver, CO
- GOLFTEC deploys an enhanced club fitting experience in several markets
- GOLFTEC goes through a major rebranding project
- GOLFTEC rolls out a new logo and a new center design



- GOLFTEC installs TECSWING, their new proprietary teaching system
- GOLFTEC deploys state-of-the-art custom designed cameras

- GOLFTEC hires its 650th Coach
- Fast Company highlights GOLFTEC as one of its most innovative companies in sports

FAST COMPANY





EXECUTIVE BIOS



Joseph Assell

President, CEO & Co-Founder

Since the Company's inception, Joe Assell has provided the leadership and skill necessary to grow GOLFTEC into the leading provider of golf lessons in the world. His guidance has helped take the company from a one-employee operation recording \$90,000 in sales in 1995 to employing more than 650 individuals globally, including over 400 PGA Members and Apprentices, with annual sales exceeding \$80 million. Since 2010, the company has increased annual revenue by 73%. As CEO, Assell oversees strategy as well as multiple

divisions within the company including finance, legal, sales, technology, and marketing. He leads a ten-person senior management team in executing the strategic development and growth behind GOLFTEC.

In addition, Assell serves on the National PGA Marketing and Member Benefits Committee as well and the National PGA Golf 2.0 Get Golf Ready Committee. Locally, he is on the Finance Committee of the Colorado PGA and the Associate Board of the Boys and Girls Clubs of Metro Denver. A cum laude graduate with a B.B.A. in Marketing from the PGA Golf Management program at Mississippi State University, Assell won the school's Young Alumni of the Year award in 2002. He currently resides in Greenwood Village, CO with his wife, Kerri, and two children.



Jeremy Beck

Sr Vice President of Operations

Jeremy Beck earned his B.S. in Business from the PGA Golf Management Program at Ferris State University in 1999. As a GOLFTEC instructor, he has given over 10,000 lessons and been named GOLFTEC 2001 Coach of the Year. In 2005, Jeremy was named Manager of the Year and subsequently joined the GOLFTEC executive team as the VP of operations. In that role, he has utilized his front-line best practices to create the systems to allow GOLFTEC to successfully scale up and manage its growth.

In 2014 he was named Headquarters Veteran of the Year. He currently oversees Instruction Quality, Coach Training, Corporate Center Operations and Facilities. A PGA member since 2001, Jeremy continues his involvement with Ferris State University by serving on the Executive Committee for its PGA Golf Management alumni association.

PHILOSOPHY & CULTURE



Brand Promise

This simple graphic is the essence of our company. It clearly states our promise to students and illustrates the support for our Mission Statement:

To help people play beter golf.



Core Philosophy

From millions of lessons given, we know that:

- Fact-based coaching, supported by technology, leads to measurable improvement.
- There is no “one” technique that works for everyone, but there are acceptable ranges based on tour averages that will help every golfer play better.
- An on-going, comprehensive approach creates faster, more lasting results than an occasional lesson.
- An experienced coach with deep understanding of your game will deliver consistent improvement.
- Video practice is an effective and essential part of the improvement process.
- The proper clubs, custom-fit for your swing, help you play better golf.

Five Factors

One of the Key Fundamentals of the GOLFTEC teaching philosophy is the use of the five factors that differentiates from our competition and drive home the core values of the company.

1. Fact-Based Diagnosis

GOLFTEC is the only company that offers real-time video combined with motion measurement data. We compare those results against a proprietary database of over 150 tour players. We present our diagnosis in a simple RED-YELLOW-GREEN format to help guide our fact-based training efforts and increase in-lesson understanding.

2. Sequential Lessons

True improvement requires more than a simple fix or quick tip to resolve a key swing flaw. GOLFTEC focuses on one thing at a time in the right sequence that builds one improvement on top of another. This includes a comprehensive approach to all aspects of the game including on-course training.

3. Advanced Retention Tools

To extend and enhance the learning process, students have 24/7 online access to their Player Performance Center™. This allows students to relive their lessons using our WebLesson® technology while also viewing Coach notes, assigned drills and manage their account.

4. Video-Based Practice

At GOLFTEC, we believe that lasting improvement requires more than just lessons. Practicing between lessons is imperative to the process. Working indoors with video allows students to focus on swing mechanics rather than “guess” based on ball flight.

5. Precision-Matched Clubs

Properly fit equipment is essential to playing your best golf. GOLFTEC's TECFIT™ offers an unbiased custom club fitting service that identifies the right equipment using launch monitor technology that filters through thousands of head and shaft combinations to find the perfect match for each golfer.

FREQUENTLY ASKED QUESTIONS



What is TECSWING®?

TECSWING is our advanced analysis and feedback tool for teaching golf. The powerful proprietary software combines video analysis and motion measurement in real time.

The combination of video motion measurement allows GOLFTEC Coaches the ability to quickly diagnose swing flaws and provides immediate feedback to students.

TECSWING uses audible beeps to provide instantaneous feedback to the student. These provide a quick way to either train the proper movement or alert the student when the movement is wrong.

For example, if a student turns their hips too far in the backswing, the coach can set a beep to go off when the hip measurement goes beyond a specified amount. That immediate feedback—turn the hips too far and you hear a beep—is very effective in changing movement patterns.

How is TECSWING different?

Other services use video and coaching together but TECSWING is unique in that it combines Video with advanced motion measurement technology. The ability to correlate motion data with video gives GOLFTEC the unique opportunity to illustrate changes better than any other instruction company.

How does TECSWING benefit GOLFTEC students?

Being able to see both the swing on video and at the same time measure the range of motion of key swing elements allows the GOLFTEC Coach to see, understand and analyze the swing like never before.

It allows GOLFTEC Coaches to quickly diagnose problems in the swing so that they can illustrate the problem to the student and build a plan to fix the problem.

Can you use TECSWING outdoors?

Our TECSWING software integrates with our TECSWING GO mobile app, giving our coaches more knowledge and insight into the student's swing outside on the course. It gives them the best tools in the golf industry to teach the facts about the swing no matter where you are.

What is SwingTRU™?

In 2016, GOLFTEC launched the SwingTRU Motion Study, the most comprehensive motion study of the golf swing ever conducted. It includes detailed analysis of more than 13,000 golfers, from PGA Tour players to beginners, that pinpoints specific positions throughout the swing that directly correlate to success.

How does SwingTRU™ benefit GOLFTEC students?

The data is used in most GOLFTEC lessons to help students understand how their body movements compare to the best players in the world and how these numbers can lead to improved performance on the course.

FREQUENTLY ASKED QUESTIONS



What is TECFIT?

TECFIT is GOLFTEC's custom club fitting solution that matches the optimal clubs to a student's swing. TECFIT uses launch monitor data to suggest club and shaft combinations that will benefit the student's style of swing, resulting in better performance on the golf course.

TECFIT allows students to hit all available club and shaft combinations to determine personal preference and best performance.

Who does a TECFIT?

At GOLFTEC, our TECFIT club fittings are conducted by coaches who are certified both in fitting and instruction. This is incredibly important because the person fitting you must understand the relationship between your clubs and your swing. Whether you take lessons or not, you'll want to get fit by someone who understands this.

What is TECFIT Important?

There is a direct correlation between the clubs we play and the way we swing. If a player has a club that is improperly fit for his or her swing, it will force them to make adjustments. Custom-fit clubs reward good swings with good results, while improperly fit clubs make even a good swing produce bad results.

Let's say your golf club is too upright for you. If you make a good, on-plane swing, the ball may go left due to the club's lie angle. So you're being penalized even when you make a good swing.

Standard, off-the-rack clubs often miss on most specs for the average golfer. For example, lie, loft, length and shaft flex can all be an issue with stock clubs and all of these factors hinder your performance.

That's why we highly recommend that all golfers, no matter their skill level, should get custom fitted by a highly trained expert.

What makes TECFIT unique?

Our fact-based, unbiased process creates a precision match for each golfer, which means there is very little chance they will be unhappy with the results. Other fittings are often pretty quick: You hit a couple of shots, the fitter asks how it feels, and that's about it. Where are the facts? Where's the data? And how do you know he's not trying to push you to a particular brand? We don't work like that. TECfit is extremely thorough. It uses a full 90 minutes, to gather the data, generate the recommendations and let the student make the final decision.

It all starts with the coach talking with the player to learn what they want to achieve. This goes hand-in-hand with the coach knowing the player's game. But even if you're not taking lessons from a GOLFTEC coach, he is going to ask about your ball flight, your physical limitations, brand preferences, what you're trying to accomplish, and so on. It's important to know the player's expectations.

Next, we take measurements, determining the optimal length, lie, shaft flex, grip size, all the obvious things. But we also use our technology to capture swing data, information such as launch angle, spin rates and ball speed. We plot all shots to see how they cluster, looking at the ones that did the best side to side as well as long and short.

We look at yardage consistencies, patterns from particular clubs, and we measure descent angle, how steeply the ball is coming down at the end of the shot: We want to make sure the ball will stop on the green and not roll off the back. It's not just about distance. The player hits several shots that are fed into our computers and crunched by our software.

CONTACT



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