



**SURFLOCH**<sup>TM</sup>  
WAVE SYSTEMS



**PERFECT WAVES ON DEMAND**



**SURFLOCH™**  
WAVE SYSTEMS

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



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## 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, promotes environmental awareness, and positively engages the body and mind.







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## 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®.

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## 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 ATTRACTIONS?



## 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

OLYMPIC BOUND!

TOKYO 2020







# SURF ATTRACTION 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

### MUNICIPAL

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

### SURF PARKS

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

### RESORT, HOTEL & RESIDENTIAL

- Adventure destination appeal
- Unique and engaging pool amenity
- Active fun for the whole family
- Increase development value by creating a beach

### WATER PARKS

- Marquee attraction
- Multi-purpose: wave pool + surfing
- Maximize repeat use







# NEW REVENUE OPPORTUNITIES



BOARD & EQUIPMENT RENTALS

RETAIL & APPAREL SALES

SPONSORED SURF CONTESTS

ACTION VIDEO & PHOTO SALES

SPECIAL EVENTS

GROUP PARTY BOOKINGS

FOOD & BEVERAGE REVENUE

OFF-SEASON SURF TOURISM TRAFFIC





# WAVE TECHNOLOGY

SurfLoch WaveSystems™ are available in three types of Aquatic Systems to match your venue:

- **SurfLoch SurfPool™** – Pool water. Meets filtration and chemical pool standards recommended by the USA's Model Aquatic Health Code.
- **SurfLoch SurfLake™** – Fresh water. Some filtration and chemical balancing, similar to being in a clean clear fresh water lake.
- **SurfLoch SurfLagoon™** – Salt water. Salinated, filtered water, similar to being in clean, clear tropical ocean waters.

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
- High wave frequency = maximum rider throughput = maximizes profitability potential



### SURF FLOOR DESIGN

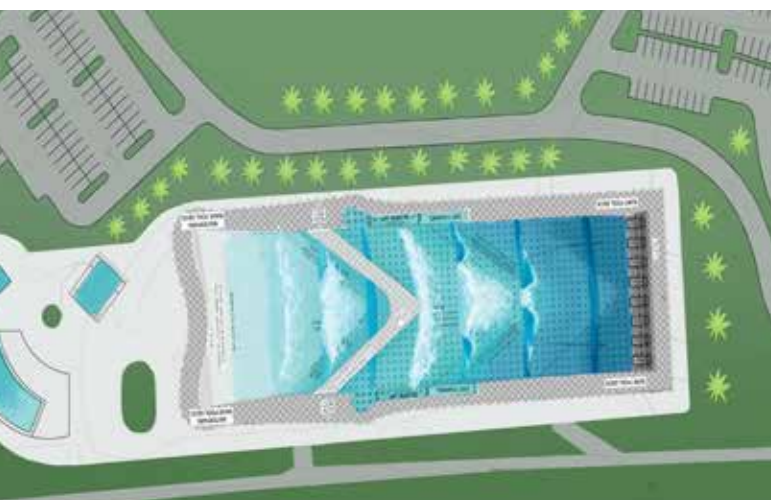
- Surf floors (reefs) are configured to enable desired wave breaking characteristics, e.g., barrel vs spilling
- Multiple reef designs = exciting waves for all ability levels
- Capable of having 15+ riders surfing the same wave energy

### SURF SCIENCE

Surf Loch's mastery of hydrodynamic computer and physical modeling are used to predict and validate wave performance, enabling complete customization for each customer's unique location and wave preference.

### 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.







# GROUP COMPANIES & CREDENTIALS



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



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



- Founded in 2015
- Created to focus on deep water authentic surfing attractions
- 10+ years of R&D perfecting the most commercially viable wave generating technology
- 2 projects under construction, 35 under development





# GLOBAL PROJECTS



**SHEET WAVES**  
**200+**



**WAVESYSTEMS**  
**38** In Development  
**2** Under Construction



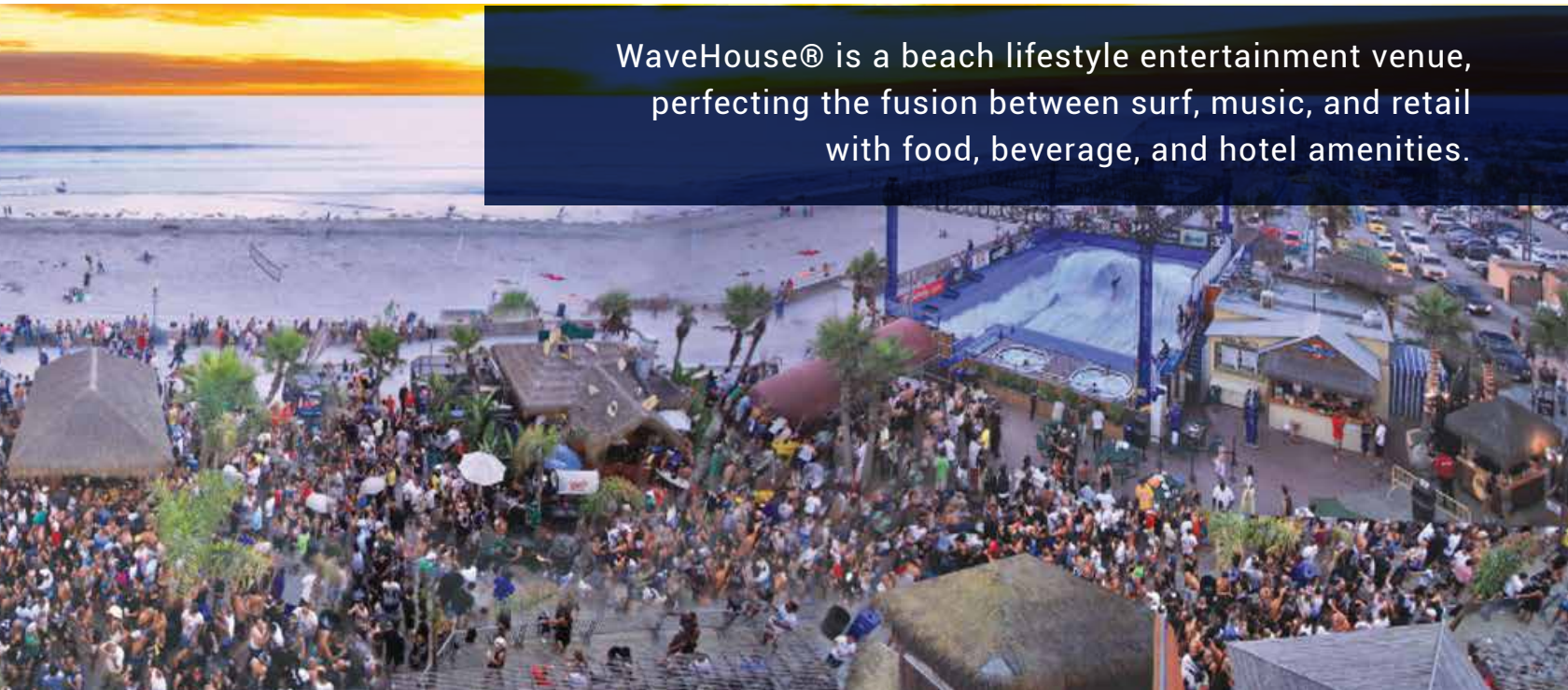
**WAVEHOUSE VENUES**  
**5**







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
- MALLORCA, SPAIN
- DURBAN, SOUTH AFRICA
- SENTOSA, SINGAPORE







**SURFLOCH™**  
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# WAVE THE PLANET™

SURF LOCH POSSESSES UNPARALLELED 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



**SURFLOCH**<sup>TM</sup>  
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