



A TRUE SOUTH AFRICAN ORIGINAL





ERNIE ELS DESIGN IS A FULL-SERVICE GOLF COURSE DESIGN COMPANY WHOLLY OWNED BY ITS PRINCIPAL, FOUR-TIME MAJOR CHAMPION AND WORLD GOLF HALL OF FAMER ERNIE ELS. THE INTERNATIONAL SCOPE OF ERNIE'S 70 PROFESSIONAL CAREER VICTORIES IS MIRRORED IN THE INCREASINGLY GLOBAL REACH OF HIS DESIGNS, WITH SIGNATURE COURSES AND RENOVATIONS MAKING AN IMPACT IN EMERGING AND ESTABLISHED GOLF MARKETS ALIKE. CURRENTLY THERE ARE 12 ERNIE ELS DESIGN COURSES OPEN FOR PLAY, ANOTHER 10 IN VARIOUS STAGES OF PLANNING AND CONSTRUCTION, WITH MANY MORE EXCITING PROJECTS IN THE PIPELINE.

Ernie Els Design enjoys unique relationships with the world's finest developers who share the company's ambitions, creating attractive destinations that adhere to the principles of sustainable development and sound environmental practice. The company employs the most experienced staff – including leading architect Greg Letsche as its senior design associate – and the latest technology from its two offices in Florida and South Africa. With additional field offices in Malaysia and Dubai, the company provides a near 24-hour service and applies the latest technologies and expertise to service our development partners and clients throughout the world.





SINCE ITS FORMATION IN 2000, THE COMPANY HAS RECEIVED GLOBAL RECOGNITION WITH A STRING OF PRESTIGIOUS ACCOLADES. NOTABLY, IN 2015 ERNIE WAS VOTED 'DESIGNER OF THE YEAR' AT THE WORLD GOLF AWARDS.

Many of Ernie's signature courses have won prestigious industry awards including 'Best New Golf Course in the World' for The Els Club Teluk Datai in 2014. In 2016, it also became the first layout in the Ernie Els Design portfolio to be listed in Golf Digest's prestigious 'World Top-100'.

Meanwhile, other courses in the portfolio have hosted Tour events. Indeed, when the Els-designed Albany in the Bahamas was the venue for the PGA TOUR's Hero World Challenge in December 2015, it became the fifth Ernie Els designed course to host a professional tour event, following The Els Club Dubai (Dubai Open Golf Championship), The Els Club Copperleaf (Tshwane Open), Anahita Four Seasons Golf Resort (Mauritius Golf Masters and 2016 AfrAsia Bank Mauritius Open, the first ever tri-sanctioned tournament by the European Tour, Asian Tour and Sunshine Tour) and Wentworth West Course (BMW PGA Championship).

Ernie Els Design company's portfolio extends beyond the golf course to feature the exclusive Els Club Collection, comprising the Els Performance Golf Academy, Els Club Estates, Big Easy Winebar & Grill, along with an award winning wine portfolio created by Ernie Els Wines in the heart of South Africa's wine country, Stellenbosch.

ERNIE ELS THE GOLFER

ERNIE ELS IS ONE OF THE MOST SUCCESSFUL GOLFERS IN THE HISTORY OF THE GAME, HAVING WON MORE THAN 70 PROFESSIONAL TOURNAMENTS AROUND THE WORLD.



Ernie Els is golf's true international ambassador. He has won more than 70 professional tournaments around the world, including four major championships (2002 & 2012 Open Championship, 1994 & 1997 US Open), two World Golf Championship events and a record seven World Matchplay titles.

The international scope of Ernie's victories is second to none. His support for the US, European, Asian and Sunshine Tours, along with his involvement as a pivotal figure in the President's Cup, makes Ernie one of golf's truly global players. In 2011 he was awarded the game's highest honor as an inductee to the World Golf Hall of Fame.

His classic, powerful golf swing is universally admired, and aspired to, from both sides of the ropes. And while his easy-going nature masks a fierce competitive drive, it is all of these qualities, along with an

engaging on-course persona, that have helped make Ernie one of the most popular golfers in the game today.

Consistent with the global profile established throughout the past twenty years of tournament golf, Ernie Els Design is actively seeking to transport his good will across cultures and borders through remarkable award winning designs.





OFFERING AN UNSURPASSED LIFESTYLE FOR ALL GENERATIONS, ALBANY IS A DYNAMIC PLACE WITH AMENITIES AND SERVICES THAT MAKE IT ONE OF THE MOST DESIRABLE RESORT COMMUNITIES IN THE WORLD.

ALBANY

Bahamas

Along with our association with the Master Developer, Tavistock Group and Tiger Woods, Albany is nestled among 580 oceanfront acres on the southwestern end of New Providence in The Bahamas.

Located just five miles and seven minutes from Nassau's international airport and two private airfields, Albany is easily accessible with direct flights from major cities in the United States, Canada and Europe.

Albany has been designed to deliver a first class experience for all ages and pursuits.

A mega-yacht marina, an 18-hole Ernie Els Signature golf course, a full-service spa and fitness center, casual and fine dining restaurants, seaside bars, a family water park, a kids' clubhouse and an adult pool and lounge are among the exceptional amenities families can enjoy at Albany.

A collection of fully furnished three- to five-bedroom cottages make up Albany's boutique hotel, offering some of the finest accommodations on the islands. Over time, Albany will offer 350 residences that include beachfront, beachwalk, beach club and golf course custom homes, equestrian ranchettes and luxurious marina residences.





THE ELS CLUB DUBAI SPORTS CITY

The Els Club Dubai is the flagship property for the Els Club trademark. Opening to critical acclaim in 2008, this championship showpiece of 'desert links' anchors the mega-project, Dubai Sports City. 18 holes of sublime golf are complimented by state-of-the art 60,000 square foot clubhouse and practice facilities.

Immaculately operated by Troon Golf, the worldwide leader in luxury golf operations, the Els Club surrounds the 950 villa 'Victory Heights' residential community – and has quickly risen the ranks to become Dubai's most desirable address.



THE ELS CLUB DUBAI IS THE FLAGSHIP PROPERTY
FOR THE ELS CLUB TRADEMARK.



THE HOSPITALITY CENTERPIECE OF THE PROJECT IS THE FOUR SEASONS HOTEL, OFFERING BOUNDLESS VIEWS OF BLUE OCEAN AND THE STUNNING SIGNATURE COURSE.



FOUR SEASONS
Hotels and Resorts

The Anahita Four Seasons Resort is set in a spectacular landscape of 213 hectares surrounded by our signature Els Designed 18-hole championship golf course, a lively market village with shops, deli, cafe, gourmet restaurant, bar, wellness lounge & beauty centre, swimming pool, beach, fitness centre, tennis courts, golf clubhouse, pro shop and children's club.

Blending elegance and recreation, Anahita reflects a refreshing modern Mauritian lifestyle.

Awarded the 2007 'Best Golf Course' by CNBC and host to several professional golf tournaments, was developed on behalf of our clients, Ciel Property, a subsidiary of the conglomerate Ciel Group of Mauritius.



ANAHITA
—  —
WORLD CLASS SANCTUARY
MAURITIUS



GREG LETSCHE
SENIOR DESIGN ASSOCIATE



Gregory T. Letsche has been a professional golf course architect for the past 20 years. Mr. Letsche joined Ernie Els Design full-time as its Senior Design Associate on December 1, 2005. He spent the previous 15 years in the same capacity with Mr. Jack Nicklaus, and began his career with the legendary Pete Dye.

He is an active member of the American Society of Golf Course Architects and contributes regularly to professional conferences and panels worldwide.



DESIGN PORTFOLIO

Open for Play:

- The Els Club - Copperleaf Estates, South Africa
- Oubaai at Herold's Bay - George, South Africa
- The Els Club - Dubai Sports City, United Arab Emirates
- Hoakalei Country Club - Hawaii, United States
- Anahita Four Seasons Golf Resort - Mauritius
- Albany - New Providence, Bahamas
- Wentworth West Course - Virginia Water, England (restoration)
- Nondela - Drakensberg, South Africa
- Whiskey Creek - Maryland, United States
- Mission Hills Golf Club - Shenzhen, China
- Highland Gate - Dullstroom, South Africa
- The Els Club Teluk Datai - Langkawi, Malaysia
- The Els Club Desaru Coast (27 holes) - Johor Bahru, Malaysia

In Planning/Construction

- Desaru Coast North - Vijay Singh, Johor Bahru, Malaysia (opening in 2016)
- Kingyan Manor - China
- Lido Lakes - Indonesia
- Matalda Mali Losinj (36 holes) - Croatia
- City West - Vietnam
- Desert Star - Namibia
- Vinpearl, Phu Quoc - Vietnam
- Ecopark, Hanoi - Vietnam
- Fond Bay - St. Lucia
- Els Performance Golf Academy, Desaru - Malaysia
- Els Performance Golf Academy, Hanoi - Vietnam

Other Notable Courses*:

- Cabo del Sol - Los Cabos, México
- The Bear's Club - Florida, United States
- Pearl Valley Golf Club - Cape Town, South Africa
- Pecanwood Golf & Country Club - Hartbeespoortdam, South Africa
- Ritz-Carlton Golf Club - Florida, United States
- Simola Golf & Country Estate - Knysna, South Africa
- St. Francis Bay Golf Club - Cape St. Francis Bay, South Africa
- Chapelco Golf & Resort - San Martin, Argentina
- Nordelta - Buenos Aires, Argentina
- Muirfield Village Golf Club - Ohio, United States
- Leopard Creek Golf Club - Mpumalanga, South Africa
- Ohio State University Scarlet Course - Ohio, United States
- Yucatan Country Club - Merida, Yucatan, Mexico

** By Greg Letsche*



DESIGN PHILOSOPHY

OUR APPROACH AND DESIGN PRINCIPLES FOR COURSE WORK IS TO ENGAGE THE CLIENTS' DEVELOPMENT TEAM FROM DAY ONE - ENSURING AN ECOLOGICALLY AND COMMERCIALY SUSTAINABLE GOLF COURSE PROVIDING PLAYERS AN ENDURING AND GRATIFYING PLAYING EXPERIENCE.

In addition to these design principles; modern golf developments must also successfully address pace of play, daily course set up, agronomic conditions, owner aspirations, and sustainable maintenance features to ensure long term success of the project.

Environment and Terrain

Els is guided by a recognition that some of the greatest courses ever built were done using the natural contours and grasses of a particular area –from the origins of golf in Great Britain, the revered sand-belt courses of Australia to where he grew up playing in South Africa. By applying modern day design practices rooted in classical principles and holding the bio-diversity and sensitivity to the environment as a priority we believe:

- Native areas outside of the grass lines should incorporate indigenous species of plant material minimizing the courses footprint
- Natural “tie-ins” that flow throughout the property. The movement of earth is connected seamlessly throughout
- Using natural earth movement and design to mask cart paths and other man-made infrastructure
- The course should be symbiotic with the land, aesthetically pleasing and giving the impression that it “belongs” – creating a natural flow to the terrain
- Preserve local ecological features and fauna
- Establish where possible natural habitats and incorporate landmarks of heritage
- Excellent oversized practice areas replicating the situations a player will find on the course; short game, greens, putting and bunkering

Strategy

Ernie Els' playing career has been defined by his ability to convert shot values into tournament wins, particularly with his touch around the greens and exacting bunker play. He draws on his experience to implement strategic features by:

- Rewarding the golfer off the tee for a good shot, but not overly penalize for a marginal or poor shot
- Strategic placement of hazards, such as bunkers or water features that play from a variety of tees
- Bunkers define the strategy of the hole and are used judiciously
- Afford the opportunity to play different shots into greens
- Create green complexes and surrounds that inspire imagination on club choice
- Course set up needs to be flexible with a variety of tee and pin positions
- Use of grasses with little or no rough, promoting “firm and fast” ball movement and strategy
- Develop a close relationship between greens and tees that encourages walking and pace of play





SCOPE OF SERVICES

Ernie Els' Personal Time

Central to our approach is the substantial personal involvement of Ernie Els in the design of the golf course. Els shall be involved in formulating and approving the final routing plan and strategy plan, shall make construction visits as appropriate, and shall attend and participate in the grand opening ceremony.

Plan Documents

Preparation of all plans, specifications, and drawings which are necessary to illustrate the course layout, design features, and construction methods required in order to complete the golf course. Plan documents will include a general routing plan, strategy plan, clearing plan (if necessary), contour plan, cut and fill plan, drainage plan, and bunker study plan.

Design Consulting

Provide design consulting services by our Senior Design Associate, Mr. Greg Letsche. Mr. Letsche will be primarily responsible for preparation of the plan documents, and will oversee their implementation by making periodic site visits throughout construction. He shall also oversee the shaping of the golf course features by establishing design parameters for the shaping work. In addition, he will consult with other project team members such as your project engineer, agronomist, etc.

License

Provide a non exclusive license to utilize the Ernie Els Design name and logo, and Ernie Els' name and likeness in the promotion of your golf course.



THE ELS CLUB

THE ELS CLUB

THE ELS CLUB IS A NEW BRAND OF GOLF CLUBS THAT PROVIDE THE OWNER AN OPTIMUM YIELD ON THEIR INVESTMENT. WITH THE BRAND'S COMPETITIVE ADVANTAGE, AN OPPORTUNITY TO UNLOCK THE FULL POTENTIAL OF THEIR SIGNATURE GOLF COURSE DEVELOPMENT.

Hand selected by The Big Easy himself, only a very limited number of his golf courses will ever carry the prestigious Els Club name and are therefore granted significant territorial protection.

At each property, you can expect a supreme golfing and leisure experience inspired by Ernie's hall of fame career and his travels to some of the greatest destinations around the world in his 20-plus years as a champion golfer and sporting legend.

With recent trends in the golf club industry and to sustain future growth in the game, The Els Club experience sets a new benchmark of excellence in each market that it exists. A healthy and fun lifestyle for the modern family or business person is the key to the growth in memberships and revenues - with the Els Clubhouse playing a central role. Innovative and fresh programming for members and resort guests are complimented by excellent customer service standards throughout - including the clubhouse amenities, pro-shop, restaurants and other leisure pursuits.

And finally but not least, The Els signature course is known for providing superior playing surfaces - with consistent tournament quality conditioning year round and an eye for detail that is on par with the best clubs around the world.





ELS PERFORMANCE
GOLF ACADEMY

ELS PERFORMANCE ACADEMY

Ernie Els has not only contributed to the growth of the game through his Hall of Fame career inside the ropes; but through many grass roots efforts attracting more players to the game. The most chronicled and storied history of the “Ernie Els Fancourt Foundation” is considered by some one of his greatest achievements.

Since its founding in 1999 the foundation has benefited directly or indirectly hundreds of students including 3 major champions and numerous tour winners. It is not just about winning majors though; it is about allowing young people to become well adapted adults with through the principles that golf provides.

The Els Performance Academies is Ernie's latest effort in sharing that success story across the globe; giving juniors and adults alike an opportunity to learn the game the way it should be played adopting an individualized approach using the most up to date technology, diagnostic and teaching strategies.



Big Easy

Bar & Grill

BIG EASY WINEBAR & GRILL

THE PLACE TO BE AMONG FRIENDS...

The Big Easy is an unpretentious Winebar & Grill hailing from the stunning Western Cape region of South Africa – inspired by the lifestyle and spirit of Ernie Els.

If one term could describe Big Easy, it would be the Afrikaans word of 'Gesellig' – sociable with friends, amicable, affably companionable, friendly, convivial, and cordial. Fun and relaxed, it is at the same time the place to 'hang out with the guys' and a destination to take your loved ones for a glass of wine and an unpretentious meal any day of the week.

The Big Easy is the culmination of Ernie's decades travelling the world. Known as an international hall of fame sporting superstar, Ernie's passion extends off the golf course, and over the past 9 years he has assembled the best in the business, creating the country's highest ranked wines from his farm in Stellenbosch. This is the 'Napa Valley' of Africa and has captured the attention of food and wine fans far and wide and after founding his vineyards, he opened the first Big Easy Restaurant in 2008 – the perfect showcase in the heart of the wine country.



Big Easy
Winebar & Grill

REAL ESTATE

THE ELS CLUB ESTATES PROVIDE A LUXURY BRANDED RESIDENTIAL PRODUCT FOR THE DEVELOPER.

Els Residence brands such as the 'villa collection' and bespoke signature series are developed with our partners to provide owners the ability to realize additional value from the Els brand. These properties generally are located in an area of prominence within the development and are customized for the end user and investor alike.

The philosophies is similar to that of the Golf course design business – design and implement an architectural finish that are of the

highest quality along with amenities that reflect the active and family orientated lifestyle which is synonymous with the Els brands. Special emphases of sustainable and ecologically sensitive construction products are encouraged, by way of LEED certified materials and building practices. In addition we consult with our developers to design a contextually appropriate master plan, and create an indigenous, low-maintenance landscape that complements both the architecture and the natural setting.



ELS CLUB ESTATES



ERNIE ELS WINES

SINCE ITS LAUNCH ERNIE ELS WINES HAS ESTABLISHED A MAGNIFICENT PORTFOLIO OF SOUTH AFRICAN RED WINES.

For the past decade Ernie Els Wines has matured into a successful and multi-award winning wine enterprise with a magnificent portfolio of wines. Ernie is passionate about his winery and creating a wine business that strives for excellence and relevance in both domestic and international wine markets.

The Winemaker Louis Strydom has taken that journey with Ernie and he continues to distinguish himself as an exceptionally gifted

winemaker – particularly with his ground breaking Ernie Els and Proprietors Blends. His leadership has also been recognized by the wine industry after being appointed as Chairman of the Cape Winemakers Guild.

The current award-winning lineup includes 6 remarkable reds and 2 new whites – headlined by the immensely popular Big Easy Red and White varietals.



ERNIE ELS
WINES & GOLF
SAFARIS

WINES & GOLF SAFARIS

Ernie Els' African Experience will offer the discerning traveller the opportunity to discover and explore the majesty of the African continent and what it has to offer. In combining Golf, Wine and Safaris in Africa, we truly provide an experience without equal.





ELS FOR AUTISM

When Ernie and his wife, Liezl discovered their son was quite severely touched by Autism, they established the Els for Autism Foundation in 2009 with the goal of funding an Autism Center of Excellence.

In 2011 the Els for Autism Golf Challenge was founded, becoming the largest international charity-driven golf tournament series in history. Now In its second year, the Golf Challenge proceeds benefit the Els for Autism Center of Excellence – a \$30 million first-of-its-kind project that will feature an education and research facility as well as a global digital learning platform to families all over the world with children on the autism spectrum.



ERNIE ELS & FANCOURT FOUNDATION

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The Ernie Els Foundation was founded in 1999 at Fancourt in George, South Africa with the purpose of identifying and assisting young talented golfers, predominantly from families of limited resources and to deliver to them educational assistance and playing opportunities in order to produce successful young leaders and develop their playing ability to its full potential.

Among the professional golfers who have benefited from an association with this program are 2010 Open Champion Louis Oosthuizen, 2011 Masters Winner Charl Schwartzel and 3-time European Tour winner, Brandon Grace.





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