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EVERYTHING
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What is Everything Golf?

SALES & MARKETING

- > EverythingGolf.com Website
- > Total Contact Center Solutions
- > The Club Sales Force
- > Production Services

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Shared Services

REAL ESTATE & DEVELOPMENT

- > Golf Course Management
- > Land Development
- > Whole Home Solution & Maintenance

PROFESSIONAL GOLF TOURS

- > The OnCore Gateway Tour
- > Supporting Tours Nationwide
- > New Segments: Junior, Amateur, 40+, Senior, Women, Open

PRODUCTS & SERVICES

- > Golf Event Management
- > Golf Tank Investment Network
- > Development Programs, Training Academies, & E-Learning Tools

LEVERAGE THE BUSINESSES TO CREATE MORE REVENUE OPPORTUNITIES



- > Members of the golf tours have practice and playing privileges at Everything Golf affiliated courses
- > Each business segment under the Everything Golf brand serves as a job opportunity for tour professionals
- > Affiliated courses host golf events sponsored/sold by Everything Golf
- > The call center and affiliated golf course communities are leveraged to create profitable home service solutions
- > Tournaments for the professional golf tours are held at affiliated courses
- > The pro golf tour network's "buying power" with sponsors creates inventory for Everything Golf site
- > Development programs & training academies provide sponsor opportunities to the tours and their members
- > The golf course development and management company help create a debt free golf course that is more efficient

A photograph of a golf course. In the foreground, a white golf ball sits on a lush green lawn. In the background, a green rises with a white flag on a tall pole. The sky is clear and blue. A red banner with white text is overlaid on the middle of the image.

THE EVERYTHING GOLF BUSINESSES



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FOR THE LOVE OF THE GAME

From Real Estate to Marketing, **IT'S EVERYTHING GOLF**

>> ABOUT EVERYTHING GOLF

Everything Golf is an opportunity for anyone who has a love for the game or at the very least a desire to be involved in the exciting and lucrative professional golf industry. Golf caters to a global audience. There are over 29 million golfers in the United States. Golf is a 76 billion dollar industry, which is comprised of affluent and sophisticated consumers.

While it's true the golf industry has recently gone through a difficult period, opportunities now exist as the industry looks for new and innovative programs to help golf rebound. Furthermore, the real estate market is now positioned for unprecedented opportunities in golf course acquisition and redevelopment. When you pair all of this with the endless range of consumer opportunities through the various golf related services and products, you can begin to see the possibilities that exist today. Everything Golf is taking all of these golf-related businesses that are siloed and operating inefficiently and is positioning them under one platform through a consolidation effort never seen before in the industry. With the Everything Golf brand, you not only have a valuable and versatile portfolio, but a business opportunity that is reinforced by the added protection of every business unit acting as its own profit center. This is accomplished by leveraging the strengths of each business while reducing the collective administrative costs. Sales and marketing efforts are then expanded across the entire platform so that each business/service can cross promote and sell for each other under the Everything Golf brand.

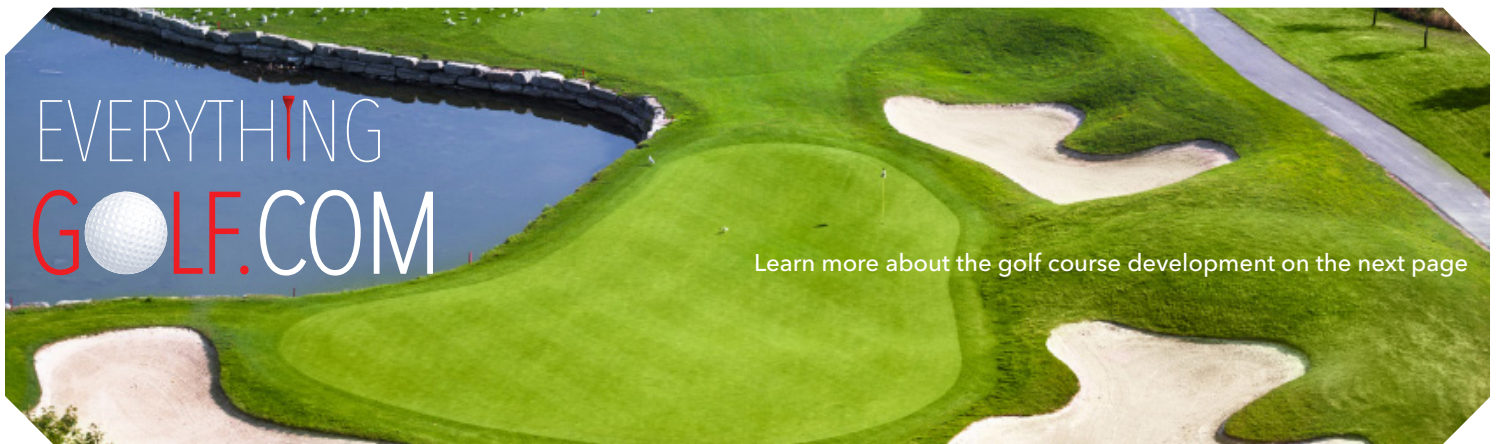
THE EVERYTHING GOLF BUSINESS UNITS INCLUDE:

- >>The OnCore Gateway Tour (OGT), the largest developmental professional golf tour on the West Coast which is currently positioned for a nationwide footprint.
- >>Marketing services that leverage OGT's players, affiliated courses, and sponsors to provide event services for corporations and charitable organizations.
- >>A golf course acquisition model that utilizes a three pronged, community supported and funded finance approach to revive and preserve golf courses in key golf communities. OGT and the other ancillary business segments of Everything Golf are also leveraged to drive new revenue streams to the golf courses in our portfolio.
- >>Total Contact Center Solutions (TCCS), which uses the power of a contact center as a marketing tool across all of the Everything Golf business units and products as well as its sponsors, partners, and clients.
- >>A reality based television/internet show that documents the challenges of developmental tour golfers while promoting third party products and services.
- >>Multiple websites and marketing vehicles that promote a variety of golf services and products including its home site - **EverythingGolf.com!**



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>> REAL ESTATE

WHY DOES REAL ESTATE MAKE SENSE UNDER THE EVERYTHING GOLF BRAND?

Over the last several years, some golf courses have fallen on hard times. And while there may be courses that are down, they are definitely not all out! By using the collective power of the various businesses and services under Everything Golf, we have the unique ability to reposition many courses in a way that benefits all involved - distressed golf courses, companies, investors, and the community as a whole.

HOW DOES THE GOLF COURSE REAL ESTATE PROGRAM WORK?

By utilizing a unique "debt free" golf course acquisition and financing model, we focus on distressed golf course properties that generally include built in development opportunities in addition to the golf course. We then leverage the power of community involvement, and their need for everyday home services, to revive one of their most valuable amenities while also improving/protecting their property values.

STEP 1: Identify and acquire distressed golf course properties that are directly tied to communities/neighborhoods which have additional development opportunities.

STEP 2: Gain the support of the community around the distressed property by providing both a solution to have a profitable golf course and in return the community is willing to support the redevelopment of certain areas of the property.

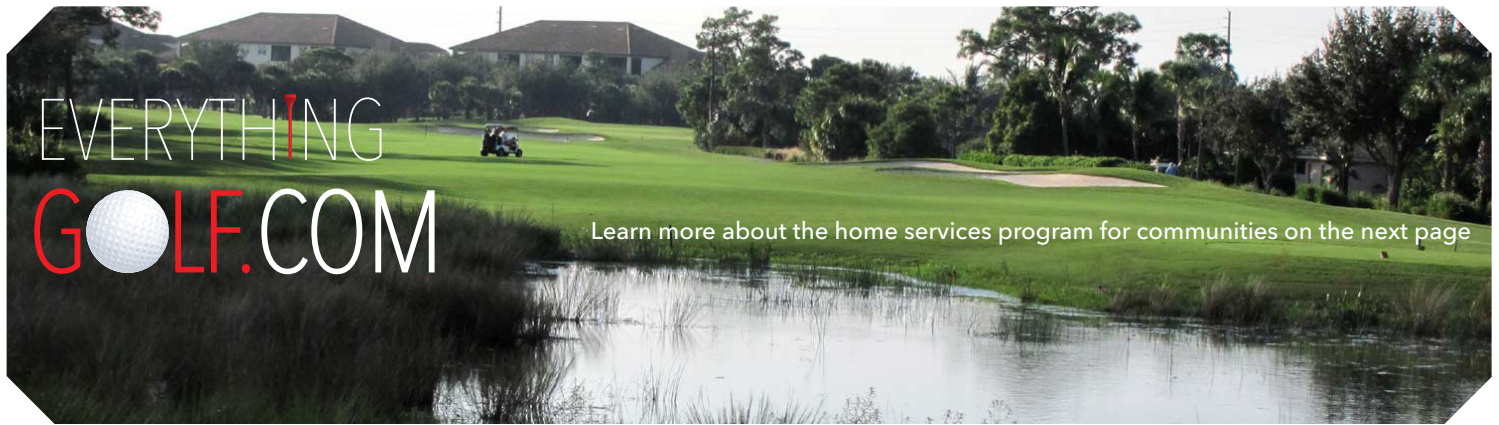
STEP 3: Allow homeowners in the community to participate in social and golf membership programs via a monthly service agreement, the Whole Home Solution, which provides one access point for their yard maintenance and home services.

STEP 4: Operate as the internal development builder, thus creating a much more stable, debt free golf course property that extracts a higher percentage of the overall value of the property while also connecting the course with the other services under Everything Golf, thus in turn collectively growing all of the businesses.

HOW DO YOU CONNECT THE OTHER GOLF BUSINESSES?

Once the golf course has been restored, we then position it for greater future success by utilizing the marketing and promotional support offered through all of the Everything Golf businesses/services. Using the same solid business principles utilized by the DFE Investment Group over the last 20 years in the call center and communications industries, we leverage tee times and the other services that can be offered by the golf course through our already established contact center, Total Contact Center Solutions (TCCS). Through tried and true sales practices that have provided two decades of successful call center projects, TCCS combines the existing golf course services with its already expansive portfolio of golf products and services so that the restored golf course can benefit from broader advertising and sales offerings including Pro-Ams for corporations and charities, golf product sales, golf packages, and more.

In addition to connecting the golf courses with the marketing & production and services & products under the Everything Golf brand, we can now also open up the courses to the OnCore Gateway Tour and the wide player and spectator base it provides. By marrying the financial and operational support of the golf courses owned or affiliated through the Everything Golf brand with the largest developmental professional golf tour on the West Coast, the reach of both businesses expands ten-fold. All while also helping communities and giving the tour players access to courses across the country, a benefit never before seen in the developmental golf arena.



>> GOLF COURSE DEVELOPMENT

HOW IS THE EVERYTHING GOLF GOLF COURSE DEVELOPMENT PLAN UNIQUE?

Before the economic downturn, lush, green golf courses were sprinkled throughout much of the country's landscape. Some of the most appealing courses were those that were attached to housing communities where residents enjoyed the beauty and benefits of the courses. And it is many of those courses that are now facing not only massive financial hardships, but also uproar from their supporting communities as residents and even surrounding businesses watch helplessly as their property values and revenue plummet along side the struggling courses. **This is what makes the Everything Golf re-development plans so unique. The power of the community is actually leveraged to help everyone affected by the potential closing of the golf courses, changing the housing developments and supporting businesses from upset bystanders into active participants in reviving the courses.** The community wants to keep the golf courses intact, even if they simply become open green space so that their property values and revenue don't suffer from the negative appeal of a closed course in their backyards. The owners of the troubled courses want to recover their losses through potential rezoning of the land. Unfortunately this is a common story in the golf industry today that often causes years of delays, if not a rejection, in the entitlement process. The re-development plan through Everything Golf however turns these issues into a win-win situation for everyone involved.



WHAT'S THE BENEFIT TO THE GOLF COURSES?

A distressed golf course property that is directly tied to a community that has additional development opportunities is acquired with Everything Golf's parent company, DFE Investment Group, bearing the costs of the entitlement process. Everything Golf/DFE then operates as the internal development builder, providing the necessary expertise to manage the golf operations, procure entitlements, develop residential infrastructure, and build out the residential communities. This in turn positions the courses for a bigger piece of the development profits which ultimately surpasses the value of an entitled raw land sale. Everything Golf/DFE also retains the course, thus eliminating the burden of a golf course transaction for the owners.



WHAT'S THE BENEFIT TO THE COMMUNITY?

Everything Golf/DFE then gives the community a way to preserve their golf course and remove the fear of future development in their backyards while also securing their necessary support for the partial redevelopment of the property. This is accomplished by offering homeowners in the community a way to participate in the social and golf membership programs via a monthly service agreement that provides one access point for their yard maintenance and home services. This generates additional funding for the golf courses to assist in their redevelopment while also creating one resource for the communities to turn to for their homes and businesses' service needs.

Through this revolutionary re-development process, Everything Golf/DFE is creating a much more stable, debt free golf course property that extracts a higher percentage of the overall value of the property while also helping the surrounding community. In addition, it secures golf course properties for Everything Golf, which grows the brand as the courses are connected with the many other services/businesses that are all a part of Everything Golf.



>> **WHOLE HOME SOLUTION**

The mission of Everything Golf is to revolutionize the golf industry through innovation, consolidation, and collaboration and its Whole Home Solution is doing just that. By taking golf courses that are distressed and looking for financial support and combining their needs with the surrounding communities that are helplessly watching their home values plummet because of the decline of their valuable golf course properties, a program has been created that benefits everyone.

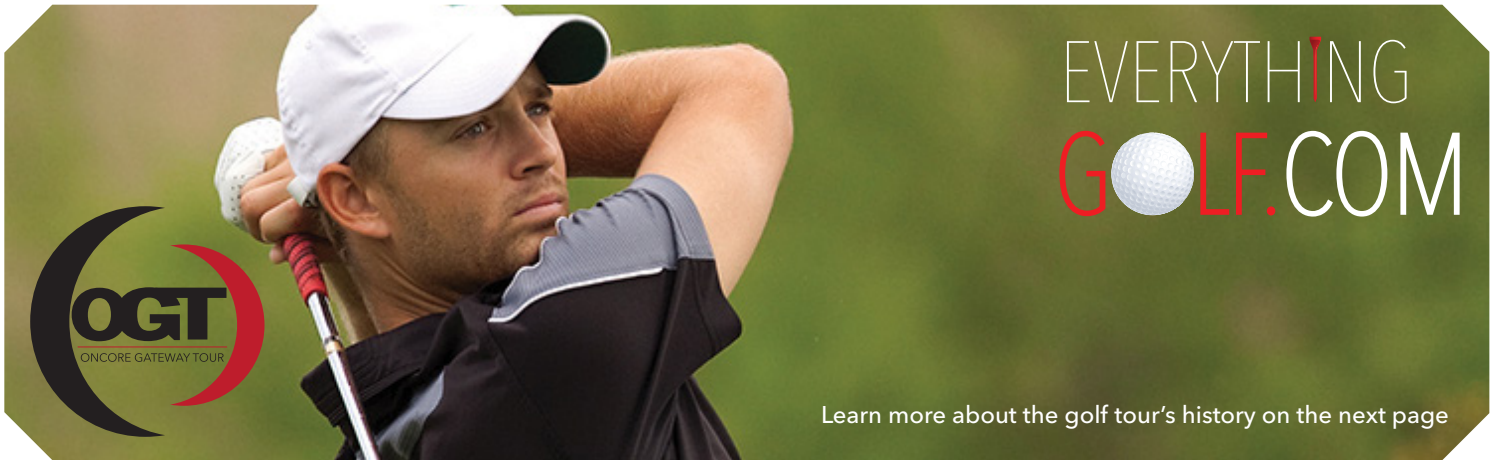
WHAT IS THE WHOLE HOME SOLUTION?

Everything Golf focuses on distressed golf course properties that include surrounding housing developments. As the courses are secured and redeveloped using Everything Golf's business partnerships, a support program is also created that leverages the community's need for everyday home services. This program, called Whole Home Solution, generates additional funding for the golf courses to assist in their redevelopment while also creating one resource for the communities to turn to for their yard maintenance and home service needs. The program not only benefits the courses and the community but it also opens the door for service companies to be the exclusive provider of all the service needs tied to the golf courses and their surrounding housing developments including:

- >> Yard Maintenance
- >> Security Systems, Cameras, and Monitoring
- >> Fire & Life Safety and Electrical Cleaning
- >> Home Theaters/Sound Systems and Automatic Gate Controls
- >> Air Conditioning & Heating Equipment and Services
- >> Plumbing & Electrical Equipment and Services



The Whole Home Solution packages maintenance services so that they can be supplied in conjunction with a monthly golf membership to the close network of homes in and around the golf course community owned by Everything Golf. This ensures that as courses are secured for redevelopment, the exclusive service provider(s) of the Whole Home Solution program secures all of the residential service needs of the surrounding communities AND the commercial service needs of the golf courses affiliated with Everything Golf.



>> GOLF TOUR

In the early days of golf, professional tournaments were established by a separate golf club, golf organization or commercial sponsor. As the number of tournaments increased, the most talented professional golfers played in tournaments rather than doing club professional and golf instruction work. Once a good number of tournaments were being played in a region each year they were formalized into a "tour." The PGA Tour was the pioneer of this system and is today the top level of men's professional golf in the U.S. The second level is the Web.com Tour, which is the official developmental tour run by the PGA Tour. **Next are third tier tours and today there are only two major regional tours that exist at this level - one being the ONCORE GATEWAY TOUR (OGT).**

Though professional golf continues to flourish at the highest level, the game of golf is evolving and changing. With recent changes that limit direct access to the PGA Tour, it has changed the path and difficulty in playing at this level, causing the number of players to decrease that are currently playing on developmental golf tours like the OGT. Just a few years ago, it was estimated that upwards of 2,000 players at any given time were participating in the developmental system. This allowed for plenty of lower level developmental tours to exist, however, this number has gone down by possibly 30-50%. Some have just given the game up while others have been forced to find alternative ways to gain access to the PGA Tour, such as through the Canadian and Latin American Tours.

The good news is this still leaves a healthy market of a 1,000 or more professional golf players in the U.S. alone that are working hard to pursue their ultimate goal of making it to the PGA Tour. These players are working day in and day out, purchasing memberships and entry fees to play in tournaments in order to obtain experience so that they can reach the next level of their professional golf career.

But the bottom-line is the current state of the developmental golf industry is ripe for consolidation. The tours that exist today are competing for players, leading to shrinking field sizes and prize money, causing the system to become fragmented. Through consolidation however, a more stable, efficient national platform can emerge.

The OnCore Gateway Tour (OGT) has worked tirelessly on the consolidation model over the past several years by gaining an understanding of and building relationships with other developmental tours. This process has allowed the OGT team to evaluate the other tours and determine the best path forward to make the consolidation model a reality. Through its existing partnerships, OGT is working on a nationwide footprint and a consolidation of schedules in an effort to provide a consistent experience across all tournaments for players. This is allowing for a much more attractive platform for sponsors, providing economies of scale, while also opening the door to other business opportunities.

All of the forces under the Everything Golf brand are truly positioning the OnCore Gateway Tour (OGT) to be the clear LEADER in the developmental golf industry and the ONLY choice as the third tier tour of professional golf!

THE COLLECTIVE POWER OF EVERYTHING GOLF PROVIDES TO OGT:

- >> Real estate initiatives that help grow tournament purses with income outside of the players while offering practice and playing privileges that no other developmental golf tour can provide
- >> Event marketing for corporations and charities and online media/production efforts that elevate the tour and increase consumer awareness and business support
- >> Contact center services and sponsor products that expand the tour's reach while growing the overall profits of all the businesses exponentially

The Everything Golf brand allows OGT to grow in ways no other developmental tour can since it benefits directly from the marketing and financial success of all the businesses under Everything Golf. The collective power of these businesses is providing the OGT the resources and stability it needs to grow beyond being a golf tour that is funded through membership sales and entry fees but instead be a golf powerhouse that operates much like today's industry leader - the PGA Tour!



>> LEARN MORE ABOUT THE OGT

Established in 2001, the Gateway Pro Tour was created to help aspiring PGA Tour professionals fine-tune their skills in competitive golf tournaments. The tour quickly became a defining force in developmental tour golf and became well-known for the depth of its talent and the quality of its tournaments. When the All-American Tour entered Arizona in 2008, the tour was also committed to providing the most competitive atmosphere for up and coming professionals and as veteran pro golfers. In a short amount of time, the tour reached its goal of conducting professional events in competitive fields while providing one of the best tournament fees and purse size ratio of any developmental golf tour.

With both tours being leaders in Arizona, the Gateway Pro Tour and All-American Tour joined forces in 2013 to become the largest developmental professional golf tour in the West - the All-American Gateway Tour (AAGT). In 2015, the leading developmental tour in California, the Golden State Tour, was acquired by AAGT, securing the entire West Coast for the tour.

In September 2015, AAGT was re-branded to the OnCore Gateway Tour (OGT) when OnCore Golf became its title sponsor. The sponsorship not only strengthened the tour, and ultimately the Everything Golf brand and all of its business endeavors, but it also gave OGT's players and supporters of the tour access to OnCore Golf's cutting edge ball that was nominated for International Network Golf's 2015 Product Ingenuity Award and was named one of the Top 25 Products at the PGA Show by the Golf Channel.

OGT is committed to providing standards in line with the PGA Tour and ensuring its players have the absolute best development platform in the U.S. so they have the best shot possible in achieving their goals.

Since its inception, OGT has served more than 4,000 players, paid out over \$44 million in purses. The tour boasts an impressive number of alumni (200+) playing on the Web.com and PGA Tours, representing more than 78 Web.com Tour wins and 32 PGA Tour wins.



>> MARKETING & PRODUCTION

Everything Golf's marketing and production efforts include helping individuals, businesses, charities, and non-profit organizations use the power of golf to promote growth, execute strategies, and achieve greater overall success.

Golf and business have been linked for more than a century and using golf to develop business is an integral part of the modern world. Executives and business owners promote and create sales and goodwill through golf related activities. This makes golf a truly viable vehicle for which to conduct business, or more specifically, generate revenue.

Whether you're opening doors or closing deals, golf plays an undeniable role in business. **More business contacts are being developed on the golf course than any other sport related venue.** Furthermore, you do not need to be a good golfer or even play golf to take advantage of the business opportunities associated with golf.

Everything Golf's services currently include corporate Pro-Am and charity tournament event planning and event management. By leveraging the expert event team and golf course negotiating power that the collective forces of the OnCore Gateway Tour (OGT) and the golf course real estate deals of Everything Golf, the unique opportunity exists to provide clients with a turn-key solution for any golf related event. In addition, various levels of events and sponsorship are available using the tour and its players as a platform and event participation ranges based on the level of sponsorship or type of event desired by the customer.

Furthermore, when the golf events services are paired with production relationships possessed by Everything Golf, the reach of company messages is expanded ten-fold. The OnCore Gateway Tour (OGT) has already partnered with Dakota Kid Productions (DKP) on the concept of a reality show based on the OGT and its members/players under the working title of "The Golf Wars." Actor/Producer and avid golf enthusiast Josh Duhamel jumped in head first when first presented with the idea and hired a veteran of the industry to assist with the project.

Since collaborating with DKP, many entities have expressed interest in "Golf Wars," including the Back9 Network before it ceased operations. The audience reach that "The Golf Wars" and/or other efforts offered by the production relationships offered through Everything Golf is a powerful marketing tool for any company interested in tapping into the power of today's golf industry.

WHAT CAN A GOLF EVENT INCLUDE?

The options are endless but most often, events include a full Pro-Am tournament for up to 120 people including professional players and spectators from the OnCore Gateway Tour, course and event management courtesy of the real estate relationships, marketing and production services to ensure community support and awareness, and corporate merchandise sales (branded towels, hats, t-shirts, etc) and sales support to elevate the reach and impact of the event.

Golfing events can be run as a marketing program for companies or as a charity event to raise money. In addition, these type of events provide an ideal way for companies to host potential investors that have interest in becoming stakeholders.



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Learn about more golf-related services and products on the next page

>> SERVICES & PRODUCTS

An important piece of the Everything Golf business model is the sales component and thanks to the synergy of all of the businesses and services under the brand, both an outside sales force and a full service contact center exist.

Due to the worldwide member base of the developmental golf tour, OnCore Gateway Tour, and the expansive network of sponsors, companies, and individuals that support those players, there is an outside sales force already deeply embedded in the golf industry that can support the Everything Golf businesses and services along with the contact center.

Telemarketing is a growing industry with most companies having an annual growth of approximately eight percent (8%). This is due to businesses becoming increasingly aware of the power of contact centers and their ability to drive sales and increase retention. A significant trend in the industry is the growing number of companies that are outsourcing call center services, allowing them to focus on their core competencies rather than having to create an entirely new business within their company.

Total Contact Center Solutions (TCCS) is a contact center under the Everything Golf brand that is able to generate higher profits at a lower cost than the industry standard thanks to the performance based model it utilizes. The power of TCCS can also be leveraged not only across all the business segments of Everything Golf but to support individual client needs as well. For example, OnCore Golf is the title sponsor of the OnCore Gateway Tour (OGT) and TCCS provides an engine that can promote, educate and sell OnCore golf balls while also driving participation in OGT events and securing tour memberships.

TCCS also plays a pivotal role in the marketing services of Everything Golf by assisting in acquiring participation and donations for corporate/charity golf events while driving support of and involvement in the brand's production efforts.

Everything Golf's real estate opportunities benefit as well from TCCS as the contact center is able to sell maintenance services for the golf course acquisitions while also supporting other services that can be offered by the courses.

TCCS was founded in 2015 by DFE Investment Group and is the third major contact center project spearheaded by DFE. There is however a key difference with TCCS as it offers a wider variety of services and options to its clients thanks to the Everything Golf brand and its supporting businesses. Previous call center projects were based on a standard "build and transfer" model, in which a single customer was worked with to build a call center with the option to internalize the operation at given intervals. While this proved to be very successful with the previous call center projects for DFE Investment Group, TCCS provides even broader services including outsourcing for companies as well as combining the specific business needs of clients and sponsors with the various Everything Golf services/businesses.



TOTAL Contact Center Solutions

From lead to close, your TOTAL sales solution



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EverythingGolf.com | OnCoreGatewayTour.com | TotalContactCenterSolutions.com



>> MORE GOLF RELATED PRODUCTS & SERVICES

TEAM ONCORE

At the start of the 2015 - 2016 Arizona series, the OnCore Gateway Tour (OGT) announced a new program centered around training and development opportunities meant to assist players in their goal to play on the PGA Tour. In conjunction with OnCore Golf, the tour's title sponsor, and Golf Shape, a powerhouse in the development, assessment and training arena, Team OnCore was launched as a way to provide the type of training and support top ranked tour players receive at no cost through sponsorships. From training programs to swing assessments to even event exemptions, Team OnCore is a cutting edge concept with NO other developmental tour in the country providing this level of support to its players.

TRAINING ACADEMIES & E-LEARNING TOOLS

Use of cutting edge technology and extensive training and development programs are popular ways for anyone to advance their game - even those who simply have a passion for golf and don't play professionally. With the ability to greatly shorten the learning and development time frame being attractive to all types of golfers, Everything Golf has ceased the opportunity to be involved in hands-on academies and e-learning tools. In partnership with companies that are industry leaders including Golf Shape, OnCore Golf, K-VEST, and Nexus Golf, Everything Golf will be offering resources to up and coming professionals to help improve their golf game. These players in turn will provide valuable user feedback, as well as robust selling power to consumers at large, for the companies involved in the programs.

GOLF TANK, INVESTMENT NETWORK

Akin to NBC's "Shark Tank," Golf Tank offers companies and individuals the opportunity to provide information and pitch their golf related ideas to DFE Investment Group and others interested in investing in golf related companies and concepts. This is a unique opportunity for anyone with a golf related product or service as the business units and services under Everything Golf provide access to testing grounds by golf professionals as well as a marketing machine to drive sales.

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Through the exposure of all the business entities under Everything Golf, including the national reach of the OnCore Gateway Tour and its title sponsor OnCore Golf, a tremendous amount of traffic can be funneled to the EverythingGolf.com website. The ability to leverage and monetize this traffic is undeniable as the U.S. golf economy has an estimated size of about \$70 billion with the core segments of golf facility operations, golf course capital investment, golf supplies, tournaments, and associations & charities, having an economic significance of approx. \$43.5 billion...and all of these entities are a part of Everything Golf!