OPTIMIZATION TECHNOLOGY

PACE OF PLAY AND ON-COURSE MANAGEMENT
THAT GETS RESULTS

- ENHANCE THE *PLAYER EXPERIENCE*
- INCREASE *EFFICIENCY* THROUGH AUTOMATION
- GENERATE ADDITIONAL *REVENUE*

POWERED BY **AI** & MACHINE LEARNING

TRUSTED BY THESE AND 600+ OTHER COURSES:

THE CONCESSION GOLF CLUB

RYDER CUP 2020 WHISTLING STRAITS

ERIN HILLS

THE COUNTRY CLUB CASTLE PINES

PGA WEST™

COG HILL

OLD COURSE St ANDREWS 17

THE OCEAN COURSE Kiawah Island GOLF RESORT

PGA 2024 VALHALLA

ADVANCE GOLF

BANDON DUNES

PEBBLE BEACH GOLF LINKS 1919

PGA CHAMPIONSHIP 2016 BALTUSROL

124TH U.S. OPEN PINEHURST

TAGMARSHAL®
golf course optimization

TAGMARSHAL IMPROVES THE GOLFER EXPERIENCE
THROUGH ON-COURSE OPTIMIZATION.

The affordable, industry-trusted software provides proactive, real-time field management and data insights that drive optimization - resulting in bottom line gains, adding continuous value to our partners.

- OVER 75 MILLION ROUNDS OF GOLF TRACKED AND IMPROVED
- 40+ OF THE TOP US 100 COURSES
- 600+ DAILY FEE, PRIVATE AND RESORT COURSE PARTNERS & MANAGEMENT GROUPS
- PARTNERING WITH MANY $40-$60 DAILY FEE COURSES

THE IMPACT OF ON-COURSE OPTIMIZATION

⚐ ENHANCED PLAYER EXPERIENCE

USGA research shows that good pace and flow are crucial to a player's enjoyment of their round. **Tagmarshal's proactive pace management,** with early on-course interventions and interactions informed by data, **leads to an improved player experience that drives repeat play and club loyalty.**

⚙ INCREASED EFFICIENCY THROUGH AUTOMATION

Tagmarshal's system **automates time-consuming tasks by assigning player names** straight from the tee sheet, **recording starter accuracy and identifying disruptor groups.** With one person able to perform multiple tasks, teams save labor costs and free up resources that can be focused on offering white glove service.

$ ADDITIONAL REVENUE

Effective pace management helps power your course's economic engine, leading to substantial revenue gains. With quicker rounds, gap intervals can be tightened to **create additional tee times, optimizing tee sheet capacity and generating green fees** and **ancillary revenue such as F&B and pro shop spending.**

📊 DATA-DRIVEN DECISION MAKING

Tagmarshal's unrivaled data insights provide operators with the tools needed to **benchmark performance**, helping teams **set goals that drive incremental improvements.** A deeper understanding of their course, with **metrics like pace by day or time period and hole-by-hole performance,** means teams can make smarter operational decisions.
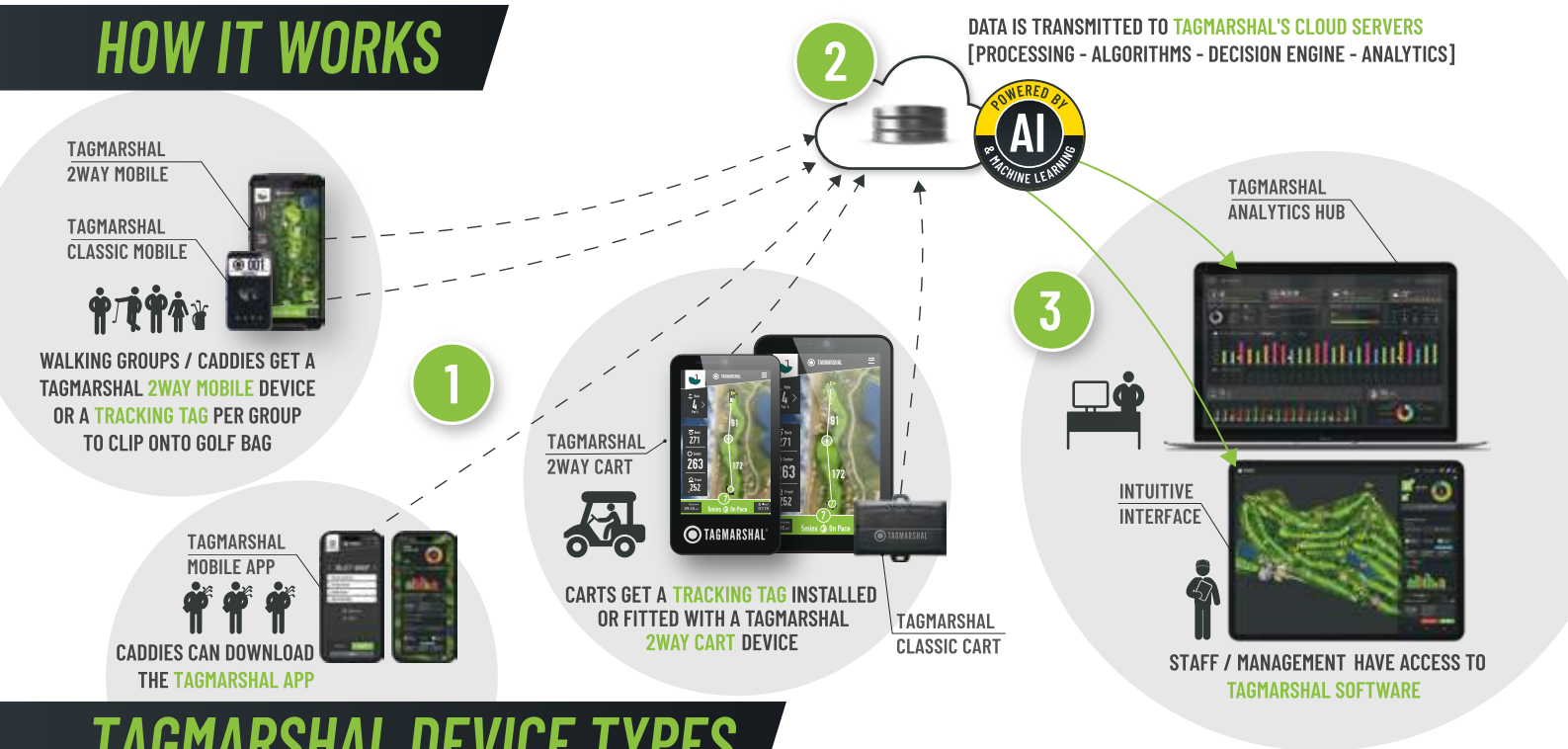
> "Tagmarshal gives us a bird's-eye view of operations, helping us manage field flow and allocate resources effectively, based on data."

JEFF SIMONDS, PGA
General Manager
Bandon Dunes Golf Resort

HOW IT WORKS

DATA IS TRANSMITTED TO TAGMARSHAL'S CLOUD SERVERS
[PROCESSING - ALGORITHMS - DECISION ENGINE - ANALYTICS]

2

POWERED BY AI & MACHINE LEARNING

TAGMARSHAL
2WAY MOBILE

TAGMARSHAL
CLASSIC MOBILE

WALKING GROUPS / CADDIES GET A
TAGMARSHAL 2WAY MOBILE DEVICE
OR A TRACKING TAG PER GROUP
TO CLIP ONTO GOLF BAG

TAGMARSHAL
ANALYTICS HUB

3

1

TAGMARSHAL
MOBILE APP

CADDIES CAN DOWNLOAD
THE TAGMARSHAL APP

TAGMARSHAL
2WAY CART

CARTS GET A TRACKING TAG INSTALLED
OR FITTED WITH A TAGMARSHAL
2WAY CART DEVICE

TAGMARSHAL
CLASSIC CART

INTUITIVE
INTERFACE

STAFF / MANAGEMENT HAVE ACCESS TO
TAGMARSHAL SOFTWARE

TAGMARSHAL DEVICE TYPES

FOR CART GOLF

2WAY CART SCREENS
Premium on-course experience for players,
including yardage, pace tracking and F&B orders.

CLASSIC INSTALLED
Installed out of sight for unobtrusive tracking, for the benefits of
GPS and pace management across club or private carts.

FOR WALKING GOLF

2WAY MOBILE SCREENS
Mounted on golf bag with premium 2Way screen front-end
benefits for the ultimate walking golf experience.

CLASSIC TAG
Clipped onto a golf bag or carried by a caddie,
with full GPS and data-gathering capabilities.

> "Oftentimes members aren't even aware of being tracked, but they are
> certainly feeling the benefits of improved pace of play and better course conditioning.

INDIAN CREEK
COUNTRY CLUB

JOE COMPITELLO, PGA
Head Golf Professional
Indian Creek Country Club

INNOVATIVE
NEW FEATURES

CUSTOMIZABLE WIDGETS

allow you to **tailor your user experience** and instantly see the most valuable information for your role, helping you **make smarter operational decisions.**
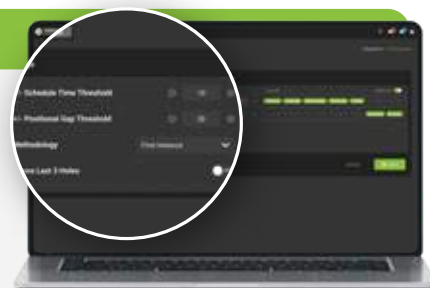
INDUSTRY-LEADING ANALYTICS AND REPORTING:

- **Analytics Hub** - Enhanced data visualization tools and visually appealing graphics.
- **Advanced Reporting** - A deeper understanding of pace, capacity and other key metrics by timeframe.
- **Data Directory** - Create custom fields to collect specific data around players, which is carried into Round Reports.

PACE DISRUPTORS:

- **Automate** - Identify out-of-position playing groups based on pre-set parameters and receive alerts.
- **Change Outcome** - Proactively identify disruptor groups and intervene in real-time.
- **Customize** - Adjust thresholds and methodologies so pace alerts are triggered at your discretion.

CART STOP:

- **Player Alerts** - Buzzer sound or on-screen pop-up informs players of a geofence breach.
- **Protect Sensitive Turf** - Cart stops and must reverse out of the prohibited area.
- **Adjustable Templates** - Toggle geofences on and off to react instantly to changing weather and other variables.

> "The enhancements and new features offer even greater functionality and efficiency, helping us provide an exceptional experience."

LOWELL WEAVER
Owner and General Manager
The Medalist Golf Club

> "The software and all of the features have worked wonders for our operation, because it's unlike anything that we've seen before."

MATT KLOPPENBURG, PGA
Head Golf Professional
Terravita Golf Club

TAGMARSHAL
SYSTEM FEATURES

LIVE MAP

Real-time, full line of sight of your course for proactive pace management and targeted use of player assistants.

GAP TIME MONITOR

Manage the field via a visual representation of the **distance and time between groups**, for **optimal pace and flow** and an enhanced player experience.

ANALYTICS HUB

Best-in-class **data insights** to spot trends for better decision-making and **optimal course management**.

TEE SHEET AUTO ASSIGNMENT

Building **player profiles** is easy with the intuitive system, combining tee sheet data and GPS technology to **auto-assign players to tracking devices.**

TRACK MAP

A complete **record of every round played** to aid with **fact-based discussions** and accountability.
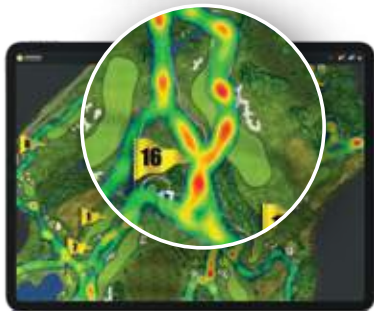
GOAL SETTING MODULE

Set goals for key metrics to benchmark, **measure and optimize** performance.

HEATMAP VISUALIZATION

Allows you to see which parts of the course are being under- or overutilized, to **assist course maintenance**.

GEOFENCING

Helps Superintendents and Maintenance teams to **protect sensitive or prohibited areas** of the course.

CADDIE MANAGEMENT MODULE

Assign and manage your team of Caddies with ease, whether they're independent or internal.

PLAYER PROFILES

Identify your quicker and slower players and **assign tee times accordingly.**

INTEGRATIONS

Tagmarshal seamlessly integrates with **more than 25 leading tee sheet providers and tech solutions**, combining powerful **data insights from multiple sources** to act as a central hub.

ForeTees LLC
clubprophet
Golfmanager
lightspeed
Gallus
WHOOSH
JONAS
CLUBESSENTIAL
foreUP

TAGMARSHAL
2WAY FEATURES

Enhance the player experience with to-the-pin yardage, real-time pace tracking, F&B orders, direct messaging and more, all easily accessible via the HD touchscreen devices.

LIVE MAP

Give your players **line-of-sight** of each hole with **range-finding capabilities** and the ability to **self-manage pace** against your goal time.

WEATHER ALERT
Inclement weather approaching. Please return to the clubhouse

SLOW DOWN!!
High Cart **Accident Risk Zone**

GEOFENCE ALERT
You have entered a geofenced area

ALERTS MODULE

Send **automated geofence and pace alerts** directly to players, protecting sensitive turf and saving your team labor hours. **Customize messages** for certain groups or the entire field.
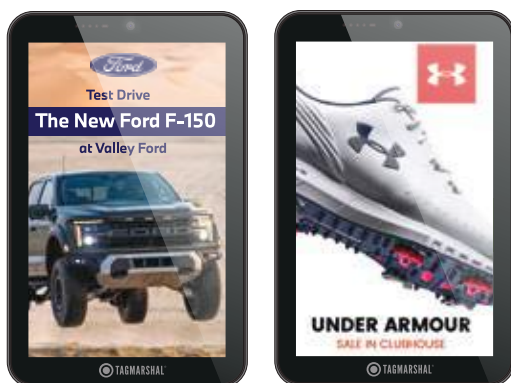
FOOD ORDERING MODULE

Players can now **order F&B from their 2Way cart screens**, before reaching the halfway house.

ORDER NOW
MENU

Test Drive
The New Ford F-150
at Valley Ford

UNDER ARMOUR
SALE IN CLUBHOUSE

ADVERTISING MODULE

Get significant savings on your 2Way devices, by placing **third-party advertising** on your cart screens. Find out more about Tagmarshal Media's **managed and self-managed options.**

TAGMARSHAL 2WAY CART SCREEN SPECIFICATIONS:

- 8inch and 10inch screen options
- Military-grade GPS accuracy
- Ultra-high resolution display
- 3x brighter screen (1000 NITS)
- IP65 certified (dustproof and water-resistant)
- Adjustable center screen mount for comfort
- Robust construction – no additional protection required
- External battery hidden under the dash means it's protected from the sun

GOLF GENIUS INTEGRATION

Live scoring, leaderboard functionality and more for tournaments via Tagmarshal's 2Way cart screens.

Golf Genius.

LIVE LEADERBOARD

HOLE 18

Joey Watters ... 3
John Willmore ... 3
Ashleigh Bryant ... 3
Jack Green ... 4

BACK TO MAP
UNDO CHANGES   SAVE SCORES

DATA-BACKED RESULTS
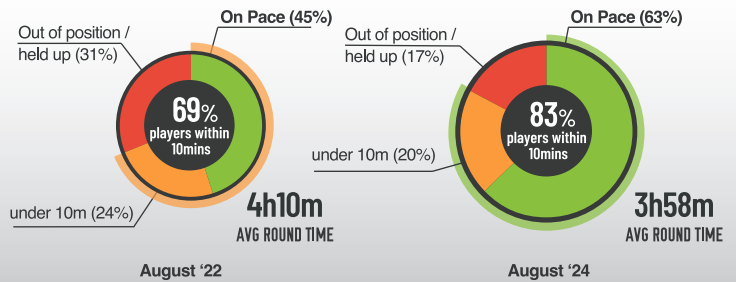
MULTI-YEAR IMPROVEMENT

SUB 4-HOUR ROUNDS

BALTUSROL - THE LOWER COURSE
- 12-min avg round time reduction, to **3h58m**, across 3 seasons.
- **83% of rounds** finishing on pace +10mins.

▲ **3x increase** in number of **groups tracked**   ▲ **5x increase** in Tagmarshal **system engagement**

August '22
- Out of position / held up (31%)
- On Pace (45%)
- under 10m (24%)
- **69%** players within 10mins
- **4h10m** AVG ROUND TIME

August '24
- Out of position / held up (17%)
- On Pace (63%)
- under 10m (20%)
- **83%** players within 10mins
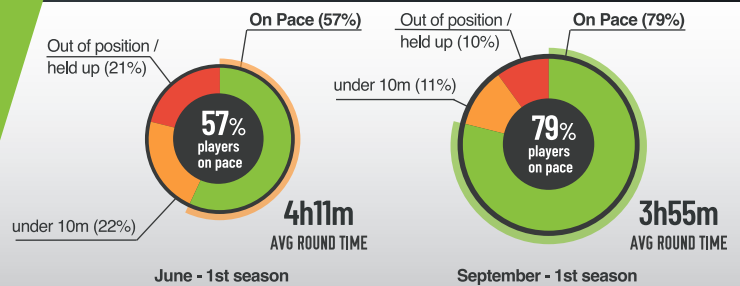- **3h58m** AVG ROUND TIME

FIRST-SEASON IMPACT

16-MIN REDUCTION IN ROUND TIMES

FRANKLIN BRIDGE GOLF CLUB
- Instant impact on avg round time, down to **3h55m**.
- **22% increase** in rounds finishing on pace, with similiar play volume.

▲ **22% increase** in rounds on pace   ▼ **16min improvement** in Avg Round Time

June - 1st season
- Out of position / held up (21%)
- On Pace (57%)
- under 10m (22%)
- **57%** players on pace
- **4h11m** AVG ROUND TIME

September - 1st season
- Out of position / held up (10%)
- On Pace (79%)
- under 10m (11%)
- **79%** players on pace
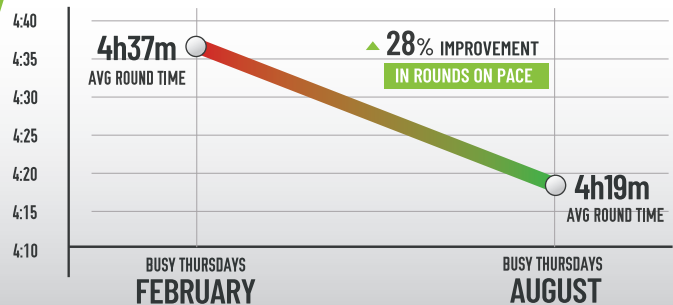- **3h55m** AVG ROUND TIME

QUICK IMPACT

18-MIN REDUCTION IN ROUND TIMES

OLD COURSE AT ST ANDREWS LINKS
- Avg round time down from 4h37m to **4h19m.**
- **28% increase** in rounds finishing on pace.

4h37m AVG ROUND TIME

▲ **28% IMPROVEMENT** IN ROUNDS ON PACE

4h19m AVG ROUND TIME

BUSY THURSDAYS **FEBRUARY**   BUSY THURSDAYS **AUGUST**

RETURN ON INVESTMENT

▲ **$ 700k** INCREASE IN **GREENS REVENUE**

ERIN HILLS
- Tee sheet optimization for **increased capacity.**
- **Advanced revenue strategies** implemented.

▲ **$500K** ADDITIONAL REVENUE **IN FIRST SEASON**

WILLOW SPRINGS GOLF COURSE
- Quicker rounds led to **increased tee sheet capacity.**
- **Dynamic pricing** implemented based on heightened demand.

RETURN ON INVESTMENT

🗓 LABOR SAVINGS

Fewer staff are needed to manage pace of play, as technology identifies issues proactively.

💲 ADDITIONAL REVENUE

As play time decreases, extra tee sheet capacity is created, generating additional revenue for operators.

🍴 INCREASED F&B SPEND

Time saved during play, gets spent in the pro shop and on F&B, resulting in increased spend.

"We consider ourselves a living laboratory. Tagmarshal is great for us to understand what we're putting in place, providing quantitative analysis of what is working and why it's working."

MATT BARKSDALE, PGA
Director of Golf
Pinehurst Resort

"Tagmarshal has enabled us to effectively implement our pace of play policy to reduce playtime and add additional tee times. Tagmarshal pays for itself a hundred times over."

JIM LOMBARDO, PGA
Head Golf Professional
Erin Hills

"The Tagmarshal system is intuitive enough that I can tell if something is wrong within 15 seconds and instantly address the problem."

DEREK GUZMAN, PGA
Head Golf Professional
Sand Valley Golf Resort

"The data has allowed us to optimize tee sheet capacity and improve flow – increasing golf revenue by 85% within 3 years."

CHIP HIERLIHY, PGA
General Manager
Fieldstone Golf Club

"With Tagmarshal, we know what is happening on the course and can get ahead of any issues with anticipatory service. It's been really great having these tools."

KYLE CRAMER, PGA
Head Golf Professional
Valhalla Golf Club

"There's nothing better than walking into the office and knowing exactly what's happening on your golf course. It's fantastic knowledge and peace of mind."

RYAN FOUNTAINE, PGA
Director of Golf
Baltusrol Golf Club

"I love the hole-by-hole data, which we use to adjust and tweak expectations to make sure that we are setting realistic pace targets for each hole."

KYLE BRANDT, PGA
Head Golf Professional
Hazeltine National

"This technology will make you money and we're a perfect example of that. We have the data now and revenue is up."

MIKE FOSNICK, PGA
Director of Operations
Troon Golf

TAGMARSHAL®
golf course optimization

@TAGMARSHAL

CONTACT US TO FIND OUT HOW TO
OPTIMIZE YOUR ON-COURSE OPERATIONS.

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