Topgolf is succeeding and should expand

- Earning a profit and Callaway investments
- Geared Towards Younger People
- Focusing on Fun
- Micro-chipped Balls and an Outfield
- Climate Controlled Hitting Bays
- Goodbye Dress Code and 5 Hour Games
- Food and Drinks
Why Los Angeles?

- Year Round Outdoor Activities
- High % of young people
- Tourism industry
- Wealth in area
- Fast Paced Lifestyle
- No competition besides traditional golf
Deciding Where in Los Angeles

In Proximity to areas of...

- High % of Ages 18-34
- Higher incomes
- High spending price on sports and recreation
Avg. household fees for participant sports

% of household income over $100,000
<table>
<thead>
<tr>
<th>Location</th>
<th>Median Household Income, 2018</th>
<th>% Households w/Income $100,000 and Over, 2018</th>
<th>% Population, 18 to 24 Years, 2018</th>
<th>% Population, 25 to 34 Years, 2018</th>
</tr>
</thead>
<tbody>
<tr>
<td>90079, Los Angeles, CA</td>
<td>$87,500.00</td>
<td>33.33%</td>
<td>37.50%</td>
<td>25.00%</td>
</tr>
<tr>
<td>90024, Los Angeles, CA</td>
<td>$76,795.00</td>
<td>42.16%</td>
<td>45.64%</td>
<td>14.58%</td>
</tr>
</tbody>
</table>
11326 Wheatland Ave
Sylmar, CA 91342

18.79 acres

LOT/LAND
$6,000,000
What is needed on Avg. to build a location

➔ Approximately $18 million to build
  ◆ Facility of 65,000 square feet
  ◆ 3 storeys high
  ◆ 1250 can play simultaneously
  ◆ About 9 months time
  ◆ About 13 acres of land
Visualialization

- Avg. location yearly revenue is $24.4 million
- Would cost around $30-35 million
- Would be aiming to be alike the Las Vegas Location
Las Vegas Location

**FEATURED AMENITIES**

- 107 climate-controlled hitting bays
- Two pools
- VIP cabanas & private suite
- Free on-site parking
- Private meeting rooms & event spaces
- Concert venue holding up to 900 Guests
- Five unique bars
- The Shop at Topgolf Las Vegas

**EAT & DRINK**