



The R&A
International Golf
Conference 2023

GOLF'S **GOLDEN** OPPORTUNITY

Steve Jolliffe, Founder of TopGolf & Puttshack

R&A



Innovative New Formats.



50 billion balls hit by **2025**

\$3 billion capital invested

Over **60%** of players are non-golfers

33% of players are female

68% aged **18** to **34** years old

500 Associates employed per venue

87 venues worldwide

77 US, **10** internationally

50+ new venues in next **5** Years

85% share in "off-course golf."

30m players annually



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9 Venues open worldwide 7 Venues opening 2023 (USA)

Expect to open 8-10 venues in 2024

2023 revenues +200% Vs 2022

Growth capital round of \$150m from BlackRock in 2022

10,000 games of mini golf played per week per venue

750,000 players in the loyalty program

175 to 200 Associates employed per venue

50% of players aged 18-34

Puttshack



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