



December 16, 2020

It's an honor for me to welcome Runi and his entire Event-Man team to Golf Genius Software, and to welcome you to Golf Genius. I distinctly remember meeting Runi for the first time at the PGA Merchandise Show in 2012. I wanted to meet him to tell him that I had never before seen a company held in such high esteem by its customers, largely driven by Runi's personal commitment to supporting his customers. He clearly had a solution that resonated with customers, and he continuously improved on that solution for 23 years!

Meanwhile, Golf Genius has been in business since 2009. After years of investment, listening to feedback, and continuous improvement, we now power tournament management at over 9,400 golf facilities in over 58 countries. We also built the latest generation of the GHIN handicapping system for the USGA, which was successfully launched in January.

Runi and I have been discussing how we might put our companies together for some time, with a particular focus on how we could provide a migration path from Event-Man's desktop product to our cloud-based service. We both agree that desktop solutions are giving way to cloud-based solutions, that providing a smooth migration path for Event-Man customers is key, and that service is a critical part of the product.

Our goal is to make it as easy as possible for you to migrate to Golf Genius. With this in mind, Runi and his team will support Event-Man through the end of 2022 to give you two full years to migrate to Golf Genius or make other plans. In planning your migration, please note that there are two product levels to choose from:

- A **basic product** similar in function to Event-Man that is available at no additional charge to clubs with GHIN subscriptions.
- A **premium product** with additional features such as live scoring, online registration and payments, integration with club systems, and other premium features. This product is available to clubs based on an annual subscription. To provide the smoothest possible migration path, any

Event-Man customer who subscribes to the Premium product can continue using Event-Man at no cost through the end of 2022.

To the extent that you rely on important capabilities of Event-Man that are not currently offered by Golf Genius, Runi and our team will work with you to identify and address these gaps. While we cannot guarantee that we can close every gap, we are confident that we can deal with the vast majority of issues. We have done this sort of gap analysis with other acquisitions, and the process works well.

From time to time, we have been asked to provide a desktop product that does not require Internet connectivity. The Internet is now everywhere, extremely reliable and used billions of times per day for online banking, travel planning, e-commerce, etc. With this in mind, we are committed to providing a cloud-based product that is available 24/7 and accessible from anywhere you have an internet connection. We do not plan to provide a desktop product.

Golf Genius currently employs over 40 PGA professionals, many of whom were head professionals. This team has experience migrating Event-Man customers who have converted to Golf Genius over the past several years. Together with Runi and his team, we are fully geared up to assist you in successfully migrating to Golf Genius.

You will be hearing from Nick Wolfe, our VP of North American Sales, in the next few days with more details. We have also attached some FAQs to anticipate and address some of the common questions you may have. You should also feel free to reach out to me at Mike@golfgenius.com. On behalf of our entire team, we welcome you to Golf Genius and look forward to working with you to deliver great experiences to your golfers.

Best regards,

A handwritten signature in cursive script that reads "Michael Zisman".

Mike Zisman

Founder and Co-CEO