



## THE GOLFER'S SERVICE PACKAGE

An Innovation of  
Swiss Golf Asset Management

## The Golfer's Service Package Concept

Inviting selected clients to special golf tournaments has become a common standard within the Private Banking sector. We have observed, however, that this does not correspond to clients' needs anymore. We have thus developed the Private Banking concept further to break new grounds and to set higher benchmarks.

Through our collaboration with various golf service providers like Golf academies, Golf resorts, specialised Golf travel agencies etc we are in a unique position to offer our clients attractive events in Switzerland and abroad, and can thus support them in practicing this fascinating sport.

Depending on the size of the assets on the custody account entrusted to Swiss Golf Asset Management, we have determined different Service Packages whose services are based on economic principles. The services are for free and apply for 2 persons respectively; they have been developed as "yearly service packages" and thus need to be consumed during a calendar year.

The Service Packages have been determined as follows:

"Double-Bogey"	up to CHF	0.5 Mio deposit value
"Bogey"	from CHF	0.5 Mio deposit value
"Par"	from CHF	1.0 Mio deposit value
"Birdie"	from CHF	3.0 Mio deposit value
"Eagle"	from CHF	7.5 Mio deposit value
"Albatross"	from CHF	30.0 Mio deposit value



## Our Services

On the following pages the individual golf services of Swiss Golf Asset Management (SGAM) are described. The complete overview on the different Service Packages you will find on page 6.

### ► **SGAM-Trophy**

With the SGAM-Trophy we are offering our clients the classical Golf tournament.

With the purpose to offer you an interesting Golf tournament programme, the SGAM Trophy can be organised in various forms such as individual tournaments, a series of tournaments or a charity event.

### ► **Golf Weekend**

For this occasion we would like to endow you a private golf weekend.

In order to respect your individual needs and preferences, you determine the date and course of the event. In addition, you can choose from our selection the arrangement suiting you best.

The package includes the following services per person:  
1 overnight stay, incl. breakfast and dinner  
1 Greenfee

### ► **SGAM Golf High-Light**

With the SGAM Golf High-Light we would like to acquaint you with selected Golf courses in adjacent countries as well as in Switzerland.

Let yourself indulge into playing an easygoing golf round on attractive golf courses and enjoying the beautiful landscape surrounding you during two days. The SGAM Golf High-Light can be set-up as tournament or as an individual Golf round.

A selection of attractive Golf courses are for instance Château de Bournel and Golf le Kempferhof (France, Alsace), Drei Thermen Golfresort Bad Bellingen (Southern Germany), Evian Masters Golf Club (France, Rhône-Alpes) and others.

The package includes the following services per person:  
2 overnight stays, incl. breakfast and dinner  
2 Greenfees

► **Cliff Potts Golf Academy Experience**

The Cliff Potts Golf Academy in Ascona is offering you a great opportunity to improve your golf techniques at one of the most renowned Golf academies in the swiss / german region.

Let Cliff Potts analyse your swing and start to further develop your golf tactic rightly pursuing Cliff's motto: "We don't just teach a swing, we show you how to play on the golf course".

The package includes the following services per person:  
8 hours of intensive training with Cliff Potts in Ascona  
1 overnight stay, incl. breakfast and dinner

► **Cliff Potts Golf Tour**

On the Cliff Potts Golf Tour you will be playing golf with Cliff for 3 days on selected golf courses in adjacent Italy, e.g. Piemonte, Lombardia or in Tuscany.

Cliff will teach you in practice on the golf course how to improve your golf capabilities and how to further enhance your play and tactical conduct on the fairways.

The package includes the following services per person:  
4 overnight stays, incl. breakfast and dinner  
3 Greenfees

► **Cliff Potts European Golf Week**

During the Cliff Potts European Golf Week you will spend a week with Cliff in a European country like Southern France or Spain.

You will play 5 x 18 holes on excellent golf courses and can fully concentrate on further enhancing your Golf performance.

The package includes the following services per person:  
7 overnight stays, incl. breakfast and dinner  
5 Greenfees  
Out- and inbound flights, incl. transfers to the hotel

► **SGAM Golf Week**

Our SGAM Golf Week offers you the opportunity to enjoy a selection of beautiful golf courses abroad, e.g. in France, Spain, Turkey or Egypt during a whole week; you can leisurely pursue your golfing passion, enjoy other hobbies or simply relax. In order to provide you individual freedom, you will enjoy alternating days with individual golf play and organised golf events.

The package includes the following services per person:  
7 overnight stays, incl. breakfast and dinner  
5 Greenfees  
Out- and inbound flights, incl. transfers to the hotel

► **Cliff Potts VIP Golf Tour**

The Cliff-Potts VIP Golf Tour will lead you to South Africa for 14 days.

You will play 9 x 18 holes on different fascinating golf courses and can daily exercise your swing and tactical capabilities in practice with Cliff Potts' professional support.

The package includes the following services per person:  
14 overnight stays, incl. breakfast and dinner  
9 Greenfees  
Out- and inbound flights, incl. transfers to the hotel

► **Individual Golf Package**

In lieu of the determined services, there is the possibility with the "Individual Golf Package", that we prepare a fully individual golf package for you taking into account your personal needs and specific interests.



## Service Packages at a Glance

	<b>Service Packages</b> (yearly, free services for two persons)					
	<b>Double Bogey</b> up to CHF 0.5 Mio Deposit value	<b>Bogey</b> from CHF 0.5 Mio Deposit value	<b>Par</b> from CHF 1 Mio Deposit value	<b>Birdie</b> from CHF 3 Mio Deposit value	<b>Eagle</b> from CHF 7.5 Mio Deposit value	<b>Albatross</b> from CHF 30 Mio Deposit value
SGAM Trophy	✓ (1)	✓	✓	✓	✓	✓
Golf Weekend	✓ (1)	✓	✓	✓ (♦)	✓	✓
SGAM Golf High-Light			✓ (2)	✓ (♦)	✓	✓
Cliff Potts Golf Academy Experience			✓ (2)	✓ (3) / (♦)	✓	✓
Cliff Potts Golf Tour				✓ (3) / (♦)		
Cliff Potts European Golf Week					✓ (5)	
SGAM Golf Week				✓ (4)	✓ (5)	
Cliff Potts VIP Golf Tour						✓
Individual Golf Package						✓ (6)

(1) Per year you can alternately choose the SGAM Trophy or the Golf Weekend.

(2) Per year you can alternately choose the SGAM Golf High-Light or the Cliff Potts Golf Academy Experience.

(3) Instead of the Cliff Potts Golf Academy Experience, it is possible, e.g. for low handicap players, to expand the Cliff Potts Golf Tour by 3 additional days for your individual convenience (to all in all 7 overnight stays).

(4) In the package "Birdie" it is possible to choose the SGAM Golf Week instead of all four services marked with (♦).

(5) Per year you can alternately choose the Cliff Potts European Golf Week or the SGAM Golf Week.

(6) Regarding the Service Package "Albatross" and instead of the determined services, we can also prepare an individual Golf Package taking into account your personal needs and interests, at your request.

## Our Partner



*"We don't just teach a swing, we show you how to play on the golf course"*

Since 1989, the Cliff Potts Golf Academy is known as one of the leading and most successful golf academies in the German / Swiss region, owned and led by the Golf-Pro team and married couple, Cliff and Alexandra Potts.

Alexandra Potts, Swiss Ladies PGA World Cup Team player 2000 and Cliff Potts, former European PGA Tour player, do attach high importance on the quality and presentation of their trainings as well as on the personal contact with their trainees.

In order to ensure a qualitative high-value tuition, all trainings are exclusively conducted in small groups.

All participants will receive their personal "Take-Home Video" including a detailed swing analysis by Cliff Potts.



### **Swiss Golf Asset Management AG**

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