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TaylorMade Golf Company Announces New Partnership with Arccos Golf, Pairing the Industry's Leading Performance Equipment with Advanced On-Course Analytics

Providing golfers with data-driven solutions engineered to improve on-course performance

CARLSBAD, Calif. (October 29, 2020) – TaylorMade Golf, the industry leader in innovation and technology, today announces a new partnership with Arccos, a pioneer of automatic on-course data capture and the leader in Strokes Gained Analytics (SGA) and insights driven by artificial intelligence.



The partnership will launch with a special promotion beginning on November 1, 2020 (in the US only). Starting on that date, all golfers who purchase a qualifying set of irons at TaylorMadeGolf.com (including but not limited to P•790, P•770, P•7MC, P•7MB and SIM irons) will be given the option to pay an additional \$99.99 and receive a 1-year Arccos Caddie subscription along with a free set of Arccos Caddie smart sensors, courtesy of TaylorMade.

In the days following the initial launch, this special offer will also be extended to golfers in the US only who purchased qualifying iron sets in the months of September and October 2020.

In addition to new and recent purchases, current Eagle members within the Team TaylorMade loyalty program will be eligible for the same special pricing on Arccos Caddie.

As a company founded on performance and pushing the limits of golf club engineering, we strive to provide data-driven solutions to help the modern golfer play better and enjoy the game that much more. Whether it's implementing technology in the design of golf clubs or developing our own independent archive of golfer statistics, we're constantly advancing the way we use data. Through Arccos, we're excited to provide a select group of golfers with access to accurate and relevant real-time data to help them achieve their goals.

— David Abeles, CEO, TaylorMade Golf

Once armed with the best performing equipment for their game, this strategic partnership provides a powerful tool to help golfers of all skill levels improve faster, play smarter and shoot lower scores.

On-course data and Strokes Gained Analytics have the power to fuel remarkable performance gains. It informs club selection, shot strategy, practice regimens, bag composition and much more. That's been proven on the PGA TOUR, but was previously inaccessible to most amateurs, and even professionals on other tours. Through this exciting partnership, Team TaylorMade players now have the opportunity to automatically track their shots with Arccos Caddie, and access our custom Strokes Gained engine. Our goal is to simplify complex data to deliver truly personalized insights for golfers of all skill levels – as well as their coaches and clubfitters.

— Sal Syed, Arccos CEO and Co-Founder



Specifications, Pricing & Availability

Starting on November 1, 2020, custom iron sets of 6 clubs or more or qualifying stock iron sets purchased on TaylorMadeGolf.com will include the option to add on an Arccos Caddie subscription for \$99.99 (plus \$19.99 shipping & handling), covering the first year of a subscription. Customers will receive a free set of Arccos Caddie smart sensors, courtesy of TaylorMade, and have the optional upgrade to bundle the Arccos Caddie Link wearable for an additional \$129.99.

Qualifying stock set purchases include: P•790, P•770, P•7MC, P•7MB, P•7TW, SIM Max, SIM Max OS, SIM Max Combo, SIM Max OS Combo, SIM Max Women's, SIM Max OS Women's and Kalea.

Team TaylorMade Eagle loyalty members will be eligible for the same special pricing on Arccos Caddie – paying \$99.99 for the subscription and receiving the sensors for free. ***Special pricing will only be available (in the US only) while supplies last.***

About Arccos Caddie

Golf's premier Artificial Intelligence platform, Arccos Caddie leverages the world's largest on-course data set, consisting of more than 300 million shots and 10 billion data points recorded by members in 194 countries. Arccos Caddie automatically tracks your shots on-course to provide real-time advice and power the game's most advanced Strokes Gained Analytics engine. Featuring a custom A.I. neural network, Arccos Caddie SGA is the first platform to allow a golfer to select any target handicap – from Tour player to 20 – and measure their performance versus that goal across every game facet.

Arccos Caddie helps every golfer play smarter, improve faster and shoot lower scores. The average Arccos Caddie member improves their handicap 4.2 strokes in the first year, and some in as few as 5 rounds.

Arccos Caddie features include:

- **Automatic Shot Tracking** – Seamlessly track and record your shots on the course
- **Strokes Gained Analytics (SGA)** – Unlock the game's most advanced personalized insights
- **Smart Distance Club Averages** - Know how far you actually hit each club in your bag so you can choose the right one every time
- **A.I. Powered Rangefinder** – Access real-time yardage adjustments for slope, wind, temperature, humidity and altitude
- **Personalized Caddie Advice** – Receive real-time guidance for every shot on any hole in the world

Arccos Caddie Link

A small, ultralight wearable, Link allows Arccos players to capture their shot data without having to carry a smartphone on the course. Compatible with iPhone and Android devices, Link seamlessly pairs with the Arccos Caddie app and sensors. Worn on a player's belt, waistband or pocket, it tracks shots in real time – including the club used and precise location – and automatically transfers the data to a player's smartphone via Bluetooth, either during or after the round. This allows golfers to play the game their way, freeing them to keep their phone in a cart, bag, back pocket or elsewhere. Boasting a battery life of up to 10 hours per charge, Link also allows players to mark the location of each hole with a simple button push, unlocking next-level analytics.

Contacts

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ABOUT TAYLORMADE GOLF

About TaylorMade Golf Company

Headquartered in Carlsbad, California, TaylorMade Golf is a leading manufacturer of high performance golf equipment with industry-leading innovative products like SIM metalwoods, SIM irons, TP5/TP5X golf balls and Spider putters. A major force on the PGA TOUR, TaylorMade has an unrivaled athlete portfolio that includes Tiger Woods, Dustin Johnson, Rory McIlroy, Jason Day, Jon Rahm, Rickie Fowler, Matthew Wolff, Collin Morikawa, SH Park and Charley Hull.

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