



COMPANY PROFILE

1. EXECUTIVE SUMMARY

The primary role of Mark Wiltshire Golf is to offer a complete solution to the management and developers of new and existing golf facilities. Each facility poses new challenges and through the experience gained in the golf business for 24 years MWG creates realistic plans and workable solutions to ensure long term sustainability.

Mark Wiltshire Golf recognises the need for a specialised service to be provided using qualified and experienced people. We pride ourselves on the fact that we have had firsthand experience of the golf operation in its entirety and the fact that we were the first South African golf management company. The various business units have created an opportunity for owners and developers to deal with one management company that offers a complete package. This is, without exception, what gives us the ability to provide a tailor-made operational strategy.

Our experience in the golf industry has produced significant cost savings through strong negotiations and the prevention of unnecessary costs. With a strong retail background MWG has also formed an alliance with certain facilities and their on course retail outlets.

The team at MWG have all been directly involved in the operational logistics and financial management of several major golfing events such as the Presidents Cup; The World Cup of Golf; The Women's World Cup of Golf and the South African Open. This has given us the experience required to manage major events using local resources.

Membership forms an integral part of any golf operation as the “foundation of revenue” once the club is established. It is important to understand the membership categories and develop a sales strategy that will ensure growth in membership as well as a retention programme that ensures that your current membership base is satisfied. It is concepts like these that encouraged a broad minded approach to the selling of membership and realisation of the importance of a loyalty and referral programme along with a well trained sales team.

We are currently involved with golf course developments in South Africa, Kenya, Mozambique, Mauritius, Nigeria and Fiji.

Please visit our website at www.markwiltshiregolf.co.za for more information.

One Stop Golf

This is the golf accessories and supply distribution arm of Mar Wiltshire Golf (Pty) Ltd. On course products as well as driving range equipment and fertiliser are offered to our developers at preferred rates to ensure the balance between quality and affordability are met.

Golf People

Staffing will be an important process in any new development and because of this we have bought a share in a recruitment company called golf people. As full members of the PGA of South Africa Mark Wiltshire and Rohan Marais have access to over 600 professionals as well as a substantial data base of staff both locally and internationally. Golf People are the official recruitment agent for the PGA of South Africa. Recruitment is made easy with the relationships we have enjoyed for many years. Please visit www.golfpeople.co.za for more information.

2. PROFILE

Mark Wiltshire

Mark Wiltshire is a qualified PGA Professional who has been playing golf for more than 40 years, both as an amateur and as a professional. After 11 years as a full time Touring Professional playing in South Africa, Europe and the United States he spent two years working for the PGA's Sunshine Tour in South Africa as a Tournament & Operations Director managing and coordinating all professional golf events including the 1995 World Cup of Golf at Erinvale in Cape Town South Africa.

That was followed by a 6 year stint as General Manager of a first ever golfing theme park – The World of Golf, setting up the entire operation including the sales of over 10 000 memberships. Teaching programs and training professionals were also included in the co-owned teaching facility which was the first Gary Player Golf Academy in South Africa. The World of Golf, a golfing theme park, is a prime example of what can be achieved if a focused approach is adapted to selling membership. This facility remains the world's biggest and finest driving range, where for the first time in the driving range business membership was sold and not the concept of buckets-of-balls.

Mark then joined Fancourt Hotel & Country Club Estate as the Director of Golf at two golf courses The Links & Bramble Hill as well the Fancourt Teaching Academy and TaylorMade Performance Lab. Fancourt is South Africa's premier golf estate and part of the Leading Hotels of The World. The highlight whilst in the employ of Fancourt was the set up and running of the President's Cup in 2003, The Women's World Cup of Golf in 2005 and also the South African Open in 2005. Mark ensured a strong junior program was formed at the academy and through this he was drafted onto the board of the Ernie Els and Fancourt Foundation during his stay at Fancourt.

After 4 years of service Mark resigned and started Mark Wiltshire Golf (Pty) Ltd.

Rohan Marais - Operations Director

Rohan Marais is a fully qualified member of the PGA of South Africa. Rohan pursued his amateur golfing career in the United States of America, representing the University of Texas at Arlington on the NCAA Division I Collegiate golf circuit. In 2002 he obtained his Bachelors of Business Administration (BBA) degree from the same university.

In 2003 Rohan was appointed as Head Golf Professional of The Links at the Fancourt Hotel & Country Club Estate. He was promoted to Operations Manager of The Links in 2004.

During his 3 years at Fancourt, Rohan was involved in the successful hosting of the 2003 President's Cup, the inaugural Women's World Cup of Golf in 2005 and also the 2006 South African Airways Open.

In 2006 he joined the team at Global Golf in Johannesburg where he was appointed as Office & Operations Manager for South Africa's leading golf merchandise & apparel distributor before joining MWG in 2007.

Rohan manages all aspects of the golf operation specializing in the detailed documentation of the entire schedule, timetable, and implementation of the agreed business plan. He has opened 3 new golf courses in the last 2 years and is very experienced in the golf operations and special events and tournaments.

Joalitha van Zyl – Group Financial Director

Joalitha van Zyl is a qualified CA of South Africa obtaining her degree from the University of Stellenbosch. Joalitha joined Fancourt Hotel & Country Club Estate in 1998 as Financial Controller before completing her duties in September 2006 as Financial Accountant. As head of the Financial Department she was responsible for the implementation of the SAP software system across the entire resort whilst being responsible accounts of the following departments – Homeowners, golf operations, food and beverage in all outlets and restaurants, hotel and lodges. Joalitha prepared financial

documents for the weekly HOD meetings and was an integral part of the Executive Management Team at Fancourt.

Joalitha joined Mark Wiltshire Golf in October 2006. Her duties include the monthly reporting on MWG's retail stores, responsible for creditors and debtors transactions, purchasing and management reporting. Joalitha reviews the financial status of all sections of the golf courses and assists in the strategy and implementation of the financial plan as agreed. Her experience in the accurate assessment and potential of any golf course estate is invaluable.

Francois du Plessis – Business Strategist

Francois du Plessis obtained his B Comm (1989) and MBA (2000) degrees at the Nelson Mandela Metropolitan University in Port Elizabeth. From 1999 he worked as a management accountant at various multinational companies.

In 2001 he was appointed as a development accountant at Fancourt Hotel & Country Club Estate, a position that soon changed to Chief Financial Officer of the company. Francois was intimately involved with the interaction and financial management between the developer, real estate, hotel- and golf operations including corporate services.

In 2006 he resigned to start a media company and this encouraged him to consult and advise on various developments in South Africa including hotels & golf estates. Francois will assist as a business strategist for MWG in 2010 providing valuable financial information with a strong marketing background.

3. PROJECTS MANAGED & ASSOCIATED TO MWG:



Laucala Island Resort – Laucala, Fiji

Laucala Island Resort is an idyllic island experience; the Island was bought by the Billionaire and co founder of the energy drink Red Bull, Mr Dieter Mateschitz. The resort offers a very exclusive hideaway for the “rich and famous”.

It is remarkable to see the creation of the golf course on such a remote piece of land whilst integrating the mountain, sea and island vegetation. The design features wonderful elevation changes with natural trees and shrubbery surrounding each fairway.

MWG will be responsible for the pre opening set up, source and training staff, the detailed set up of the facilities, sourcing all golf accessories, equipment and merchandise, as well as the implementation of SOP’s which will ensure the ultimate five-star golfing experience at Laucala Island Resort. Mark Wiltshire Golf has been involved in the facility since 2008.



Serengeti Golf & Wildlife Estate – Gauteng, South Africa

At the heart of Serengeti Golf and Wildlife Estate is the 27-hole Jack Nicklaus Signature Golf Course. Mark Wiltshire Golf is extremely proud to be associated with its first Jack Nicklaus Signature Course.

Situated on approximately 800 hectares of prime real estate in the heart of the economic hub of South Africa, Serengeti is an up-market golf estate with excellent residential and tourism opportunities. MWG was responsible for the entire set up of the golf segment at the estate and provided the developers with a complete golf plan in close consultation with the developers. Staff, suggested pricing, Membership, and Standard Operating Procedures formed part of the many components that enabled the golf course to open so successfully and MWG will continue to be a part of the operation until 2011.



Gardener Ross Golf & Country Estate – Gauteng, South Africa

MWG has taken full responsibility for all golf at Gardener Ross Golf & Country Estate, the first Ernie Els Signature Course in Gauteng. The scope of work for this development was vast and once again involved a complete management solution for all golf operations on the Estate.

The golf operations team available was appointed is amongst the best there was at the time to ensure the service levels were achieved. The Gardener Ross Golf Course was opened by Ernie Els on 25th November 2007.



Fynbos Golf & Country Estate – Eastern Cape, South Africa

Fynbos will be a flagship development for MWG, in terms of golf course construction and project management; it will also be the first golf course design joint-venture between Mark Wiltshire and John Bland.

Phase 1 of the project, commenced in mid 2008, which included the upgrade of the existing 9-hole layout as well as the re-construction and flow plan of the new world class clubhouse facilities with magnificent views of the Indian Ocean. The course and clubhouse facilities opened on the 19th December 2009.

Phase 2 of the project, will follow Phase 1 with the development and construction of an additional 9-hole residential estate and the strategic management plan and implementation.



Wingate Park Country Club – Gauteng, South Africa

Wingate Park is one of Pretoria's most prestigious and esteemed country clubs. This traditional parkland gem is blessed with lovely old trees and water hazards with abundant birdlife.

MWG was contracted to improve the detailed presentation of the golf course and assist with special projects to enhance the playability of the course.

Some of the projects include;

- Routing and construction of golf cart paths;
- General improvement on golf course presentation;
- Strategic placement of new trees;
- Special projects – introduction of strategic bunkers and water hazards to enhance playability.



Westlake Golf Club – Western Cape, South Africa

In 2007 MWG was contracted to assist to improve the playability and presentation of the golf course and some of the work included;

- Aesthetic changes around the high visibility areas such as the clubhouse, 1st & 10th tee as well as the 18th green
- New trees being place strategically for safety and playability
- Improving bunker edges and the re- shaping of two bunkers
- Re shaping fairway lines for improved playability
- Tee shapes clearly defined and improved
- Maintenance programs scheduled
- On-course cart management programs
- Bi monthly reports issued to the golf committee
- Advise on code of good practice in consultation with the superintendent

REFERENCES:

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