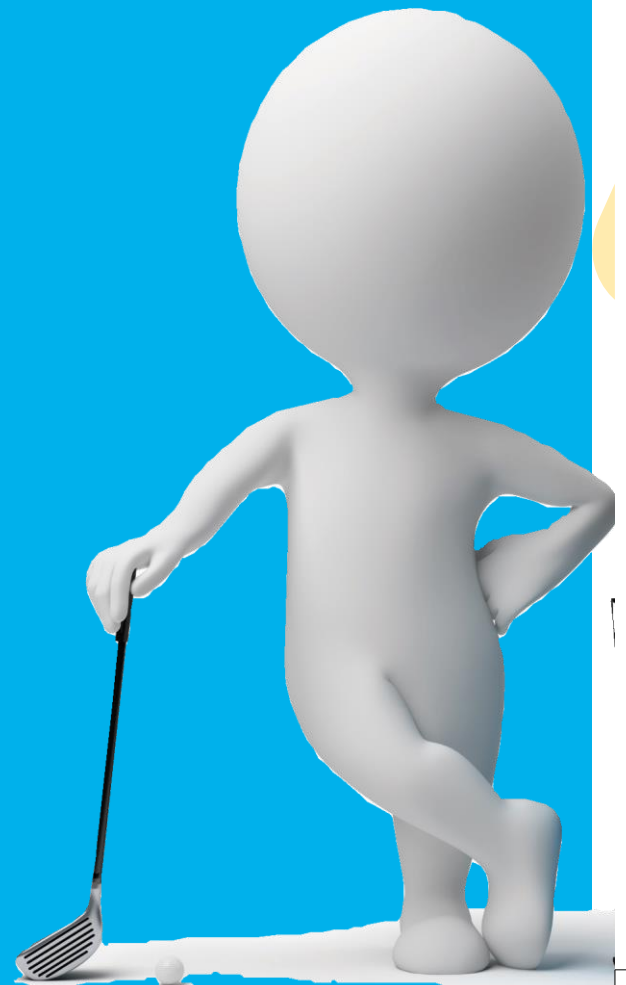


**Do you want to start a
golf driving range
business successfully?**

**Here is the answer.
Come to Happy Golf
Training Center!**

Is an indoor golf driving range a
blue ocean business?



Yes! It is. Happy Golf Training Center has the answer for it.

More than 2 million of the 5 million golfers in Korea want alternatives to golf training.

Additionally, there are about 3 million people wanting to start playing golf.

Anyone who enjoys golf has a wish to run their own wonderful golf driving range, practice golf, and live in harmony with other people.

If you have a lot of golfer friends, it would be great to create a hideout where they can gather and spend the day in a spacious and comfortable space.

Founder and Headmaster, Kim Heon

- Author of 'Mr. Hong Becomes a Golf Genius', a steady seller and a must-read for golf beginners
- Served as Golfzon advisory committee member and vice president of Maum Golf T-up Co., Ltd. (currently Kakao VX)
- Participated in JTBC GOLF Channel's 'Kim Heon's Book In Golf' and 'Kim Heon's Happy Golf'.
- Won the Best Instructor Award from SERICEO (Samsung Economic Research Institute)

Advantages

- No inventory

Unlike the restaurant industry, there is no inventory and labor intensity is significantly low.

- Low labor proportion

One professional and one manager are sufficient for the resident staff.

- Not difficult in management

You can manage employees and members remotely through CCTV, and check real-time sales and costs through the management program.

- High margin rate

The unit price is high compared to the restaurant industry, so the margin rate is high.

Disadvantages

- The initial investment cost is relatively expensive.





► The one-hour usage fee becomes more expensive indoors than outdoors.

...As indoor golf driving ranges have increased and the trend of private lessons has rose, it has been found that the one-hour usage fee of indoor became more expensive than that of outdoor. According to a seminar held by the Korea Golf Training Centers Association (KGCA) on the 21st, the one-hour indoor and outdoor usage fees for 1,519 practice ranges nationwide were 13,970 won and 13,461 won, respectively. In comparison, for a one-month pass, the indoor driving range was 135,616 won and the outdoor driving range was 156,177 won, making the outdoor usage fee more expensive. KGCA Director Nam Kyeong-woo said, "Private lessons at indoor golf driving ranges have increased over the past few years."



► Increase in the younger generation

... It appears that the rapid increase in the number of female golfers has led to an increase in the use of practice ranges by the younger generation. These days, indoor golf driving ranges are becoming more like cafes, and as golf driving ranges are being built in community centers or sports centers of apartment complexes, they are becoming a space for men and women to hang out. In the United States, it has been almost 10 years since Topgolf, a combination of alcohol, food, and golf, spread to the younger generation. Tiger Woods runs Pop Stroke, an 18-hole putting course, and Rory McIlroy runs a puttery brand where people can enjoy putting and socializing indoors. Korea's golf driving range also became more than just a range for field golf, and emphasize additional services such as Show Golf, Happy Golf Training Center, and Illum Golf. Large brands are fostering instructors.



► Golf App - Unmanned - Branding

... The app is also used in a variety of ways at golf driving ranges. You can register members and products using both the web and the app. Through this, members gain convenience and operators can diversify sales. For example, members visiting the driving range can pre-book or change their spot in the app. As various tasks are handled through apps, golf driving ranges are actively becoming unmanned. In the case of outdoor driving ranges, you can reserve spots directly at the kiosk. Larger brands are attempting to reduce labor and operating costs through unmanned kiosks. Now we evaluate golf driving ranges through their brands.

Happy Golf Training Center

How are these numbers possible?

With 70 stores nationwide, grow rapidly, doubling every year!!

Happy Golf Training Center, a proven franchise

2023 Korea Consumer Satisfaction Index

Awarded first place in the indoor golf driving range global franchise category



What is Happy Golf Training Center's know-how to success?



From a golfer's perspective, we created a driving range just for golfers.

Based on our experience nurturing more than 10,000 golfers over 20 years, we have pondered the structural problems of the golf market and lesson industry.

Now, we've found the answer.

From a golfer's perspective, we created a driving range just for golfers.

Enjoy new business opportunities through new spaces and systems.

We present a new paradigm for the success of golf driving ranges.



Good
facilities ?

Price
competition ?

Experienced
coach ?

How can a golf driving
range make a lot of money?



Based on experience teaching 10,000 people, I can guarantee
that...!!



**As customer skills
improve,** loyalty
increases.



**The more loyal
customers you
have,** the more
money you make.



Should I bring
in **expensive**
machinery?



Should I hire a
competent
professional?



How can we improve the
customers' skills?

We all know the answer.

The more we practice,
the more our golf
skills will be improved.
So how do we get
motivated?



We need to create
a desire in our
customers **to**
become good at
golf.



We need to make
our customers
have more fun
playing golf.

Only **Happy Golf Training Center** has the
system for this.

It's not all the same 500 million. Check sales compared to area!

There is a clear difference from existing businesses in terms of sales and profits.



Branch	Highest monthly sales (unit: KRW)	Branch	Highest monthly sales (unit: KRW)
2nd Seongbuk branch (7 spots)	59,460,000 won	28th Osan branch (10 spots)	67,777,267 won
5th Uiwang branch (9 spots)	107,665,000 won	38th Surak Nowon branch (8 spots)	61,730,000 won
16th Yeoksam branch (18 spots)	114,683,500 won	39th Incheon City Hall branch (11 spots)	63,892,000 won
24th Ansan branch (13 spots)	71,766,000 won	40th Icheon branch (10 spots)	60,040,000 won
27th Yeokbuk Branch (13 spots)	90,991,480 won	44th Gasan Branch (10 spots)	59,025,000 won

Rate of profit : Compare with other brands!

Average sales and sales per area of Happy Golf Training Center (certified by: Fair Trade Commission's Franchise business information system)

Region	2022 (Unit: KRW 1,000)		
	Affiliate stores	average sales	Average sales per area (3.3m ²)
Nationwide	39	365,769	3,725
Seoul	6	373,811	5,249

Happy Golf Training Center proves by itself.



Currently, 4 employees are running 3 Happy Golf Training Centers!



Owner A in Gyeongbuk operates three golf driving ranges by himself!



After three employees left the company, they started the Happy Golf Training Center.



Owner K used to run G**, but changed it to Happy Golf Training Center!

Due to the nature of golf, it is very difficult to find a professional tutor.
We will fundamentally solve this troublesome problem.



How do you find manpower?

What about pros? What about the manager?

Where do you hire?

What if they quit?

incorporated
association

Happy Golf Tutor Association

Operation of Happy Golf Tutor Association

The problem of recruiting professionals can be solved by hiring golf tutors at each branch who have completed training at the Happy Golf Tutor Association, a professional recruiting system.



Manpower support : We directly nurture/support the necessary manpower.



We help store owners provide direct coaching.

What are the advantages of coaching yourself?

Labor cost
DOWN!

Rate of profit
UP!



Happy Golf Training Center can be started on a small or medium scale.

- Significantly lower start-up costs!
- You can start a business in various sizes, from the basic 100 py to 50~70 py.
- You can start with about 100 million won (estimated cost of 190 million won based on 5 spots per 50 pyeong)



Aren't small and medium-sized businesses less profitable?
Not at all!

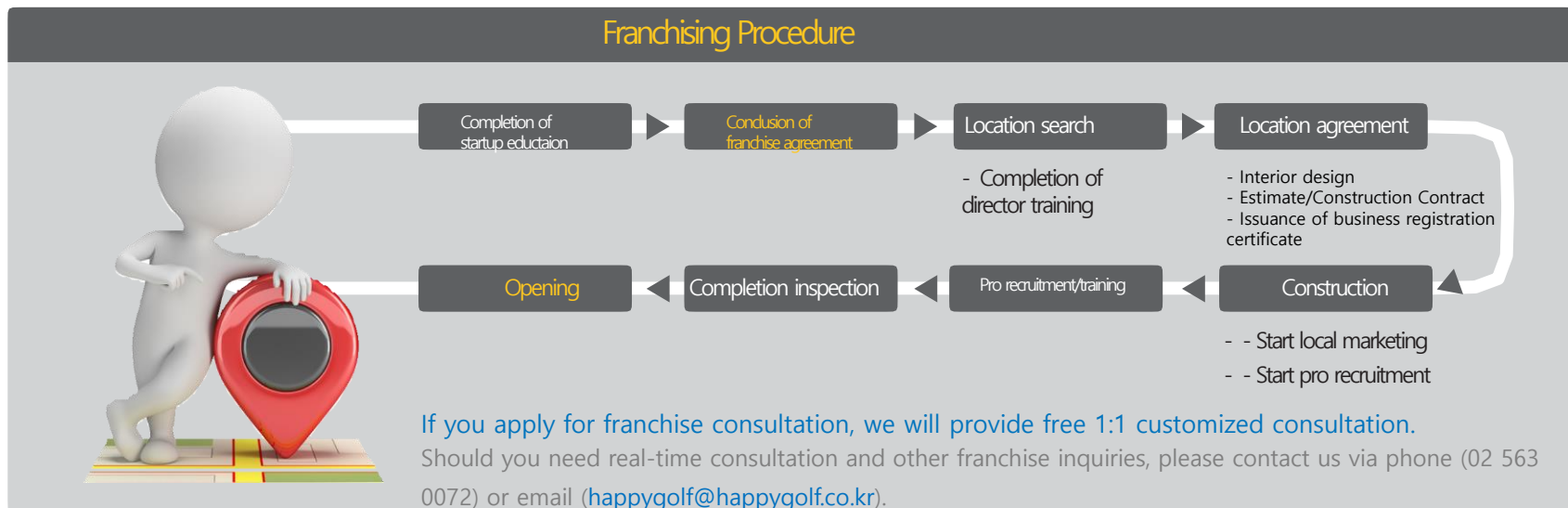
- Highest monthly sales of Jamsil branch (6 spots)
▶ 36,943,000 won
- Highest monthly sales of Seongbuk branch (7 spots)
▶ 59,460,000 won



If necessary, we will introduce lease loan products.

- We introduces the equipment leasing program.
- We introduces the loan interest support program.

Startup Costs : You can start on a small or medium scale.



The best golf startup members with golf experience, passion, platform, and AI business success experience are with you.

① Commercial analysis and protection

We maximize the success rate of starting a business based on a survey of the characteristics and location of the commercial district and correlation analysis.

We protect the commercial area by preventing affiliated stores from entering within a certain radius.

② Expert Supervising

The supervisor provides customized supervising services regarding store owner/manager/professional training, operations management, and marketing.

③ Pro Recruitment Support

We train our own manpower and support professional recruitment with Happy Golf's know-how.

④ Headquarters' own program operation

By operating own field programs and holding events, the headquarter creates a community within each golf driving range and secures long-term customers.

⑤ Self-developed store management programs and applications

We provide customized software for each member, professional, and store owner.



Be sure to check information on similar companies that you thought were franchises, companies that only sell facilities/equipment through the Franchise Business Information System!

From start-up to operation: One-stop management and support.

Smartphone app for members ▶ Happy Golf GO

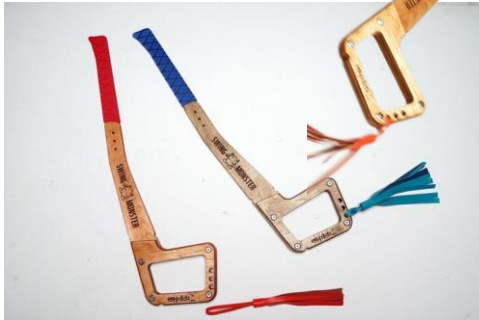


Management program ▶ Happy Golf GO Manager



By utilizing various self-developed training aids,
help customers practice and improve their skills

① Swing Monster



② Swing Masters



Skill improvement system:

Autonomous golfer training system

④ Putting exerciser



④ Swing plane



The headquarters holds field programs every week.

It goes beyond a simple practice space and becomes a local community, encouraging customer re-registration.



Operation of Happy Golf Jeju Campus

It is an eatertainment type golf facility made of natural grass and operates Happy Golf's camp program.



Happy Golf Coursebook Series

It contains the know-how unique to Happy Golf Training Center and helps you practice golf on your own.

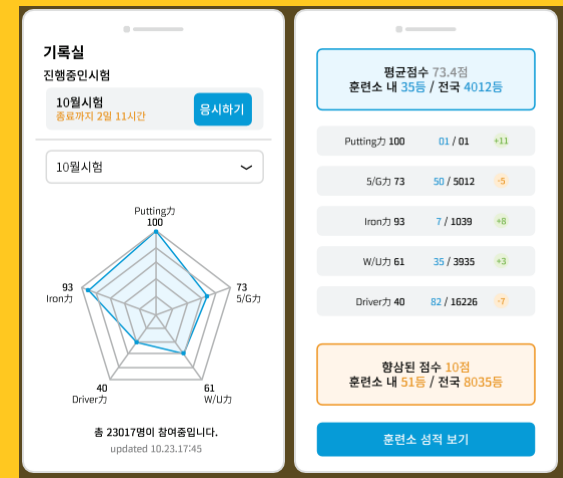


Member skill management program

- Check putting training results with app
- Manage members' skills through monthly diagnostic tests
- Motivate members by giving month awards to excellent training centers and members.

Golf strength game, a patented training software

It is designed for each subject and is Happy Golf Training Center's patented system to improve golf skills in a fun and fast way through games.



Happy Golf Training Center



If you apply for franchise consultation, we will provide free 1:1 customized consultation.

Real-time consultation and other franchise inquiries: phone (02 563 0072), email (happygolf@happygolf.co.kr)