



**Sports Field Holdings, Inc.**

# Investor Fact Sheet

**Stock Symbol: SFHI**

IR Contact

Ed Capko

Investor Relations

815-942-4645

ecapko@firstform.com

**Sports Field Holdings, Inc.**, (SFHI) through its wholly owned subsidiary **FIRSTFORM**, Inc. designs, engineers and constructs sports fields and athletic facilities. The company also supplies high-end synthetic turf products to the sports industry. SFHI operates across the entire United States.

Our key Ambassadors, Ray Lewis (football), Rick Honeycutt (baseball – currently with LA Dodgers), and Chris Wingert (professional soccer player), have endorsed our product for its effectiveness and safety. The **National Council of Youth Sports** (NCYS) has chosen the Company's athletic fields for their safety and performance characteristics.

## Stock Highlights

- Symbol = SFHI
- Aggressive growth strategy being implemented by Company Management
- Using a Price/Sales ratio of 1.65 taken from the Russell Micro Cap Index, an industry standard and assuming sales goals are met for Fiscal 2017 (\$15 million in booked revenue), the share price would have room to appreciate with the Price/Sales ratio suggesting a value of \$1.45

## Current Market Drivers

- Replacing Competitors fields. Our competitors use "crumb rubber" as their infill for their turf fields. Studies shows there are known carcinogens in crumb rubber that may pose health risks. Our fields use all natural infill.
- Drought conditions in the Western U.S.
- "Hours of Play" limitations
  - Land locked, scarcity of available fields
  - Game conditions poor due to overuse of space
- High Maintenance Costs – high schools and colleges can eliminate a majority of their field maintenance costs. In addition, no need for water with synthetic turf.
- We are a "One-Stop-Shop." Design Build Engineering Firm. We oversee the construction of not only the turf field, but of the buildings and facilities as well.

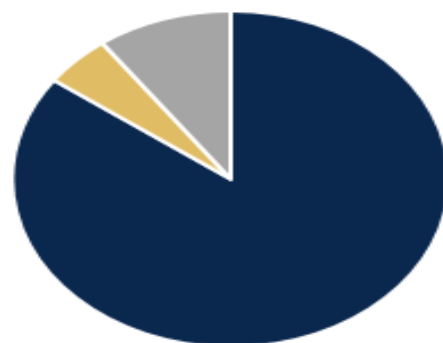
## Financial Results Key

\* Sales for 2016 of 3.2 million estimated  
Final numbers will post in Company's 10K  
March 2017

\* Sales for 2017 currently 11 million  
year end estimated 15 million

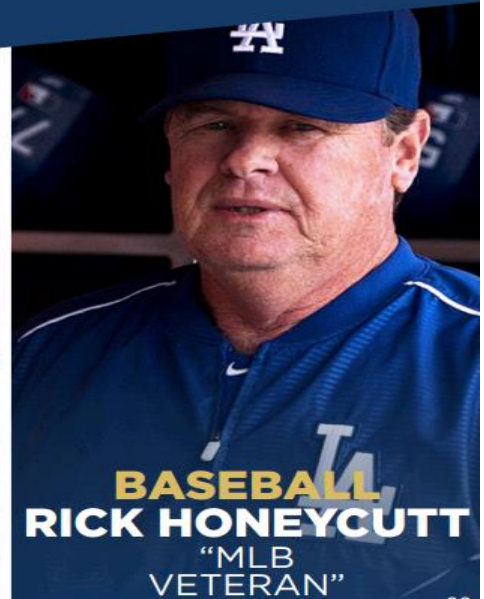
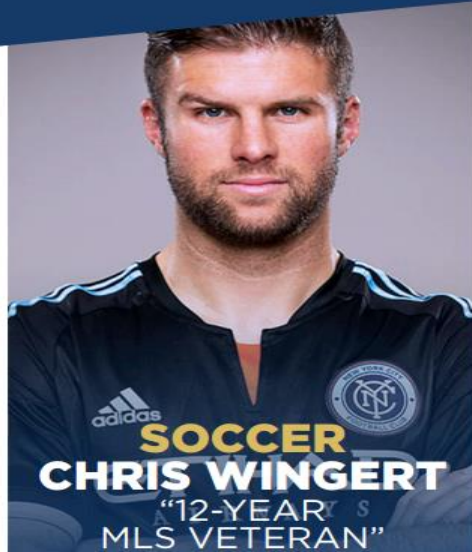
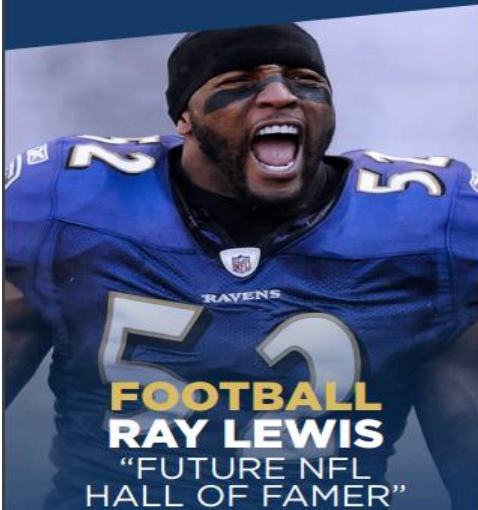
\* Sales for 2018 estimated 30 million  
Sales estimates for 2018 are based on a  
robust pipeline and Company's historic  
closing rate

## Revenue by Product Line

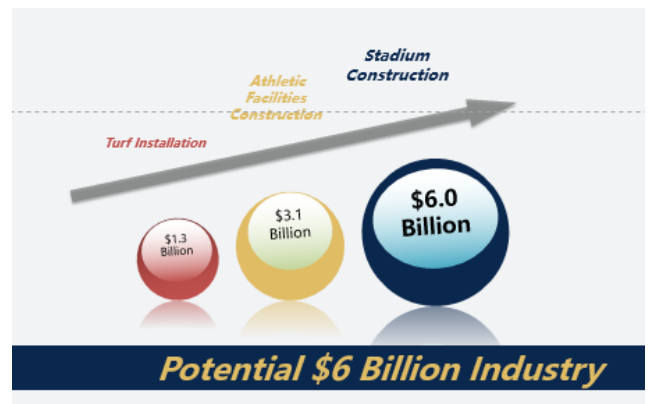


■ PrimePlay ■ Engineering ■ Construction

# AMBASSADOR PROGRAM



Brand	Eco-Friendly	Turn - Key	Rubberless	Publicly
<b>FIRST FORM</b> Building the best comes first	X	X	X	X
<b>FieldTurf</b> FieldTurf Synthetic Turf	X			
<b>AstroTurf</b>	X		X	
<b>A-TURF</b>	X			
<b>shaw</b> SPORTS TURF	X			
<b>Hellas</b>	X	X		
<b>ProGrass</b> First in Turf	X			



## CURRENT FIELD LOCATIONS

Sacred Heart Griffin, IL  
Springfield High School, IL  
Fairfield University, CT  
Culver Stockton, MO  
Great Kills Little League, NY  
St. Joseph by the Sea, NY

Dean College, MA  
Gilman High School, MD  
IMG Academy, FL  
Nexlevel Sports, NJ  
Richland One School District, SC  
Gatorade Sports Science, FL

This Investor Fact Sheet contains information and statements that may constitute forward-looking statements. They are subject to a number of factors that could cause SFHI actual results to differ materially from what is indicated here. For more information, see the company's latest Securities and Exchange Commission filings. This fact sheet should not be considered an offer to buy or sell the Company's securities, it is intended as a reference for past, present and future comparisons.