HIS CAPITAL GROUP · PURE GOLF RIVIERA MAYA · NOVEMBER 2026

Pure Golf Riviera Maya: the plan to reach accredited investors

HIS Capital Group | Pure Golf RIVIERA MAYA

Prepared for Sam Ally and Rick Melero, HIS Capital Group · based on the Pure Golf video (September 2026) and our call of November 12

Our understanding of the raise

SPONSOR

Today	December 1	Q1 2027	December 2028
About $15M committed Raising $20M	Decision on the investor channel	Campaign live in five states	Targeted opening of the resort

$47M

Projected all-in build: 92 keys, adults-only, inside Tulum Country Club.

About $15M in

Already committed. The target for this raise is $20M.

$100K minimum

Proposed. Below that, investors can start with a $50K HIS note, a separate offering.

December 2028

Targeted opening, after about 30 months of construction.

Starting in five states where HIS has a team: Florida, Georgia, Tennessee, Texas and California.

Sources: Pure Golf video, September 2026; our call with Sam Ally, November 12, 2026.

What we would show investors

Bryson DeChambeau course

The “Himalayas” putting course, designed with him, inside a 27-hole Robert Trent Jones II course.

Hyatt letter of intent signed

Destination by Hyatt. The Hamak Hotels management agreement is in closing.

$47M build, $80M projected value

From the first third-party valuation. A second valuation is pending.

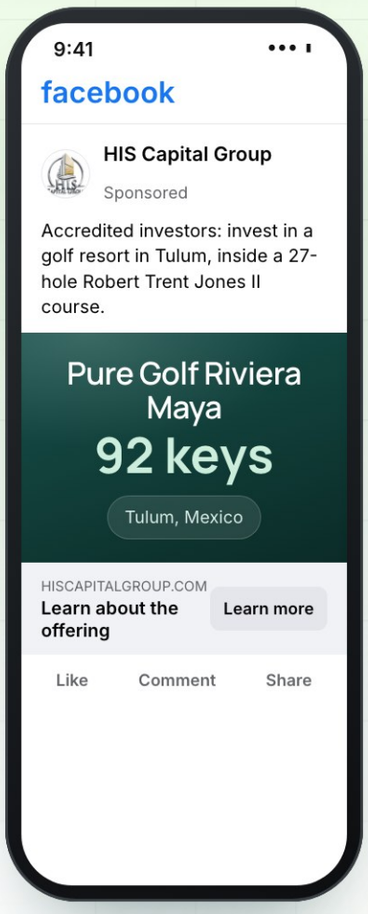
Demand from North America

94% of 2025 arrivals to the area came from the US and Canada.

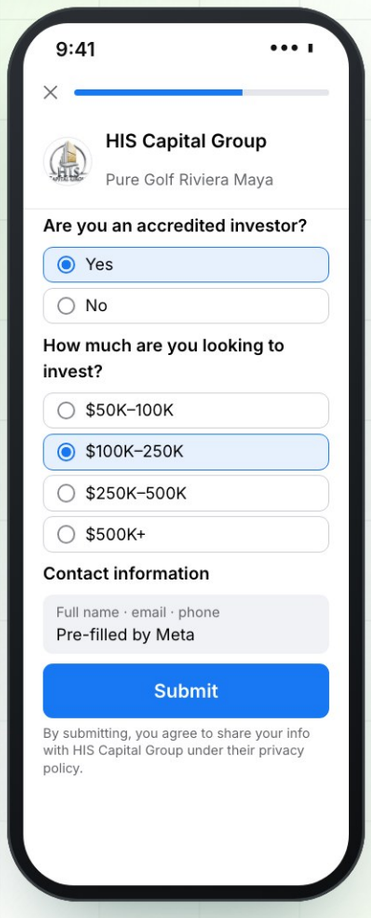
No returns in the ads. Bryson and Hyatt names run only once you clear them in writing.

Source: Pure Golf video, September 2026.

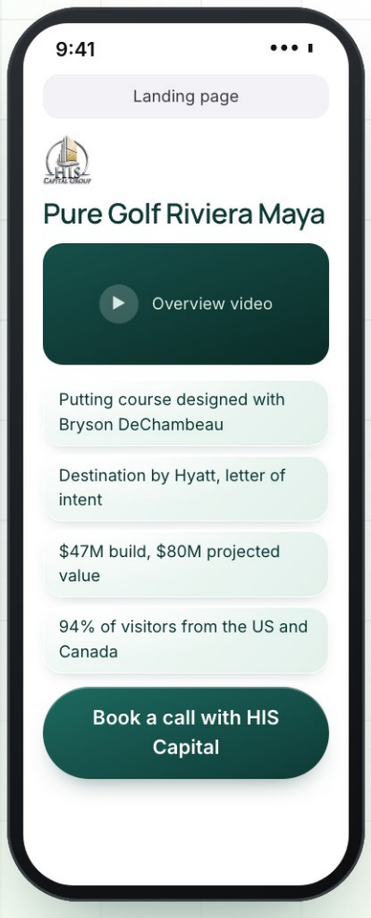
The investor journey



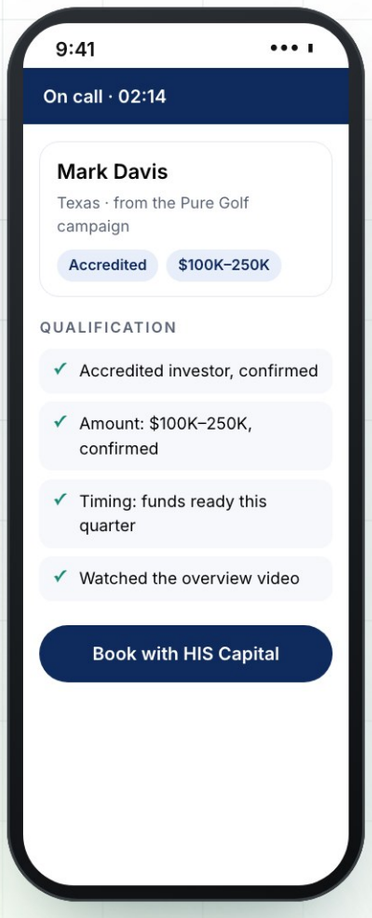
1 The ad



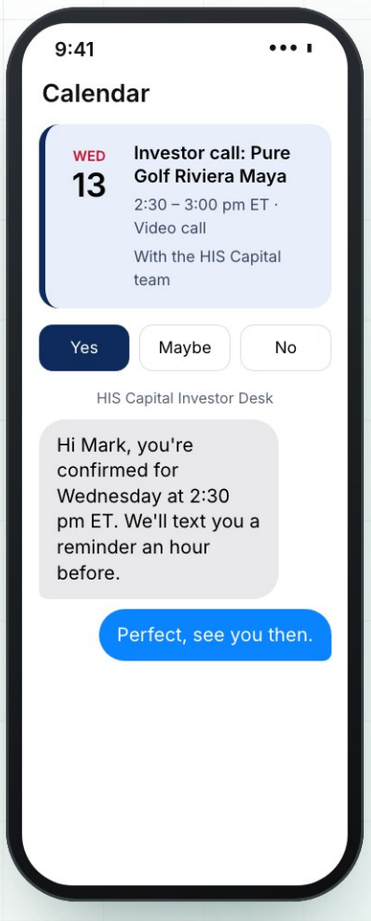
2 The Meta lead form



3 The landing page and video



4 Our setter's qualification call



5 The booked investor call

Illustrative example. Ad copy, names and dates are placeholders until you approve the final versions.

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Results for a comparable sponsor

174 booked calls
Investor calls booked from 437 investor leads.

72% attendance
114 of the 159 calls scheduled through September 25.

$68
Advertising cost per booked investor call.

7–11%
Investor commitment rate the sponsor reports across its raises.

Same $100K minimum we discussed for Pure Golf. 78% of investors who booked chose $100–200K.

A Houston multifamily sponsor, August 4 to September 30, 2026, Meta advertising. Results depend on the offering, minimum and timing; past results do not guarantee future results.

Working back from the raise

$120 a booked call

Planning figure, above the $68 on the previous slide, to allow for a new market and a resort offering.

Worked backward

Target raise, then investors, then booked calls, then the daily ad spend needed.

$100K proposed minimum

The same minimum as the comparable sponsor, so its numbers are the closest guide we have.

CALCULATOR · PURE GOLF, $20M

Target raise ($)	20,000,000
Average check ($)	150,000
Time frame (days)	365
Cost per booked call ($)	120
Show rate (%)	70
Close rate on calls held (%)	9

134 Investors needed	**2127** Booked calls needed	**$255,240** Total ad spend
$699 / day Daily ad spend needed	**175 a month** Booked calls	**1.3%** Ad spend only, as % of the raise

Change any number. Booked calls needed = investors ÷ (show rate × close rate). Daily ad spend = booked calls × cost per call ÷ days.

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The 60-day pilot

What you get 17 deliverables, done for you

ADS

- 40 to 60 ads tested on Meta
- Investor angles and ad scripts
- Retargeting audiences
- Monthly messaging refresh

FUNNEL

- Landing page for this deal
- Overview video page
- Qualification form: accreditation and check size
- Calendar booking flow

FOLLOW-UP

- Pre-call email sequence
- No-show email sequence
- Post-call nurture emails
- Pre-call text reminders
- No-show text sequence

SETTER AND TRACKING

- Dedicated setter, every lead called within minutes
- CRM setup and lead tagging
- Tracking from ad click to funded investor
- Weekly reporting

$5,000 / month
Leadfins fee, build and management

$2,500 / month
Dedicated setter

$150 / day
Ad spend, paid to Meta, no markup

$22,500
Total for 60 days, with 50 days of ads · expect about 40–60 booked calls, so about 2–5 investors at the rates shown

Days 1–10 Build of the ads, landing page and setter script

Days 10–60 Live, with weekly reporting

Day 60 Joint review: scale, add the fund, or conclude

Needed from HIS Capital: the four items on the next slide.

The pilot measures your real cost per booked call and per investor before you scale.

What we need before launch

506(c) confirmation

Counsel confirms the offering is under 506(c), which allows advertising. Your email footer says the investments are not securities, so this needs clearing up first.

Name approvals

Written approval to use Bryson DeChambeau’s name and likeness, and the Hyatt name, in paid ads.

Offering documents

The offering documents and the confirmed minimum investment.

Access

Your Meta ad account, and the calendar of whoever takes the investor calls.

NEXT STEP

Sign by December 1, live in Q1

Onboarding call the week we sign, ads live about 10 days later.