

WATCH. PLAY. LEARN.

 **DiscoveryGolf**

GOLFTV 

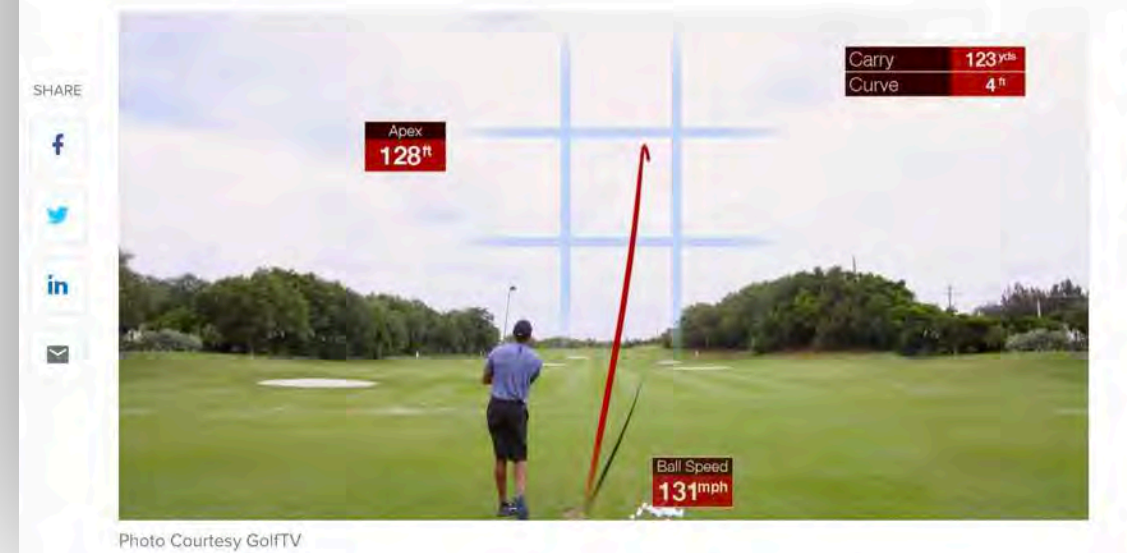
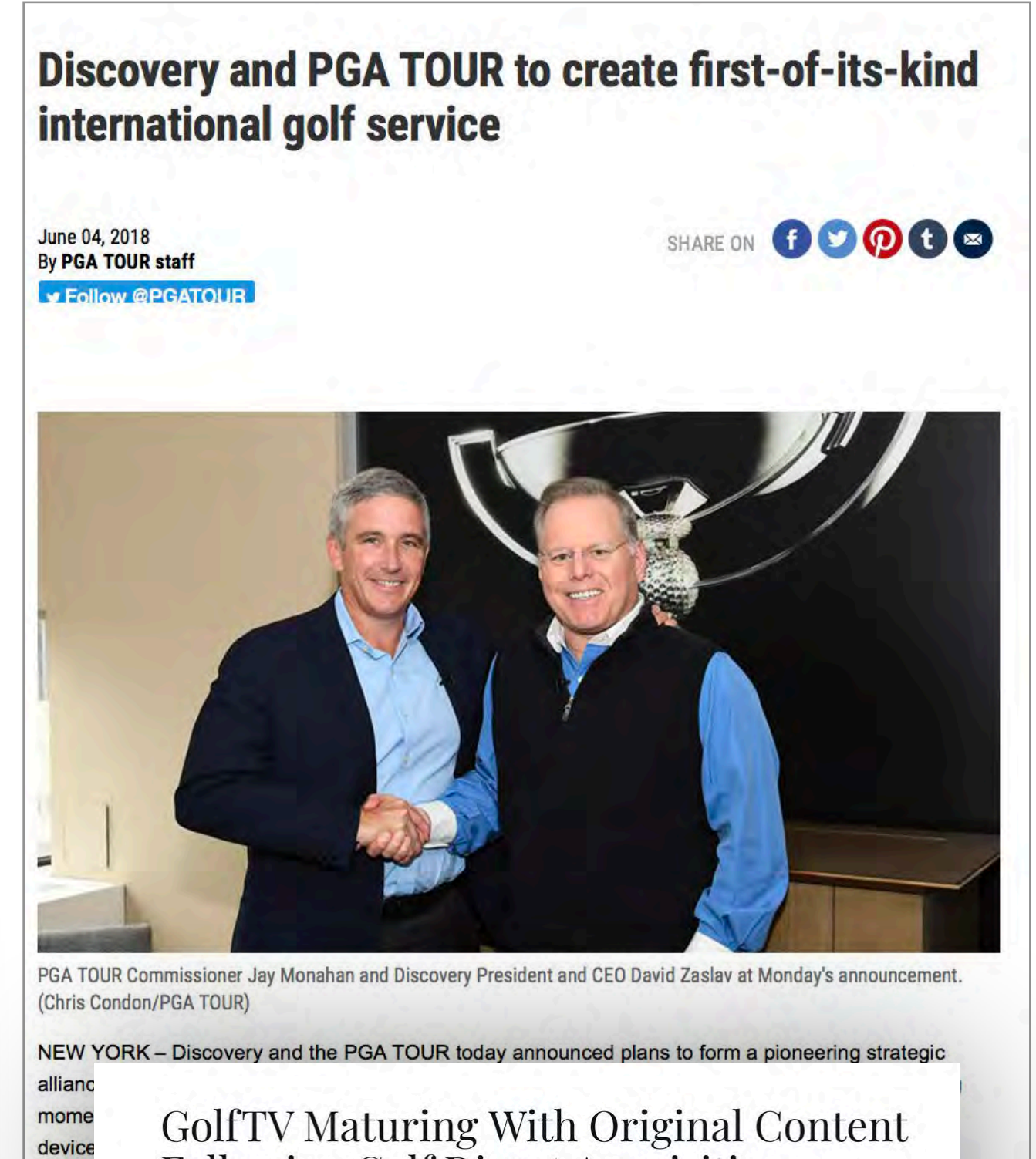
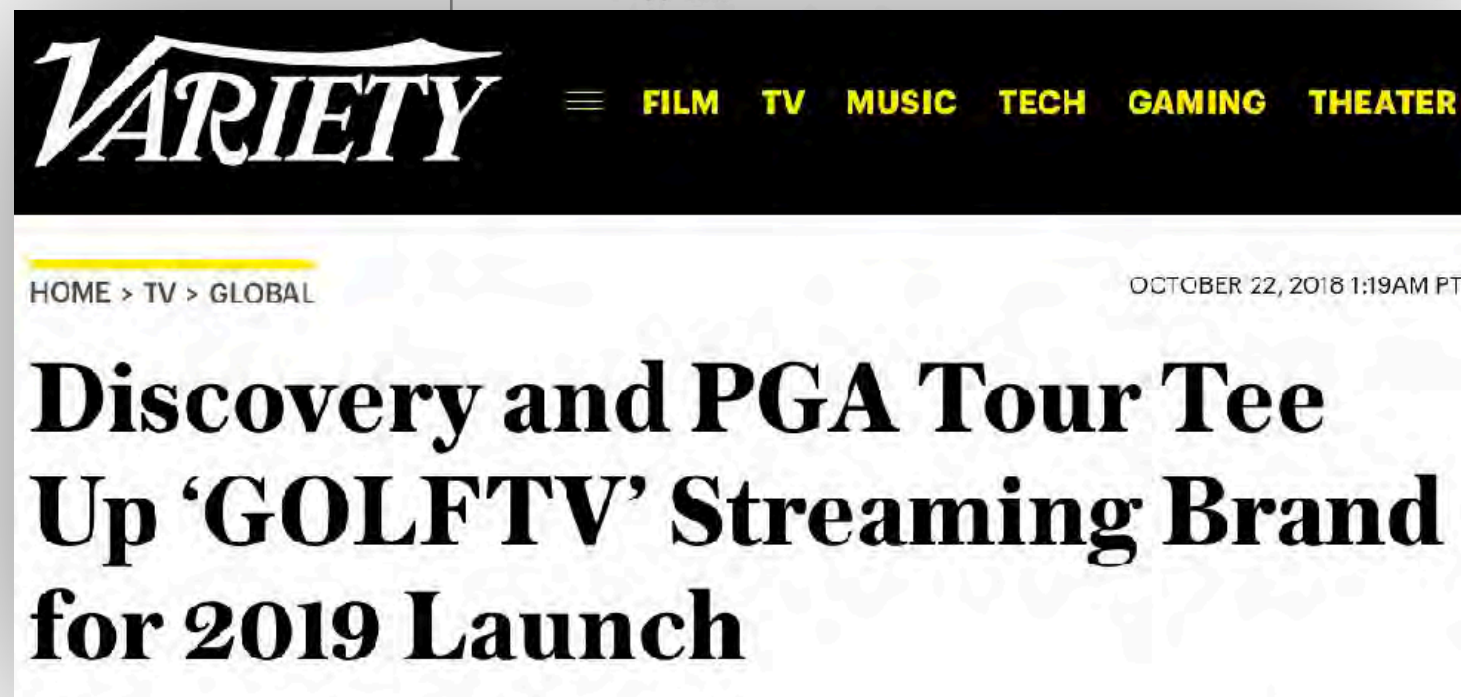
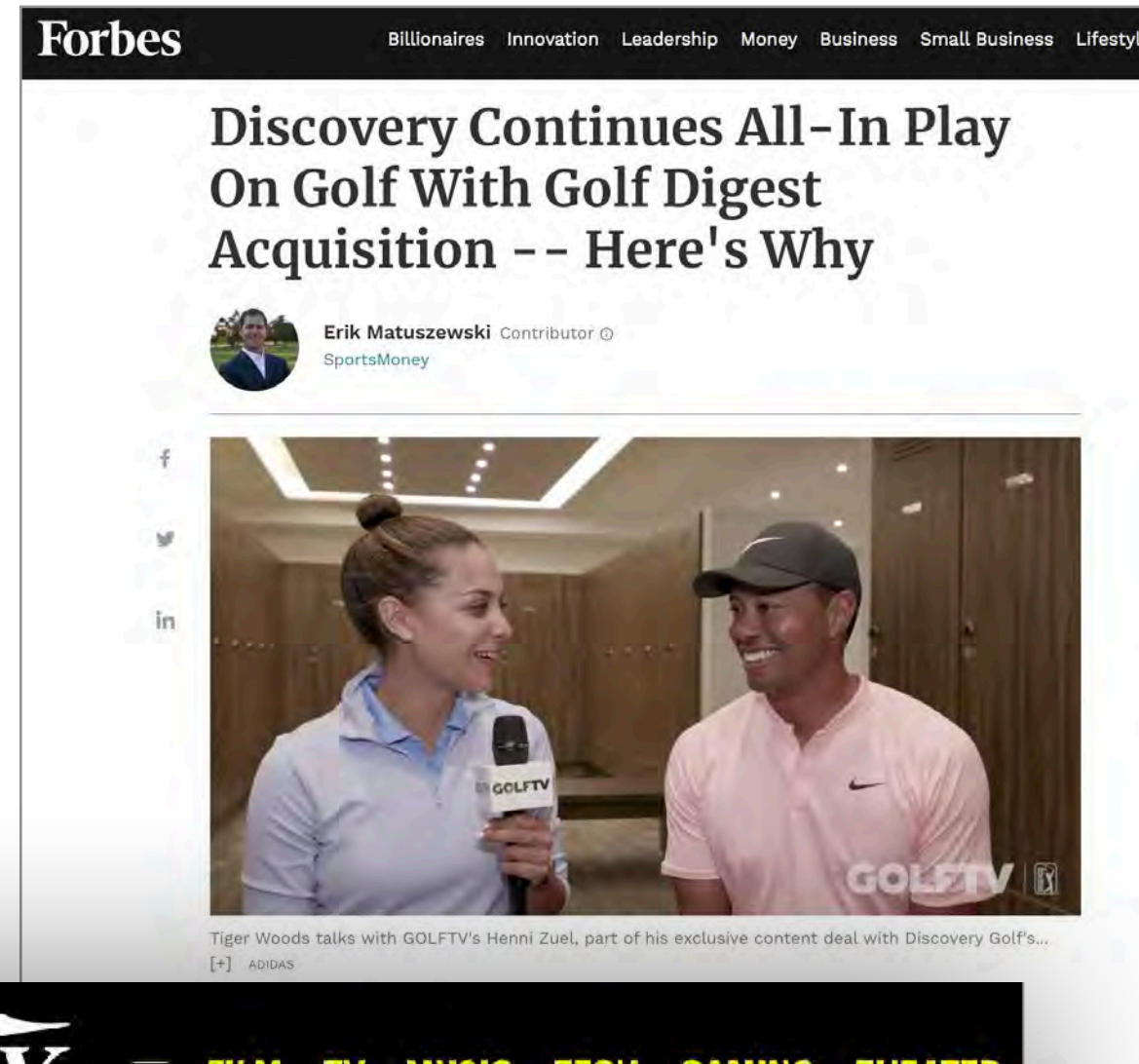
GolfDigest

GOLF
LATIN AMERICA

DISCOVERY'S COMMITMENT TO GOLF

Discovery is one of the most distributed 'global' media companies in the world xxxxx. Recently the business has launched a wider Direct-to-consumer proposition, taking passions and delivering an entire ecosystem around that passion for the consumer. Xxxx

- **12-Year partnership with PGA TOUR**
- **\$2+ Billion Investment**
- **Global Ambassador Tiger Woods**
- **Acquisition of Golf Digest**



WATCH AND PLAY GOLF

GLOBAL

AFFLUENT

208

COUNTRIES PLAY WORLDWIDE

XXX

WATCH GOLF

PASSIONATE

PLAYED

\$84B

INDUSTRY

312M

PLAY GOLF

GROWING

33K

GOLF COURSES



WHY GOLF? - WEALTHY PASSIONATE AUDIENCE



MEDIAN AGE: 41

60%
MALE

40%
FEMALE

64%

More likely to
be a C-Level
or
Business
Owner

21%

More likely to
have a
Bachelor's or
Master's
Degree

16%

Wealthier

82%

are members of
a golf club

A NEW GOLF MEDIA BUSINESS



 Discovery Golf

WATCH. LEARN. PLAY.

OFFERING MASSIVE REACH WORLDWIDE

 **DiscoveryGolf**

34.3MM+

**PRINT
WEB
VIDEO
NEWSLETTERS
SOCIAL
LINEAR
AUDIO**



PLATFORMS

Discovery Golf is the global streaming and editorial powerhouse that engages and inspires millions of passionate golf fans around the world and home to the following brands. Together we have the largest digital golfing audience in the world.



A global streaming platform delivering live coverage of every PGA TOUR tournament in over 180 countries



The preeminent authority on how, what and where to play



The world's #1 premiere membership organization for golf professionals.

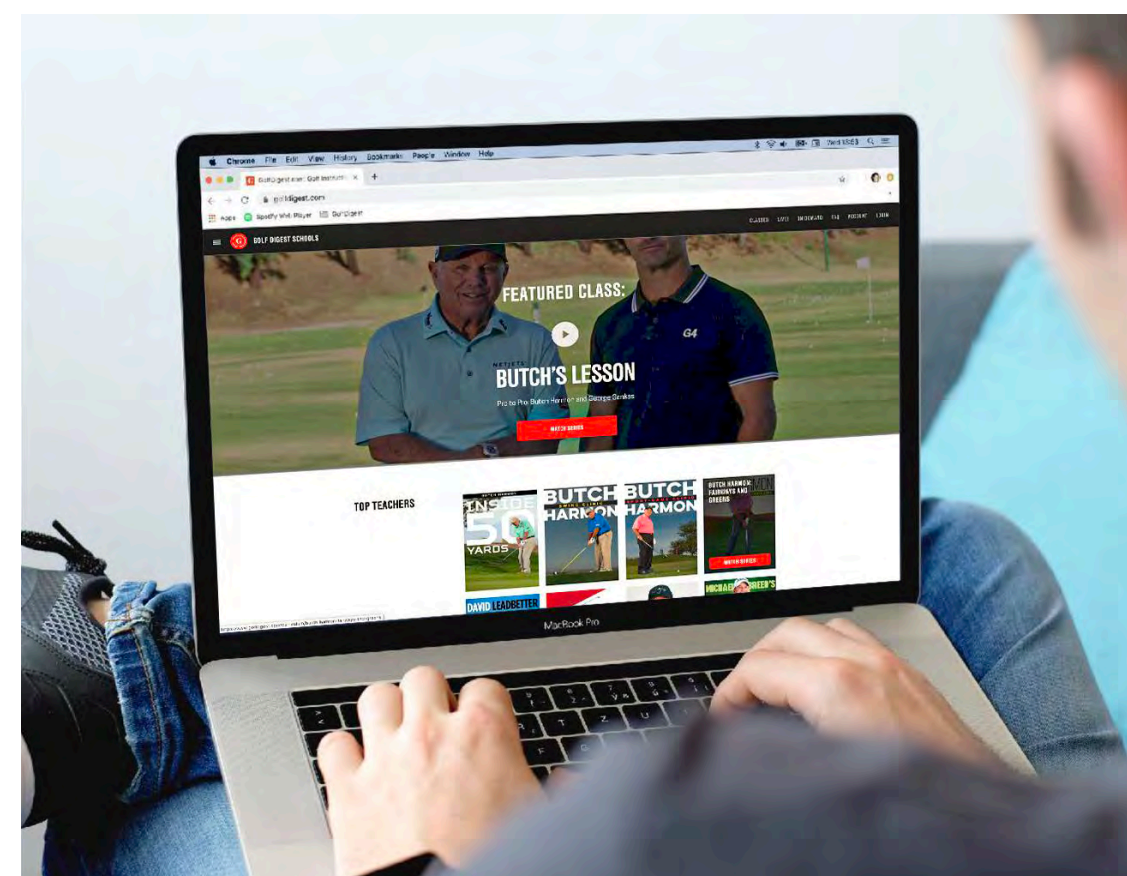


Xxxx



ENGAGED UNIQUE USERS

(MONTHLY UNIQUES)



DIGITAL & PRINT REACH

(Cumulative across unique print & digital)



INTERNATIONAL REACH

(MONTHLY UNIQUES)



HOUSEHOLD REACH

WATCH. LEARN. PLAY.

LIVE

Over **150 live tournaments** in **220 countries** delivering over **1,500 HOURS** of golf

ON DEMAND

Global superstar **TIGER WOODS** in exclusive content as well as exclusive rights to world rebound show, Golfing World.

SPECIAL EVENTS

One off made for **TV SPECIALS** showcasing players and golf in new entertaining formats in emerging golf markets all over the world.



WATCH. LEARN. PLAY.

EDITORIAL

The leading voice and authority in golf offering informative and provocative stories that fuel the unending conversation in golf

INSTRUCTION

An interactive learning platform launched in 2018 that helps golfers wherever they can take a swing. With a database of over 400+ videos and 60+ full curriculums and access to the worlds best teachers are their fingertips, anytime, anywhere.

INTERACTIVE LEADERBOARDS

A live leaderboard module that provides a birds-eye-view on all the action without to navigate elsewhere

Golf Digest



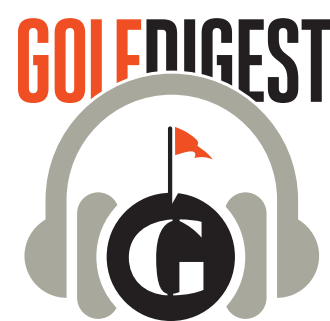
GolfWorld.com



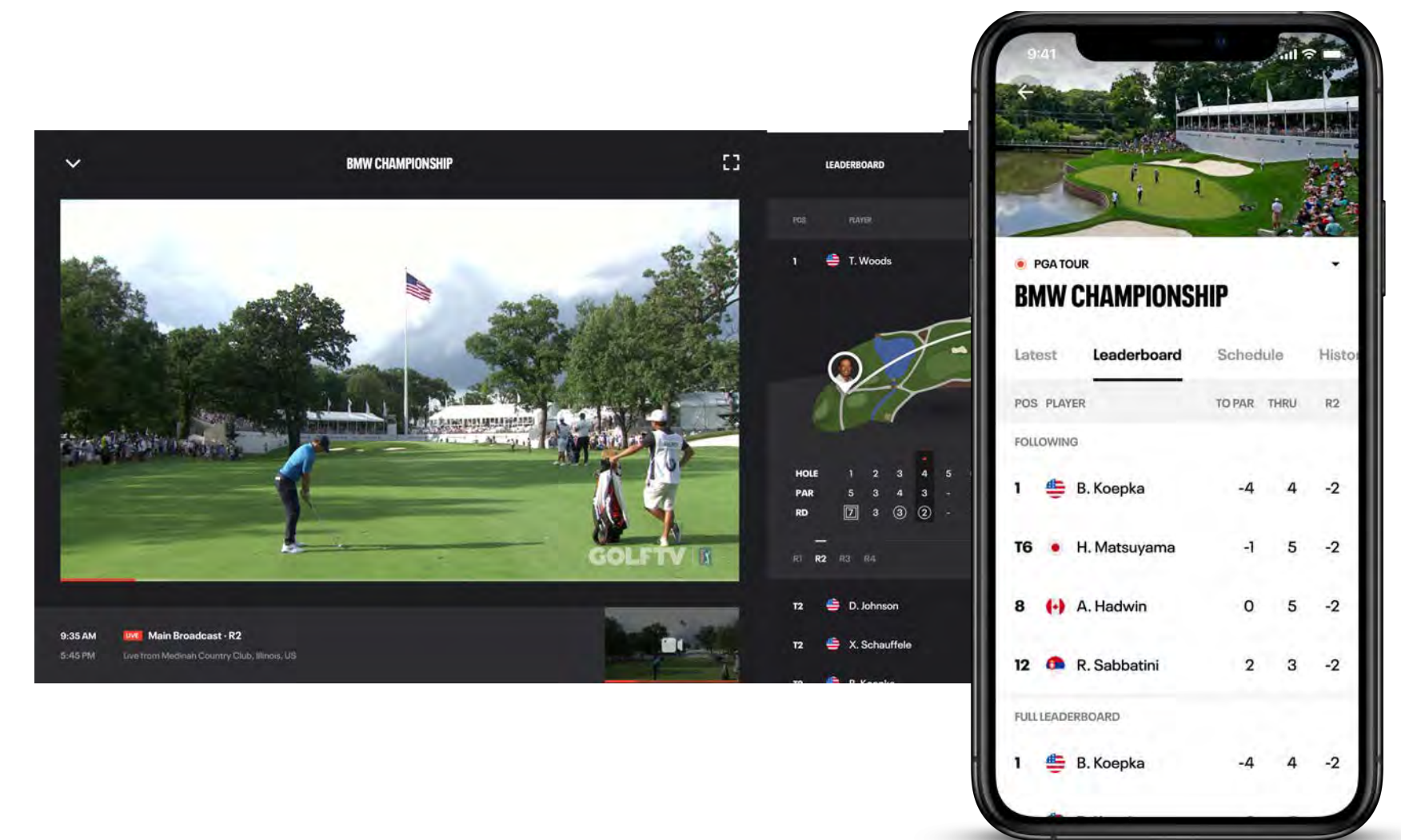
TheLoop.com



Golf Digest STIX



Golf Digest



WATCH. LEARN. **PLAY.**

COURSES

The industry's oldest, well-established set of rankings for America's 100 Greatest Course, World's 100 Greatest Courses, 100 Greatest Public, Best in State (U.S.) and Best in Canada. Our panel of 1,700 educated golfers evaluate courses in seven criteria to determine the best courses you should play.



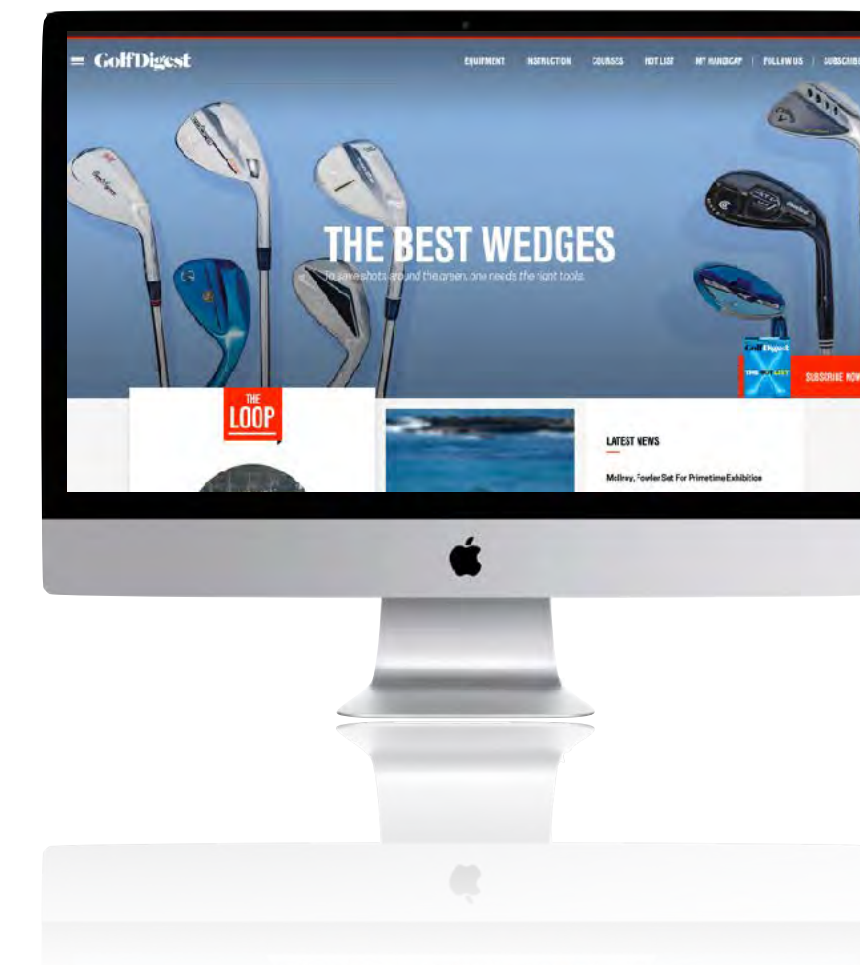
TRAVEL

Our editors provides the best destinations for the ultimate golf trip, last minute getaways, travel tips and accessories to help plan your next golf trip.



EQUIPMENT

Annual review of the best equipment and your personal guide for the clubs that will bring out your better golfing self. We rank dozens of dynamic new metalwoods, irons, wedges and putters that can provide your game with the distance, accuracy, control, feel and touch you didn't know was possible.

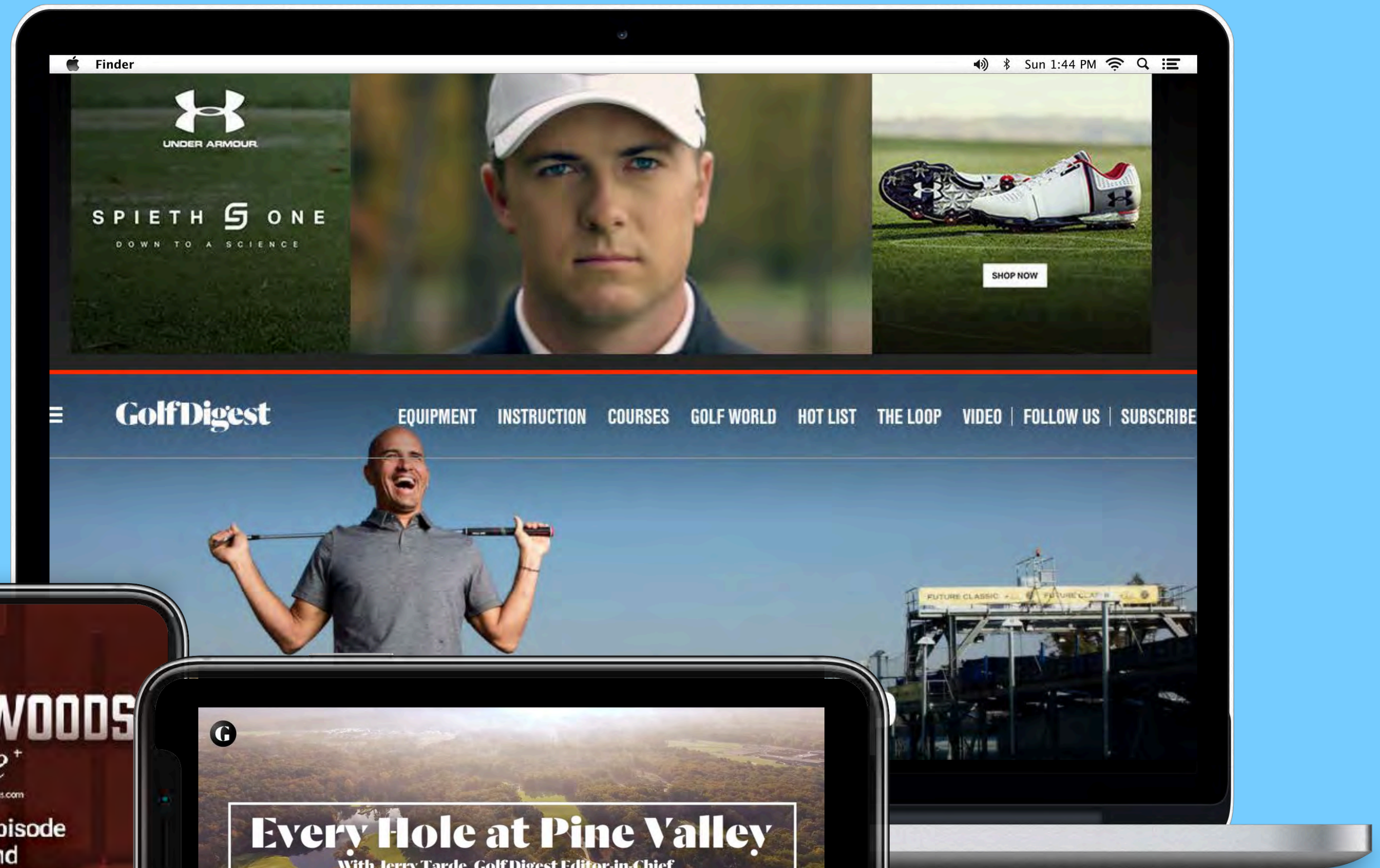




 **DiscoveryGolf**

WE OFFER BRANDS.....

**RICH MEDIA
DISPLAY**



LIVE / VOD VIDEO



**SOCIAL & VIDEO
FRANCHISES**

PRINT







INDUSTRY LEADING PRODUCTIONS

EXPERENTIAL ACTIVATION



YEAR-ROUND COVERAGE

At any point throughout the calendar year, your brand can align your key moments in golf. As a year-round sport with year-round coverage, Discovery Golf will be implementing a program that your brand can tap into whether the month of February or any point in September is most important to your category.

| | JANUARY | FEBRUARY | MARCH | APRIL | MAY | JUNE | JULY | AUGUST | SEPTEMBER | OCTOBER | NOV/DEC |
|-------------------------|---|---|---|---|--|---|---|---|---|---|---|
| | YEAR-ROUND PGA + EUROPEAN TOUR EVENTS | | | | | | | | | | |
| |  |  |  |  |  |  |  |  |  |  |  |
| | <ul style="list-style-type: none"> • ISSUE 1 • The Winter Prep Issue • 100 Greatest Golf Courses | <ul style="list-style-type: none"> • ISSUE 2 • The Hot List • World Golf Championships — Mexico Champion (Live via GOLFTV Broadcast) | <ul style="list-style-type: none"> • ISSUE 3 • Players Championship & PGA Tour Season Preview • THE PLAYERS (Live via GOLFTV Broadcast) • My Game: Francesco Molinari | <ul style="list-style-type: none"> • ISSUE 4 • Masters Preview • Masters Tournament (Live via GOLFTV Broadcast in Poland, Russia and Norway) | <ul style="list-style-type: none"> • ISSUE 5 • Instruction Issue & PGA Championship Preview • Dubai Duty Free Irish Open | <ul style="list-style-type: none"> • ISSUE 6 • All American Issue & U.S. Open Preview • World Golf Championships — FedEx St. Jude Invitational (Live via GOLFTV Broadcast) | <ul style="list-style-type: none"> • ISSUE 7 • The Open Championship Preview • Open Championship (Live via GOLFTV Broadcast in SE Asia) • Aberdeen Standard Investments Scottish Open | <ul style="list-style-type: none"> • ISSUE 8 • Gamechangers Issue • TOUR Championship • FedEx Cup Playoffs • Golf at the 2020 Summer Olympics • My Game: Tiger Woods (S2) | <ul style="list-style-type: none"> • ISSUE 9 • Ryder Cup Preview • BMW PGA Championship • Ryder Cup (Live via GOLFTV Broadcast in select markets) | <ul style="list-style-type: none"> • ISSUE 10 • The Teachers Issue • The Challenge Event in Asia | <ul style="list-style-type: none"> • ISSUE 11 • Golfers Who Give Back • DP World Tour Championship concludes 'Race to Dubai' |
| CULTURAL MOMENTS | <ul style="list-style-type: none"> • New Years | <ul style="list-style-type: none"> • Super Bowl • Valentines Day | | | <ul style="list-style-type: none"> • Sm Business Month • Mental Health Awareness Month • Mother's Day • Memorial Day | <ul style="list-style-type: none"> • LGBT & Pride Month • Summer solstice • Father's Day | <ul style="list-style-type: none"> • 4th of July | | <ul style="list-style-type: none"> • Labor Day • Back to School | <ul style="list-style-type: none"> • Cyber Security Month • Halloween | <ul style="list-style-type: none"> • Thanksgiving • Holidays |
| EVENTS | | | | | |  | | | |  | |