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Elastic Suite Enters Partnership with Association of Golf Merchandisers

Golf Industry Retailers Gain Access to Leading B2B eCommerce Platform

Denver, CO (17 Aug 2022) – Elastic Suite, a global leader in B2B ecommerce technology and subsidiary of Emerald Holding, Inc. (NYSE:EEX), today announced a major partnership agreement with the Association of Golf Merchandisers (AGM). The agreement provides AGM member retailers with access to Elastic’s wealth of experience in digital merchandising, large network of major global brand partners and the company’s expertise for helping retailers benefit from a more strategic and streamlined wholesale purchasing process. The new partnership names Elastic Suite as the Presenting Diamond Level Sponsor of AGM’s Certified Retail Management Program, one of the association’s key educational resources for golf retailers.

“Putting our next-generation B2B ecommerce platform to work for the golf industry is an incredible opportunity for Elastic and AGM member retailers alike,” said Sawyer Frank, Global Sales Director, Elastic Suite. “Our digital merchandising technology is unmatched in bringing new levels of process efficiency, cost savings, sales growth and sustainability to both the wholesale buyer and seller. Golf retailers and brands will now have preferred access to all these benefits and unmatched education through this new partnership.”

AGM and Elastic will jointly develop new educational components for the Certified Retail Management Program specifically tailored for golf industry retailers. The programming will include live webinar sessions where attendees can tap Elastic’s expertise on B2B ecommerce topics while learning about the latest in merchandising and retail best practices. Additional educational content customized specifically for the golf industry will be created and shared with AGM members. Elastic platform users outside of the channel will also gain access to some of AGM’s industry-agnostic best practice education.

“Helping golf retailers adopt the latest and most advanced wholesale merchandising technology is critically important to our industry as a whole,” said Jennifer Morton, Director of Marketing and Sales, AGM. “We have found the most qualified partner in Elastic Suite to help us do that at the highest level and look forward to adding the many resources they will provide for the benefit of our retail members.”

By partnering with and learning from the core buyers in this channel, Elastic is leading the way in driving the renaissance in retail. Each industry has nuances and complexities and by starting with the retail experience, Elastic is engineering solutions specifically designed for golf manufacturers that will ultimately lead to a technology-enabled industry. Elastic's growing list of golf brand partners include names like TravisMathew, Callaway and Cobra Puma.

Elastic Suite helps manufacturers, retailers and distributors adopt a more sustainable approach to B2B sales while achieving efficiency-driven cost savings and incremental sales growth. Sustainability and cost savings come through streamlined order entry, digital catalogs, resource optimization, and inventory management. Increased sales revenues come through brand-specific retailer applications, sales rep tools, strategic sales planning, digital merchandising, product customization, and assortment planning tools.

About Elastic Suite

Elastic Suite's next-generation B2B technology serves clients representing hundreds of the world's largest and most iconic brands in the golf, surf, outdoor, cycling, sporting goods, apparel, lifestyle and footwear industries. Selected brands served include: Callaway, TravisMathew, The North Face, Patagonia, K2, Thule, Marker, Dalbello, Völkl, Active Brands, Shimano, Spyder, Boardriders, RipCurl, Volcom, O'Neill, Quiksilver, Vans, Scott Sports, New Balance, Puma, Reebok/CCM and Burton. Elastic Suite is a subsidiary of Emerald Holding, Inc. For more information visit www.elasticsuite.com.

About AGM

The Association of Golf Merchandisers is an international, professional association consisting of more than 850 buyer members, 50 student members and over 160 Vendor Partners all dedicated to strengthening the golf merchandising industry. AGM buyer members are responsible for the retail operations at over 1,500 golf shops with annual sales in excess of \$1 billion. These members, both the Merchandisers and the Vendor Partners, are among the best and most recognized in the golf industry. For more information visit www.agmgolf.org.

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