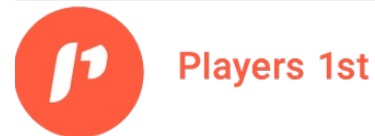


UT-viðburður GSÍ

Upplýsingatækni golfhreyfingarinnar - horft til framtíðar

10:30	Opnun	Guðmundur Óskarsson, UT nefnd GSÍ
10:40	BI solution tailored for golf clubs	Jacob Buksted, M. Director and Co-Founder at Players 1st
11:10	Roadmap 2024/2025 and Union App	Andreas Norfelt, CEO EMEA at OOLIO Group and GolfBox
11:40	Spurt og svarað	Guðmundur Óskarsson, UT nefnd GSÍ
12:00	Léttur hádegisverður	





**A customer experience management and
BI solution tailored for golf clubs**



What we do

Players 1st empowers golf course managers to gain **deep insights** into their **customers' experiences**, identify pain points, and optimize their operations to enhance customer satisfaction, recommendation rate, retention, and profitability.

Players 1st also offers a tailored **Business Intelligence platform** with three modules – member stats, bookings and financials.

Players 1st is the only Customer Experience Management solution designed specifically for golf courses.



A STRONG BRAND IN THE INDUSTRY

International recognition

FEDERATIONS



And **many** more...

CLUBS



And **2,500** others...

INTEGRATIONS



And **30+** other...

A few survey stats



10
MILLION

Surveys conducted

More than 10M surveys have been created over time.

3.8
MILLION

Golfers in total

More than 3.8M golfers have used Players 1st to make their voice heard.

How it works - members

Players 1st seamlessly integrates with leading golf booking and membership platforms to create in-moment triggered automated golf experience dialogues between the golfers and the course.



Active membership

Players 1st automatically sends out a survey to the members



Advanced analytics made easy

Numbers are crunched and key findings are presented



Take action

Based on real time data the manager makes improvements

How it works - guests

Players 1st seamlessly integrates with leading golf booking and membership platforms to create in-moment triggered automated golf experience dialogues between the golfers and the course.



Round is booked

Players 1st integrates with the leading booking software



Round is played

The golfer plays a round of golf at the golf club



Post round survey

Players 1st automatically sends out a survey to the golfer



Advanced analytics made easy

Numbers are crunched and key findings are presented



Take action

Based on real time data the manager makes improvements

Advanced analytics made simple

Member Survey
Survey ▾

n/a
Response rate ?

561 Responses

36 Score

-15 vs. National Benchmark ▾

Last three years
Date range ▾

Evaluation points

Net Promoter Score

“ How likely is it that you would recommend Poplar Grove to friends, family or colleagues?”

Touchpoints

Needs immediate attention

There is a friendly/welcoming atmosphere in the clubhouse	75
Compared to other clubs, the prices at Poplar Grove are reasonable	69
There is a good social environment at the club	71
The Board of Directors/ Management Committee group is effective	71
The number of available tee times makes it easy to get onto the course when you want to	64
The price level is appropriate to the choice and quality	62
The number of clubs within the club is appropriate	63

Underperforming

I think my membership offers great value for money	76
I feel well informed about important issues and developments at the club	76
The team members at the office provide excellent service	85

Priority map

How likely is it that you would recommend Poplar Grove to friends, family or colleagues?

Score

100

85

75

65

50

Low Medium High

Impact on Net Promoter Score

📊
📈
⚙️

SERVICE AREAS
TOUCHPOINTS
SCORE
DISTRIBUTION

Filter options

Gender

MALE	37	FEMALE	35
------	----	--------	----

Age

19-30 YEARS	24	31-50 YEARS	44
51-60 YEARS	32	61-70 YEARS	31
71+ YEARS	44		

Handicap index

UNDER 10	41	10-18.4	40
18.5-24.9	39	25-36	30
37+	24		

NPS types

DETRACTOR	-100	PASSIVE	0
PROMOTOR	100		

Member in two years

YES	65	MAYBE	-11
-----	----	-------	-----

SCORE
DISTRIBUTION

Advanced analytics made simple

Member Survey

Survey ▾

n/a
Response rate ?

48
Responses

25
Score

-30
vs. National Benchmark ▾

01 Jan - 31 Dec 2022

Date range ▾

Evaluation points

Net Promoter Score

“ How likely is it that you would recommend Poplar Grove to friends, family or colleagues?”

Touchpoints

Needs immediate attention

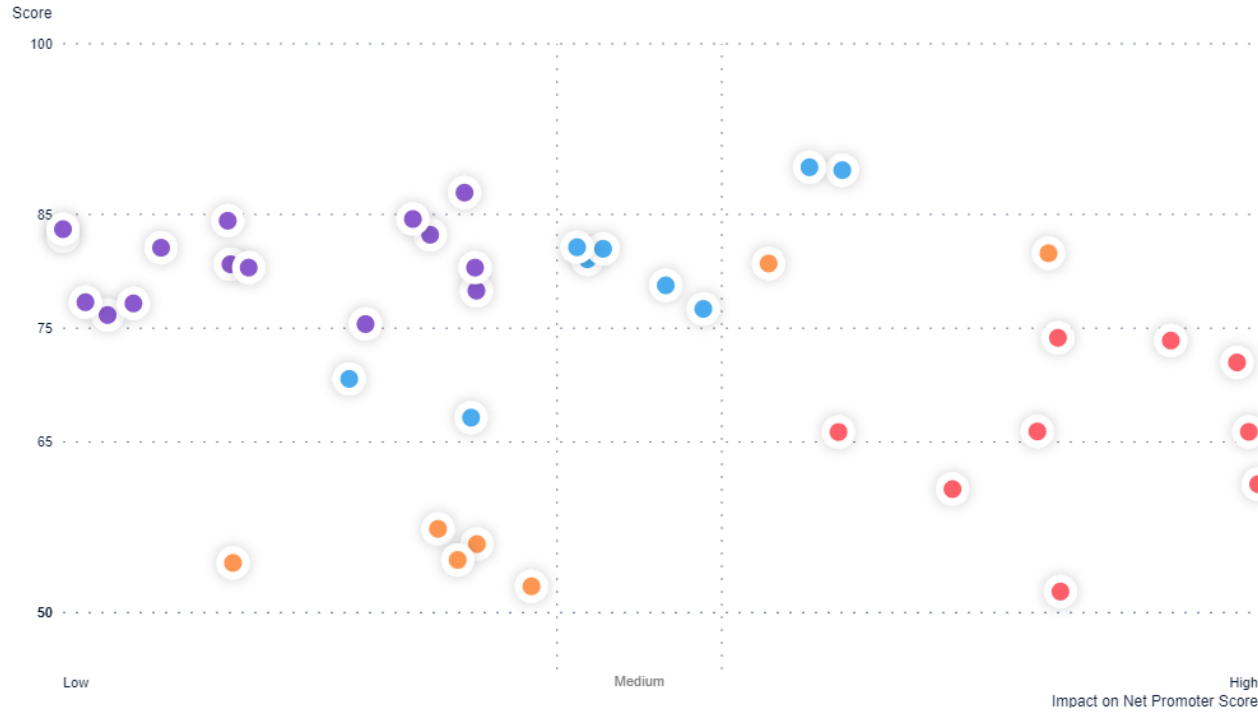
Compared to other clubs, the prices at Poplar Grove are reasonable	61
There is a good social environment at the club	66
There is a friendly/welcoming atmosphere in the clubhouse	72
I think my membership offers great value for money	74
The number of available tee times makes it easy to get onto the course when you want to	52
I feel well informed about important issues and developments at the club	74
The Board of Directors/ Management Committee group is effective	66
The game usually flows well, and there is generally only limited waiting time during the round	61
Price levels	66

Underperforming

The team members at the office provide excellent service	82
--	----

Priority map

How likely is it that you would recommend Poplar Grove to friends, family or colleagues?



📊
📈
⚙️

SERVICE AREAS
TOUCHPOINTS

Filter options

Gender

MALE FEMALE 25

Age

19-30 YEARS 31-50 YEARS
51-60 YEARS 25 61-70 YEARS
 71+ YEARS

Handicap index

UNDER 10 10-18.4 27
 18.5-24.9 33 25-36 17
 37+ 22

NPS types

DETRACTOR -100 PASSIVE 0
 PROMOTOR 100

Member in two years

YES 80 MAYBE -8

SCORE
DISTRIBUTION



Advanced analytics made simple

Member Survey

Survey ▾

n/a
Response rate ?

560
Responses

34 out of 41
Rank

Bottom 17%
vs. National Benchmark ▾

01 Jan - 31 Dec 2022

Date range ▾

Evaluation points

Net Promoter Score

“ How likely is it that you would recommend Poplar Grove to friends, family or colleagues? ”

Service areas

Needs immediate attention

Prices & Products	73	➤
Club life	72	➤

Underperforming

Management & Information	76	➤
Food & beverage	70	➤

In balance

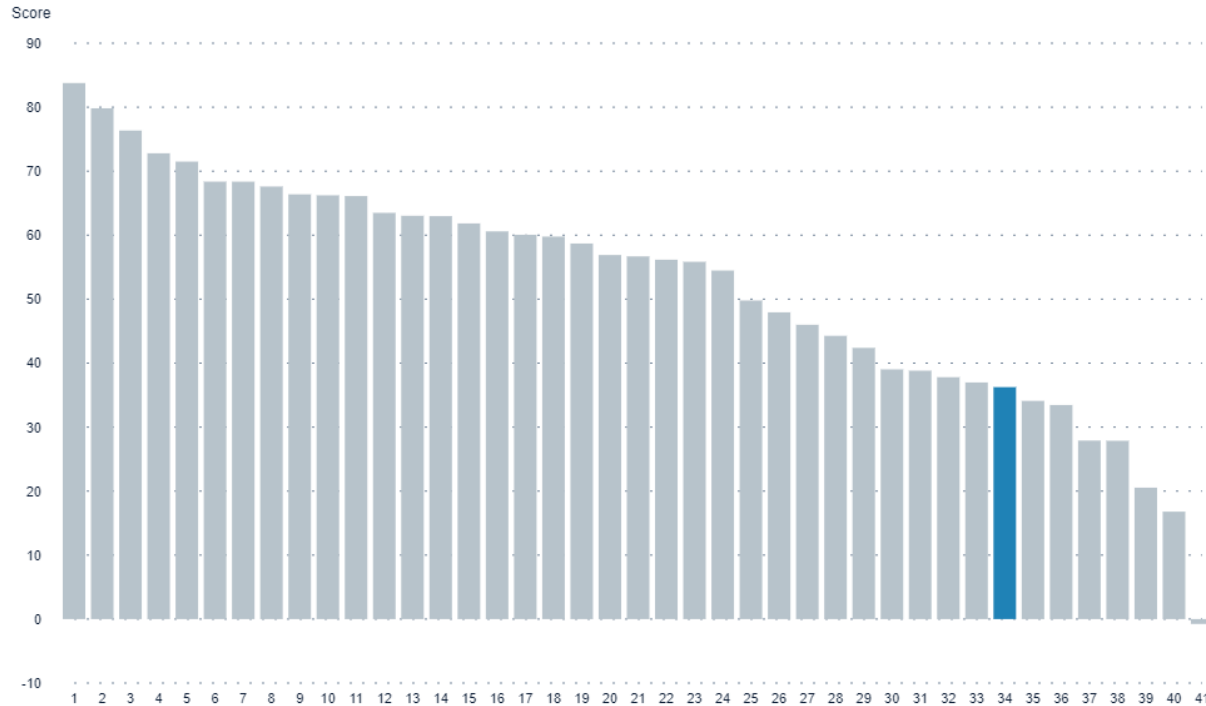
The course	78	➤
------------	----	---

Overperforming

The pro shop	79	➤
Practice facilities	79	➤
Clubhouse	81	➤
Lessons	88	➤

Ranking

How likely is it that you would recommend Poplar Grove to friends, family or colleagues?



Filter options

Gender

MALE	37	FEMALE	35
------	----	--------	----

Age

19-30 YEARS	24	31-50 YEARS	45
51-60 YEARS	32	61-70 YEARS	31
71+ YEARS	44		

Handicap index

UNDER 10	41	10-18.4	40
18.5-24.9	40	25-36	30
37+	24		

NPS types

DETRACTOR	-100	PASSIVE	0
PROMOTOR	100		

Member in two years

YES	65	MAYBE	-11
-----	----	-------	-----

SCORE DISTRIBUTION

Advanced analytics made simple

Guest Survey

Survey ▾

n/a
Response rate ?

300
Responses

52
Score

+13
vs. National Benchmark ▾

01 Jan - 31 Dec 2022

Date range ▾

Evaluation points

Net Promoter Score

“ How likely is it that you would recommend Poplar Grove to friends, family or colleagues?”

Service areas

Needs immediate attention

Prices 73 ▶

Underperforming

The course 82 ▶

In balance

Atmosphere and service 86 ▶

Practice facilities 84 ▶

Without priority

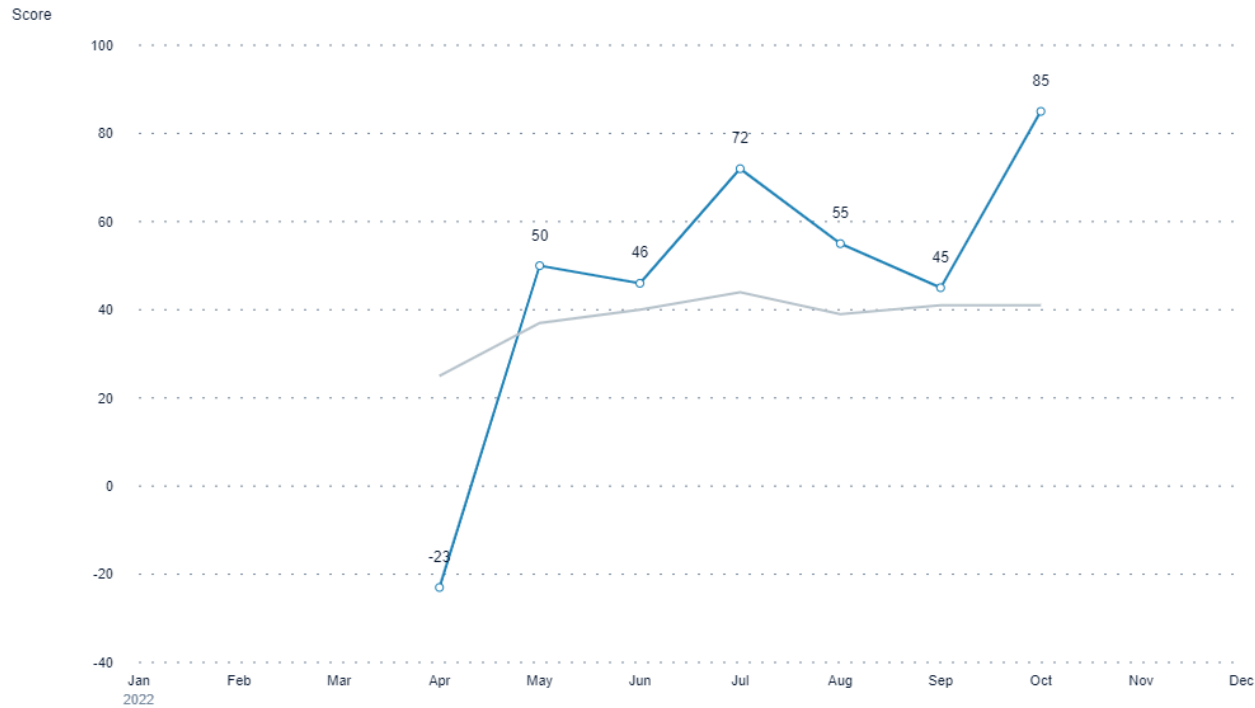
Further questions

What was the best part of your experience?

What could we do to make your experience better?

Development

How likely is it that you would recommend Poplar Grove to friends, family or colleagues?



DAY WEEK MONTH YEAR

Filter options

Gender

MALE 48 FEMALE 65

Age

19-30 YEARS 47 31-50 YEARS 40

51-60 YEARS 62 61-70 YEARS 51

71+ YEARS 54

Handicap index

UNDER 10 56 10-18.4 48

18.5-24.9 46 25-36 59

37+ 53

NPS types

DETRACTOR -100 PASSIVE 0

PROMOTOR 100

NPS types (F&B)

DETRACTOR 16 PASSIVE 47

SCORE DISTRIBUTION



Our survey (CX) solution will soon be available in Iceland

- Our surveys will soon be available in Iceland
- The four basic surveys are
 - Guest survey
 - New member survey
 - Member survey
 - Exit survey
- All in Icelandic – guest survey will be available in multiple languages
- Automated send out via Integration with Golfbox

A few Business Intelligence stats

1000

Clubs

BI users

More than 1000 clubs are using our BI solution.

7

Federations / Unions

Countries in total

Four (soon seven) federations.
DK, NO, SE, FI, IS, NL, EN



The BI solution – member stats

Members

Dashboard ▾

Same Period Last Year

Benchmark ▾

Last year

Time period ▾

Number of members

1,458

+187 vs. benchmark

Member growth rate

15%

+10 vs. benchmark

New members

502

+177 vs. benchmark

New member growth rate

39%

+13 vs. benchmark

Churned members

312

+43 vs. benchmark

Churn rate

18%

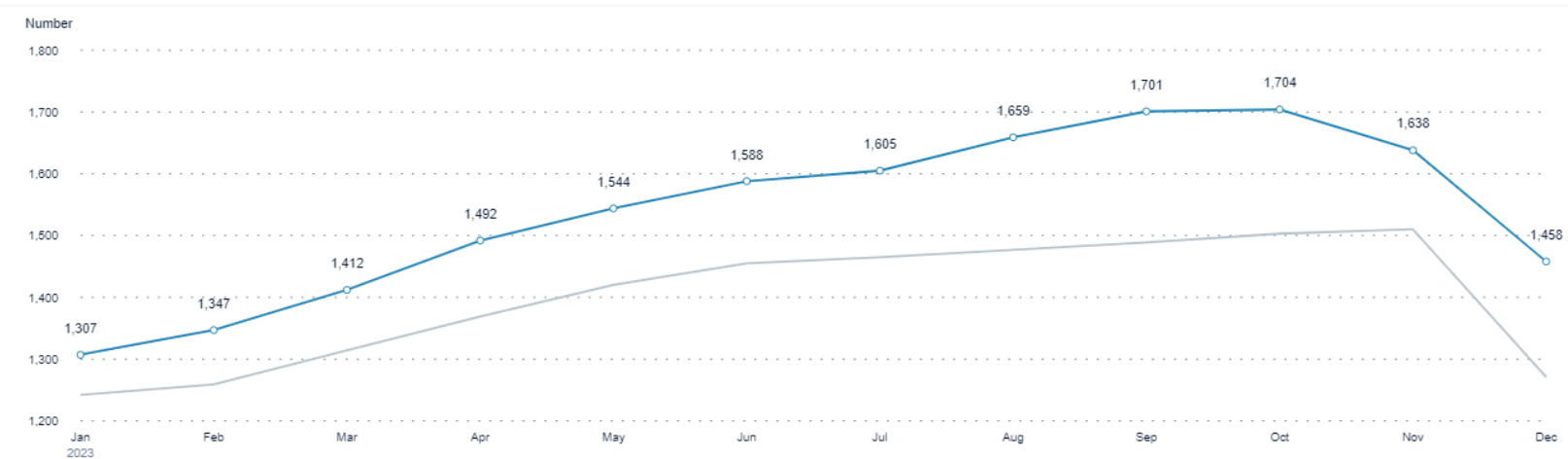
+0 vs. benchmark

Rounds per member

10.8

-1.4 vs. benchmark

Development



DEVELOPMENT

DEMOGRAPHICS

MONTH

YEAR

Filters

Membership type

FULD TID	807	FLEKS	448
PRØVEMEDLEMMER	54	JUNIOR UDEN BANETILLAEDELSE	41
LONG DISTANCE	4	UKENDT	104

Gender

MALE	1,108	FEMALE	350
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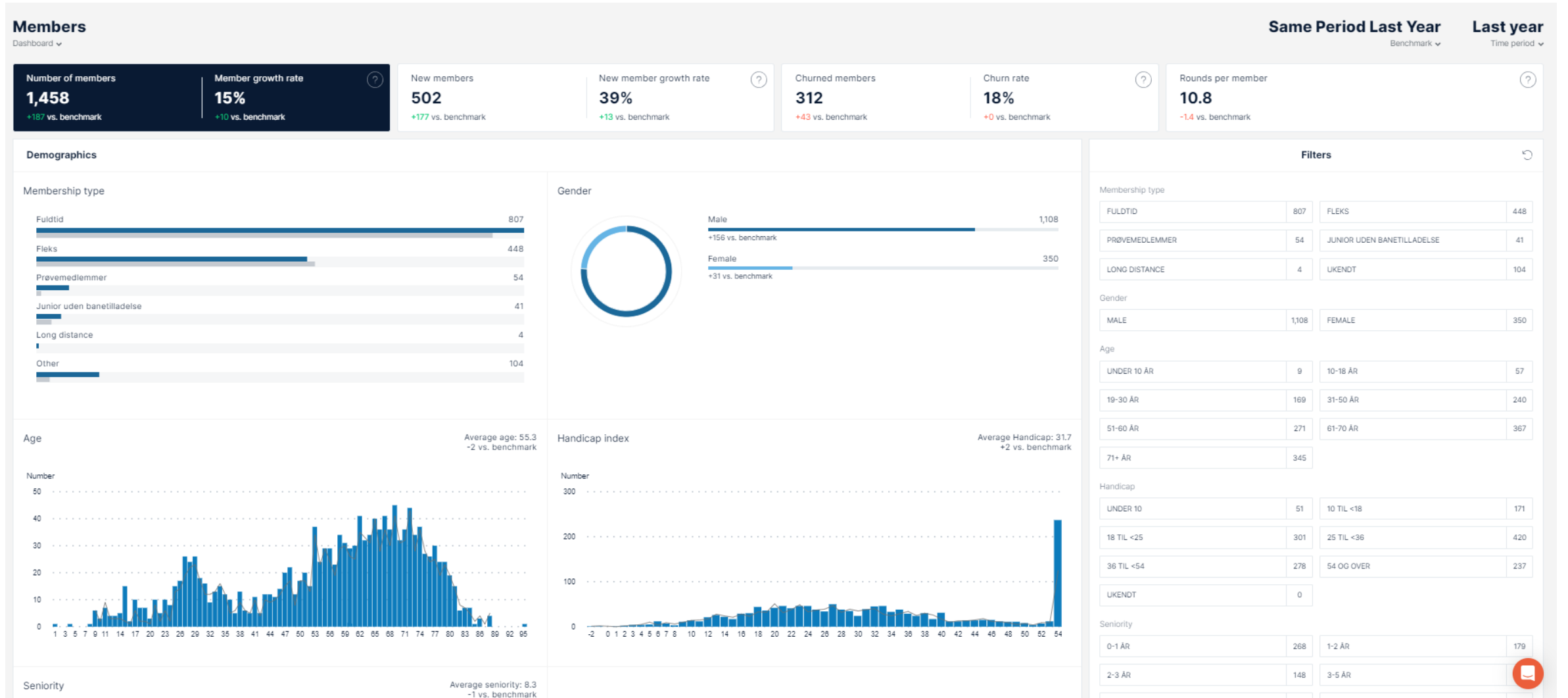
Age

UNDER 10 ÅR	9	10-18 ÅR	57
19-30 ÅR	169	31-50 ÅR	240
51-60 ÅR	271	61-70 ÅR	367
71+ ÅR	345		

Handicap

UNDER 10	51	10 TIL <18	171
18 TIL <25	301	25 TIL <36	420
36 TIL <54	278	54 OG OVER	237
UKENDT	0		

The BI solution – member stats



The BI solution – rounds played

Members
Dashboard ▾

National Benchmark Benchmark ▾ **Last year** Time period ▾

Number of members
1,458
+671 vs. benchmark

Member growth rate ?
15%
+14 vs. benchmark

New members
502
+347 vs. benchmark

New member growth rate ?
39%
+18 vs. benchmark

Churned members
312
+159 vs. benchmark

Churn rate ?
18%
+1 vs. benchmark

Rounds per member ?
10.8
-3.5 vs. benchmark

Member rounds

Member ID	Name	Email	Membership Type	# Rounds
73-4933	Michael Gorm Jensen	michael.gorm.jensen@youmail.dk	1	309
73-1266	Mogens Søndergaard	soendergaardmogens@gmail.com	1	262
73-4668	Bjarne V. Andersen	andersen_bjarne@hotmail.com	1	170
73-5782	Leni Forsberg Jørgensen	leni.forsberg@gmail.com	1	156
73-490	Grethe Jensen	grethe.jensen@gmail.com	1	150
73-4397	Jens Olesen	jso1960@gmail.com	1	150
73-3526	Ole Svenningsen	ole@opse.dk	1	150
73-5080	Claus Jespersen	claus.haag@outlook.com	1	150
73-4853	Per Rugholm	prugholmhansen@gmail.com	1	142
73-5520	Peter Lyngø Jensen	plj@indulak.dk	1	141
73-5774	Poul Lautrup	poullautrup@yahoo.dk	1	141
73-3424	Egon Christensen	egon8260@gmail.com	1	136
73-2060	Hanne Langgaard	h28898416@gmail.com	1	130
73-2930	Ib Sundgaard	ibsundgaard@gmail.com	1	130
73-4093	Lars Gavnholt	lgavnholt@gmail.com	1	126
73-5407	Tina Grace Herluf	tgherluf@gmail.com	1	126
73-3937	Flemming Kristensen	fkristensen@mail.dk	1	120
73-5349	Kenneth Hye-Knudsen	kenneth.hknudsen@caljan.com	1	110
73-3404	Tonny Sivertsen	piatonny57@gmail.com	2	108
73-5629	Lars Borchmann Budtz	1968tblb@gmail.com	2	108

Filters ↻

Membership type

FULDID	16.2	FLEKS	5.8
PRØVEMEDLEM	0.2	JUNIOR UDEN BANETILLÆLSE	0.1
LONG DISTANCE	0.5	UKENDT	0.1

Gender

MALE	10.7	FEMALE	11.2
UNKNOWN	0.0		

Age

UNDER 10 ÅR	0.2	10-18 ÅR	1.3
19-30 ÅR	5.3	31-50 ÅR	6.8
51-60 ÅR	12.4	61-70 ÅR	15.1
71+ ÅR	13.7	UKENDT	0.0

Handicap

UNDER 10	11.5	10 TIL <18	16.0
18 TIL <25	17.0	25 TIL <36	12.6
36 TIL <54	8.9	54 OG OVER	0.8
UKENDT	0.0		

Seniority

0-1 ÅR	3.5	1-2 ÅR	
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MEMBER ROUNDS

RANKING

DEMOGRAPHICS

FREQUENCY OF PLAY

The BI solution – rounds played

Members

Dashboard ▾

National Benchmark

Benchmark ▾

Last year

Time period ▾

Number of members

1,458

+671 vs. benchmark

Member growth rate

15%

+14 vs. benchmark



New members

502

+347 vs. benchmark

New member growth rate

39%

+18 vs. benchmark



Churned members

312

+159 vs. benchmark

Churn rate

18%

+1 vs. benchmark



Rounds per member

10.8

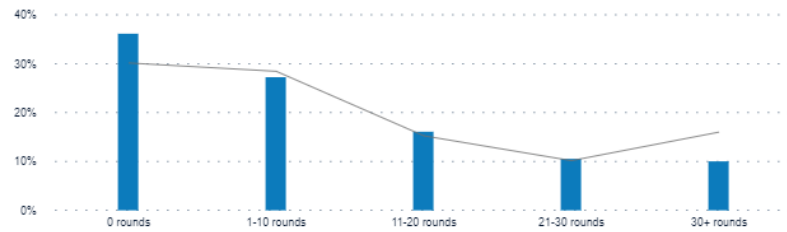
-3.5 vs. benchmark



Frequency of play

Members according to playing frequency

% of members



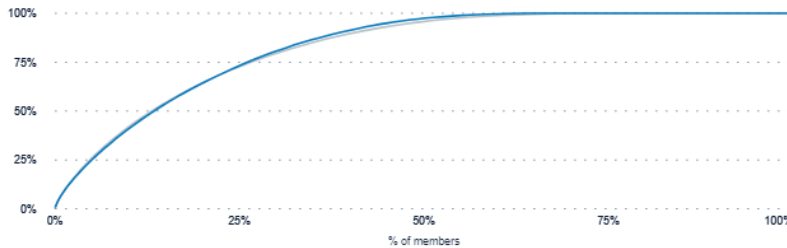
Fun fact



“The fifth of your members who play the most, play 65% of all membership rounds”

Members according to playing frequency

% of rounds



Filters

Membership type

FULD TID	16.2	FLEKS	5.8
PRØVEMEDLEMMER	0.2	JUNIOR UDEN BANETILLAEELSE	0.1
LONG DISTANCE	0.5	UKENDT	0.1

Gender

MALE	10.7	FEMALE	11.2
UNKNOWN	0.0		

Age

UNDER 10 ÅR	0.2	10-18 ÅR	1.3
19-30 ÅR	5.3	31-50 ÅR	6.8
51-60 ÅR	12.4	61-70 ÅR	15.1
71+ ÅR	13.7	UKENDT	0.0

Handicap

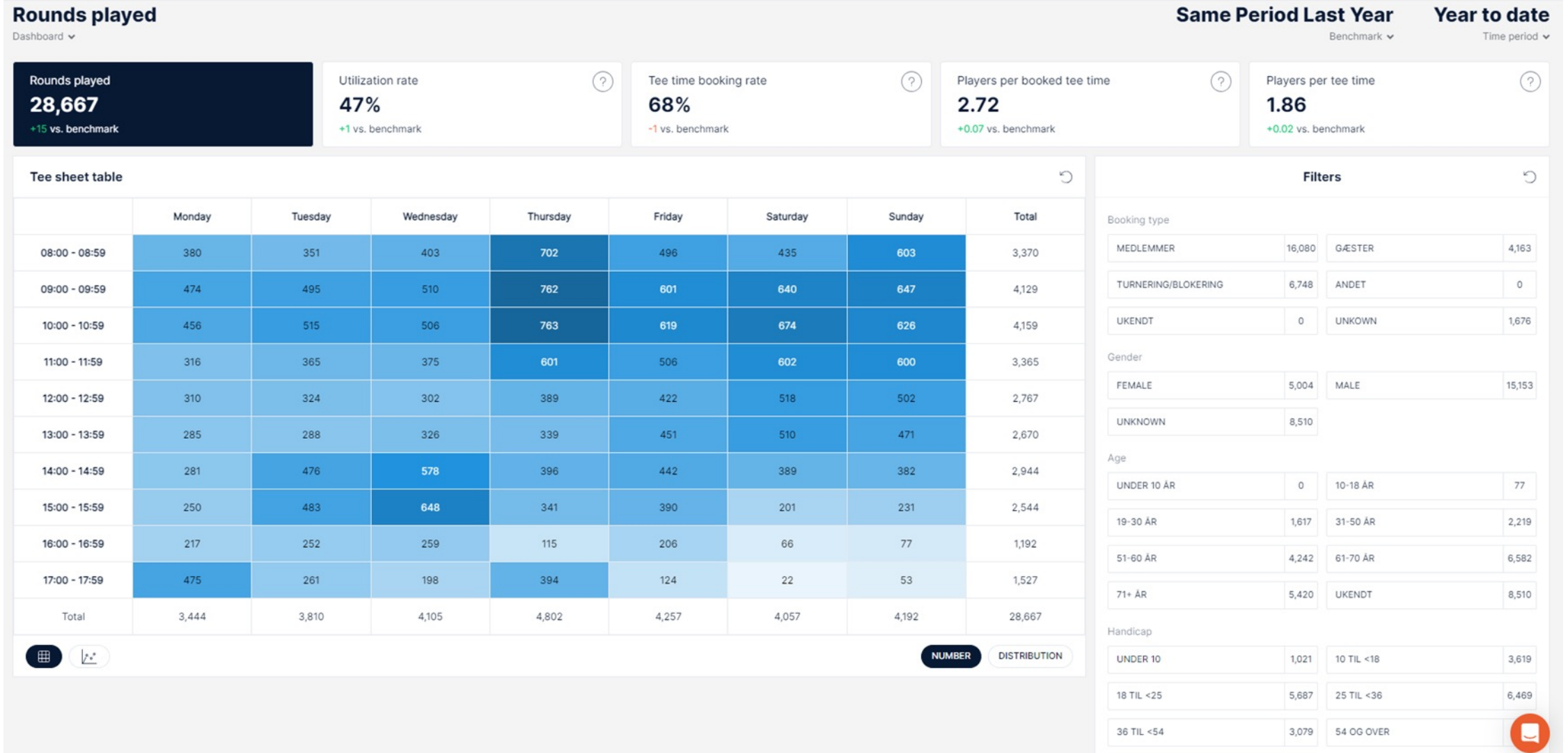
UNDER 10	11.5	10 TIL <18	16.0
18 TIL <25	17.0	25 TIL <36	12.6
36 TIL <54	8.9	54 OG OVER	0.8
UKENDT	0.0		

Seniority

0-1 ÅR	3.5	1-2 ÅR	
--------	-----	--------	--



The BI solution - bookings



High level product road map

2022

2023

2024

2025

CX
Customer
Experience

BI
Business
Intelligence

PA
Predictive
Analytics

GP
Golfer
Panel

PA

BI

BI

CX

CX

CX



Semi-detailed product road map 2024

Customer experience

- NPS survey (upgrade)
- AI text analysis
- Custom Survey
- Tag benchmark

Business Intelligence

- Financials
- Data export

Predictive Analysis

- Churn prediction
- Playing behavior

Golfer Panel

- Hot topics
- Industry insights



Case: Smørum Golf Club

- Low performance – member satisfaction low, financial results below average
- Strategy - defined and made public
- Action Plan - defined improvements and when
- Act – implementing the strategy and tasks as promised
- Improvement were visuable

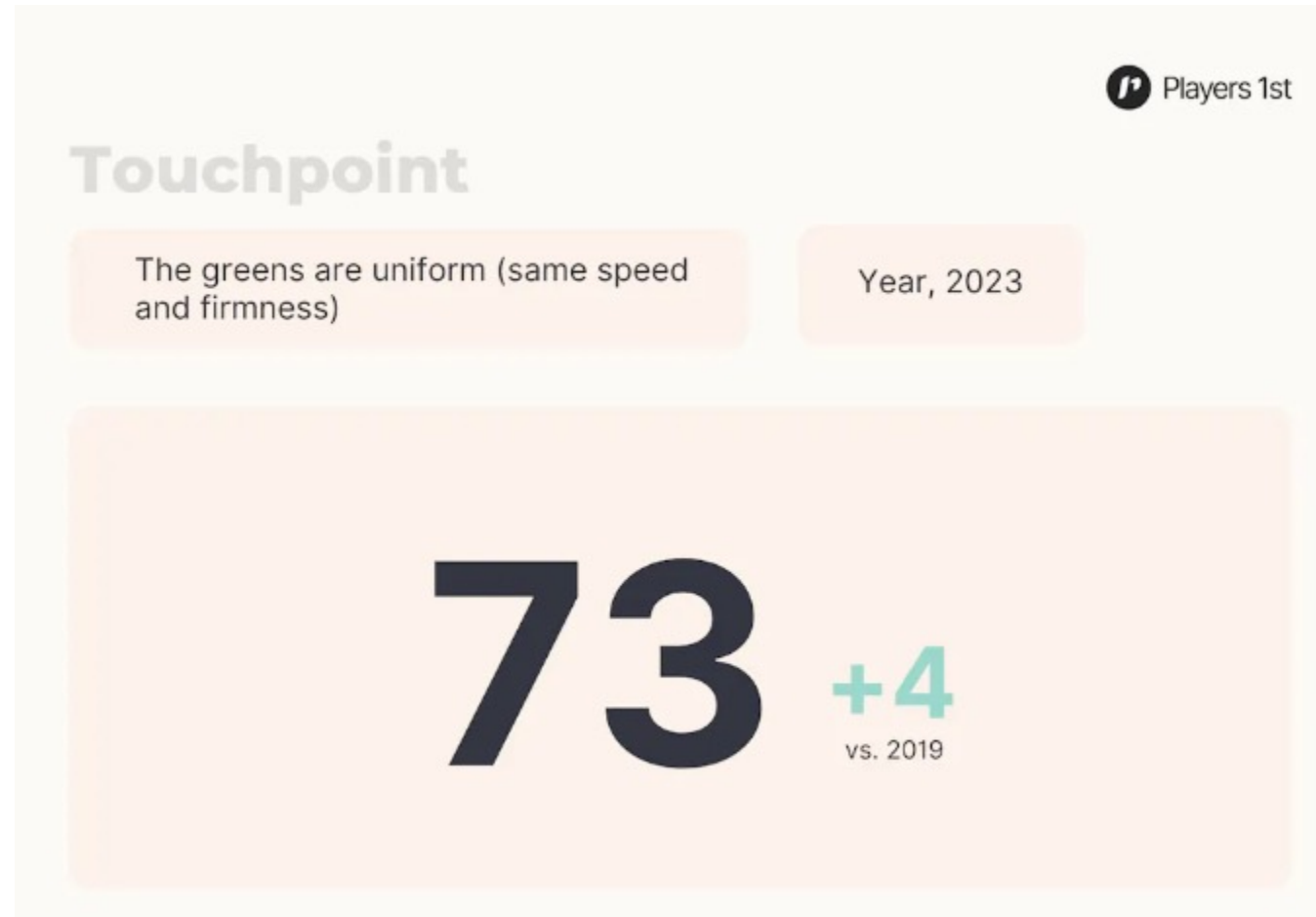
Players 1st platform was used to identify and prioritize areas where improvements were needed

Case: Smørum Golf Club – one example of improvement

“ Five years ago, we started receiving negative feedback about our greens. With the help of the Players 1st dashboard, we realized our members cared more about greens than tees. So, we focused on improving the greens first and addressed the tees later. This change led to some criticism of our tees a few years down the line, but since greens were more important for our members, the changes actually elevated the members' overall satisfaction.

Keld Østergaard Christensen, General Manager at Smørum Golf Club

Case: Smørum Golf Club – one example of improvement



Case: Smørum Golf Club – personal follow up

“ I routinely reach out to members who provide non-anonymous critical feedback. In 9 out of 10 cases, this approach helps the member better understand the reasons behind their dissatisfaction, and occasionally, they become club advocates by sharing this information with other members.

Keld Østergaard Christensen, General Manager at Smørum Golf Club

Case: Smørum Golf Club – handling “The tyranny of the terrace”

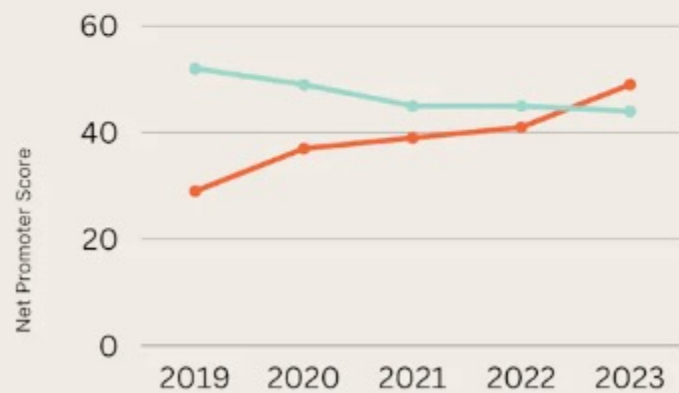
“ Having data to rely on is crucial. In the past, when only a few people were sitting on the terrace and expressing negative feedback about something, we lacked the data to determine whether it was a common problem. Now, thanks to our comprehensive dataset, we're more confident when addressing criticism and can confirm whether it's a widespread issue or a more personal concern.

Keld Østergaard Christensen, General Manager at Smørum Golf Club

Case: Smørum Golf Club – effect of the strategy

Net Promoter Score at Smørum Golf Club

"On a scale from 0-10, how likely are you to recommend this club to a friend or colleague?"



Steady rise in member satisfaction

Since 2019, Smørum Golf Club's score has skyrocketed from 29 to 49 enabling the club to surpass the national benchmark for the first time in 2023.

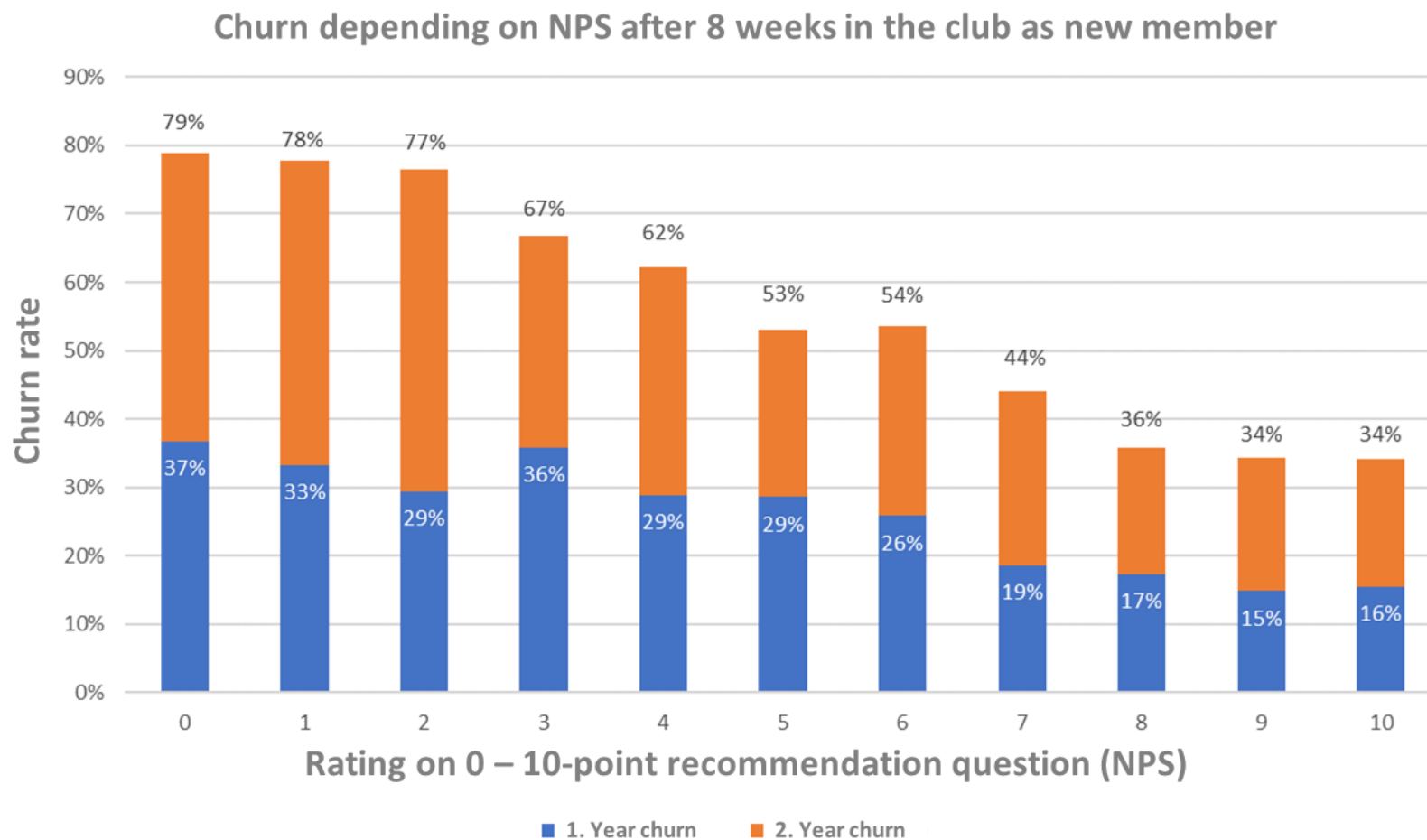


Case: Increasing new member retention

- New member churn (exit) was much higher in clubs with low scores on important touchpoints compared to high performers
- In 2016 Dansk Golf Union (DGU) therefore started the project “The good beginning”
- DGU made interviews with high performers on critical touchpoints
- Visited and consulted low performers

Players 1st platform was used to identify and prioritize touchpoints where improvements were needed AND used to identify low and high performing clubs on these areas

Case: Increasing new member retention



n = 6.424 new members in 96 Danish golf clubs

Churn data source: Golfbox

Case: Increasing new member retention

Undersøgelse blandt nye medlemmer
Survey

Response rate ?

3,376 Responses

49 Score

-2 vs. National Benchmark

01 Jan - 31 Dec 2016
Date range

Evaluation points

Net Promoter Score

“ Hvor sandsynligt er det, at du vil anbefale Dansk Golf Union til venner, familie eller kolleger? ”

Touchpoints

Needs immediate attention

Jeg føler, at klubben har haft tilstrækkelig opmærksomhed på mig som nyt medlem	74
Jeg føler mig godt integreret i Dansk Golf Union	69
Den praktiske information i forbindelse med at starte i klubben har været god	75

Underperforming

Jeg føler mig godt modtaget i Dansk Golf Union	83
Erhvervelse af golfkørekortet i Dansk Golf Union har været en god oplevelse for mig	83
Jeg har udviklet mig tilfredsstillende i mit golfspil	71

In balance

Træningen i Dansk Golf Union har været en god oplevelse for mig	86
Undervisningen i regler og etikette har været en god oplevelse for mig	80
Jeg har andre at spille med, når jeg ønsker det	76

Priority map

Hvor sandsynligt er det, at du vil anbefale Dansk Golf Union til venner, familie eller kolleger?

The practical information related to starting in the club has been good

I feel well integrated into the club

I feel that the club has given me sufficient attention as a new member

Score

Low Medium High

Impact on Net Promoter Score

Filter options

Køn

MAND	46	KVINDE	58
------	----	--------	----

Alder

19-35 ÅR	36-50 ÅR
51-60 ÅR	61-70 ÅR
71+ ÅR	

Handicap

UNDER 10	30	10-18.4	28
18.5-24.9	35	25-36	44
37+	56		

Ambassadertyper

NEGATIVE	-100	PASSIVE	0
POSITIVE	100		

Medlemstype

NY GOLFSPILLER	56	NYT MEDLEM	39
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SCORE

DISTRIBUTION

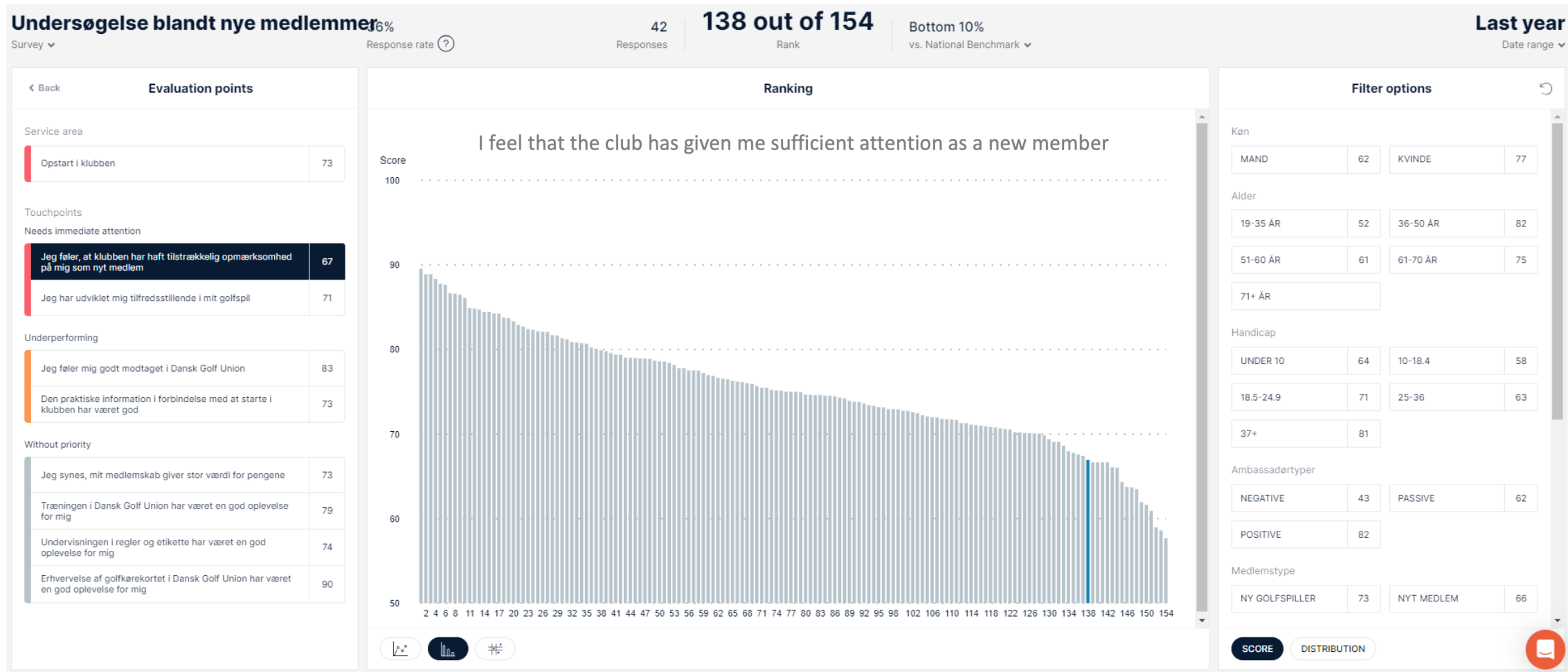
SERVICE AREAS

TOUCHPOINTS

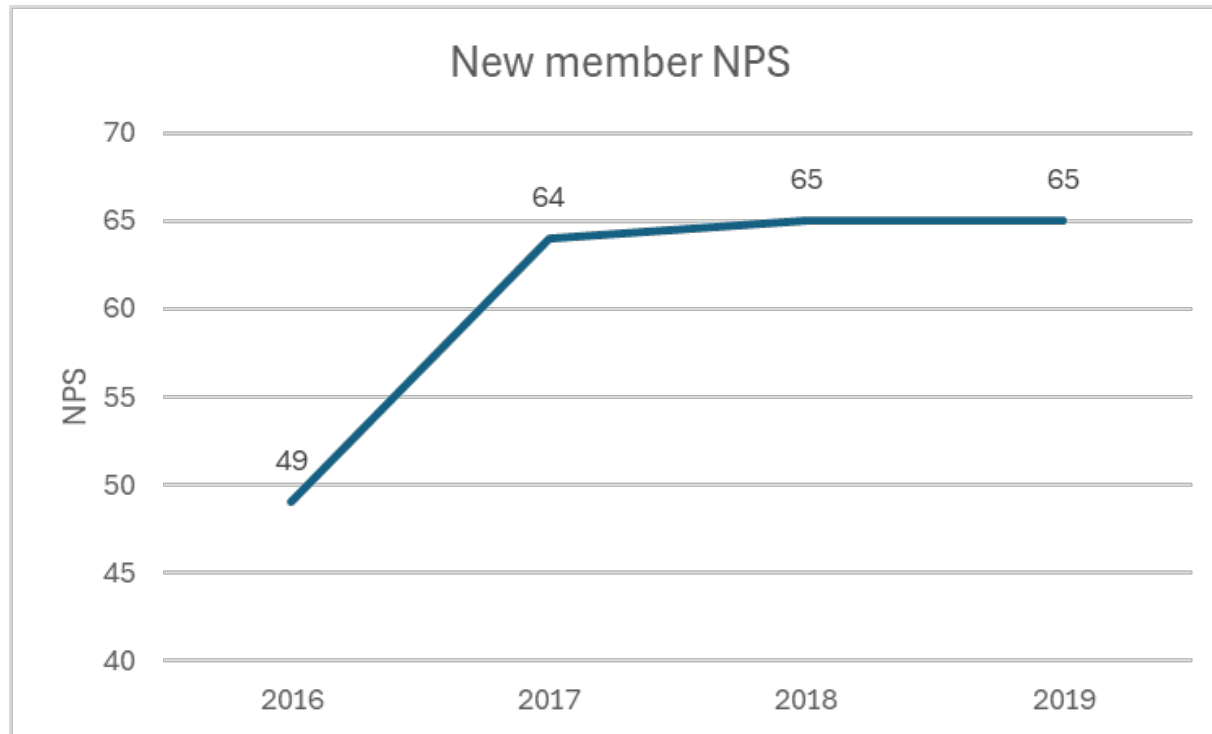
SCORE

DISTRIBUTION

Case: Increasing new member retention



Case: Increasing new member retention



- Increase in NPS from 49 -> 64/65
- Increase in retention
-



The complete golf software suite

We make the golf industry work smarter and reach its full potential

Our products drive the golf experience further and are used by golfers, PGA's, golf clubs and golf federations all over the world

We are leading the SaaS game within golf with smart technologies and user-friendly solutions

More time for golf...



Roadmap

2024 / 2025

ABOUT

GolfBox

ABOUT GolfBox | Timeline



2001

Fist fight on first tee at Silkeborg Golf Club over a tee-off order dispute



2003

*Dec. 31st.
Norway Master Relation Agreement signed (all clubs)*



2013

New HQ built now just a 7-iron away

OOLIO GROUP

2023

MSL Solutions acquired by Oolio Group



2003

Opened small office in the attic of Silkeborg Golf Club



2004

Moved out of Silkeborg Golf Club office as business grew and more space was needed



2016

Acquired by MSL Solutions

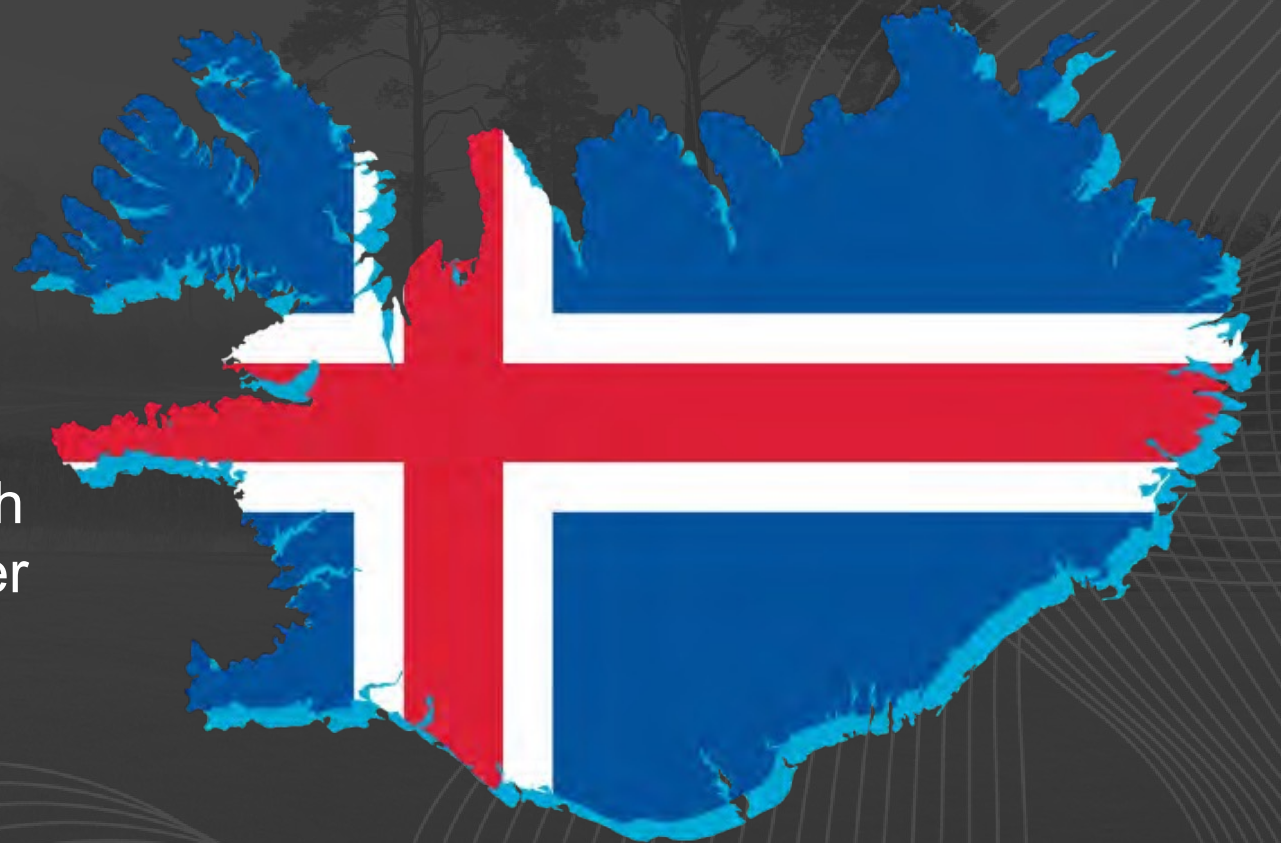
MSL SOLUTIONS

ICELAND

is a very important market for **GolfBox**.


We are represented at all Icelandic golf clubs and have a strong collaboration with GSI. We are very proud to be your partner in Iceland.


GolfBox will work very hard to be your partner in golf software for many years to come.



ABOUT GolfBox | Our Market

 **DENMARK:** The union and all golf clubs


 **NORWAY:** The union and all golf clubs


 **SWEDEN:** The union and all golf clubs

 **ICELAND:** The union and all golf clubs

 **FINLAND:** A number of golf clubs

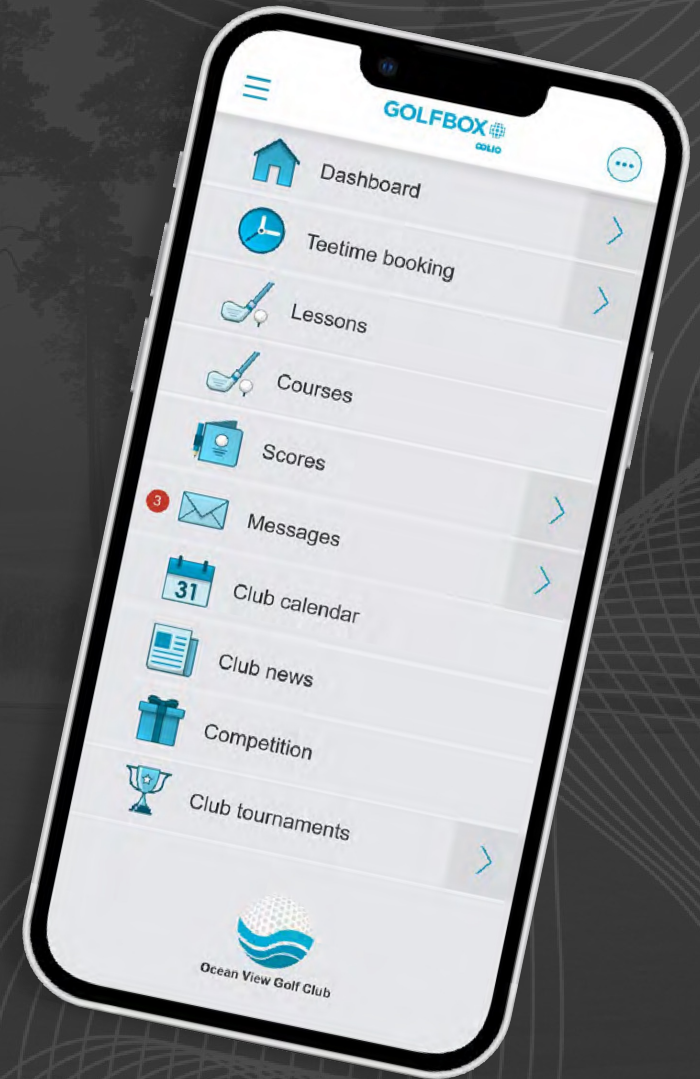
 **SWITZERLAND:** The union

 **ESTONIA:** The union and all golf clubs

 **LATVIA:** The union and all golf clubs

 **LITHUANIA:** The union and all golf clubs

*+ A FEW OTHER COUNTRIES using one or more **GolfBox** products*



ABOUT GolfBox | Our Market

We have a total of **+1,000,000** unique users in **GolfBox** systems servicing the golf clubs and golf players.

Our ambition is to *increase* this number during the next 3-5 years. We are currently working on closing golf services in **2 new European countries**.

GolfBox is represented in **72** countries with our **Tournament Software**. We are always working to onboard more countries.



ABOUT GolfBox | Partners and Customers



The background is a solid purple color with intricate white line art patterns. These patterns consist of multiple overlapping, wavy lines that create a sense of depth and movement, resembling a stylized topographical map or a complex geometric design.

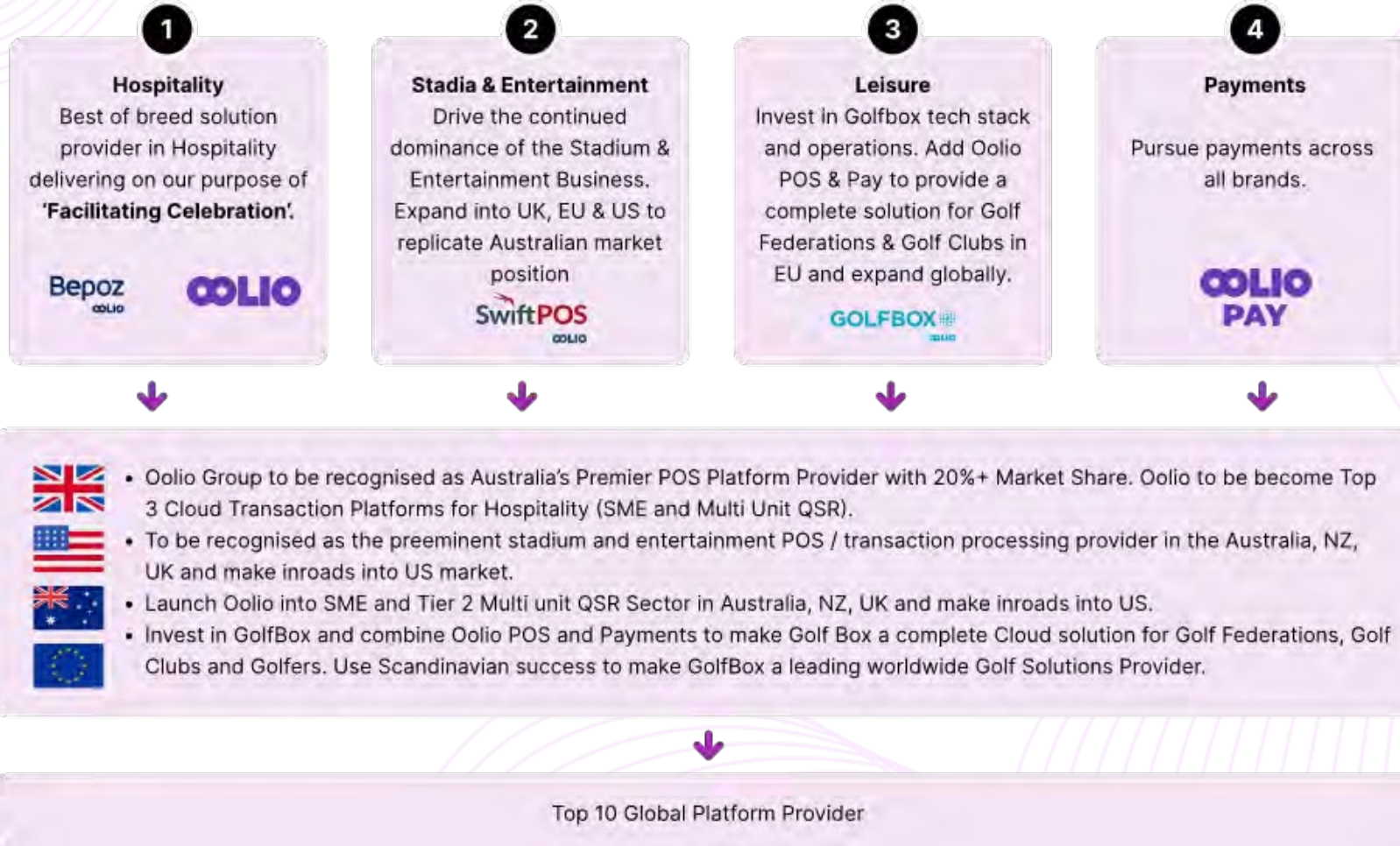
NEW **Family**

NEW Family

OLLIO

GROUP

Four Strategic Goals



PAY & PLAY

Booking

ROADMAP 2024 / 2025 | Pay & Play Booking

A great tool for clubs and unions to increase the number of golfers.

We have made it easy for non-golfers to book and pay for a round of golf. With our Pay & Play solution you no longer need a club membership to book a round of golf.

Pay & Play Booking enables golf clubs and federations to brand and offer a national one-stop-shop for Pay & Play, directly on the golf club or union website.

GolfBox delivers the solution, and the national federation provides the initial landing page.



A person in a dark suit is shown from the chest up, pointing their right index finger towards a world map. The map is rendered in a light gray color and is overlaid with a complex grid of white lines and dots, suggesting a digital or data-driven theme. The background is dark and textured with these grid patterns.

WORLD

Handicapping System

ROADMAP 2024 / 2025 | World Handicapping System

We are working hard on the 2024 **World Handicapping System** requirements from The R&A.

GolfBox have spent thousands of hours on this task to make our federation customers ready for April 2024.

R&A



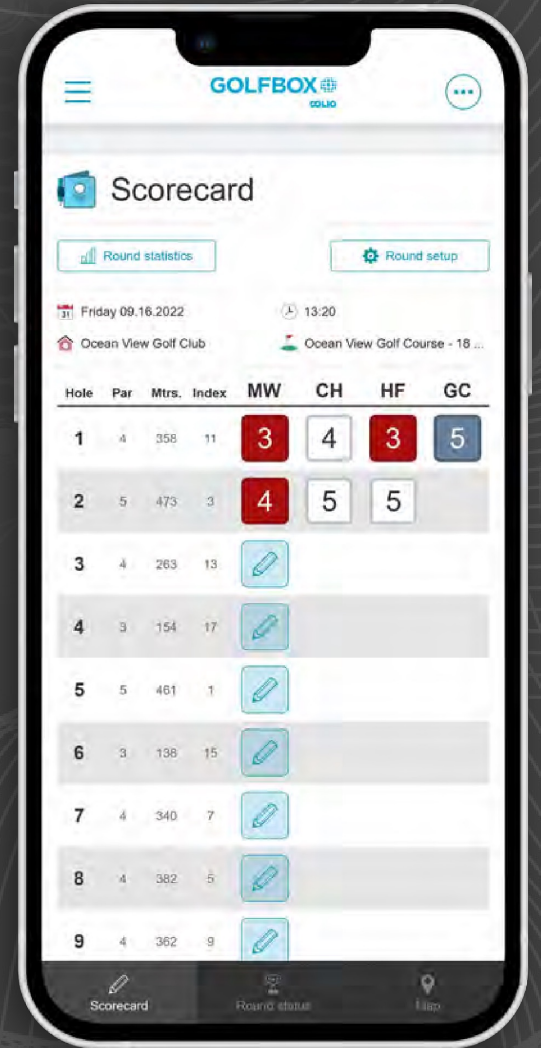


○ Hole-by-hole scores

▶ Course 9-hole definitions

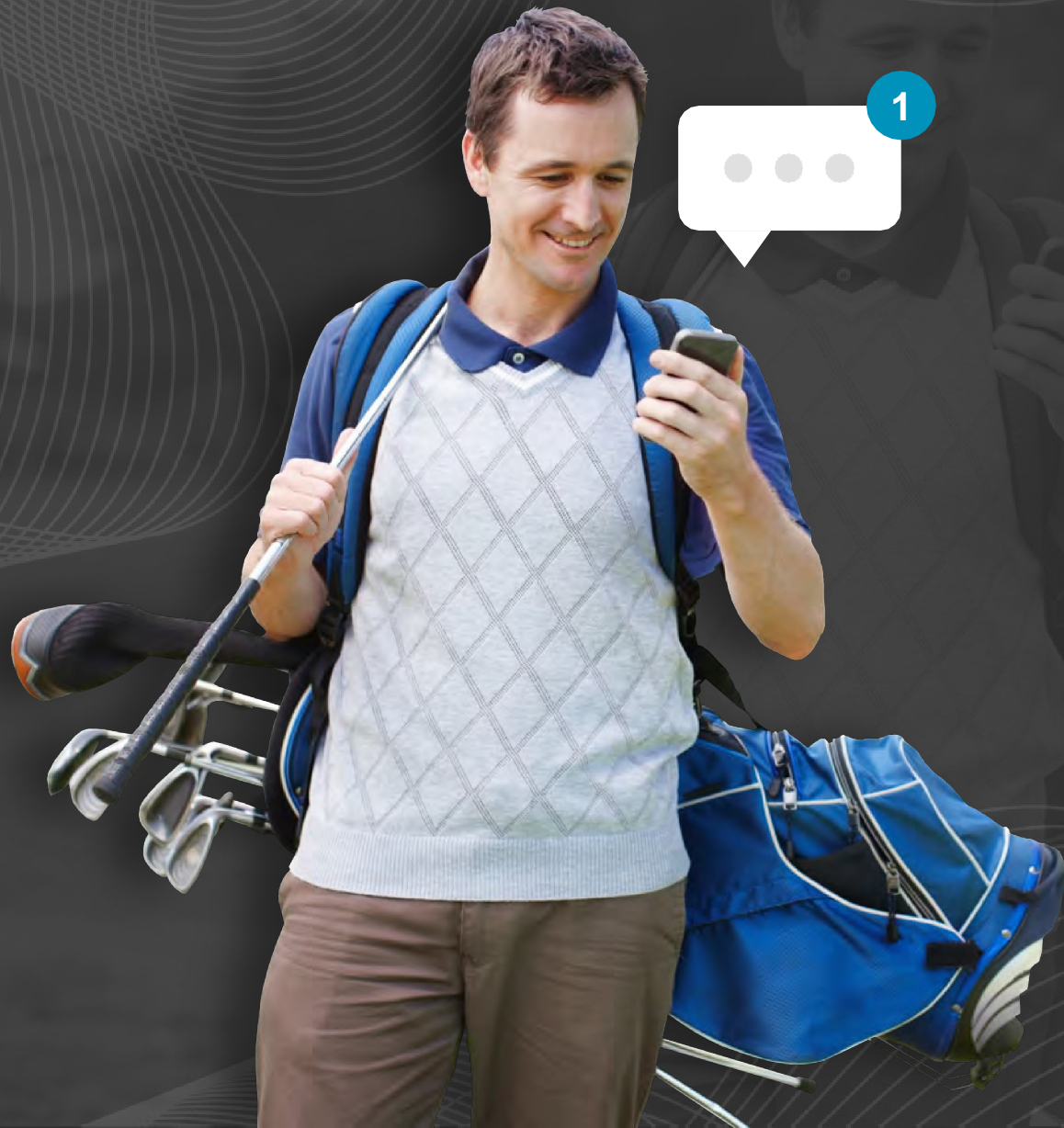
✓ Accreditation

★ Interoperability



COMMUNICATION

Module



Stay in touch - Get noticed

Golf unions and clubs get a tool to easily communicate directly with the golfers - embedded in **GolfBox Admin**.

Making multi-channel outbound communication available on chat, SMS, e-mail, SoMe, RSS for homepage and even document export etc.

With just the push of a single button...

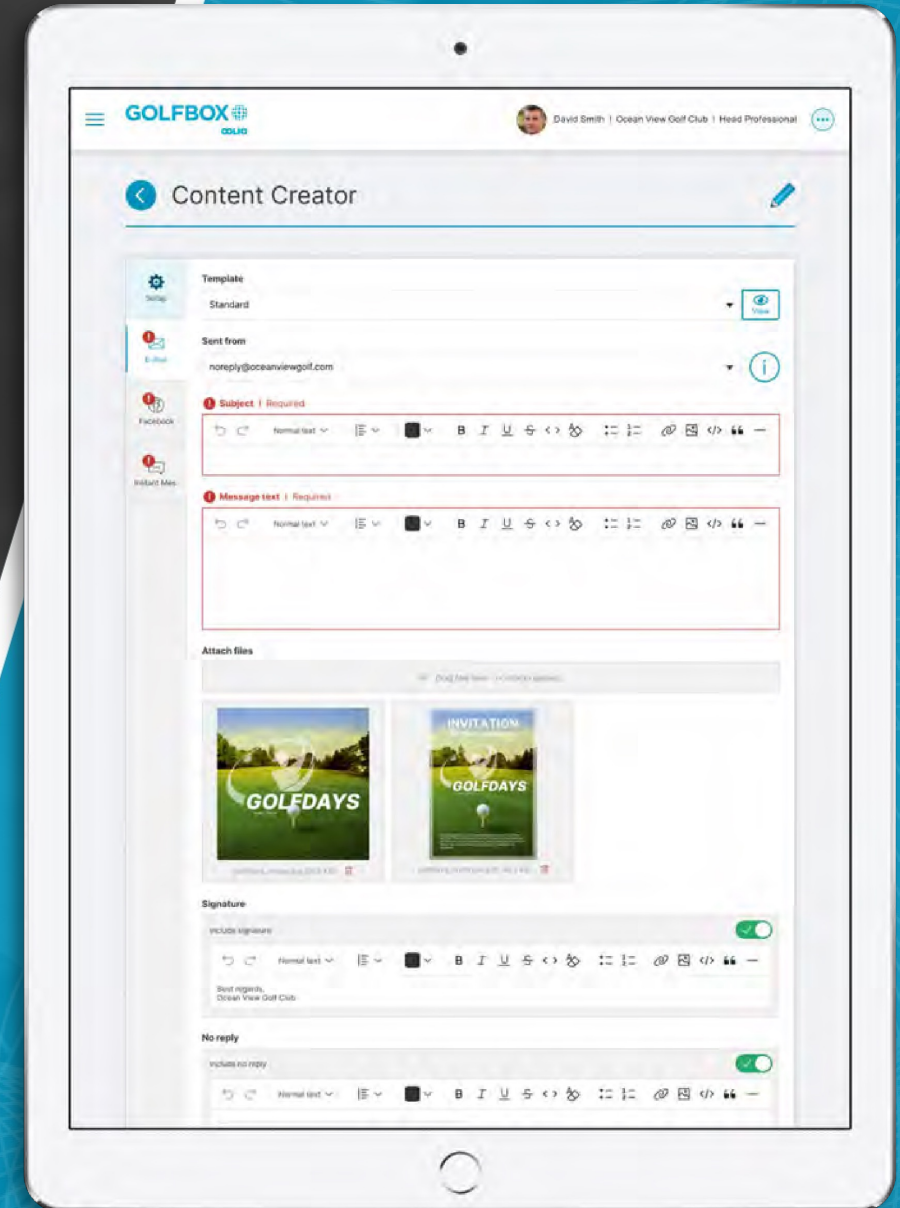
ROADMAP 2024 / 2025 | Communication Module



One button to rule them all...



ROADMAP 2024 / 2025 | Communication Module



ADMIN

2.0

Upgrading **Admin** for clubs as we have already done for the players (*released august 2022*).

Responsive and adaptive new modern design and layout to fit any screen.



ROADMAP 2024 / 2025 | Admin 2.0

GolfBox has kicked off the work on a new and more modern version 2.0 of the **Admin** module.

The work has been scoped and is estimated to take **+5,000** work hours. The new module is expected introduced in 2025.

The new **Admin 2.0** module will be with an updated user interface and offering same core functionalities in a much more user-friendly version.



E-SCORECARD

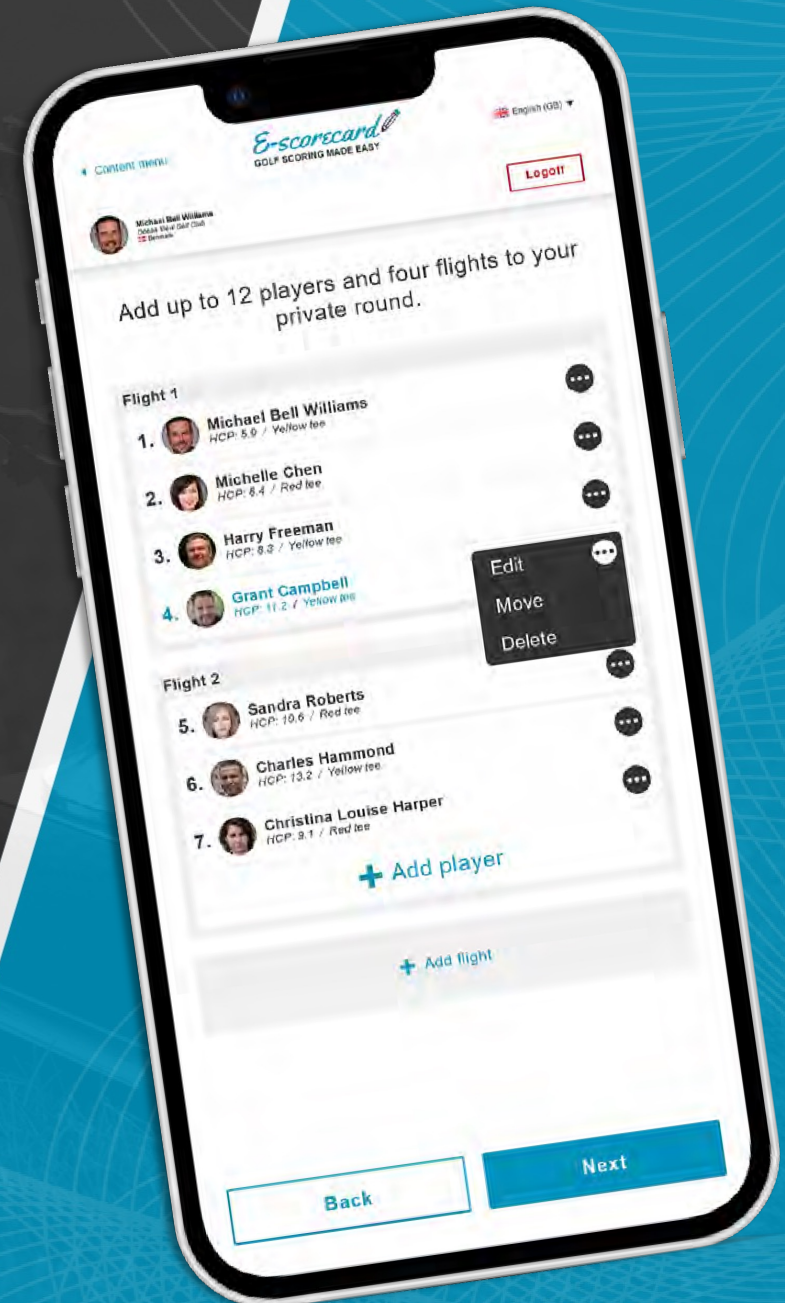
Digital Scoring

Be your own Tournament Director

Setup your own tournament for you and your friends - maximum 12 players and four flights.

E-scorecard can be embedded on any website.

E-scorecard 
GOLF SCORING MADE EASY





UNION

App

Why an app for the union?

Completely seamless integration for all **GolfBox** products used by the golf clubs.

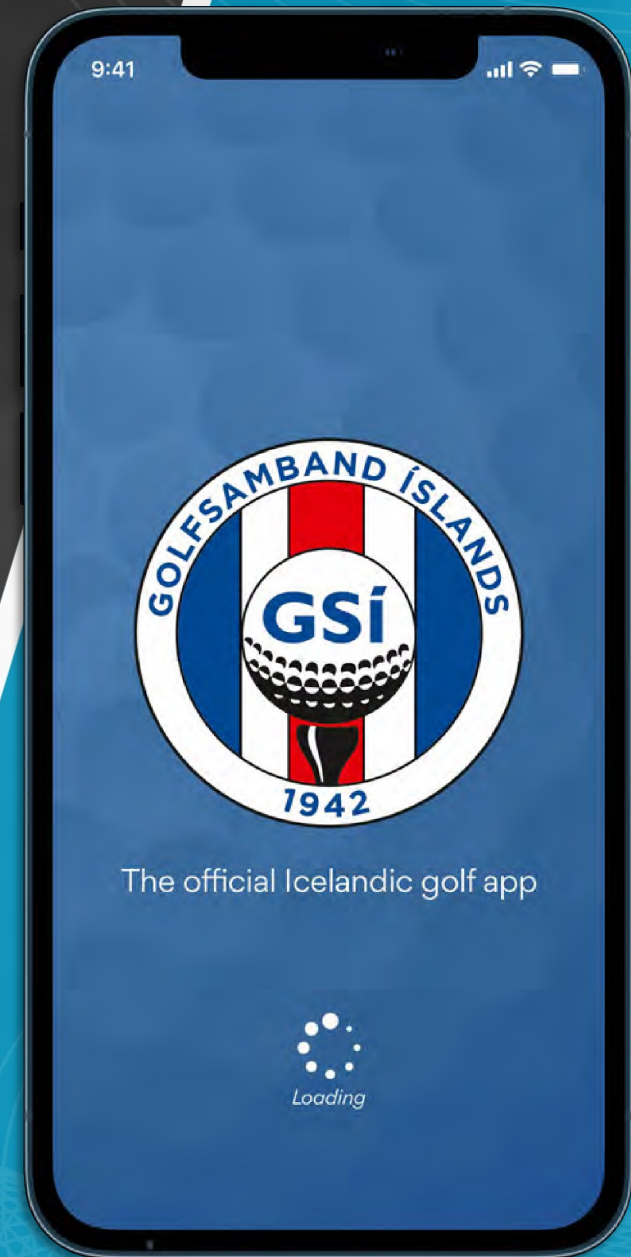
Completely seamless integration to the WHS system developed by **GolfBox**.

The union retains ownership of its app and can continue using it after any termination of the collaboration with **GolfBox**.

The union ensures independence from **GolfBox**, and **GolfBox** is motivated to provide the best solution and service in order to remain a supplier to the union.

The Union as a software gatekeeper

The Union App will become the one app for all golfers to use. The union will be able to require all software companies to use the national login method to get access to national data such as official courses and player handicaps.

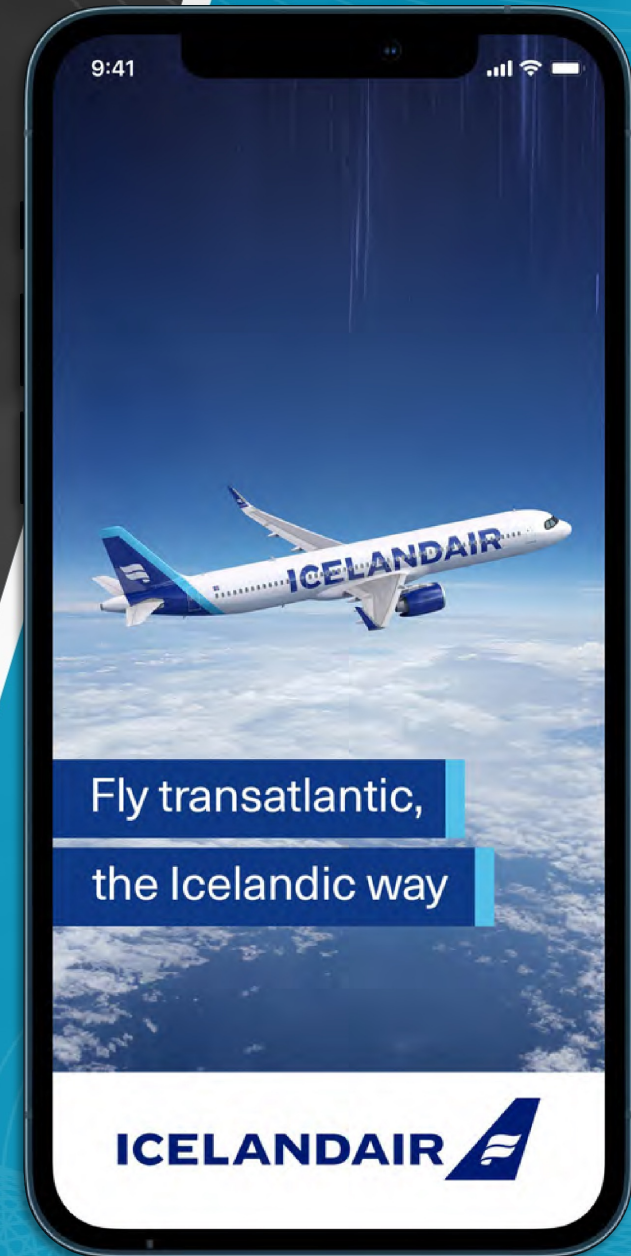


Advertising

The **Union App** makes it possible for the union to create extra revenue by selling advertising space within the app.

There will be several built-in advertising spaces throughout the app, working with most advertising servers.

Even the loading screen can be configured to show a full-screen ad, making it commercially attractive for any union partner or advertiser.

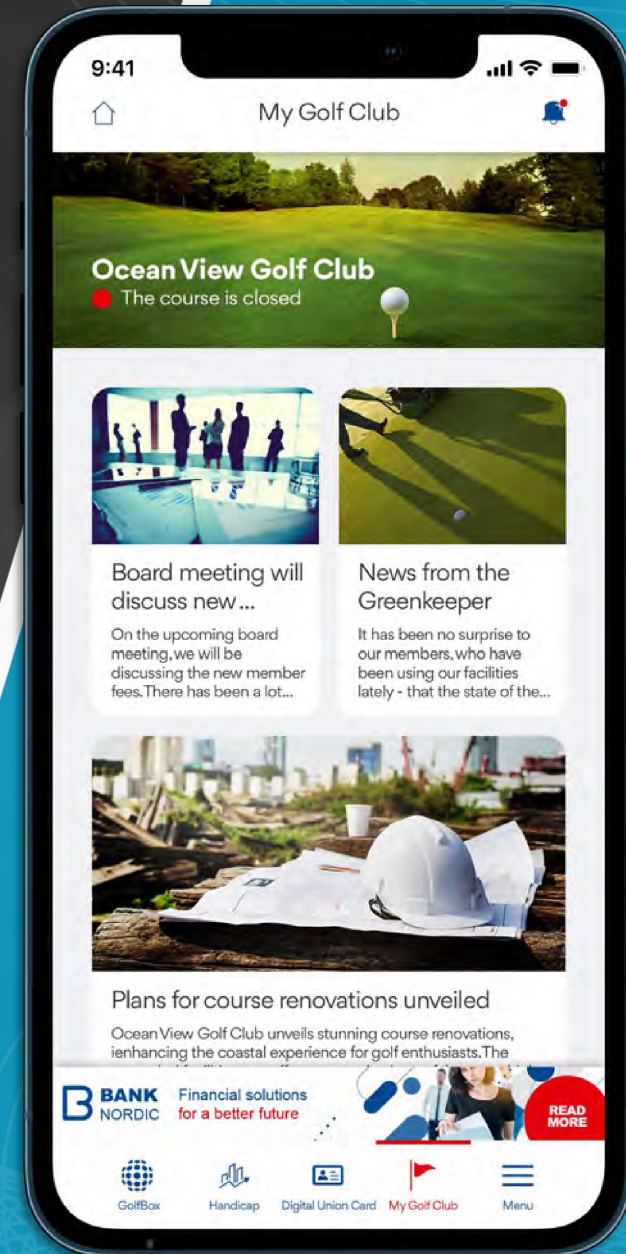


It is also a club app

The **Union App** features a portal to all golf clubs, and can be used as a way to brand the clubs own identity. They can even set a course status, to let guests and members know the condition of the course.

Club news can be added and maintained by the golf clubs.

Each club can manage their own club page advertising - promoting their sponsors or even generate revenue from selling the advertising space to a local business.

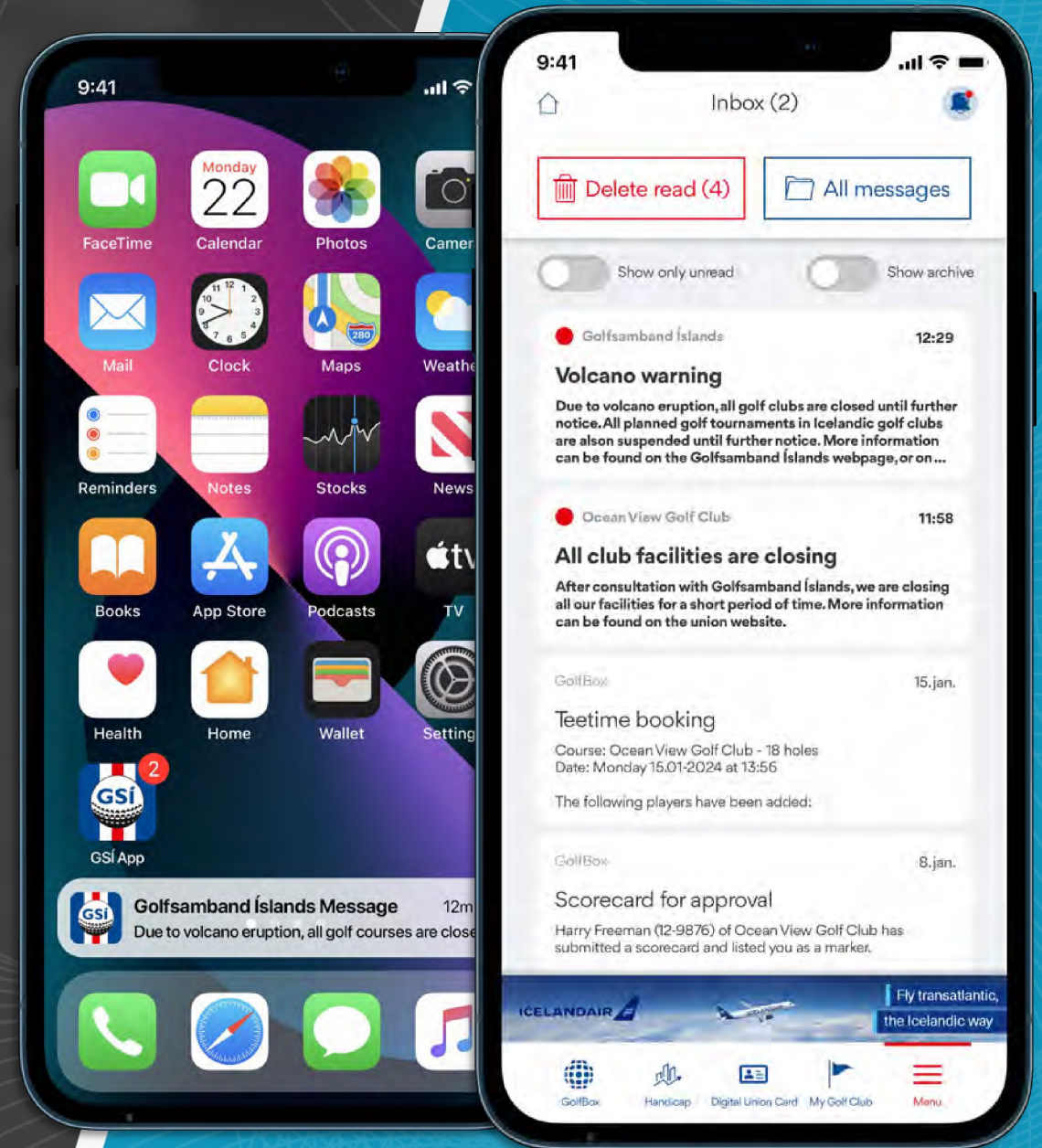


Communication

All messages from the union, the golf clubs and even **GolfBox** can be delivered directly to the member's phone.

The **Union App** includes phone OS message center notifications, push notifications, and an in-app inbox with easy filtering and archive possibilities.

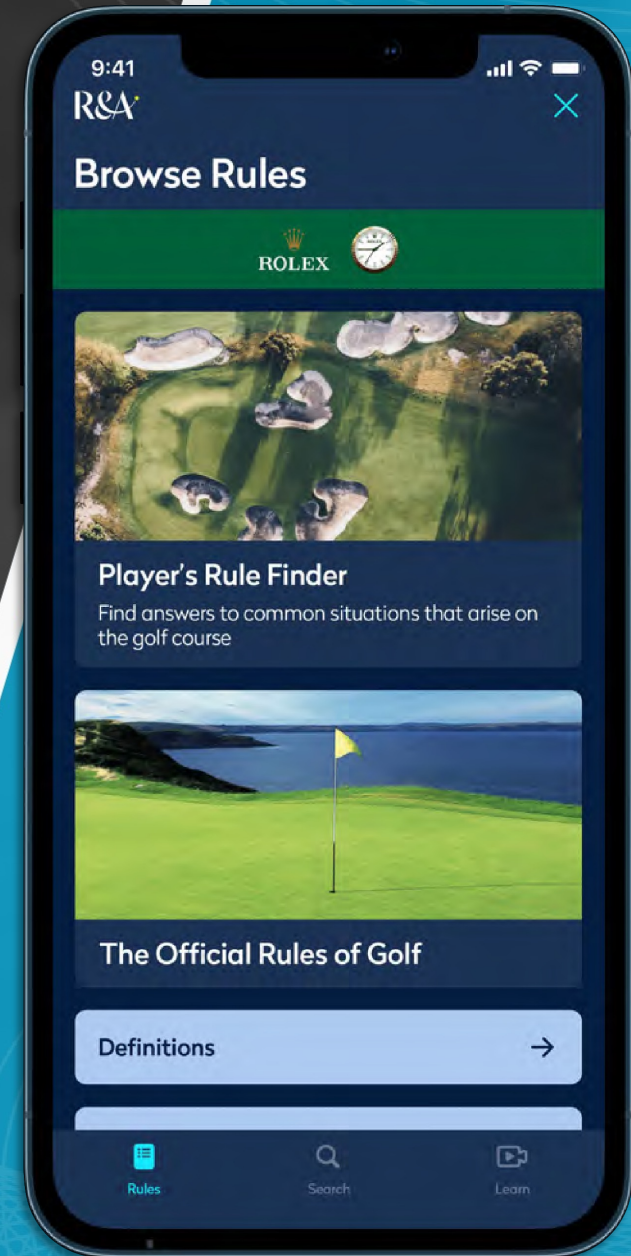
Combined with the **GolfBox Communication Module**, the union will now have access to powerful information services for optimal contact with all golfers.



The R&A Rules of Golf

The **Union App** is supplied with the **Rules of Golf** from The R&A as a seamless integration, for easy in-app access.

No need to switch between apps as the **Rules of Golf** will open inside the **Union App**.

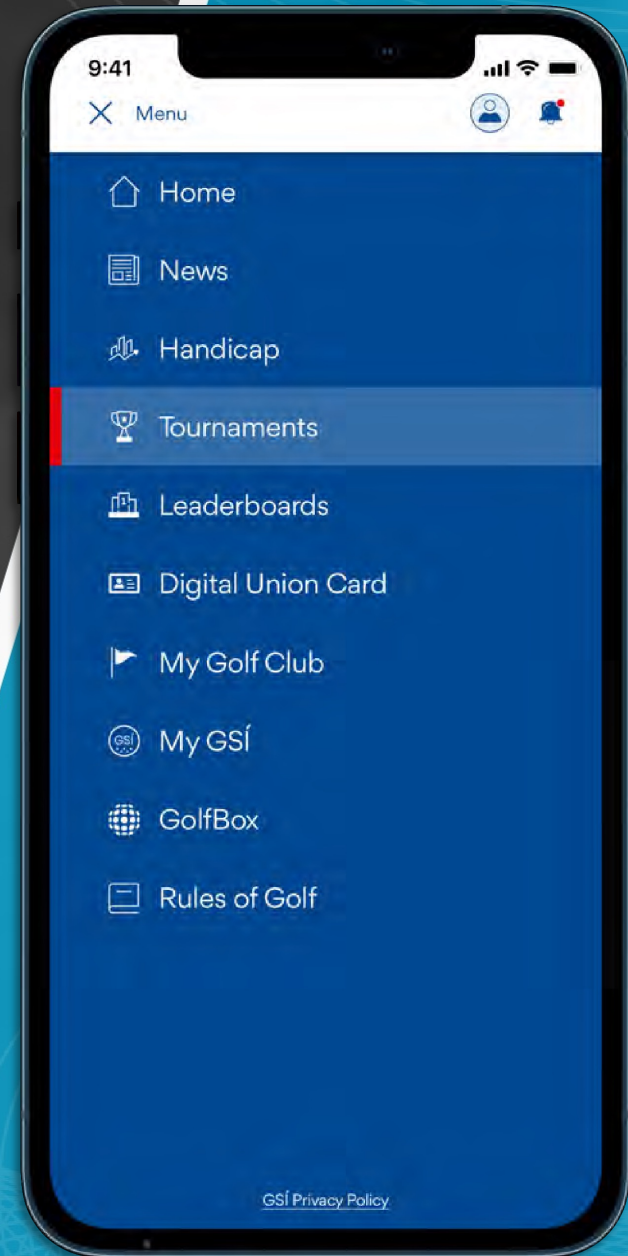


It's all about golf

The **Union App** is the go-to solution for all golf related material, including news, WHS calculated handicaps, tournaments (*international, national and club level*) and a portal to information submitted directly from the union and the golf clubs.

With the **Digital Union Card** option, all players can login using QR codes or simply use the digital card as an official and international certified playing rights document.

Everything at the tip of your fingers...



THANK YOU

for your time

Þegar á heildina er litið, hversu ánægð/ur ertu með Golfbox.

