

SURFLOCH[®]
SURFPPOOL



PERFECT WAVES ON DEMAND



MASTERING THE DESIGN, DEVELOPMENT, AND OPERATION OF SURF ATTRACTIONS WORLDWIDE



OUR MISSION

To share surfing's aloha spirit and make perfect surfing waves accessible to anyone, anytime, anywhere. The Surf Loch surfing experience encourages an active & healthy lifestyle, promote environmental awareness, and positively engage the body and mind.





THOMAS J. LOCHTEFELD

Tom. Lochtefeld is the founder and CEO of the Surf Loch, Wave Loch, and Wave House family of companies.

Since 1991, Tom has relentlessly focused on building surf attractions that create perfect waves and deliver the ultimate ride experience. Tom holds 100+ patents and invented the commercially successful FlowRider® and FlowBarrel® stationary surf attractions. He also developed Raging Waters Theme Parks and the world's first surf entertainment themed hospitality venue - Wave House®.

VISION

Deliver consistent, high performance surfing waves,

- for all ability levels
- in a safe environment
- with the highest frequency
- best energy efficiency
- to maximize profitability



WHY SURF POOLS?



SKILL BASED = LONG TERM APPEAL

Similar to skiing and golf, surfing challenges users to improve. Skill improvement increases repeat use and drives commitment level and activity loyalty

GROWING INDUSTRY

Surfing is a globally recognized sport with 35 million surfers worldwide and industry revenue is expected to reach \$13.2 billion by 2017



SAFE INVITATION TO THE SPORT

Guaranteed waves in a fun, safe environment

IT'S COOL!

Everyone wants to try surfing!

SURF POOL MARKETS & BENEFITS



THE ULTIMATE DEVELOPMENT DIFFERENTIATOR

SHOPPING CENTER & RETAIL

- Transform static common areas into interactive attractions
- Increase customer foot-traffic and dwell-time
- Attract a fresh tenant mix

RESORT & HOTEL

- Adventure destination appeal
- Unique and engaging pool amenity
- Active fun for the whole family

MUNICIPAL

- Increase tourism appeal, volume, and spend
- Create jobs and drive local economic development
- Encourage a healthy & active community culture

WATER PARKS

- Marquee attraction
- Multi-purpose: Wave Pool + Surfing
- Maximize repeat use

SURF PARKS

- Fun surfing waves for all ability levels
- Maximize revenue with enhanced wave frequency & rider throughput
- Wave height & performance customization capabilities



NEW REVENUE OPPORTUNITIES



BOARD & EQUIPMENT RENTALS

SPECIAL EVENTS

RETAIL & APPAREL SALES

GROUP PARTY BOOKINGS

SPONSORED SURF CONTESTS

FOOD & BEVERAGE REVENUE

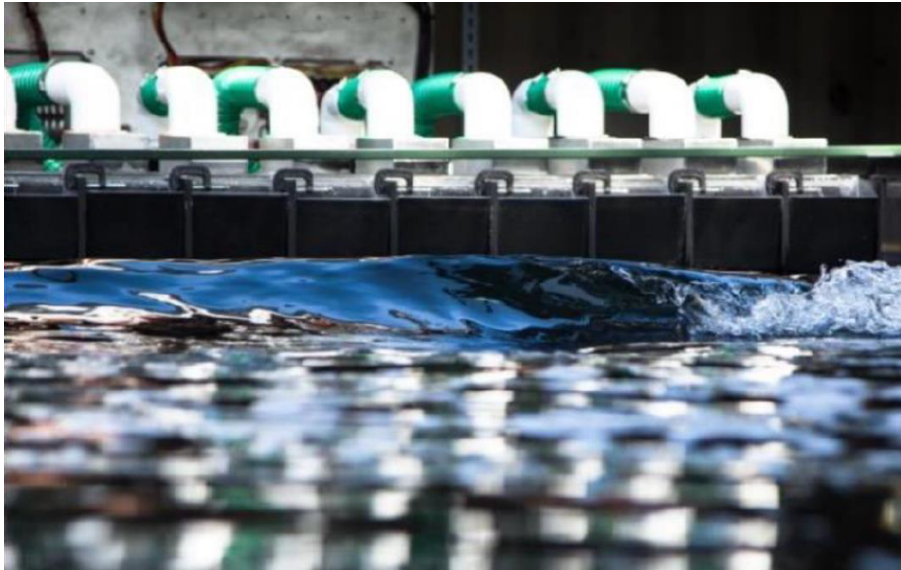
ACTION VIDEO & PHOTO SALES

OFFSEASON SURF TOURISM TRAFFIC



WAVE TECHNOLOGY

Surf Loch uses a pressurized air control system with patented hardware, proprietary software, and specially configured pool designs to generate authentic surfing waves ranging from 2ft – 10ft on demand.



KEYS TO SUCCESS:

WAVE FREQUENCY

- 1 wave every 10 seconds (maximum frequency)
- High wave frequency = greater rider throughput = maximizes profitability potential

SURF FLOOR DESIGN

- Surf floors are configured to control wave size, speed, and performance
- Multiple reef designs = exciting waves for all ability levels
- Capable of having 2 - 6+ riders simultaneously surfing the same wave energy

WATER SURFACE SMOOTHING

- Surf Loch's proprietary "wave dampening" system eliminates adverse surface chop and rip currents creating ideal conditions for uninterrupted wave generation and the smoothest possible rides

SURF SCIENCE

Surf Loch takes it to the next level with total mastery of hydrodynamic computer and physical modeling systems that are used to validate/predict wave performance and enable complete customization for each customer's unique location and wave preference

GROUP COMPANIES & CREDENTIALS



- Founded in 1991
- Invented the FlowRider® & FlowBarrel® attractions
- Created the sport of Flow Boarding
- 150+ installations in 30+ countries



- Founded in 2000
- 1st successful surfing lifestyle entertainment venue
- F&B, retail, and live music
- 6 locations worldwide
- Venue operating company for Surf Loch



- Founded in 2015
- Created to focus on Surf Pools
- 10+ years of R&D perfecting the most effective wave generating technology
- 2 projects under construction, 35 under development

PROJECTS COMPLETED GLOBALLY



SHEET WAVES
177



SURF POOLS
38 **2**
In Development Under Construction



WAVEHOUSE VENUES
6



the
wave
bristol



WaveHouse® is a beach lifestyle entertainment venue, perfecting the fusion between surf, music, and retail with food, beverage, and hotel amenities.



GLOBAL LOCATIONS:

- SAN DIEGO, CALIFORNIA
- SANTIAGO, CHILE
- CHONGQING, CHINA
- DURBAN, SOUTH AFRICA
- SENTOSA, SINGAPORE
- MALLORCA, SPAIN





SURFLOCH[®]
SURFPOOL

WE
ANALYZE
OPTIMIZE
VISUALIZE
SYNCHRONIZE

YOU
CAPITALIZE

**SURF LOCH POSSESSES VALUABLE INSIGHT AND EXPERTISE IN
DESIGN, DEVELOPMENT, AND VENUE OPERATIONS AND WILL
CONFIDENTLY GUIDE YOU TO SUCCESS**

PRODUCTS & SERVICES OFFERED:

- Wave Generating Equipment
- Design
- Service & Maintenance
- Business Model Development
- Venue Operations Management
- Real Estate Development

