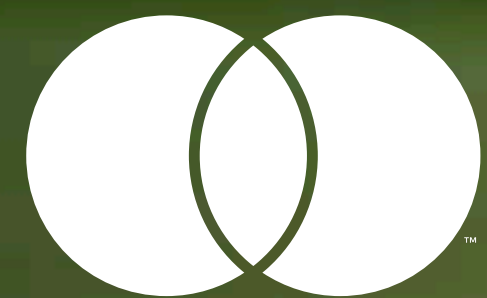


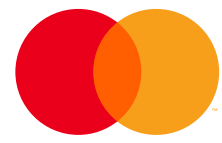
Golf Digest



mastercard

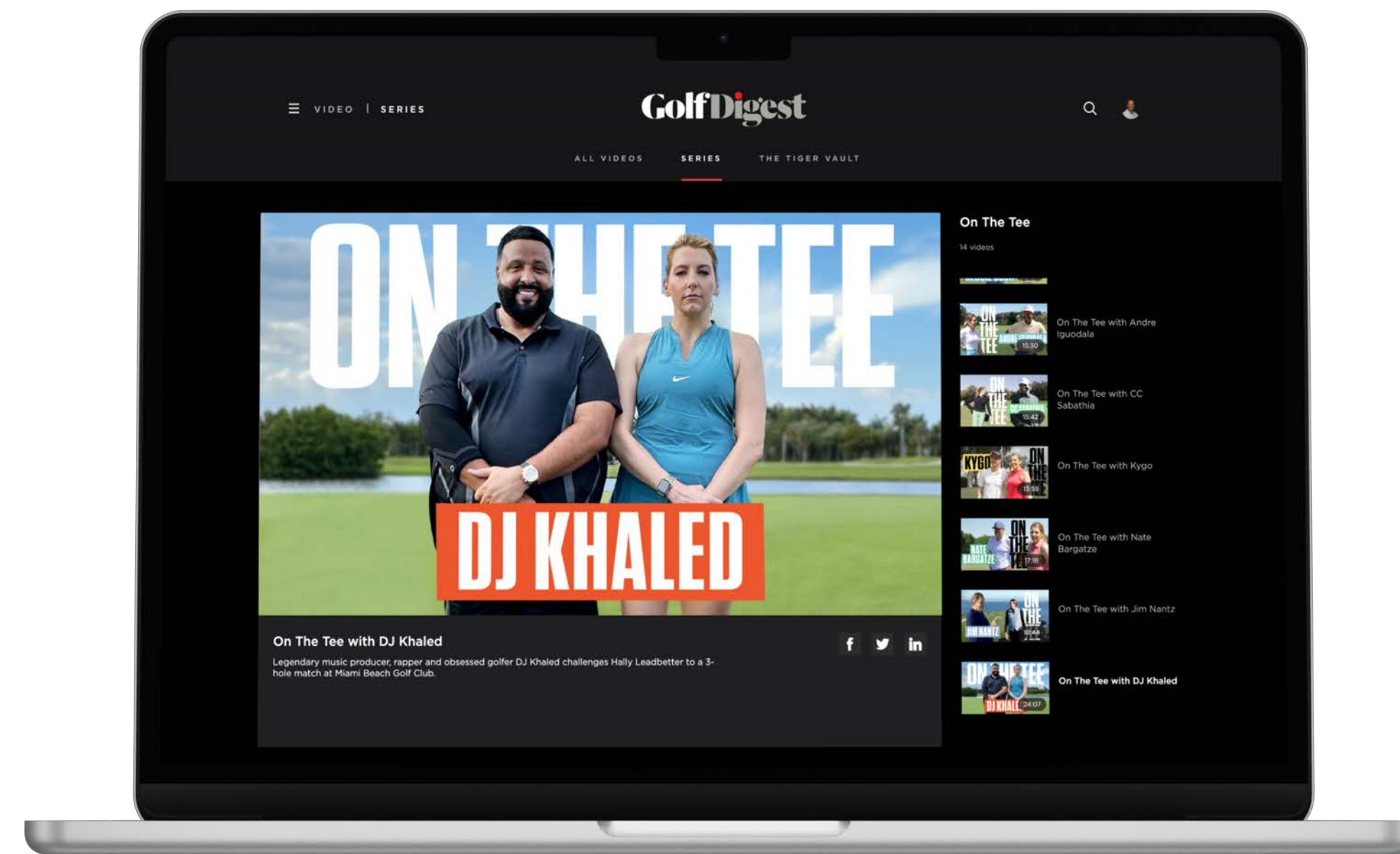
Content + Events Opportunities





CONTENT LICENSING FOR IFE

- ▶ Over 50 hours of evergreen, original programming across more than 25 series
- ▶ 7 series producing new episodes in '23, with new series in development
- ▶ All available for IFE distribution effective August 1st
- ▶ Incremental opportunity to develop MC/AA branded content for co-exclusive distribution



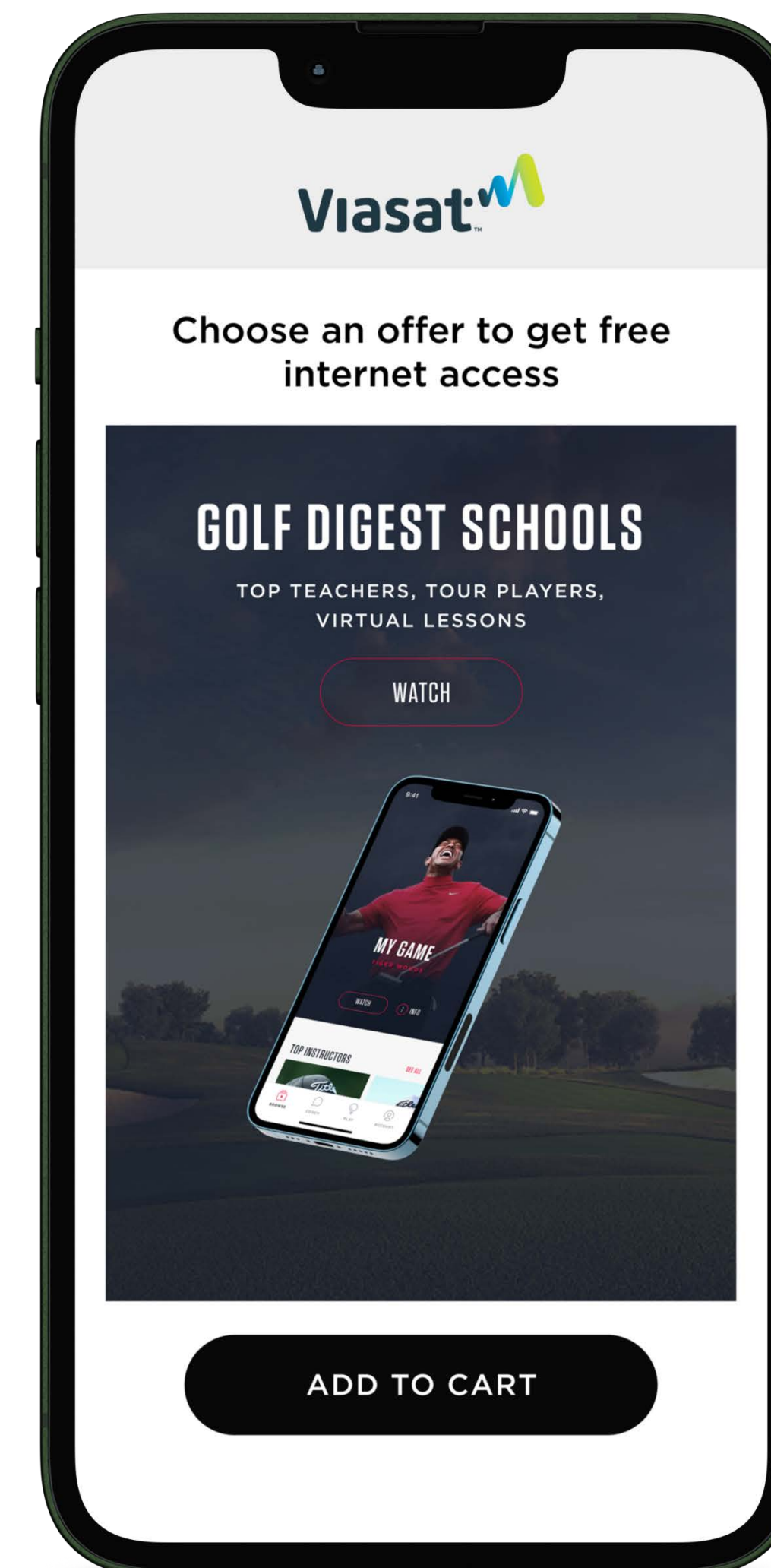
VIEW CONTENT LIBRARY



VIASAT RELATIONSHIP

CONFIDENTIAL

- ▶ GD & Viasat entered into agreement to promote 3 Golf Digest Schools (GDS) offers to customers on Viasat enabled flights
 - Buy GDS in-flight, receive complimentary in-flight WiFi
 - Existing GDS subscribers can access site/app without purchasing WiFi
 - Offer GDS subscriptions in pre/post flight communication to enable consumers to take advantage of offer ii
- ▶ American Airlines was set to be launch partner, but program is on hold pending ongoing Viasat API redevelopment work
- ▶ Potential interim opportunity to license GDS content to American IFE network





2023 | CONTENT + EVENTS OPPORTUNITIES

GOLF DIGEST SCHOOLS

- ▶ Learn from top-ranked teachers on all aspects of your game
- ▶ Practice like the pros with “Undercover Lessons”
- ▶ Get tour-level fitness programs tailored for you
- ▶ 800+ lessons at your fingertips



OFFERED TO CONSUMERS AT

\$13.50 PER MONTH / **\$135** PER YEAR

TOP INSTRUCTORS	TOUR PROS
FITNESS	EVERY PART OF YOUR GAME
GOLF DIGEST'S HOME FOR GOLF INSTRUCTION	



GOLF DIGEST+


- ▶ Unlimited Golf Digest+ stories
- ▶ 7,000+ digital course reviews
- ▶ Premium digital features including interactive experiences
- ▶ Curated newsletters
- ▶ Access to Golf Digest archives

Golf Digest+

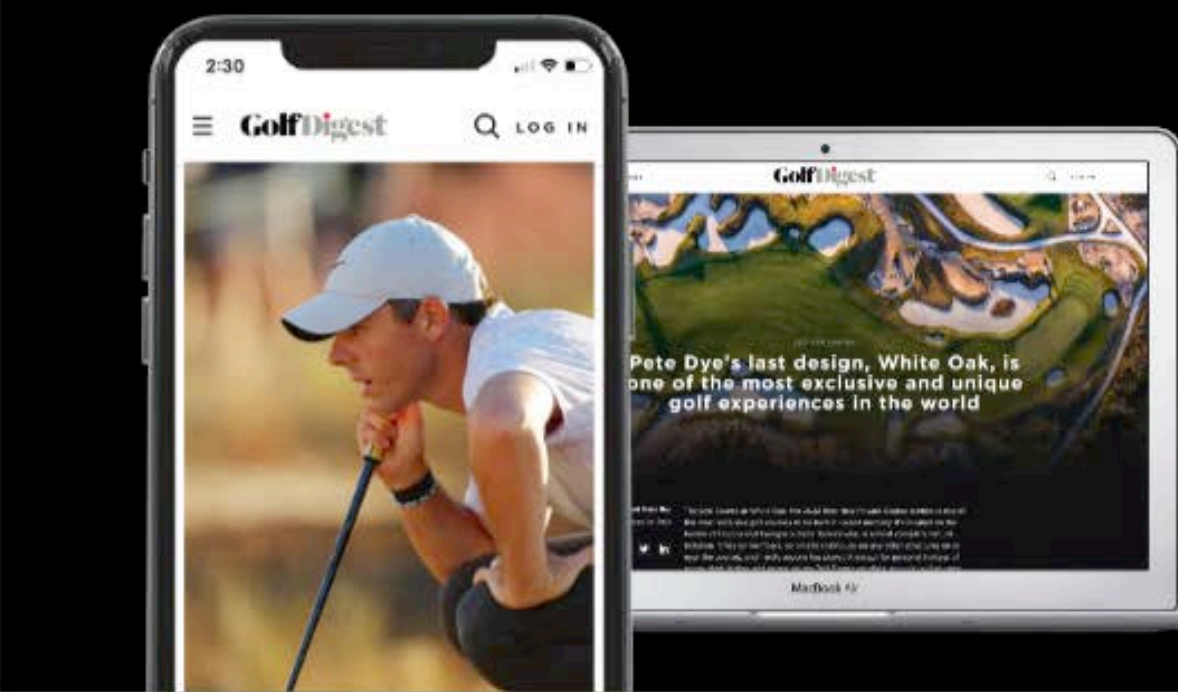
OFFERED TO CONSUMERS AT

\$24 PER YEAR
GD+ DIGITAL / **\$40** PER YEAR
GD+ DIGITAL
AND PRINT


**IN-DEPTH
STORYTELLING**




**UNLIMITED
DIGITAL ARTICLES**



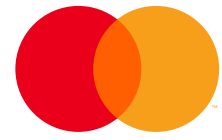
**EXCLUSIVE
COURSE REVIEWS**



**MAGAZINE ACCESS
& MORE**



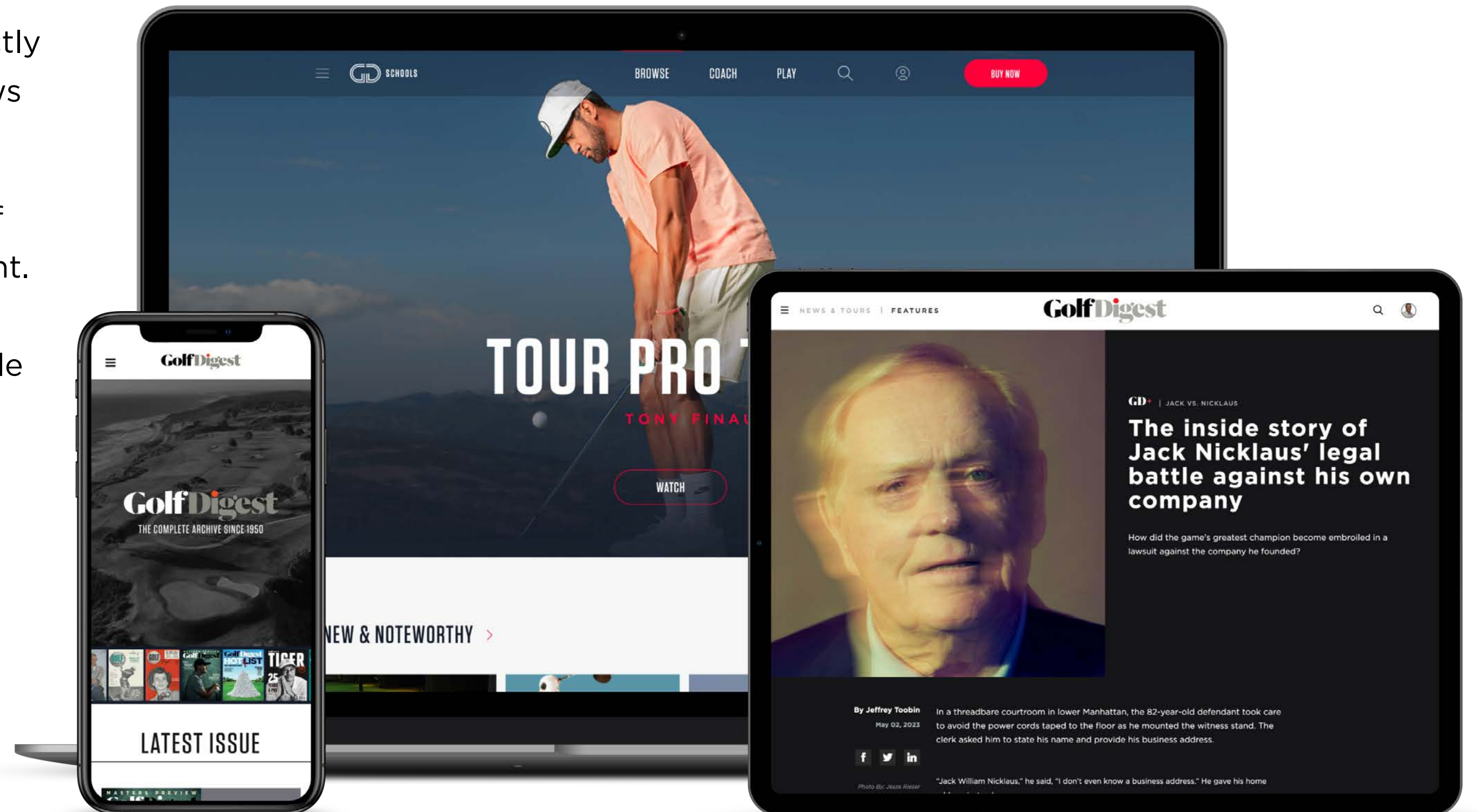
UNLOCK ALL OF GOLF DIGEST'S PREMIUM CONTENT

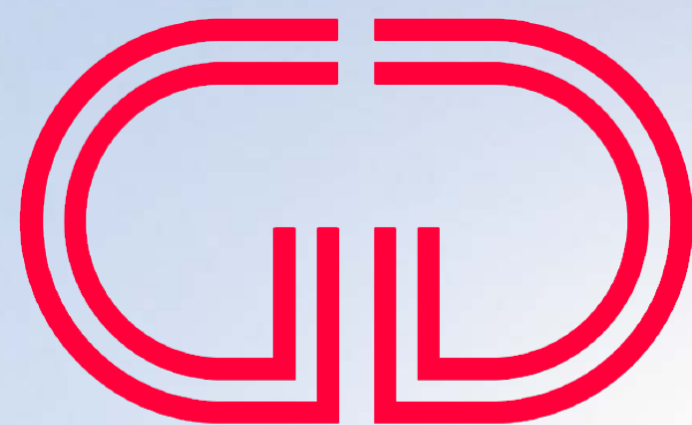


GOLF DIGEST SCHOOLS & GD+ OPPORTUNITY

Two options for offering Golf Digest subscription products to Mastercard card holders and/or partner clients

- ▶ **Pass Through Discount:** Golf Digest would make annual GDS and/or GD+ subscriptions available to cardholders at a to-be-agreed discount relative to retail pricing. Consumers would transact directly with Golf Digest, leveraging customized Mastercard purchase flows or promotional codes
- ▶ **Bulk Purchase:** Mastercard would purchase a minimum number of GDS/GD+ subscriptions per month or quarter at a volume discount. Golf Digest would supply Mastercard with corresponding product codes for Mastercard to distribute as it sees fit (e.g., make available for free, redeemable for points, etc.)





SCHOOLS
LIVE

GOLF DIGEST SCHOOLS **LIVE**

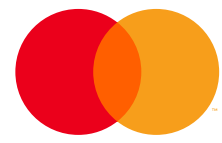
A unique game-improvement experience from golf's instruction authority

In this premium offering, Golf Digest will use its **unparalleled access** to the best teachers and America's greatest courses to create an **unforgettable golf experience** for Mastercard. Golf Digest will host you, your clients and partners for an immersive event - part instruction and part golf - in the geographic market of your choosing.

First, one of Golf Digest's ranked teachers will provide a **full-or-half-day instruction program**, guiding the guests through every aspect of the game, from driving to putting. They will receive a digital swing analysis, full-game assessment, personalized improvement plan and practical advice on playing all the shots in golf.

Then, the guests will have a chance to put their learnings to work in a **round at a club of your choosing**. They will also receive a premium gift package, including Golf Digest All-Access subscriptions, a Rapsodo personal launch monitor, pro shop credit, and more.

This Golf Digest Schools Live event is an **exclusive opportunity** to showcase Mastercard to high value clients, partners, and invited guests and provide them with a one-of-a-kind experience.



GOLF DIGEST SCHOOLS **LIVE** (CONTINUED)

What are the elements of the program?

- ▶ One round of golf and private group instruction
- ▶ Two meals included in 1-day program, Three meals in 2-day program
- ▶ Gift Package
 - Free subscription to Golf Digest All-Access (GD+, GD Schools, etc.)
 - Personal, portable launch monitor by Rapsodo
 - Premium golf apparel (shirts, quarter zips, vests, etc.)
 - Shopping spree (pro shop credit not less than \$100)

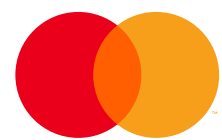
How many people can participate?

Events can be customized to meet your needs. However, most Clubs recommend no more than 12 participants, with a ratio of 4 students to 1 instructor

Who is teaching the class and where will it be held?

Golf Digest will be responsible for securing a top ranked teacher to lead the game improvement program, to be held at the chosen Club's practice facility





GOLF DIGEST SCHOOLS LIVE (CONTINUED)

What is the overall structure?

Option 1 - Two Days

- Day 1: 7 hour game-improvement program and meals, overnight stay
- Day 2: 18 holes of golf

Option 2 - Single Day

- 4 hour game-improvement program in the morning, group lunch, 18 holes of golf in the afternoon, cocktail reception and/or dinner reception

Where and when will the program be held?

Golf Digest holds strong relationships with top Clubs in each of Mastercard's target markets. Below please find a representative list of Clubs we can reach out to on your behalf*

- **New York:** Sebonack (#38 in America, #7 in NY), Sleepy Hollow (#62 in America, #11 in NY), and Maidstone (#64 in America, #12 in NY)
- **Dallas:** Dallas National (#71 in America, #2 in TX), Trinity Forest (#6 in TX), Maridoe (#19 in TX)
- **Phoenix:** Estancia (#72 in America, #1 in AZ), Desert Mountain (#10 and #11 in AZ), Silverleaf (#12 in AZ)
- **Charlotte:** Quail Hollow (#97 in America, #5 in NC), Charlotte CC (172# in America, #10 in NC)

*Golf Digest cannot represent any Club's availability until we speak with them on Mastercard's behalf.



SCHOOLS
LIVE



HOT LIST EXPERIENCE

The annual Golf Digest Hot List is the industry's most thorough, respected, and anticipated equipment review. Since its inception in 2003, the Hot List has stayed true to its original mission - *to be helpful to the reader, fair to the industry and true to the game*. Over the years it has evolved from a single print edition, to now a multichannel content experience with print, digital, video, and social.

Introducing, *The Hot List Experience*. This new, real-life interactive experience brings the best of both worlds to **Mastercard** - the ability to test the latest product releases to see if it's right for them and get fit for a new driver, fairway wood or hybrid. Golf Digest will record each guest specs and pre-order the new equipment for when it becomes available.



HOT LIST EXPERIENCE (CONTINUED)

What are the elements of the program?

- ▶ One round of golf and private group instruction
- ▶ Two meals included in 1-day program, Three meals in 2-day program
- ▶ Gift Package
 - Free subscription to Golf Digest All-Access (GD+, GD Schools, etc.)
 - One free club of their choice (driver, FW Wood or Hybrid)

What are the elements of the program?

Option One: 2-day program

Day one

- Golf Digest equipment editors will greet all guests and brief them on the Hot List process and explain how they will play an integral role in our annual ranking of the best new golf equipment. The range and short game area will be set up with staff bags containing the latest product releases and sorted by category - drivers, woods, hybrids, irons, wedges and putters. Each attendee will have the opportunity to go from bag-to-bag to demo all of the equipment or just the category(s) they are interested in. During their demo session, our editors will record feedback on the club and use this information to formulate the Hot List.
- Lunch at the Clubhouse
- 4-hour game-improvement program with a Golf Digest locally ranked teacher
- Dinner in the Clubhouse; inclusive of a Golf Digest Editor to speak and answer questions from the guests.





HOT LIST EXPERIENCE (CONTINUED)

Day Two: 18-holes of golf

Option Two: 1-day program

Morning

- Golf Digest equipment editors will greet all guests and brief them on the Hot List process and explain how they will play an integral role in our annual ranking of the best new golf equipment. The range and short game area will be set up with staff bags containing the latest product releases and sorted by category - drivers, woods, hybrids, irons, wedges and putters. Each attendee will have the opportunity to go from bag-to-bag to demo all of the equipment or just the category(s) they are interested in. During their demo session, our editors will record feedback on the club and use this information to formulate the Hot List.
- Lunch at the Clubhouse
- 18-holes of golf
- Dinner in the Clubhouse; inclusive of a Golf Digest Editor to speak and answer questions from the guests

Where and when will the program be held?

The event will be held in early November at the location of our Hot List Summit. We are targeting a course in the Phoenix, Dallas or Orlando markets.



Golf Digest Open

A new, nationwide amateur golf tournament open to anyone with a USGA Handicap that wishes to play competitively in a net and gross stroke play, best ball format.

[VIEW GOLF DIGEST OPEN](#)

TOURNAMENT OVERVIEW

National Championship

- 1 day event
- 100 players/50 team pairings per location
- Tournaments will take place during June, July + August
- \$500 entry fee per player/\$1000 per team
- Players can participate in multiple regional tournaments

National Championship

- October 29-31, 2023
- 2-day, 36 hole event
- 64 players — the top 4 teams (two best gross and two best net) from each of the 8 regionals will qualify for the National Championship
- \$1,000 registration fee per player covering greens fees, lodging and meals
- ***Top gross and net pairing from each regional will have their registration fees waived***
- Each member of the winning team (gross and net winners) will receive a \$1,000 prize, trophy, and Golf Digest editorial recognition





TOURNAMENT LOCATIONS

8 Regional Events (June/July/August 2023)

- ▶ The Standard Club - Atlanta, GA - June 12
- ▶ Mesa CC - Mesa, AZ - June 12
- ▶ Aviara - Carlsbad, CA - June 19
- ▶ Golf Club of Houston - Humble, TX - June 26
- ▶ Silverado Resort & Spa - Napa, CA - July 10
- ▶ Watchung Valley - Watchung, NJ - July 10
- ▶ Kemper Lakes - Kildeer, IL - July 17
- ▶ Rockaway Hunting Club - Lawrence, NY - August 21

1 Championship Event (October 2023)

- ▶ Fields Ranch (East and West Courses) - Omni PGA Frisco Resort - Frisco, TX
- ▶ New PGA of America Headquarters
- ▶ 2-day, 36 hole event
- ▶ Host to 26 Championship Events in the next 12 years including 2027 PGA

MASTERCARD OPPORTUNITY

- ▶ Golf Digest can offer Mastercard a limited number of entries (e.g., 20 teams of 2) to market and distribute to cardholders as you see fit
- ▶ Reserved entries can be targeted to as many or as few of the 8 regional locations as desired
- ▶ Time sensitive element, as first events are being held Monday, June 12th



THANK YOU!

