

GREG NORMAN

DOUG MILNE: Greg, thanks for joining us, tournament host of the QBE Shootout, we appreciate it. Twenty-first iteration of it here at Tiburon, seems like obviously the time goes by quickly, but what a great event to have. The community's certainly gotten behind it, fans are back out. Just some thoughts on being back here and the week.

GREG NORMAN: Well, I guess probably one of my busiest but favorite weeks of the year, quite honestly. To see the changeover of individuals over the decades has been absolutely phenomenal. The energy's been incredibly high, the support's been even higher. Obviously we've all gone through a very interesting last 18 months, two years, there's no question about it, but to be able to stand here 33 years deep into an event co-sanctioned with the PGA TOUR is pretty special as far as I'm concerned.

Quite honestly, the benefactors are multiple. I mean, it is the community, it is this region, right? We recognize that the PGA TOUR or even now the LPGA Tour had not been here prior to us, so we knew this was virgin space and people were crying out. And the golf market here in Southwest Florida is huge, as we've known for decades, of golf course communities. The communities come out and supported us the whole way.

We have really tried to figure out how to give back as much as we can and hence the LiveFest Saturday night, hence the growth of what we're doing after the gala dinner tonight with another concert for everybody. That's part of giving back and it's become hugely, hugely popular. I believe we're sold out come Saturday night, so that again is a testament to the community and the golf course. The benefactors of that, the community, golf course, fans, players and then charity, CureSearch.

DOUG MILNE: You mentioned the benefactors, the community and so forth, but everybody we've had up here player-wise have all but said, "We wouldn't miss it, we love the area." There's some first-timers and there's other guys who have been here for decades. That's obviously got to make you feel good to know that this is something that the players look forward to coming back to.

GREG NORMAN: It is. And it's always amazing around May and June or June and July every year before the tournament, players start talking about it. It is a testament to what we've established. It's a testament to the players wanting to come enjoy themselves with their friends, and it's almost to a point where we don't even select the team. The guys are already preordained, I want to play with him, him and him. I say fine, I have no pushback with that, go enjoy it. I think that's resonating right through.

The other thing, too, I'm proud of the fact we've always had a Lexi Thompson or an Annika

Sorenstam or somebody of that ilk playing in our event because it's a testament to the power of the game of golf bringing both the males and the females together, and I've been a staunch supporter of that for a long, long, long period of time. I remember Nancy Lopez, Sally little, Beth Daniels, those girls way back in the day when I used to go play golf with them. It's cool how we can do that.

Q. Greg, I saw where LIV Golf hired a COO today. Is there any other update with how that's going?

GREG NORMAN: No. Our C-suite has been very, very special to say the least, and it's a testament to our business model, it's a testament to our commitment to the game of golf and our C-suite, which is deep and very experienced not only in sport, team sport, not only in business, but right across the board. Our C-suite starting in London to where we're going to be in West Palm Beach is solid. Really, it is a commitment by them of, like I said, believing in the product, believing in the business model and believing in the players.

So at the end of the day you can only bring those people in who actually have full faith in what you're doing. And I love it, I think it's great for the game of golf. They see the advantage of it, they're looking forward to the journey ahead and I think from a mutual respect in the situation, the game of golf is going to be the benefactor and the players are going to have the opportunity of independent contractors to go play both tours and I think that's fantastic.

Q. Obviously you know Harris and Matt have had a great deal of success here, but there are other teams that seem to have -- you know, they share strengths, or one's weakness is another one's strength. Why has it worked so well for them, do you think?

GREG NORMAN: I think the golf course, quite honestly, I mean Harris gets it out there a long way, right? They ham-and-egg on the par 5s extremely well. Kuch, he's the old experienced guy and he's a really good putter. He's an underrated putter as far as I'm concerned. So Harris will bomb it out there, get it in play in certain formats, and then when you think about the modified alternate shot, when you have that combination of strength and finesse, they're going to be a tough one to beat again this year.

Q. Do you remain as confident or even more confident going forward in your new venture in golf?

GREG NORMAN: Look, what we've done already is an indication of our commitment to the game of golf through the Asian Tour investment. I can't remember the last time anybody wanted to come out and invest a couple hundred million dollars into an Asian tour, a tour in general from the outside. I think that's a testament to our commitment of where we want and how we want the game of golf to grow.

You know, Asia, I've been going to Asia for 40-plus years. I still go to Asia through my golf

course design and through my consumer products and I see what has been needed there. I see the development of the game of golf, and all through the Pacific Rim there, specifically Vietnam. I see it in Thailand, I see it in Singapore, I see it in Japan. We've got Hideki Matsuyama, who used to be the Asian amateur, now the U.S. Masters champion. I just want to be able to allow these players more of an opportunity to get the growth and the development they do need to be where they want to be, be a Hideki Matsuyama coming through the Asian ranks and coming up and winning a major championship let alone the U.S. Masters.

You know, I'm very, very passionate about that. I'm not going to lose focus on that at all. I stay finely tuned with my C-suite people on the same thing about our future and about how we want to get to certain milestones in our life and obviously for our investor. They've invested for a reason, they invest for a reason because they see golf and sport as an asset class now and you'll see it all around the world, whether it's in IPL cricket or whether it's even the NFL, NBA, NHL, you see it in all different leagues, people invested in sport in general.

Q. What did you most enjoy about when you were partnering up in a format like this?

GREG NORMAN: Quite honestly, the personalities. I mean, I had a lot of fun with Steve Elkington, who's one of my best mates, an Aussie, and we just had fun around the golf course. Obviously we both can play, right, but it's connecting that energy level and the fun level of how you perceive. We would wake up in the morning and pre-locker room have a discussion about how we're going to attack the golf course back in the earlier days. And we'd have a philosophy. I'd let Steve put it down the fairway and I'd get up there and just hammer my driver as hard as I could, right? As long as he was in play, I would open my shoulders up. We always -- and I was a pretty good driver of the golf ball, so being an extra 20 yards down the fairway made it very advantageous to putting a good score on the board.