



IMG Golf Course Services

IMG

sports • entertainment • media

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*Overleaf: Montgomerie Course, Carton House, Ireland, a Colin Montgomerie Design.
Voted best new course in Europe 2004.*

*Picture: Le Touessrok Golf Course, Bernhard Langer Design, ranked #10 in the world by Golf
World magazine. Named Leading Golf Resort in 2007. Consulting management by IMG.*



Introduction

IMG is the premier sports, entertainment and media company in the world. For the last five decades, IMG has created, represented and harnessed the power of more top tier properties than anyone else.

IMG's expertise covers every aspect of the sports, entertainment and fashion world. Our areas of leadership include athlete and celebrity representation, television/new media production and distribution, brand licensing, corporate consulting and the creation and implementation of global sporting and cultural events. Supported by a network of 60 offices in 30 countries, IMG is an international company with unparalleled reach and insight.

The IMG Golf Course Services group epitomizes the cross-discipline leadership of IMG. The group has grown to become the authority for developing global golf and leisure facilities.

With dedicated offices and professional staff in London, Singapore, Beijing, Seoul, Dubai, Delhi, Johannesburg, Cleveland, and Bradenton (Florida), The IMG Golf Course Services group is ideally positioned to conceptualise and deliver cost-effective, world-class turn-key solutions.

The IMG Golf Course Services group provides holistic solutions that extend far beyond simply golf. The Group is uniquely positioned to utilise its broad resources in delivering integrated, value-added solutions to help create world-renowned golf and leisure developments.



Left: The Montgomerie Links, Vietnam, a Colin Montgomerie Design. IMG Construction Management and Pre Opening Management Services.

Above: Euphoria Golf Estate & Hydro, South Africa, an Annika Sorenstam Design.

Advisory

Researching, defining and delivering strategic solutions

IMG's global experience and knowledge of best practices adds unique resources to a client's vision. Application of this skill set ensures the early identification of positive strategic objectives, minimising pre-opening errors that can later become a drain on resources and create operational inefficiencies. IMG recognises the importance of economic and social sustainability as part of the advisory process and draws upon experts in the world of golf course design, real estate, hotels, spa, tennis, equestrian, finance and operations; delivering detailed business studies that provide the platform for future success. IMG brings practical and professional knowledge and a unique perspective into this critical stage of project development.

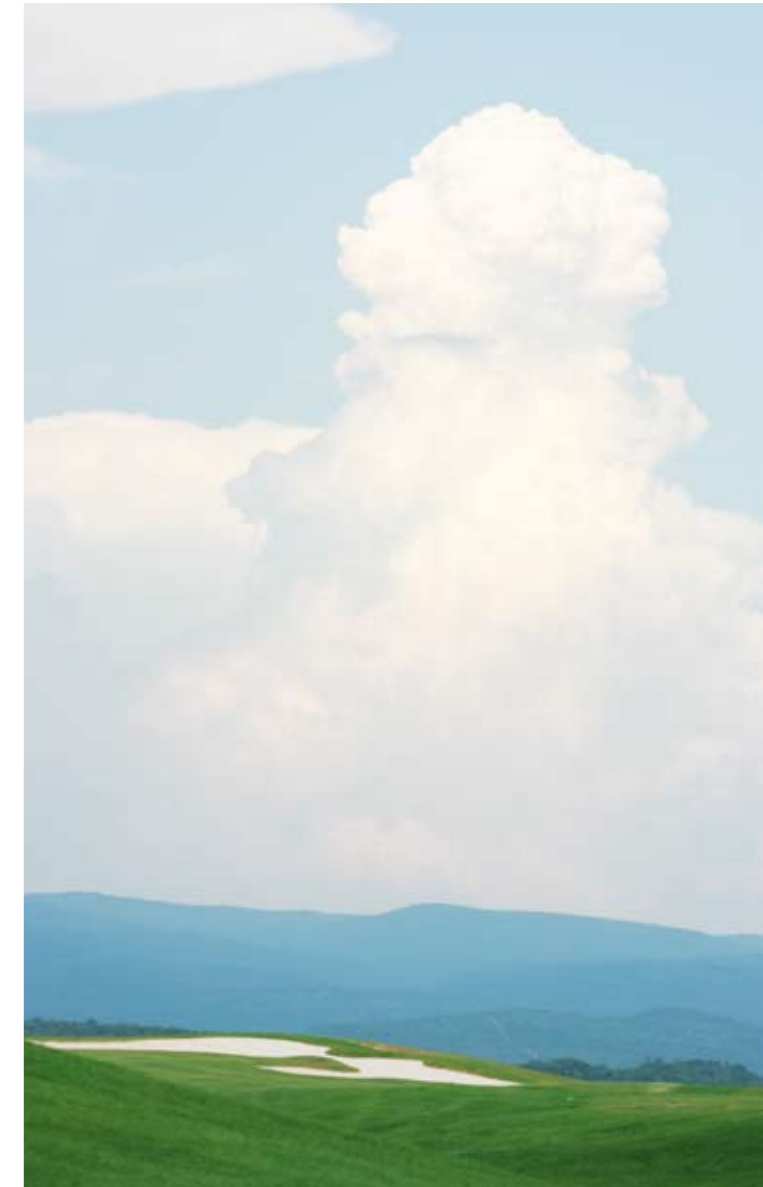
IMG's Golf Advisory Services also covers:

- Feasibility Planning
- Event and Marketing Strategies
- Sponsorship and Programming Strategies
- Federation Consulting and Development
- Operational Audits
- Design Audits and Reviews
- Membership Structure and Pricing Reviews



"IMG's detailed commercial development programme has provided the Russian Golf Association with a useful 'handbook' for the future of golf in Russia. I look forward to seeing IMG's recommendations develop and golf becoming one of the top 10 sports in Russia."

*Konstantin Kozhevnikov
President, Russian Golf Association*



Left: Legend Golf & Safari Resort, South Africa, 18 hole Signature Golf Course, managed by IMG.

Above left: IMG's Advisory group consulted on Riffa Views' Boris Becker Tennis Academy (Bahrain), ongoing facility and brand direction consultancy for Hurtwood Park Polo & Country Club (UK), and ongoing commercial development and support for the future of golf for the Russian Golf Association (Russia).

Above: Hole 1 at Legend Golf & Safari Resort, South Africa, designed by Trevor Immelman.

"The realisation of our dream to have 18 of the world's top golfers involved in the design of our golf course here at Legend Golf & Safari Resort would certainly have been impossible if it wasn't for IMG, who believed that this dream could be realised. We certainly can't thank the IMG team enough. Without their hard work and effort it wouldn't have been possible to create a world first. We are certainly proud to be associated with such a quality company like IMG."

Peet Cilliers, CEO, Legend Golf & Safari Resort, South Africa

Golf Course Design

Delivering world class golf courses and branding

IMG represents many golf superstars – from golf’s all-time legends to the next generation of the world’s best. Many of these golfers have channelled their expertise into improving the business of the sport; IMG helps to harness the talents of these leading names in golf to create unique and value-adding concepts for developers globally.

These designers have a passion for and a knowledge of the game that forms the basis for the creation of many of the world’s finest golf courses. They bring a wealth of experience, depth of understanding, and an expression of their character to a golf course design. Golf course developers, investors and owners universally acknowledge, that having a professional golf course designer helps to heighten the profile and increase the authenticity of the course—both crucial points of differentiation.

“The selection of Colin Montgomerie to design our course and co-brand with our product has not only shown our course to be ahead of the rest in modern golf design but his vast experience has given our product credibility in a difficult market.”

This partnership has proven that our property is easier to sell and can achieve significantly higher property prices.”

*Richard Browning, CEO
Riffa Views BSC, Bahrain*

Dedication to world class design

Our preliminary planning and programming efforts are creative and flexible. We initially gather information to better understand the setting, the site and the client’s own vision. Informed decisions made at the earliest stages of design will often have the greatest impact on the ultimate success of the project.

IMG is committed to designing sustainable golf courses that are economically successful and environmentally sensitive.



Delivering value and profile

History has proven that professional golf course design delivers immense value and marketing impact to the commercial success of a golf development.

IMG’s designers deliver:

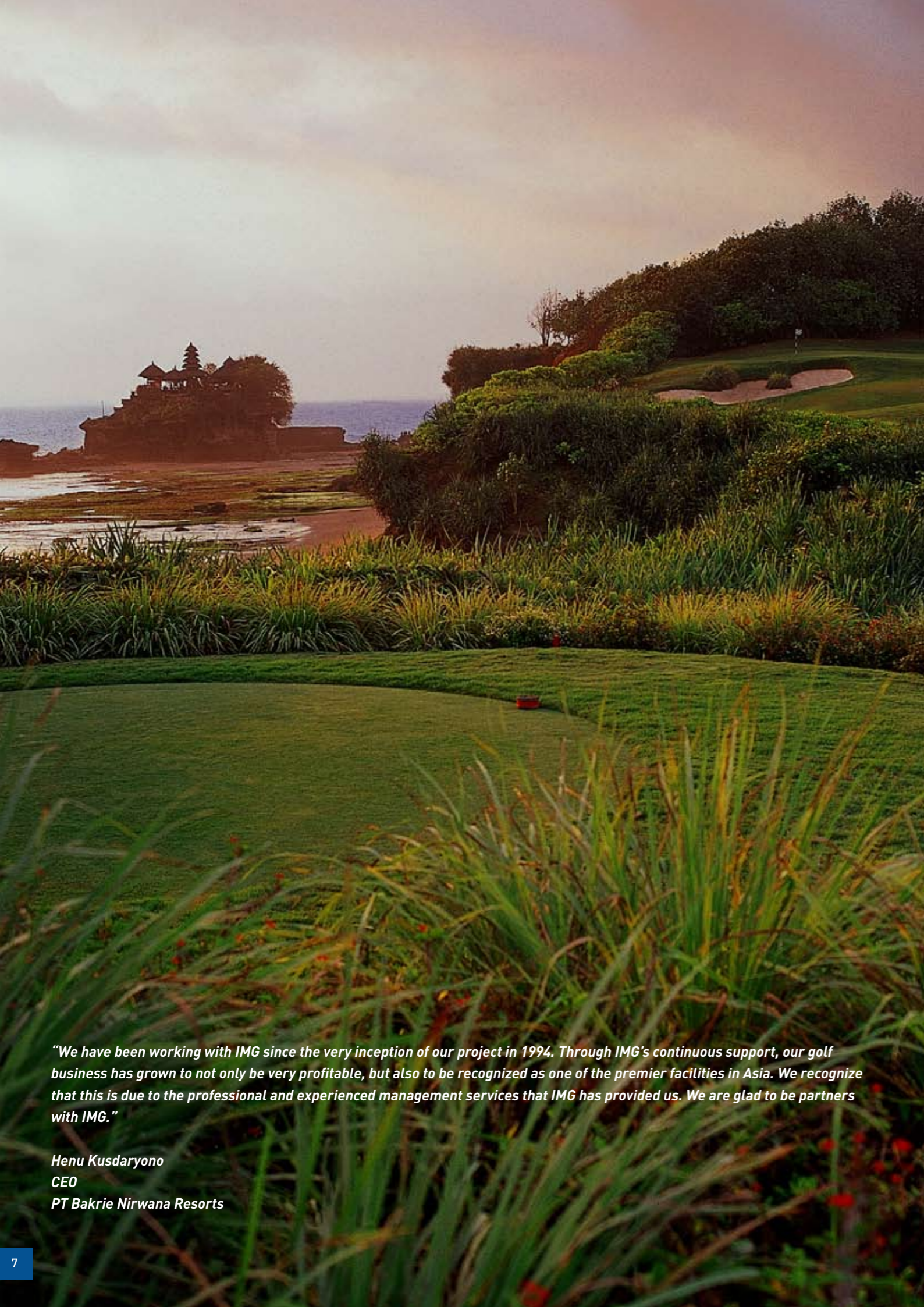
- Higher club memberships/debentures
- Enhanced green fees
- Accelerated property sales/value
- Unique positioning in the global golf tourism market

Top: Tuhaye Golf Club, Utah, USA, a Mark O’Meara Design.

Bottom: Angkor Golf Resort, Cambodia, an IMG Golf Course Design.

Right: The Links Portmarnock, Ireland, a Bernhard Langer Design.





"We have been working with IMG since the very inception of our project in 1994. Through IMG's continuous support, our golf business has grown to not only be very profitable, but also to be recognized as one of the premier facilities in Asia. We recognize that this is due to the professional and experienced management services that IMG has provided us. We are glad to be partners with IMG."

Henu KUSDARYONO
CEO
PT Bakrie Nirwana Resorts

Golf Course Management

Best practice planning, programming and positioning for long term operational success

By entrusting pre-opening and operational management to IMG, developers choose to strategically partner themselves with a market leader that has long been recognised as one of the most influential golf organisations. IMG's Golf Course Management business boasts over 20 years of international operational experience, managing high profile golf clubs and is renowned for providing a client focused 'boutique management' approach.

IMG offers the following professional services:

- Pre-Opening Development and Technical Services
- Full Management
- Golf Course Consulting
- Operational Audits
- Agronomic Assessments

IMG Golf Course Construction Management

The golf course Construction Management service provides a seamless link between golf course design, pre-opening planning and the full operational management of a facility.

This service addresses one of the most important decisions a golf course developer will undertake in the planning stage of their project. It ensures the delivery of a world-class product, delivered to specifications, on time and on budget.

IMG provides extensive budgeting, scheduling and coordination, whilst ensuring the correct implementation by directing an experienced Construction Management team. This team stringently adheres to industry standards without compromising the quality expected by all project stakeholders.

"IMG's ability to conceptualise the EOS project during the masterplanning has been crucial to the success of driving this project forward. Instrumental in the pre-operational planning of this fully integrated resort, we look forward to working with IMG in delivering our vision."

*Nicholas Mamakos, Principal
Prufrock Investments, Greece*



Left: Nirwana Bali Golf Club, ranked as Asia's #1 Golf Resort, an IMG managed golf course.
Right: Sheshan Golf Club clubhouse, China, where IMG's golf course management specialists have provided advice on clubhouse layout, planning and design.

"The appointment of our operator for Tiger's first ever golf course design was one of our most crucial decisions. We have been very pleased with the customization, flexibility and attention to detail provided to us, as the client, by IMG's dedicated Golf Course Management professionals."

*Abdulla Al Gurg, Project Director
The Tiger Woods Dubai, Dubai, UAE*



Jinji Lake Golf Club, Suzhou, China

Jinji Lake Golf Club has quickly established itself as one of the leading private clubs in China winning awards such as "Best New Golf Club" and "Best Club Service". IMG was responsible for all pre-opening tasks and has fully managed its operations since the official opening in 2006. As a result of the membership strategy developed and implemented by IMG, membership fees grew over 150% with over 500 memberships sold in under 2 years from the initial sales launch.

"We have had a very successful relationship with IMG since the beginning of our project. With IMG's professional management services and customized approach, we developed a 'China first - membership by Interview' process and we are pleased to have established a truly private golf club, where the members are very proud of their club."

*Ms. Xu Hong
Chairperson
SIP Jinji Lake Hotel Group
Developer of Jinji Lake Golf Club*



Academies

The world's largest and most successful multisport training academy

IMG Academies is the premier multisport training academy, providing full-time and part-time programmes in a variety of sports. Based in Bradenton, Florida, with additional facilities to come internationally, IMG Academies is home to the Nick Bollettieri Tennis Academy, the David Leadbetter Golf Academy, the Soccer, Baseball, Basketball and Swimming Academies and the IMG Performance Institute.

The David Leadbetter Golf Academy (DLGA) is also a global network of world class golf instructional facilities, with an effective ability to enhance revenues for its partners situated throughout Asia, Europe, Africa, Middle East and America.

DLGA prides itself on the quality and consistency of its instruction, personnel and facilities. Its wide geographical distribution and innovative range of educational programmes is supported by state-of-the-art technology. DLGA is a unique brand which has demonstrated a significantly positive effect on the income potential of various facilities.



"Since it began its operations here in 1992, the David Leadbetter Golf Academy has succeeded in driving up hotel room sales and other ancillary revenues associated with the resort."

*Richard Senninger, Sports Director
DLGA Reiter's Burgenland Resort,
Bad Tatzmannsdorf, Austria*



Right: IMG Academies Bradenton, home of 12,000 junior, collegiate, adult and professional athletes of all ages and abilities, from over eighty countries.

Above: David Leadbetter demonstrates his world renowned teaching philosophy.



IMG Golf

Delivering innovative marketing solutions to the global golf industry

As the global leader in sports marketing, IMG can deliver marketing assistance to its clients. IMG owns and promotes a multitude of events throughout the year and is ideally positioned and equipped to bring its unique global marketing tools and network to its partners. From planning and hosting major international tournaments through to corporate golf programmes, IMG consistently delivers a variety of world class solutions to its clients.

Sheshan Golf Club & HSBC Champions

Through its existing relationship with IMG Golf Course Management, Sheshan Golf Club in Shanghai, China was given the opportunity to become the host venue of the HSBC Champions. The event organised by IMG Golf has continued at Sheshan Golf Club and has established itself as 'Asia's Major'.

Each year the HSBC Champions, attracts the leading players in the world to compete for the richest prize money in Asia. The event also achieves the highest, spectator and media attendance of all golf events in Asia.

As the host venue of the HSBC Champions, Sheshan Golf Club has become widely known throughout the world and is now consistently ranked as one of the top golf courses in China. This recognition, along with the overall quality of the development, has helped to contribute to the tremendous success of both membership and residential sales.

IMG SportsClub

IMG managed and designed golf clubs are eligible for inclusion within IMG SportsClub, a reciprocal access programme that allows members preferred rates and privileges at premier partner golf clubs around the world. Member clubs also receive exposure via a dedicated page on the IMG SportsClub website.

imgsportsclub.com

Left: Vijay Singh, an IMG golf course designer, tees off at the HSBC Champions at Sheshan Golf Club, China, an IMG implemented tournament and managed golf club.

Top: Padraig Harrington, multiple Major winner and IMG golf course designer.

Middle: The Ricoh Women's British Open is staged under the auspices of the Ladies' Golf Union and implemented by IMG.

Bottom: IMG implements the Canon Pro Golf Series located at world class venues. This unique pro-am series incorporates some of the world's best professional golfers, hosting guests with an experience that money cannot buy. Ian Woosnam, IMG golf course designer taking part in the Canon Pro Golf Series.



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