



The R&A
International Golf
Conference 2023

GOLF'S **GOLDEN** OPPORTUNITY

BEN SHARPE – PRESIDENT, TOP TRACER

R&A

NORTH STAR

MORE PLAY.
PLAY MORE.



OUR VISION

To be a part of
EVERY SHOT.

OUR AIM

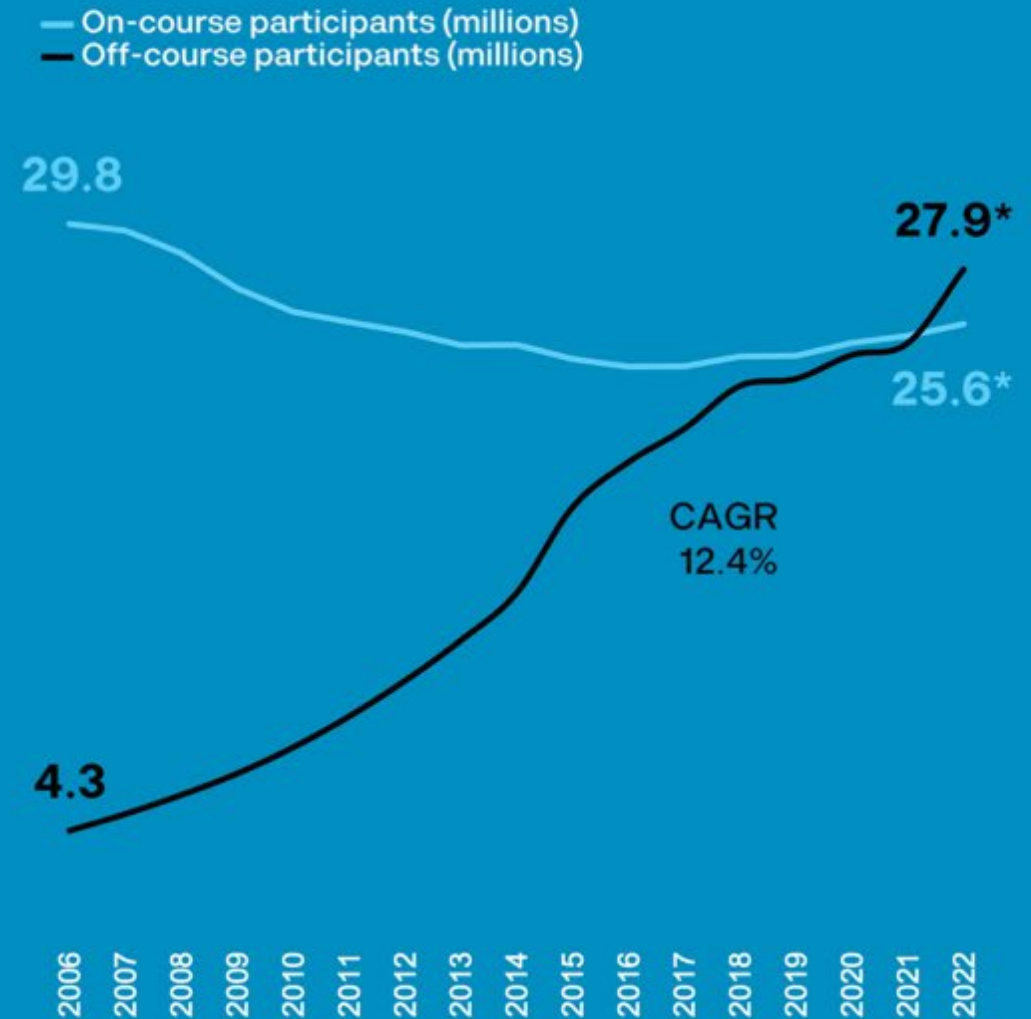
*We build technology to
create the*
**BEST GOLF
EXPERIENCE**
for all.

For the first time in history, off-course golf participation will surpass green grass



Source(s): Physical Activity Council (PAC) activity survey and NGF's Participation and Engagement Survey (PES)

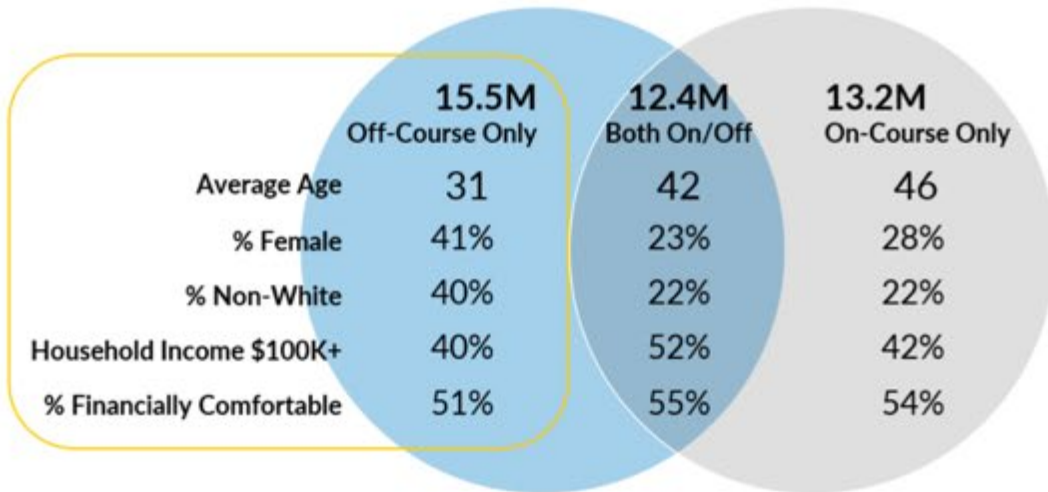
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*2022 estimates are unofficial as of the date of this report

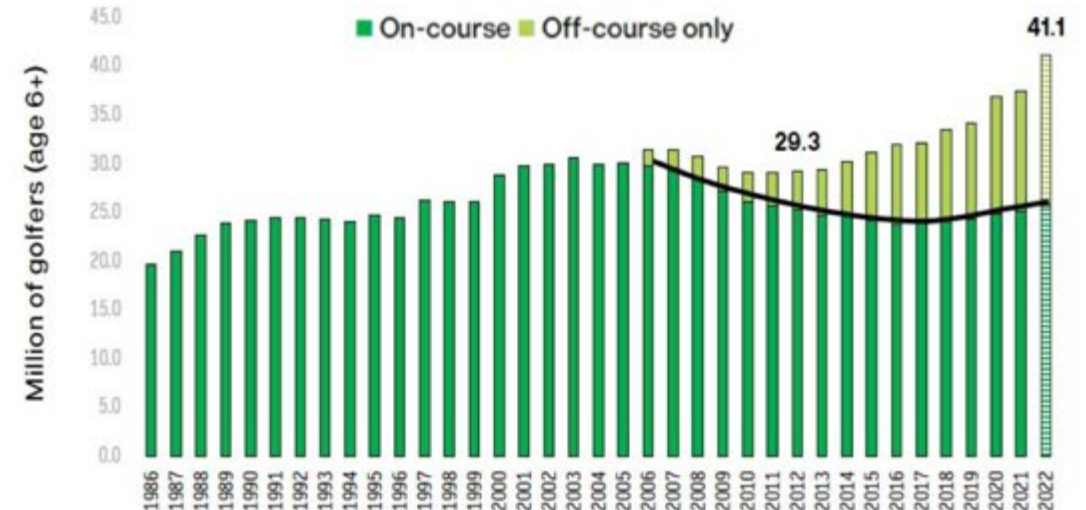
Identifying the real growth in the game

MODERN GOLF ECOSYSTEM



Off-course participation is expanding the demographics of golf, attracting younger, more female, and non-white participants¹.

U.S. GOLF PARTICIPATION¹



For the first time in history, total participation exceeded 40M and off-course surpassed on-course.



Toptracer by the Numbers

FOOTPRINT

40,000+ bays

35 countries

850+ locations

IMPACT

5 billion shots traced annually

150+ million games played

1 million Toptracer30 assessments completed

66 million virtual golf holes played in the last 12 months