

THE FAIRMONDE BRAND

MARCH 2023




FAIRMONDE™

*CONFIDENTIAL

Agenda

Introduction

Overview & Opportunities

Business Model

Getting Traction

Goals & Timeline

Financials & Investment

Team & Management

01

Introduction



About Us

Launched in 2021, FAIRMONDE™ is a women's golf apparel seamlessly worn both on and off-course in a versatile aesthetic that combines technology and performance with style and sophistication.

Welcome to FAIRMONDE™, let's play.

fair /fɛː/ – mon /mɒn/ – de /de/

- FAIR** • Derived from the word fairway, which also means fair game.
- MONDE** • Represents the world where a community flourishes, or a jewel at the tip of a crown.

Vision

By using innovation and technology, we aim to connect golfers from all walks of life through our global community platform of love and support

Mission

To empower and unleash your fullest potential to shine on the fairway

FAIRMONDE

02

Overview & Opportunity

WE WANT TO SUPPORT GOLFERS FROM ALL WALKS OF LIFE ESPECIALLY WOMEN.

Two things that golf must focus on to attract today's consumers to the game: **Community and Technology.**

These two factors are keystones for every buying decision that they make.



MARKET PROBLEM / CONSUMER'S PAIN POINT

LACK OF INCLUSIVITY



Dominated by mass market golf brands, petite and plus sized women have a difficult time finding golf wear that fits well and is limited by lack of style choices. We offer sizes ranging from 2XS to 4XL with sophisticated styles that can be worn on and off course.

GATED & UNSUPPORTIVE COMMUNITY



Women often feel gated, intimidated and not welcomed playing in a coherently male- dominated sport. Not sure where to start and how to get started.

OUR SOLUTION

WOMEN-FOCUSED GOLF APPAREL



We create apparel that combines technology, performance and style but through an environmentally-conscious approach. With our philosophy of inclusivity and sustainability we believe in achieving parity and empowering women in an inherently male dominated sport.

COMMUNITY BUILDING STRATEGY



We provide a space where women can connect, share their experiences, and support one another. This can help solve market problems by addressing feelings of isolation or disconnection, changing perceptions about golf and developing products that better meet the needs of the target market.

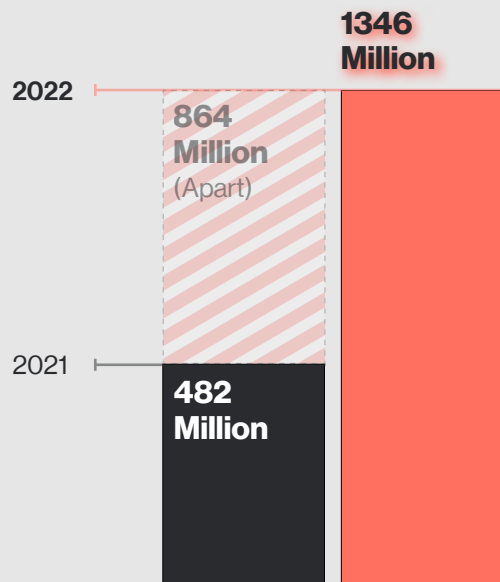
TREND FORECASTING & ANALYTICS



Data and analytics are the driving factors behind the confident decisions that we make on entering the women's golf market. We develop strategies that translate into desirable products and services according to what today's golfers are looking for.

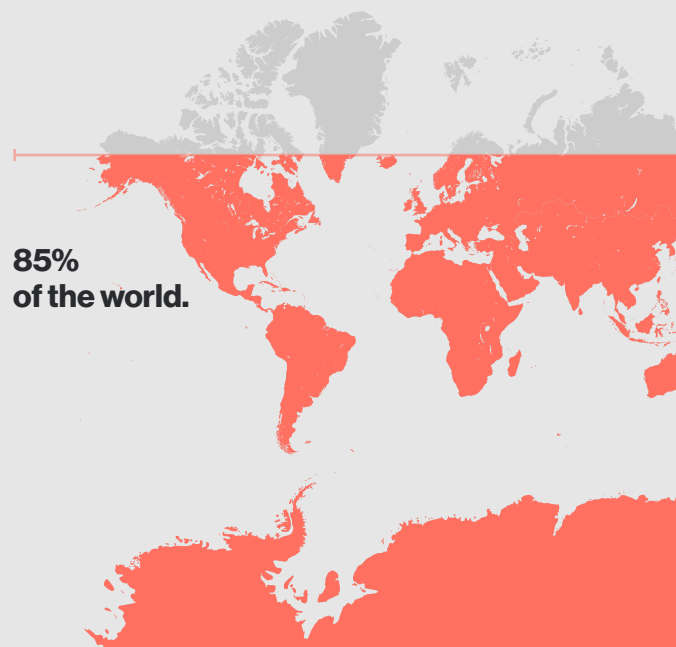
Global Women's Golf Apparel Market Size

increased from 482.million in 2021 to value at USD 1346.08 million in 2022



Golf Courses in 209 different countries

or in 85% of the world.



OVERALL SPENDING OF PER GOLFER PER YEAR

New data from Barclaycard has revealed that spending on golf products grew at nearly 10 times the pace of spending growth in general in 2021, compared to 2019.

Golf Product Spending

▲ 10x

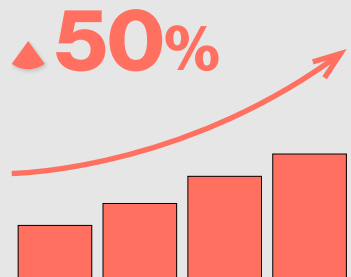
Those figures go up further when you count entertainment venues such as TopGolf, where the focus is more on fun instead of score or swing mechanics. **Women** now account for

of all off-course golfers

45%

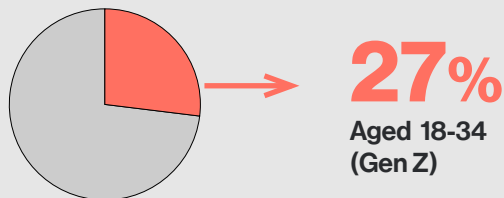
Bloomberg

The average number of rounds played by beginner golfers has increased by over 50% in the last decade (2012-2022)



Beginner Golfers
2012- 2022

27% of new golfers are aged 18-34 (Gen Z) is among the sport's biggest customer age segments 2022



106 Million Players

Golf's overall reach in the states is an estimation in 2021

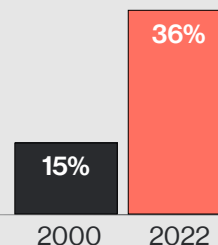
\$ 192 Billion

of Total economic impact of golf in America (direct, indirect, induced impacts) in the states

\$ 84 Billion

The U.S. golf industry is worth in 2018

Today's juniors are girls (2022) compared to 2000.



Almost 20% increase in this pool of potential golfers over the past five years is attributable in part to the growth and popularity of off-course golf.

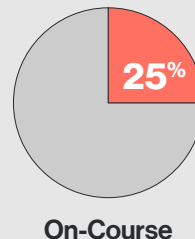
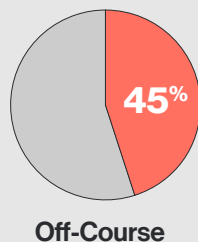
Increase in potential golfers ▲ 20%

Untapped potential in emerging market

The future of the game is already playing. Female Golfers are now key driver of Game's Growth.

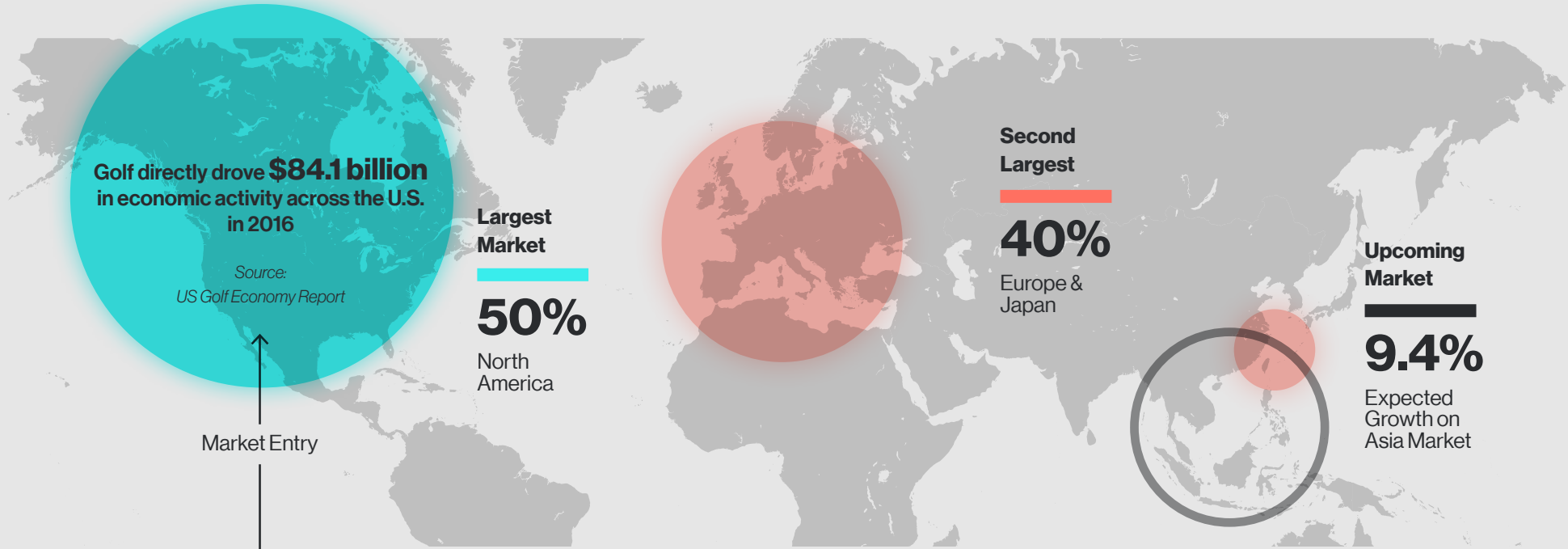
Fairmonde is competing in the unsaturated market, with only a few direct competitors (women-focused golf apparel brand)

Women now account for as of 2021





MARKET SIZE BASED ON REGION



Golf directly drove **\$84.1 billion** in economic activity across the U.S. in 2016

Source:
US Golf Economy Report

Market Entry



Our growth strategy is to penetrate the North American market and capture the market share by tapping into the increased involvement of women and kids in golf and its growing demand for women focused apparel.

The North America Golf Clothing Market would witness market growth of 7.3% CAGR during the forecast period (2021-2027).



MARKET TYPE	BRANDS	FEATURES							
		SIZE			WOMEN AVAILABILITY	FASHION		ECO SYSTEM	
			INNOVATIVE MATERIAL	PREMIUM QUALITY		ON TREND	ATHLEISURE	SUSTAINABILITY	COMMUNITY
MASS MARKET Athleisure giants where golf is just a sub-category. Flat style choices and only certain designs are made from sustainable material.		XS - XL		●	●			●	●
		XS - 2XL		●	●			●	●
		XS - XL			●				
		S - L			●	●			
NICHE MARKET Mixed with menswear and golf equipments. Performance driven but does not speak of sustainability.		XS - XL	●		●	●			
		XS - 2XL			●	●			
		XS - XL	●		●	●	●		
		2XS - 2XL	●	●	●				
FASHION MARKET Trendy and fashionable. However lack of material innovation and missing element of community.		S - 2XL		●		●	●		●
		XS - XL	●		●	●	●		
		S - L	●	●	●				
		S - L			●	●	●		
FAIRMONDE™		2XS - 4XL	●	●	●	●	●	●	●

03

Business Model



TARGET AUDIENCE
& REACHING OUT



FAIRMONDE™

MARCH 2023

**HIGH ACHIEVING
INDIVIDUAL**



COACHES & PRO GOLFERS

With professional involvement and endorsements, Coaches and Pro Golfers are our most powerful assets in establishing brand credibility and trust

**MODERN THINKING
EDUCATED WOMAN**

**GOLF INFLUENCERS
& KEY OPINION LEADERS (KOL)**

Recommendations from social influencers who have a high following increases brand awareness and accelerates our marketing to drive purchase decisions

**STYLE LEADERS
/ FASHION
INFLUENCERS**



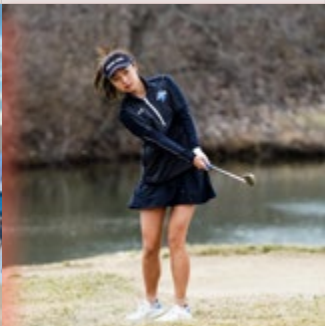
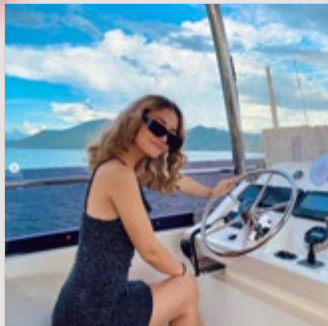
**ACTIVE
LIFESTYLES**

**AGE OF
15 – 50**

STYLE LEADERS

By fusing golf and fashion, style leaders who play golf bring new people into the brand and game, making golf a new social sport that is trending among females

**UPPER MIDDLE
CLASS**



OUR BUSINESS MODEL STRATEGY

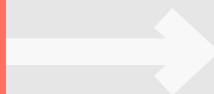
We drive sales by driving **strong digital presence** via our **online community platform, affiliate programs and creating social media buzz and campaigns** for our branded events. We market a 'Work Hard Play Hard' lifestyle for women rather than pushing our product and resonate with today's consumers who want a brand that aligns with their values and a need for community.





FAIRMONDE FUND

"JOIN THE MOVEMENT IN
MAKING **GOLF ACCESSIBLE**
FOR EVERYONE"



1%

TO GROW THE GAME



With professional involvement and endorsements, Coaches and Pro Golfers are our most powerful assets in establishing brand credibility and trust

At Fairmonde, we've always believed it is both a duty and an honour to give something back to the Golf Community.

We started our own foundation to give **1%** of our sales to important projects that we support. **FAIRMONDE FUND** was founded on its sole purpose to **grow the game by promoting initiatives to raise awareness of golf as an inclusive sport that is accessible to all.** We support the progression of women and new junior golfers into the game from diverse backgrounds and identities.

We believe that by laying the groundwork in communities, it helps to deliver a brighter future for the next generation of golfers.

If you're on board with our mission and would like to join the 1% Grow the Game movement, reach out to us and we'd love to collaborate with you.



KEY PARTNERS

- Supplier and manufacturer
- Logistic partners
- Our community

KEY ACTIVITIES

- Product Innovation & Production
- Sales & Distribution
- Marketing activities
- Community building

KEY RESOURCES

- Trademark
- Inventory

- Platform
- Library of golf tips & lessons

VALUE PROPOSITION

- Community building
- Best quality material
- Combines technology with style
- Size inclusivity
- Environmental Conscious

CUSTOMER RELATIONSHIPS

- After-sales services
- Customer Support
- Community

CHANNELS

- Website
- Social media

CUSTOMER SEGMENTS

- Women aged 15-50
- Upper middle class
- Active lifestyle
- Interested in golf
- Environmental & social conscious

COST STRUCTURE

- Raw Material, Product development, supply chain
- Marketing & Promotions
- Sustainability Research and Development
- Fixed and operating costs (such as rental/ salaries)

REVENUE STREAM

- Sales of products (Apparel & accessories)
- Sales from Pop-Up Stores



Breathability



Easy Care



Sun Block
(UPF 50+)



Wrinkle
Free



Chlorine
Resistant



Quick
Drying



Extra
Fine



Pilling
Free



Ultimate
Comfort



Odorless

Producing the latest designs in women's golf apparel that combine innovative technology with **premium Italian-made** textiles, FAIRMONDE™ offers both form and function on- and off- course, without compromising sophistication and sustainability.



PRODUCT DEVELOPMENT

WOMEN'S LINE

SEASONAL COLLECTION

SS/22 BIRDI ESSENTIAL

Exclusive Merchandise

MyFairLady Collection
(Dropping May 2023)

Golfers' Essential
(Gymwear, Loungewear, Pyjamas...etc)

SPECIAL COLLECTION

Player Collaboration

Tour Collaboration

SKINCARE

(Sunblock, Facial Mask)

ACCESSORIES

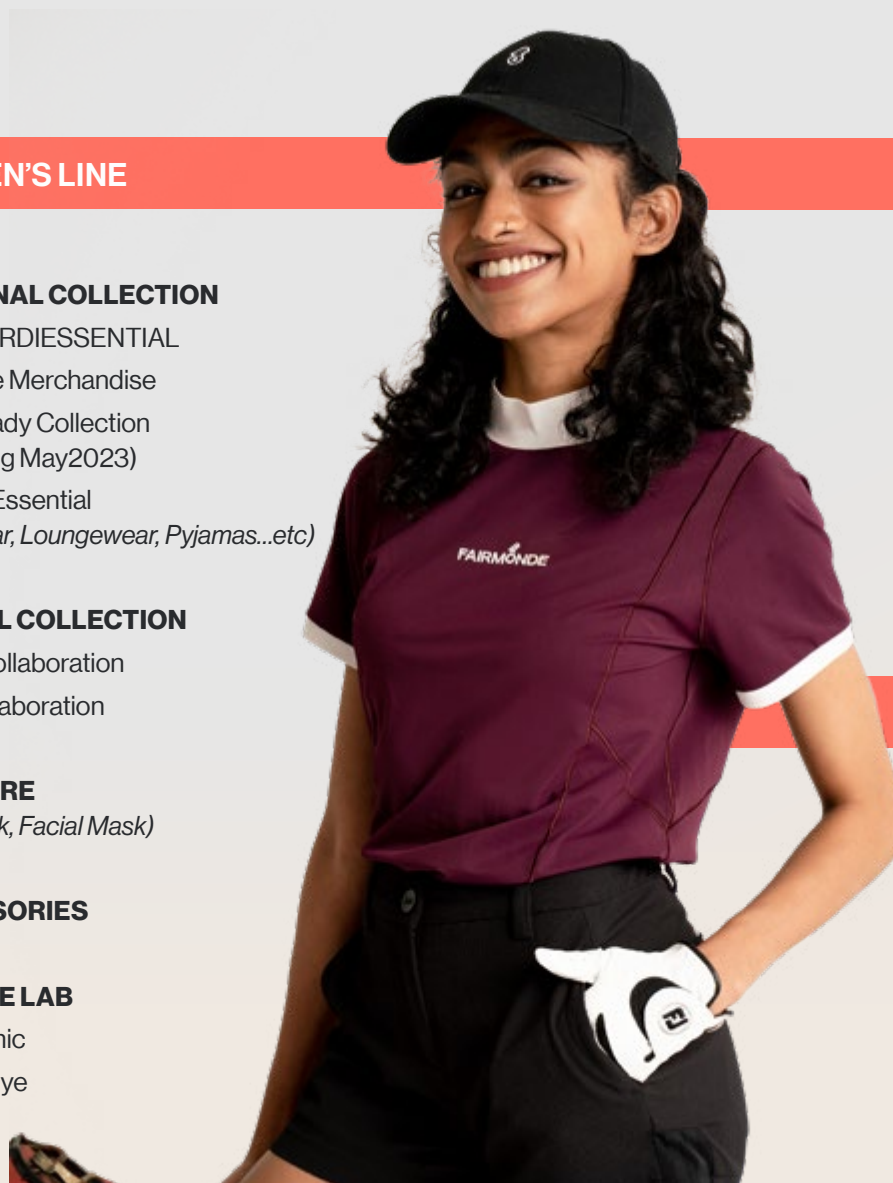
SCIENCE LAB

Bioceramic

Special dye

KIDS' LINE

COMING SOON



04

Gaining Traction

WHAT HAVE WE DONE

TOP GOLFERS WHO HAVE TRIED ON OUR APPAREL

APRIL

- **LAUNCHED FIRST COLLECTION**
SS/22 BIRDI ESSENTIAL COLLECTION
- **LAUNCHED PR CAMPAIGN**
Email Outreach to 400 contacts

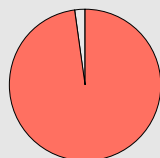
JULY - AUGUST

- **COLLECTING FEEDBACK**
Building Connection with Golfers / Coaches

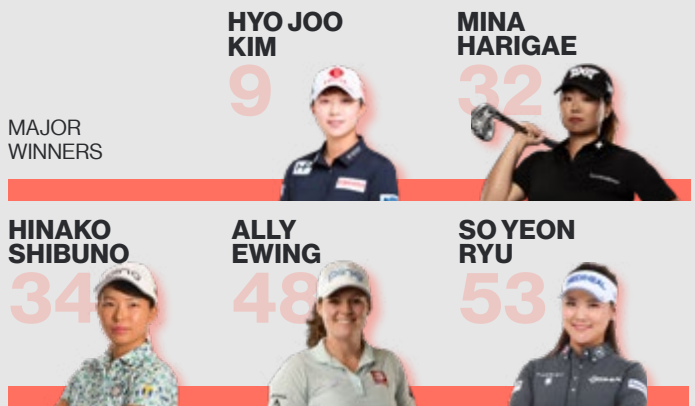
Successfully reached out to

17 countries, 76 cities worldwide.

Including US, UK, Aus, Korea, Thailand, Japan, Indonesia, Malaysia.



98% showed positive feedback and interest, started conversations



OTHER COMMENTS

KIM KAUFMAN
LPGA Player

||
This shirt is awesome. I love the mock collar and the writing across the front. It's super chic. I would wear this every day if I could.

JOYEE
Amateur golfer

||
The packaging is uniquely and luxurious, different from other packagings i've received. The material has an amazing touch and feel, The workmanship is exceptional, pleasing to see, irresistible to touch.

EMMA TALLEY
LPGA Player

||
I would love to see more of your line. It is innovative and quite different than everything else available right now. I really like the material and would love to see additional styles.

CHAMCHOI SARAPORN
TLPGA Player

||
Thai market only have similar style but Your brand is really unique and design is so great yet still very comfortable



Hana Financial Group
Singapore
Women's Open

Singapore Women's Open (SWO)

From 9-11th December, Fairmonde debuted its first official offline booth at the Singapore Women's Open (SWO) held at Tanah Merah Country Club, focused on **nurturing women's golf in Asia**.

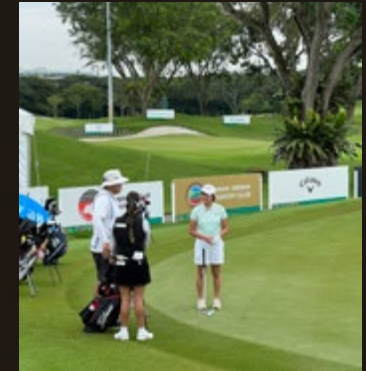
By sponsoring the players and VIPs with exclusive merchandise and featuring our special collection, we gained strong traction and established our brand presence with the organisers, attendees and pro golfers at the event.



Debuting our first ever Fairmonde booth



The Fairmonde team all game for the event



World renown pro golfer participants



Centrepiece table featuring our iconic Birdie logo



Autographs by top players in the event



Gaining traction from visitors at our booth



SIMONE ASIA PACIFIC CUP

Simone Asia Pacific Cup (Jakarta)

Established our **first offline brand presence in an international golf tournament** - Simone Asia Pacific Cup, Jakarta held on the 18th-20th August 2022 at Pondok Indah Golf Course. It was the first Ladies Asian Tour (LAT) event held outside South Korea, bringing together participants from 16 countries competing for the team and individual title.

We are beyond grateful to be one of the sponsors in sharing our first collection with all the top professional golfers around the world.

SUPPORTED BY



Picture taking ceremony with the press and media



Fairmonde founders with Lydia Ko - Current world No.1



Autograph from Hyo Joo Kim - Major Champion from Korea



With Momoka Kobori - LET professional golfer from New Zealand

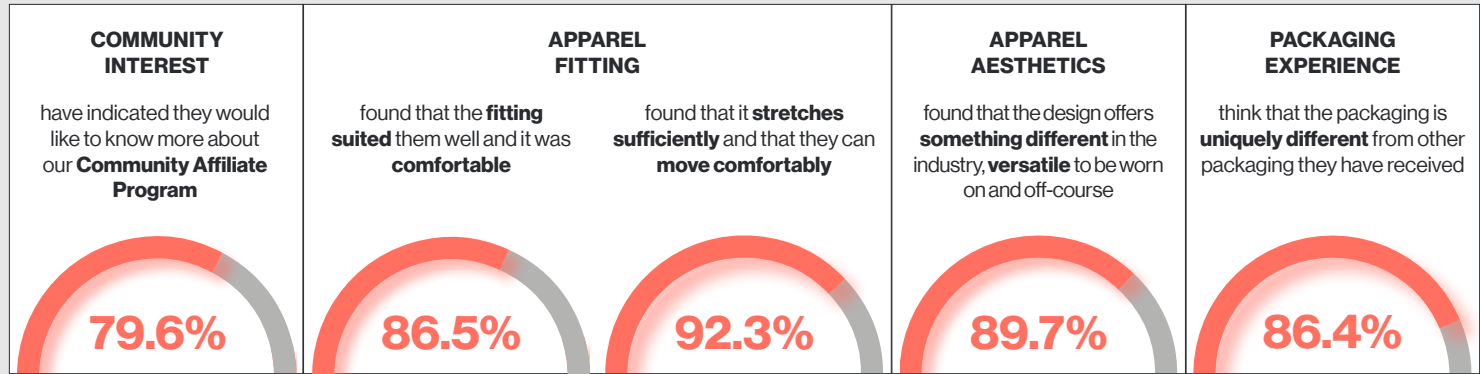


Hinako Shibuno - Major champion from Japan trying on her fit

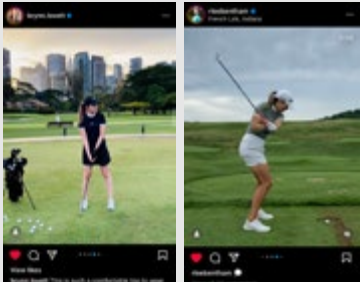


One of the many pro golfer participants during the competition

PREVIOUS CAMPAIGN OUTCOME



OTHER HIGHLIGHTS

AMBASSADOR INTEREST	GENERATED SOCIAL MEDIA BUZZ	COMMUNITY PROGRAM
<p>Top golf agents representing world ranking players enquiring for their clients to represent our brand</p>	<ul style="list-style-type: none"> User generated content of influencers wearing our apparel Collaborations with Key Opinion Leaders (KOL): @aomeraki.golf @jujugolfs @greatavoelker @brynn.lovett 	<p>Hosting of Golf Clinic by affiliate Coaches who have signed up for our program.</p>

MEDIA FEATURES



and more upcoming:



Gifts for golfers: What to get the new golfer in your life this holiday season

By Brittany Romano and Emma Francois | December 16, 2022

Sabah-based Fairmonde fills gap in women's golf apparel while addressing gender inequality in the sport

Golfers Joanne Chin and Jacqueline Lau champion inclusivity for women from all walks of life.

By Alvinna Anil | 17 March 2023 - 10:17am

FAIRMONDE INTRODUCES SUSTAINABLE GOLF APPAREL FOR WOMEN

By Emma Thomas



WOMEN'S GOLF APPAREL FORE ALL

FAIRMONDE's aesthetically designed golf apparel integrates with the needs of today's rising women golfers. Its signature mock neck tee can be worn stylishly on and off the course. They feature premium Italian textiles that are STANDARD 100 by Oeko-Tex® labelled, ensuring they're safe for wearers, workers and the environment. With sizes ranging from 2XS to 4XL, FAIRMONDE's commitment to inclusivity has been praised by top LPGA players. By embracing diversity and empowering women, FAIRMONDE's mission is to create a more inclusive and thriving golf community by giving 1% proceeds from their sales to the FAIRMONDE FUND.

The foundation was created with the purpose of supporting projects that raise awareness of golf as an accessible sport for all, promoting the progression of women and new junior golfers from diverse backgrounds and identities. Join FAIRMONDE in the movement to grow the game and make a positive impact. Learn more at fairmondego@gmail.com / [pages/fairmonde.fund](https://pages.fairmonde.fund)

• The mock neck tees provide a chic alternative to traditional golf polos. Use FAIRMONDE10 for 10% off your first purchase on any FAIRMONDE products. Shop now and support the mission. Valid until 31 May 2023

'The Ageing Population Of Plus-Size Female Golfers Need To Be Catered For'

Plus size women are a growing market that's under-served in the golf industry. Only 1% of retail golf apparel is made for plus-size women.

A new women's golf brand for 2023 is FAIRMONDE, offering a wide range of sizes and fits, from 2XS to 4XL. "Our collection is designed with premium Italian-made materials in sporty and understated colour palettes to stand out from the sea of mass-produced women's golf wear," explains FAIRMONDE co-founder Jacqueline Lau.

FAIRMONDE



GAINING TRACTION:

Our range of inclusive community events leverages on **community-based marketing** to retain loyalty and keep consumers attracted.

TALENT ENDORSEMENT

Endorse with well-known individuals in the industry to promote the brand.

E.g LPGA players, Golf influencers, Teaching pro

CONTENT MARKETING

Share relevant golf articles, videos, podcasts, and other media. Create a reward system to motivate content authors for greater content contributions in order to maintain content consistency.

COMMUNITY BUILDING AND WORD-OF-MOUTH

Provide an interactive platform to connect golf enthusiasts.

Host and participate in various online and offline golf events and activities to increase brand exposure and WOM.

REFERRAL AND AFFILIATE PROGRAM

Build social proof and expand users base by incentivizing existing users to introduce their contacts to become new users. Invite potential individuals to join affiliate program to attract users.

05

Goals & Timeline



2022

Established Brand Presence in **76 Cities** **17 Countries**



First sponsorship for **Simone Asia Pacific Cup, Jakarta**



First offline-booth at **Singapore Open**

2023

Second Drop Launching



New Investor



Third Drop Launching

Global Ambassador

Clinics to start in **20 Cities**

Brand Presence in **80 Cities**

Fourth Drop Launching

Grand Launching in **APAC Countries**

Collaboration Collection

Kids Line Planning

Clinics to start in **30 Countries**

Brand Presence in **100 Cities**

Q3

Q4

Q1

Q2

Q3

06

Investing in us



PROJECTION OF INCOME

YEAR	TOTAL GLOBAL SALES FOR FEMALE (<i>Billion</i>)	PROJECTED MARKET SHARE CAPTURE	TARGET ANNUAL SALES (CAGR OF 4%)
2022	1.35	0.001%	12,000.00
2023	1.40	0.03%	414,600.00
2024	1.46	0.14%	2,032,500.00
2025	1.51	0.441%	6,682,500.00
2026	1.57	1.270%	20,000,000.00

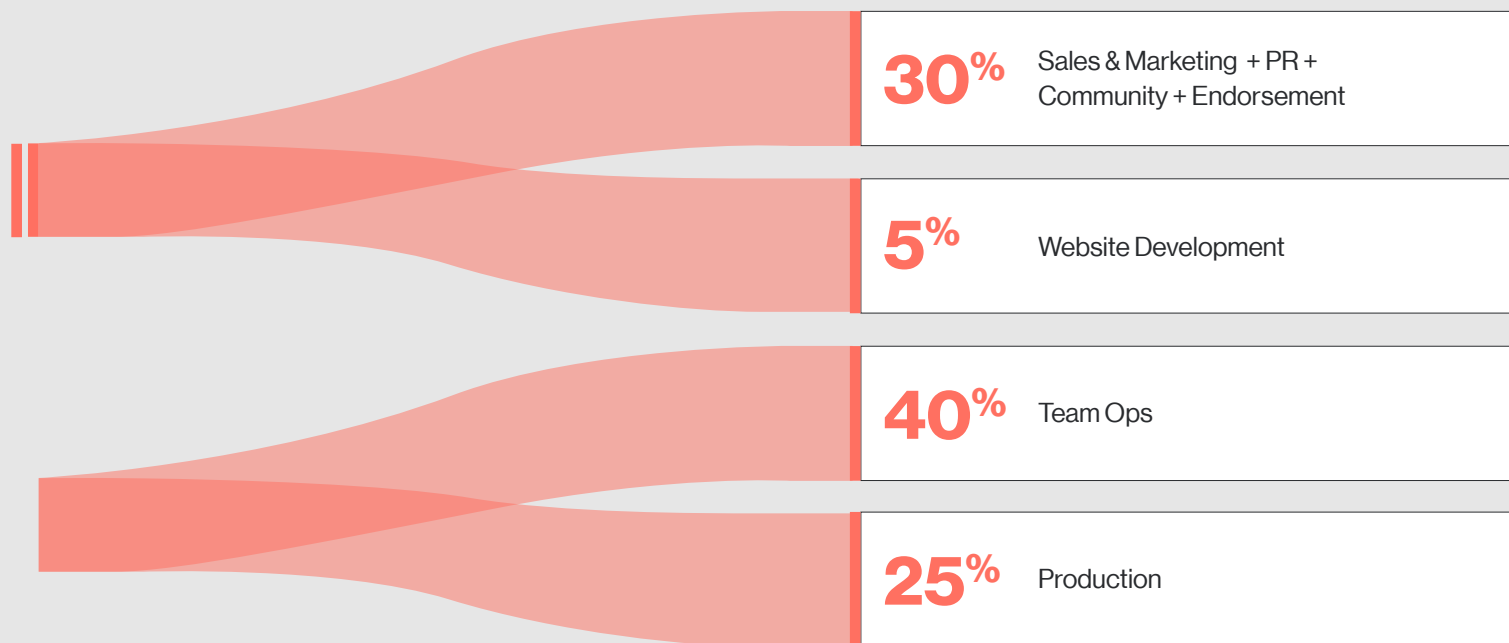
*Amount stated in United States dollar (USD)



HOW MUCH WE NEED?



Target investment & funding
USD 750K



07

Team & Management

MEET THE TEAM



JOANNE CHIN
Co-Founder, CEO

Founder and Creative Director of an award winning multidisciplinary design studio working with more than 200 projects, with 8 years experience in creative industry.

JACQUELINE LAU
Co-Founder, COO

Professional Golfer and Named Player of the Year and most valuable player by the National Collegiate Athletic Association. 5 years experience in banking and finance industry.



KRYSTINA CHEONG
Business Development Manager

6 years of experiences in social media marketing, account management, business strategy, public relations managing a diverse portfolio of accounts for agencies.

MAXINE GOMES
Marketing Consultant

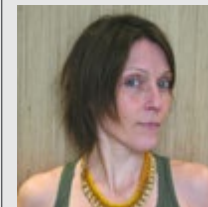
ANGEL YIP
Brand Strategist

EE SHIEN LEE
Graphic Designer



SYLVIA TIONG
Business Intelligence & Data Analyst

Over 7 years experiences in data analysis and presents global market insights and trends for product and experience development.



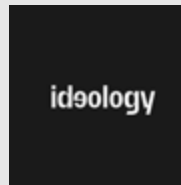
ANNE PRAKL
Design, Innovation & Sustainability Consultant

Design professional with over 25 years experience in global sports and fashion industry and specialise in design-driven sustainable innovation.



WGSN
Trend Forecasting Consultant

Fashion industry experts with proven track record in helping clients get ahead of the trend. Provide guidance through the fashion industry's transformational shifts, from sustainability targets and changing consumer lifestyles to digital design.



IDEOLOGY
Branding & Creative Consultant

A multi-disciplinary studio. Services ranging from branding, motion, websites, UI, consultancy and more. Brand consultant and creative firm.

THANK YOU

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