



# The complete golf software suite

We make the golf industry work smarter and reach its full potential

Our products drive the golf experience further and are used by golfers, PGA's, golf clubs and golf federations all over the world

We are leading the SaaS game within golf with smart technologies and user-friendly solutions

*More time for golf...*



# GOLFTINGET

4 November 2023

# ABOUT

## GolfBox

# ABOUT GolfBox | Timeline



**2001**

*Fist fight on first tee at Silkeborg Golf Club over a tee-off order dispute*



**2003**

*Dec. 31st.*

*Norway Master Relation Agreement signed (all clubs)*



**2013**

*New HQ built now just a 7-iron away*

**OOlio GROUP**

**2023**

*MSL Solutions acquired by Oolio Group*

**2003**

*Opened small office in the attic of Silkeborg Golf Club*



**2004**

*Moved out of Silkeborg Golf Club office as business grew and more space was needed*



**2016**

*Acquired by MSL Solutions*

**MSL SOLUTIONS**

# Norway

is a very important market to **GolfBox**.

NGF was our first federation customer,  
and you are a very valued customer.

We hope to serve you for many years  
to come.

We will hopefully see each other at  
Golftinget next year.





# SORRY!

We are truly sorry that NGF has been waiting for improvements and tasks to be delivered from us. This is not okay, and this is not the usual standard for Oolio Group.

We have struggled to hire qualified developers as we grow. Since I was standing here at Golftinget 12 months ago, we have hired 4 new developers. But we could have used 4 more during that period. We currently expect to hire 2-3 more before New Year.





# SORRY!

According to our contract with NGF, GolfBox must deliver a certain number of development hours each year. We have delivered more hours than our contract requires in 2023.

However, there are so many development tasks in pipeline, and we could have delivered even more.

And we will!





# GolfBox is worldwide

If GolfBox was only operating in Norway, there would be a risk that we would be expensive and lazy.

GolfBox is active in several countries in Europe, and we are in constant competition with other vendors. We also get inspired by other players in the market because of this competition.

Everytime we close a new country, we meet new requirements and have to improve our products, which benefits Norwegian golf clubs.





# GolfBox is worldwide

The Norwegian golf clubs are paying a very attractive price for our products because NGF has a Master Agreement with NGF.

This Master Agreement gives the Norwegian golf clubs access to all our products with a group discount instead of selling the products club-by-club.

This is a big advantage for Norway.



## WHAT We Do | Tournament Software



Tournaments Held

7 5 2, 3 7 7

Tournaments

IN

7 2

Countries

&

2 3, 6 6 7, 4 2 5

Players Competed

# WHAT We Do | Partners and Customers



The background is a dark grey composition featuring a hand in a suit pointing towards the center. Overlaid on this are various geometric patterns, including concentric circles, a grid of dots, and flowing wavy lines.

# NEW Family



**OLLIO**

**GROUP**

# Four Strategic Goals

1

## Hospitality

Best of breed solution provider in Hospitality delivering on our purpose of **'Facilitating Celebration'**.



2

## Stadia & Entertainment

Drive the continued dominance of the Stadium & Entertainment Business. Expand into UK, EU & US to replicate Australian market position



3

## Leisure

Invest in Golfbox tech stack and operations. Add Oolio POS & Pay to provide a complete solution for Golf Federations & Golf Clubs in EU and expand globally.



4

## Payments

Pursue payments across all brands.

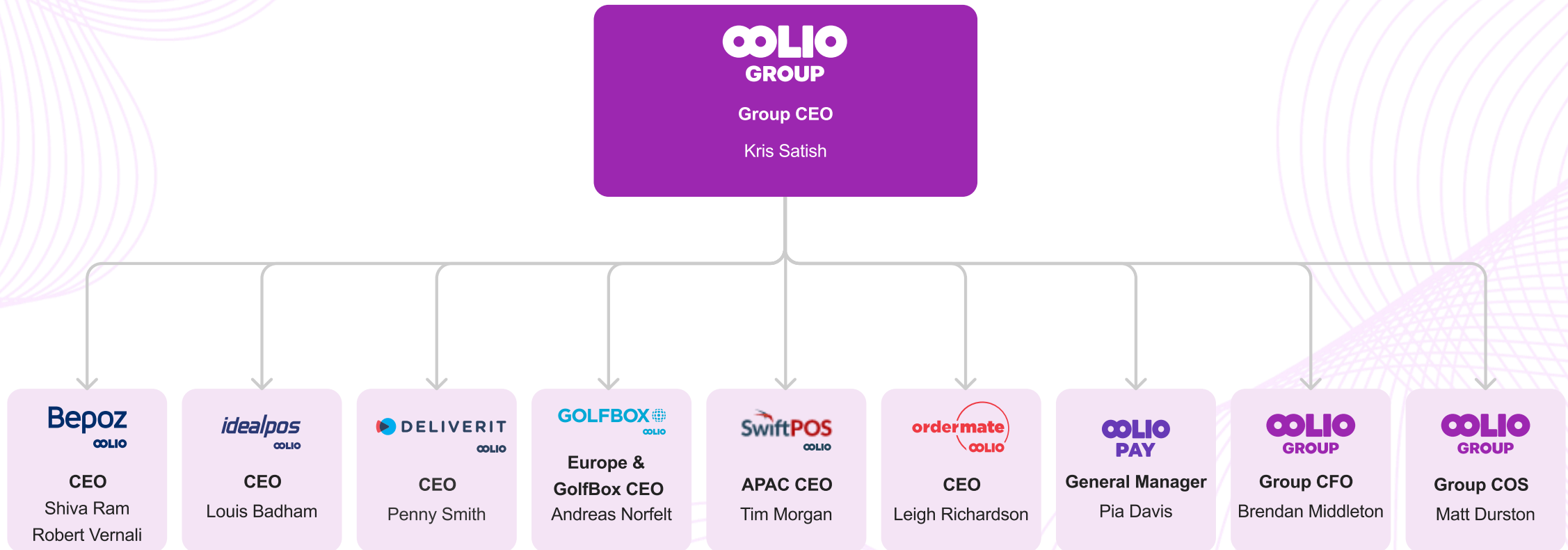


- Oolio Group to be recognised as Australia's Premier POS Platform Provider with 20%+ Market Share. Oolio to become Top 3 Cloud Transaction Platforms for Hospitality (SME and Multi Unit QSR).
- To be recognised as the preeminent stadium and entertainment POS / transaction processing provider in the Australia, NZ, UK and make inroads into US market.
- Launch Oolio into SME and Tier 2 Multi unit QSR Sector in Australia, NZ, UK and make inroads into US.
- Invest in GolfBox and combine Oolio POS and Payments to make Golf Box a complete Cloud solution for Golf Federations, Golf Clubs and Golfers. Use Scandinavian success to make GolfBox a leading worldwide Golf Solutions Provider.



Top 10 Global Platform Provider

# Leadership Structure



# GOSSIP ABOUT GOLFBBOX

What's up with that???

# GolfBox the cash cow?

I have heard that **GolfBox** is considered an *old dying Cash Cow*.

I also heard that our owners have tried to sell **GolfBox** for a long time but *no one* expressed interest in our business.

## REALLY?



## Hvorfor skal Golf forbundet bestemme klubbenes IT-løsninger?

Publisert: 30. oktober 2023 av Kristin Moe Krohn | [Siste nyheter](#) | [Arkiv](#)

Hva bør NGF ha som ansvarsområde og hva tar klubbene selv best hånd om? Bakteppet er både 'eierskapet' til medlemmer/kunder og klubbenes svært ulike behov. IKT er på dagsorden på Golftinget kommende helg.



IKT-systemene i hele golf-Norge.

GolfBox er en 'dying cow', som på fagspråket innebærer at den melkes for det den er verdt av eierskapet. Det er kjent at den australske eieren, MSL, har ønsket å selge GB en tid. Vedlikeholdskostnadene er svært høye, takten i utvikling er lav og brukere forsvinner.

Begge disse aspekter – eierskap og klubbenes behov – kan sees sammen med hvordan IT-systemer generelt fungerer på andre samfunnsområder. Systemløsninger bør i minst mulig grad sentraliseres. Informasjon oppstår desentralt (FB, booking, e-post, samtaler, møter mm), og det er svært sjelden vellykket med 'one size fits all'.

På Golftinget i 2021 ble det vedtatt å åpne GolfBox (GB) for integrasjon via såkalte API'er. Dette har foreløpig ikke realisert og nå ser det ut som om GB er på vei ut. Norges Golf forbund har vært GBs avtalepartner i Norge, og det er betimelig å stille spørsmål ved om det er Golf forbundet som skal ha ansvar for



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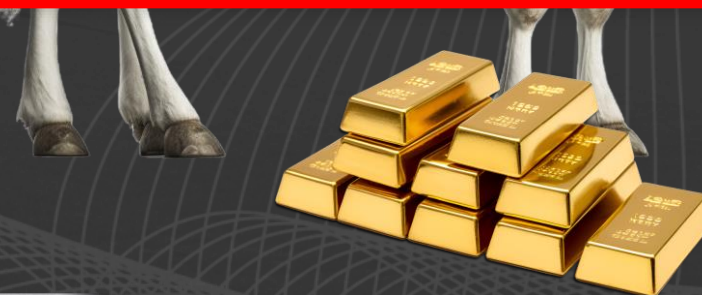


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# ~~Killing~~ ~~GolfBox~~ the cash cow !!!

I hate to burst the rumor bubble, but the last 12 months our shareholders have replied

**NO THANK YOU**

to several acquisition offers from well-known players in the market. I have been involved in the dialogues myself. And before my time in GolfBox, I know that MSL did the same.

**WHY?**

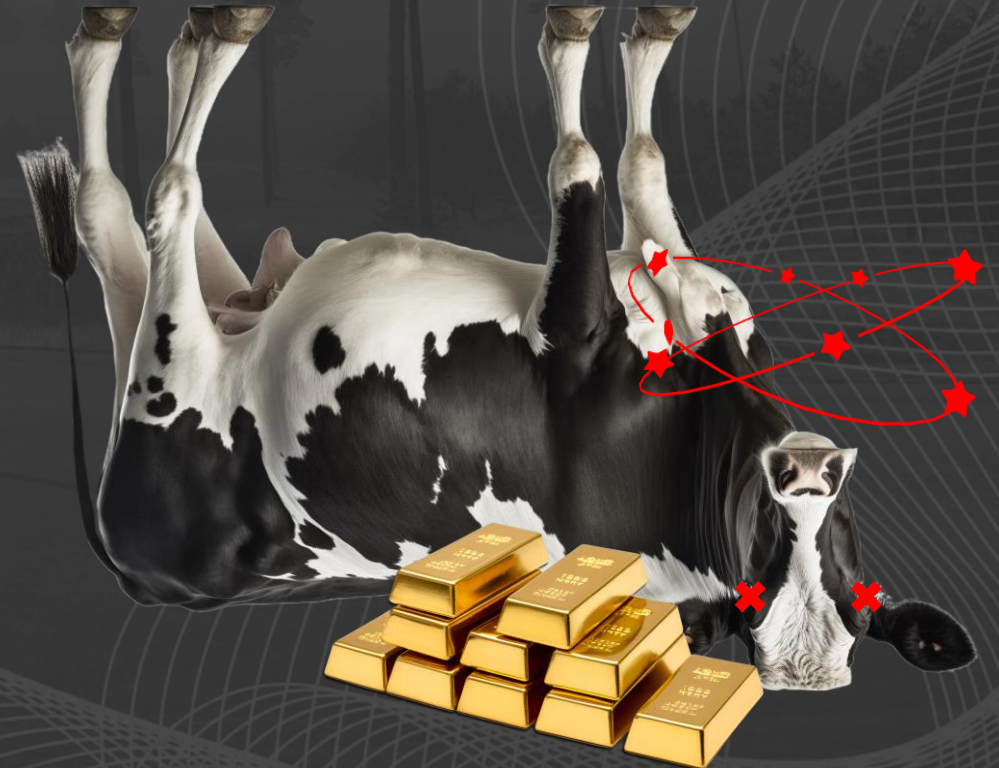


# *Killing* ~~GolfBox~~ the cash cow !!!

**GolfBox** is part of a new family and have new shareholders from March 2023: **Oolio Group**.

We are private equity owned, and we are in the game for GROWTH, not cash cows milking a dying market or shrinking customer base.

Our shareholders are currently investing in our expansion in Europe. And we are **GROWING!** I believe that **GolfBox** will be in the center of a consolidation in Europe in the coming years.



## ABOUT GolfBox | Market Outlook

**GolfBox** is now the R&D center of all golf business in Oolio Group including Oceania. That's a lot of golf clubs and many federations. Cash Cow? I don't think so.

The software market in Golf is facing consolidation and market disruption. Worldwide.

Our shareholders want **GolfBox** to be in front of a consolidation in Europe in the coming years.

But we are not actively trying to sell **GolfBox**.



## ABOUT GolfBox | Our Market

 **DENMARK:** The union and all golf clubs

 **NORWAY:** The union and all golf clubs


 **SWEDEN:** The union and all golf clubs

 **ICELAND:** The union and all golf clubs

 **FINLAND:** A number of golf clubs

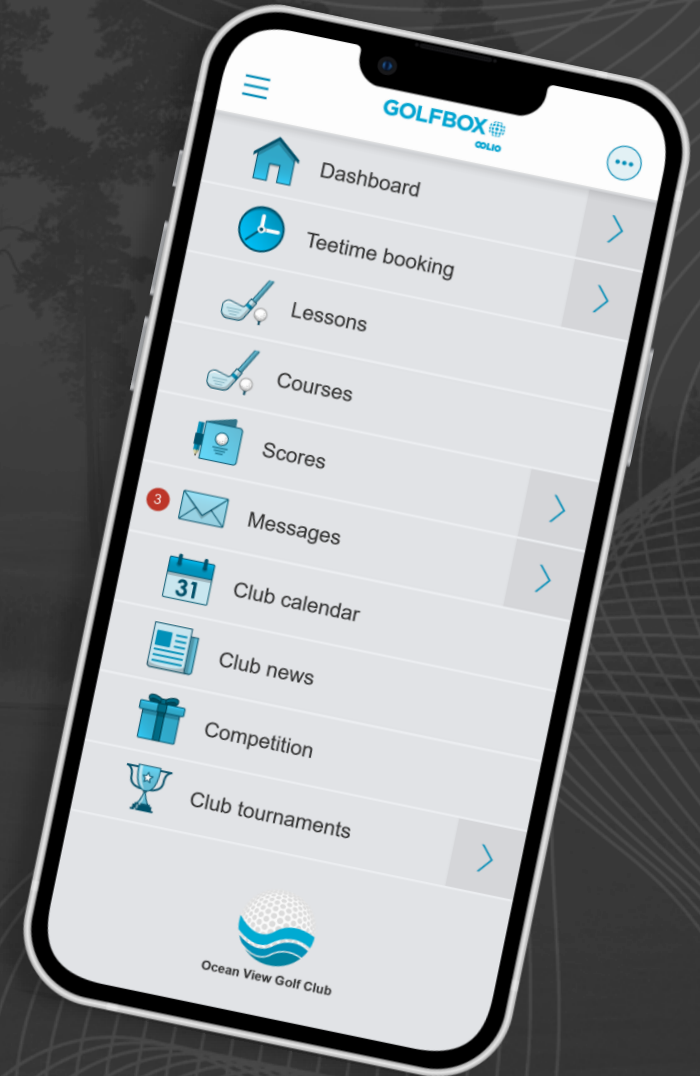
 **SWITZERLAND:** The union

 **ESTONIA:** The union and all golf clubs

 **LATVIA:** The union and all golf clubs

 **LITHUANIA:** The union and all golf clubs

*+ A FEW OTHER COUNTRIES use one or more **GolfBox** products*



## ABOUT GolfBox | Our Market

We have a total of **+1,000,000** unique users in **GolfBox** systems servicing the golf clubs and golf players.

Our ambition is to *increase* this number during the next 3-5 years. We are currently working on closing golf services in **2 new European countries**.

**GolfBox** is represented in **72** countries with our **Tournament Software**. We are always working to onboard more countries.





# OUR Roadmap

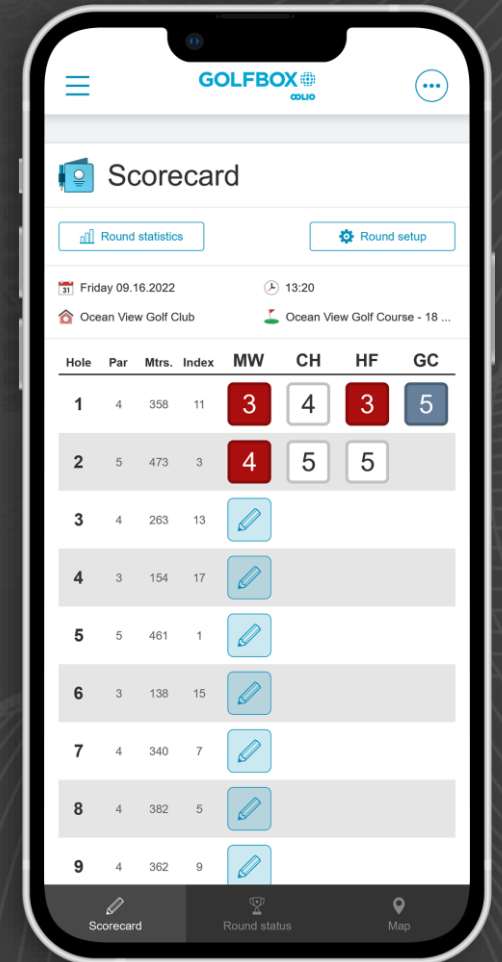
# OUR Roadmap | World Handicapping System

○ Hole-by-hole

■ Course Definitions

● Interoperability

✓ Accreditation



## Multi-channel Communication

Golf unions and clubs get a tool to communicate with the golfers and the golfers can communicate with each other.

Making multi-channel outbound communication available on chat, SMS, e-mail, SoMe, homepage and even document export.

Instant user availability with push notifications.





Upgrading **Admin** for clubs as we have already done for the players (released august 2022).

Responsive and adaptive new modern design and layout to fit any screen. Expected released during second half of 2024.

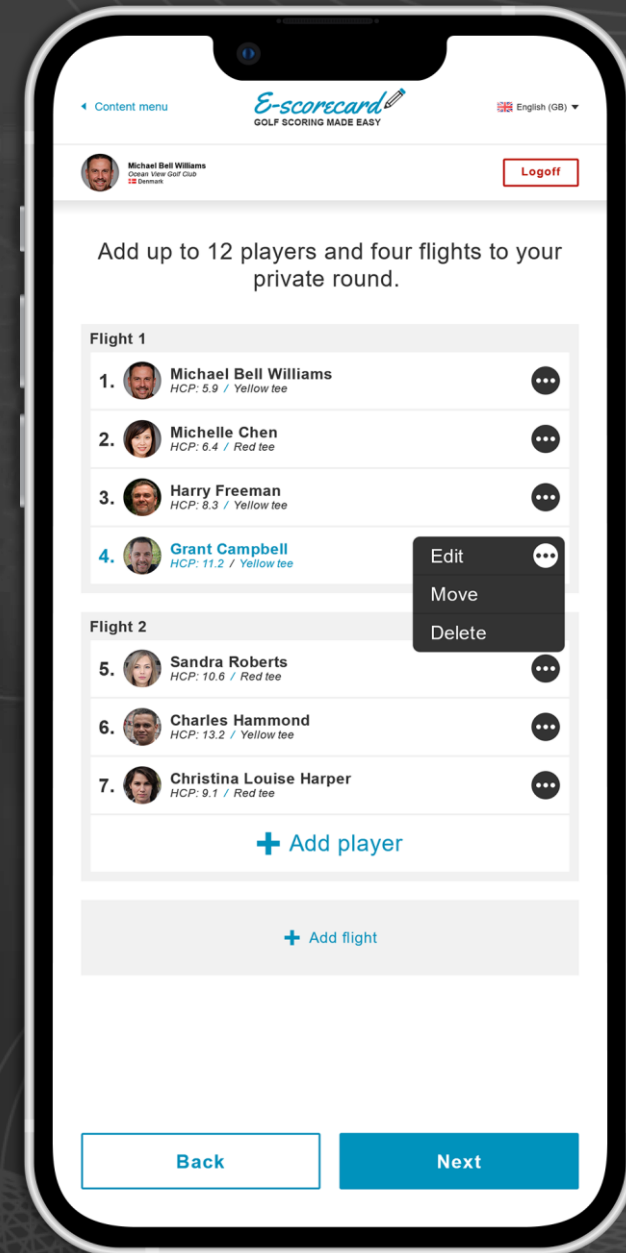
OUR Roadmap | E-scorecard

# Be your own Tournament Director

Setup your own tournament for you and your friends - maximum 12 players and four flights.

E-scorecard can be embedded on any website.

*E-scorecard*   
GOLF SCORING MADE EASY



**THANK YOU**  
*for your time*

And have a **GREAT**  
celebration tonight