

## PRESS RELEASE

# Global momentum continues for GolfBox to deliver the World Handicap System in 2020 with signing of the Swiss Golf Federation.

FOR IMMEDIATE RELEASE

BRISBANE, AUSTRALIA – 13 March 2019. MPower MSL (ASX:MPW) (MSL) announced today that the Swiss Golf Federation has selected MSL's World Handicap System solution to manage the handicaps of Swiss golfers and serve as the centrepiece of the Swiss golf technology ecosystem. MSL's solution will help centralise and consolidate golfer information and provide the Swiss Golf Federation with a single member view of how their golfers are participating in the sport and engaging with the game. This will support both the growth and the sustainability of Swiss golf clubs and facilities now and into the future.

The World Handicap System (WHS) is an initiative from the R&A and USGA designed to enable as many golfers as possible to obtain a handicap and use that handicap on any golf course around the world. An agreed method of maintaining a handicap allows golfers to compete or play recreational golf with any other golfer on a level playing field. With this milestone agreement, the Swiss Golf Federation has secured its participation in this important initiative.

As Golf Australia's technology partner through to 2025, MPower MSL is also implementing the WHS in Australia where it established a world first centralised golf handicap system 20 years ago. GolfBox – an MSL Company, is also the current provider of the European Golf Association (EGA) Handicap System serving federations and golfers in Denmark, Norway, Finland, Estonia, Latvia and Lithuania, with more European jurisdictions due to sign on later in 2019.

In addition to providing core handicapping services, MSL's WHS solution provides national associations with an array of options to commercialise their data and provide a range of high-quality services to engage their golfers in the game. These include national virtual competitions, business intelligence and analytics, customer service facilities, tee times and individual handicap display.

MSL has some of the world's most experienced individuals in handicapping technology and through our established solutions and market opportunities we are widely considered the leading provider of handicapping services to national associations.

'MSL have been working closely with Golf Australia and Federations in Europe to build a WHS solution that supports our customers today and a flexible framework to ensure a seamless transition to the WHS in 2020. Our solution is sympathetic to the unique culture and requirements of golf in each jurisdiction around the world while remaining consistent to the core principles of the WHS.' said Nick Thornton, General Manager – Golf, MSL.

MPower MSL is a global provider of hosted, SaaS and on-site solutions to clients in the sport, leisure, and hospitality sector. We serve more than 2,400 organisations in over 25 countries across APAC, EMEA and North America. With a single view of the customer, MSL remove the silos that traditionally exist across the operational layer and empowers operators to perform the appropriate strategic analysis required to deliver better products and services and new levels of brand loyalty in real time.

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#### About MPower MSL

MPower MSL (ASX:MPW) is transforming the sports, leisure and hospitality sectors globally. Some of the world's iconic sports and entertainment companies and PGAs, rely on MSL every day. We create the systems, that connect every department of a business, from point of sale and club membership to marketing, financials and the workforce to deliver real time visibility on staff levels, customer engagement, profits and revenue. To discover more about MSL please visit [www.mpowermsl.com](http://www.mpowermsl.com)