	«Invest $1.5M in our #1 Golf Restobar chain and return $7.5M over 5 years» 1. Which country is the focus for you in terms of product sales at the moment? Which countries are you planning to expand to in the next 1-2 years? We are building a global brand with 1,000 locations around the world in different countries. We are experts in the catering and golf industry, and we have experience scaling large chains, so here in Russia we can achieve a good rapid expansion of the company - up to 150 locations, with a chain turnover of $120 million by 2030. It is also possible to enter the market of individual countries within 2 years. These countries can be, for example, Spain, the UAE, and Belarus. There are already close contacts interested in us opening in these regions – partner openings. 2. What industry does your product belong to? Which segment belongs to? Industries: HORECA, Media & Entertainment, SportTech, EdTech (Golf Training) 3. If you have calculated the market volume, describe the calculation with links to sources: TAM SAM SOM The global restaurant market is estimated at $2.8 trillion with an average annual growth of 4.9% between 2023 and 2028 (marquee equity report). The global golf market is estimated at $65.7 billion (2023) with an average annual growth of 2.9% between 2023 and 2028 (marquee equity report). The golf industry forecast for 2030: $120 billion according to futuredatastats.com By the end of 2023, the catering industry in Russia was estimated at $45 billion, with an increase of 14% compared to 2022. 2024: $51 billion (+13% compared to 2023) (infoline.ru) The volume of the Russian golf market is $1.2 billion with an average annual growth rate of 1.5% in the period between 2023 to 2028 (according to the Marquee Equity Report).	*#1 GOLF RESTOBAR* *Bar. restaurant and professional Golf simulator in one place, the place of new emotions.*

Our vision for TAM, SAM, SOM

For the catering industry there is $840 million (1,000 of our locations worldwide with this annual turnover in 2050) - 0.12% of the global market in 2050 SAM – $120 million (150 of our outlets in Russia estimated to have this annual turnover in 2030) – 0.2% of the catering market in Russia in 2030 SOM – 27% of SAM – $32 million (65 of our outlets in Russia will have an annual turnover after 3 years of operation – in 2028) – 0.05% of the catering market in 2028

By market share in the Golf industry: there is $840 million (1,000 of our locations worldwide with an annual turnover in 2050) - 0.7% of the global golf industry market in 2050 SAM – $120 million USD (150 of our locations in Russia with an annual turnover in 2030) – 8% of the golf industry in Russia in 2030 SOM – 27% of SAM – $32 million (65 of our locations in Russia will have an annual turnover after 3 years of operation – in 2028) – 2.4 % of the golf industry market in 2028

4. What problems of the market and/or target audience are you solving?:

People are tired of going to regular restaurants (millennials are looking for places to relax with interesting leisure activities – 72% of millennials prefer to spend money on impressions eventbrite.com). There are not many places of entertainment format. Millenials are tired of computers, the internet and the phone and want places with lively communication and new emotions. There are no available playgrounds to try to play Golf but there is interest (6.9 million Russians want to try to play Golf or get acquainted with Golf – AGR). Golf is considered boring and expensive. There is demand for new positive emotions – people are tired of pandemic lockdowns and political escalations (antidepressant sales in Russia grew by 22% in 2024) - DSM Group data.

5. How exactly do you solve these problems?

By using strategic locations for our Restobar spots Restobar in Russia, and in different countries and cities of the world. The location of these spots (250-400 sq m) will be in sub-urban areas, walk–through areas, in city central areas and in shopping malls. The initial plan is to accommodate 500,000 people in cities. During the visit, all guests will be invited to try to make their first Golf shots on a professional Golf simulator with real clubs and real Golf balls – this will be reflected on the screen as on a real golf course. We can host corporate parties, banquets, exhibitions, events, weddings, where part of the entertainment will involve Golf training for all participants of the event and then taking part in a golf competition (a special method of teaching and conducting these tournaments has been invented). Golf simulator games provide various interesting options, including express formats.

Video postcard of the #1 Golf Restobar

https://drive.google.com/file/d/1AkS69L6RN_Y1wSDVFBgtxluhtVVyRtst/view?usp=drivesdk

6. **Functionality (describe the main functions of your product):**

B2C: ● Food and drinks on the menu (specially designed so that they can be replicated in a small kitchen with a small number of staff and in many countries – immediately as part of a worldwide network – there is no dependence on one chef) ● Professional golf simulator is a special device that is placed at each point (from one to three – depending on the area of the room and the functionality of the area), on which Guests can make their first Golf shots (during breakfast, lunch, dinner, rest of the night), or book later to visit with friends. When hitting the ball with a stick, the ball flies into the screen, professional equipment fully reads the direction, flight speed, trajectory and other parameters of the ball and reflects the entire flight of the ball on the screen (visually, the Guest sees part of the golf course and how the ball flies). The different modes of this professional golf simulator allow you to play on more than 100 golf courses in the world in different countries.

● B2B: Companies book facilities for their employee events, business meetings, exhibitions, and presentations. All the staff of the No. 1 Golf Restobar network (waiters, bartenders, managers, managers) will be trained in Golf skills and the ability to operate a Golf simulator with further training for Guests.

7. **Usefulness/results obtained (how the product is useful for users, what results have already been obtained):**

MVP (October 2017 – March 2020)

● 20,000 receipts (orders) – about 40,000 guests visited in total

● Average cheque - $18

● Profit – + every year

● Turnover Pie (90% - food, drinks, 8% simulator rental and sale of golf goods and 2% takeaway delivery)

● Guest Ratings – 4.2 - 5* from different ratings (out of 5) Restoran.ru – 5* https://spb.restoran.ru/spb/detailed/restaurants/1golf/ Google – 4.4* Yandex 4.3* https://yandex.ru/maps/org/restobar_1_golf/140617405805/?ll=30.309447%2C59.964286&z=15 8-8.9 *(out of 10 possible) Restorating – 8.9* https://www.restorating.ru/spb/catalogue/golf-restobar Restoclub – 8* https://www.restoclub.ru/spb/place/1-golf

● 20% regular Guests

The current turnover in golf products also highlights that there is a demand for this product (golf clubs, golf balls, golf clothes and other golf equipment). At each Golf Restobar, we will also sell golf equipment (a separate showcase with golf goods) – at MVP, this was (together with renting a golf simulator) 8% per point of total Turnover. The continued growth of interest in golf products will give additional turnover to each point and network No. 1 Golf Restobar.

8. **Briefly describe at what stage of development the product is now, what has already been done. What is planned to be done in the coming year? In the longer term?**

	From 2017 (October) to 2020 (March*- the beginning of COVID 19 Lockdown), the MVP test was conducted**.** Located in St. Petersburg at 84 Bolshoy Ave. 4th floor, Restobar with panoramic view. From March 2020 to the present (pandemic, post-pandemic, political events, SVO), we have focused on selling golf equipment and preparing to find a serious investor for the No. 1 Golf Restobar network in Russia and around the world and forming plans for the development of the network worldwide (preliminary communication with partners). Since January 2025, we have launched the project on the investment market to find an investor, and we plan to open 10 new No. 1 Golf Restobars in Russia by the end of 2025.Further, by 2030, it is planned to open 150 points No. 1 Golf Restobar in Russia and individual points in individual countries. Starting in 2030, it will begin active expansion around the world (USA, EUROPE, ASIA, AUSTRALIA, AFRICA), bringing the number of locations worldwide to 1000.	
	9. Revenue sources and their share, monetization methods Food, drinks, rent of a golf simulator, sale of golf equipment, sale of memberships for a month, a year , food and drinks to take away, holding events, renting a gym, sale of advertising spaces to golf clubs and other organizations inside the institution, paid entrance to individual events and competitions	.
	10. Which companies are your direct competitors in your target markets? TOP GOLF (topgolf.com) Local restaurants and bars and close proximity to our No. 1 of Golf Restobar spots. 11. Your competitive advantages: Less investment required into one Restobar spot (No.1 Golf Restobar $140K v $18M TOPGOLF) ● Year–round (No. 1 Golf Restobar – you can play in any weather and not be dependent on the season v TOPGOLF – only in good weather - part of the space is under the outdoor area) ● Less space requirement (200-400 sq m v 16,000-20,000 sq m) ● Global (we can open in almost any country, even with low popularity of Golf) TOPGOLF – for countries with great Golf popularity)	

12.Founder:

- FULL name: Dmitry Nikolaevich Botin
- Role: Founder, CEO
- About 1000 hours of various training and courses, including international ones
- Work experience (years): 28 years
- Main previous jobs/fields: KFC Belarus, Board Member, catering Burger King Russia, Executive Team, catering McDonalds, 15 years from employee to senior Restaurant Manager of the chain, catering
- Previous entrepreneurial experience (field, financial results): No. 1 Golf Restobar – the first personal entrepreneurial experience (the results are described above) As the founder of the Golf Development Fund, in 2016 about 10 thousand people played Golf in Russia, now about 24 thousand.
- Previous management experience (scope, team size, results): More than 25 years of experience in catering and the restaurant industry. In 1.5 years in the market of one of the CIS countries (Belarus), KFC took the 1st place in terms of market share in the country (20 years before that, McDonald's was always the first) He brought the company to the second place in terms of market share in Russia, being on the Executive team of Burger king. Brand recognition has been raised from about 30% in the market to 98%, and the company has opened more than 500 restaurants during this time (5 years). Revenue is several billion rubles (in the personal area of responsibility, revenue has increased from $870K to $31,3M in 5 years). Building a strong brand team with almost several people in the office and hundreds in restaurants, up to 150 people in the office and 8000 in restaurants. Burger king Russia helped the main investor to make money in 3 years – they invested $ 25 million, took out $ 92 million, and at the same time about 20% of the share still remained. Personal experience of opening - direct participation in more than 200 restaurants for its activities The launch of a restaurant brand in Spain (Barcelona) from a turnover of 2 million to a turnover of 6 million euros in 3 years and a profit of 4 times to 0.8 million euros per year (Consulting) The founder of the Golf Development Fund founded a Foundation in 2016, whose goal is to make Golf a popular and affordable sport and recreation for 1 million Russians playing Golf in 2044 Creation of the MVP of his own project #1 Golf Restobar ready for expansion in Russia and the world Poet, member of the Russian Union of Writers
- Experience in the project industry (if any): 25 years in catering and 12 years in Golf (personal achievements – Winner of the 2016 Economic Forum Golf Cup, winner of the Leningrad Region Championships), including 8 years in the Golf industry (Golf Development Fund, No. 1 Golf Restobar, online golf store www.1ingolf.ru
- Organized and Conducted by the founder of 8 Charity Golf Tournaments Golf Development Fund www.golfrusfund.com and since 2016, more than 7 million rubles have been transferred to the Svet Charitable Foundations.Children", "RusFond", "Lifeline" for the treatment of seriously ill children
- Other projects of the founder (if any): www.1ingolf.ru – sale of golf equipment, full immersion in this project No. 1 Golf Restobar www.1golfbar.ru during expansion
- Share in the project: 100%

	13. Key Team members: **FCs Agaeva Angelina Alexandrovna Role:** Director of Investment Promotion (CIO) Previous jobs with a similar role: Private Family Office Whitecliff Investment Management, Isomer Capital (Venture Capital FoF Fund), own startup (accounting services), own startup to attract investments in new projects. Previous management experience (scope, team size, results) Attracted USD 20M to the Isomer Capital fund, USD 2M to a premium alcohol company, led 200 clients to her own startup (4 people under her), sold a financial product for a total amount of GBP 2M in 2023 and GBP 1.5M to another company in 2024. Managerial experience – sales team (8 people). Other industry experience (academic achievements, degree, other) : have legal experience **Konoshenko Yulia Vladimirovna Role:** Start up Project Director Experience: More than 5 years of experience in the field of commercial real estate and real estate management, 13 years of experience as a manager or owner for start-up projects in the field of brokerage, takeaway delivery, catering. Yulia helped with the launch and opening of the Golf Restobar (MVP) project No. 1 Opened other catering projects : the Chiho franchise, the Seekers Bistro, and the Bread of July bakery Other experience : MBA in strategic management, passed the Novikov Business School program "Opening a restaurant", "Cultural Code" and others. **Konovalov Pavel Vladimirovich Role:** Acting Director of Marketing Experience: Director of Operational Marketing at the Family White Rabbit Group, Ex. Marketing Director of Tasty and Dot, Ex. Marketing Director for Burger King regions Northwest, Urals, Siberia The increase in the market share of QSR "Delicious and Point" over the years from 54% to 59.3% is a record market value. I have formed a marketing team from scratch to 5 people. Optimized marketing costs by 20% Increased the share of visits via the mobile app to 37% (a historical record for the company) At Burger King: Annual increase in LFL (comparative sales from last year) from 5 to 10% Brought the macro-region Siberia out of the unprofitable He has formed a marketing department and a contractor in all areas for the successful development of the brand in the regions of responsibility.	

	14. Required amount of financing: X rub. What share of the company is ready to allocate for this volume of investments? Company's valuation: HMM rub. Post-money. The required amount of financing is $1.5M We are ready to discuss the share if the investor is interested. We are looking for a venture investor at the SEED stage. $1M is the proposed estimate. **15. Legal registration of the transaction - for which legal entity/in which country/region:** We offer to visit LLC "No. 1 Golf bar" - LLC for which the MVP test was conducted. Russia. **16. Transaction format (SAFE, convertible loan) (if understood):** Joining an LLC. The investor's exit is the sale of his share and the receipt of X5 after 5 years. It may be possible to consider a buyback or sale of a share by an investor on the open market. **17. Co-investors in the current round (if any):** No 19. Previous rounds of financing (including own funds): ● X M rubles from _________ estimated at Y M rubles. The founder's own funds. **18. Allocation of funds (what you plan to spend the received financing on**): $1,5M total financing $1,3M (80%) – opening of 10 new outlets $0,2M million rubles (20%) - covering the negative operating expenses of the first year of operation **21. The next key point (what quantitative and qualitative goals are you planning to achieve through financing and in what time frame):** The first full year of the network's operation (since the opening of 10 points) – $4.3M annual turnover, EBITDA – $0.02M, profit – minus $0,35M The second year (the second round of attraction , the opening of 25 more points – 35 points in total at the end of the second year) – $12,8M turnover, EBITDA - $1.4M , Profit – $0.29M The third year (the third round of attraction, the opening of 30 new points, a total of 65 locations at the end of the year) – $31.2M turnover, EBITDA – $5,7M, profit – $3.2M , Fourth year (opening at own expense, +30 points, total 95 points at the end of the year) – $57.5M turnover, EBITDA – $13.2M, profit – $8.9M The fifth year of the network's operation (opening 55 points (own funds), only 150 at the end of the year) – $119M turnover, EBITDA – $32,8M, profit – $22.3M	

The information in this questionnaire is confidential and is intended only for review by AIM participations and for Press. Further transmission of this information is possible only in coordination with No. 1 Golf Restobar.

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