

EL PARAÍSO GOLF CLUB

PROPOSAL TO THE BOARD OF DIRECTORS — UPDATED VERSION

Three-Tier Member Communications Plan

Weekly newsletter · Board-level communications · Legal & corporate governance

Date	August 19, 2026
To	Members' Board of Directors

1. Executive Summary

This version updates the original weekly-newsletter proposal to fit within a complete, three-tier communications model, aligned with the club's internal working framework already defined (EPGH Outline Members' Communications Plan, August 2026).

Instead of one format for everything, each type of information travels through the channel and cadence that suits it: day-to-day operational content in the newsletter, strategic/Board-level content as an independent notification, and legal/corporate content (AGM, votes, accounts) in standalone communications with their own gravitas.

In one sentence: one light, easy weekly newsletter for club life, and separate communications — with the seriousness they deserve — for what is truly strategic or legal.

2. Current Situation

The volume and frequency of separate emails sent to members, combined with recent issues of emails failing to arrive, are causing important information to get lost and creating inbox fatigue.

This confirms the need for a structured plan that:

- Reduces the number of separate sends by grouping operational information into a single periodic newsletter.
- Clearly separates urgent/operational content from strategic and legal content, so none of the three gets diluted among the others.
- Assigns a clear owner to each type of content, so nothing depends on one person remembering.
- Reduces the risk of email security systems flagging our communications as spam.

3. Proposed Model: Communication in Three Tiers

The new model distinguishes three communication tiers, each with its own purpose, cadence, and channel:

Tier	Purpose	Cadence	Channel
1 · Weekly Newsletter	Keeping members informed; restaurant promotion; smooth running of competitions	Weekly, fixed day and time	Newsletter — via Smart Panel (Golfmanager, future)
2 · Board Level Items	Keeping members informed; seeking member feedback; maintaining Board transparency	As required	Newsletter — via Smart Panel (Golfmanager, future)
3 · Legal Governance	Legal compliance; governance management	One month before the general meeting, or as required by the content	Standalone individual email

Note on channels: Golfmanager is the club's management software, used across departments for day-to-day operations, and its communications module is the intended future channel for reaching members with the newsletter. While its capabilities are confirmed together with the Golfmanager team, content collection, layout, and scheduling for the newsletter will be handled through Smart Panel.

4. Tier 1 — Weekly Newsletter

One single newsletter, with fixed sections and named owners per area, sent on the same day and at the same time every week.

Weekly Work Schedule

Moment	Task	Owner
Wednesday, 5:00 PM	Deadline for each area to submit all content for the week	Each department
Thursday – Friday morning	Layout and review of the newsletter in Smart Panel	Communications team
Friday, 12:00 PM	Weekly newsletter dispatched to all members	Communications team, via Smart Panel

Sending on Friday at noon places the newsletter right before the weekend, exactly when members are planning their upcoming rounds, meals, and activities — the moment the content is most relevant.

Newsletter Sections

Section	Content	Source / Owner
This week at the Club	Upcoming competitions, social events, tee time reminders, Sunday lunch — everything happening in the next 7–10 days	Events team, golf office, social committee
Golf Corner	Competition results, leaderboards, handicap updates, upcoming draws, EPGC news	Golf office / competitions committee
Course Update	Greenkeeper report (condensed), closures, maintenance notices, seasonal course notes	Head Greenkeeper (Eugenio Escribano)
Restaurant & Bar	Weekly specials, upcoming lunches, terrace news, wine of the week, private dining availability	Restaurant / F&B team
Club Notices	Club governance updates, administrative information, member services news, proshop announcements	Joint Captains / Management / Administration
From the Club	Photos from recent events, member achievements, welcome to new members	Events / Communications team

All sections come together in a single newsletter, laid out and scheduled through Smart Panel; dispatch through Golfmanager's communications module (including its app) will be assessed later together with their team. Not every section will have content every week — only those with relevant information for that week will be included.

Visual example of the newsletter

EL PARAÍSO WEEKLY	
Friday, August 21, 2026	
NOTICE OF THE WEEK The Board would like to inform members that the annual irrigation system maintenance will take place next Monday on holes 4 and 5. Morning tee times may be affected.	
THIS WEEK AT THE CLUB	GOLF CORNER
Thursday — Social 9-hole league, 4:30 PM Sunday — Club lunch, book at reception	President's Cup — Winner: J. Martínez Next draw: Summer Cup, August 24
COURSE UPDATE The 12th green remains under repair (GUR) this week. The rest of the course is in very good condition following last month's aeration works.	
RESTAURANT & BAR This Friday's special: grilled sirloin. Terrace open until 11:00 PM.	
CLUB NOTICES Reminder: new buggy policy in effect from September 1st.	
El Paraíso Golf Club · info@elparaisogolf.com	

5. Tier 2 — Board Level Items

Strategic or governance-related information intended to keep members informed and consulted, but that doesn't fit the weekly rhythm of the newsletter. Sent as an independent Golfmanager notification whenever the content requires it.

Item	Content	Owner
Quarterly statement	Financial and operational updates for the last three months	Chairman / Finance Director
Half-yearly statement	Financial and operational updates for the last six months	Chairman / Finance Director
Advisory voting instructions	Results of working group activity, Board policy reviews, requests for member feedback/acceptance, link to e-voting papers and voting instructions	Chairman / Managing Director
Strategy & project updates	Progress on the strategic plan and projects that fall outside the quarterly/half-yearly cycle, with more detail and illustrations	Chairman / Business development / Co. Secretary / Management

We recommend setting fixed dates for the quarterly and half-yearly statements (e.g., the first two weeks after each period closes), so they are never left to discretion and members know when to expect them.

Visual example of a Board notification

BOARD NOTIFICATION
Via Golfmanager

Quarterly Statement — Q2 2026

Dear Member, please find attached the financial and operational report for the second quarter of 2026, approved by the Chairman and the Finance Director.

Includes: membership and F&B revenue trends, status of course improvement projects, and next steps on the strategic plan.

[View the full report on the members' portal →](#)

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6. Tier 3 — Legal & Corporate Governance

Legal and corporate communications: AGM calling notices, nominations, approved accounts, and formal votes. These always go out as standalone, separate emails — never inside the newsletter — precisely to convey the seriousness and individual weight this content requires.

Communication	Content	Owner
EPGH Holdings, S.A.		
AGM Calling Notice	Formal calling notice and Chairman's review	Chairman / Co. Secretary
Request for Board nominations	Document requesting nominations, with instructions and deadlines	Co. Secretary
Backup documentation	Director election background, CVs, proposed changes to the articles, other proposed motions	Co. Secretary
Financial accounts	Approved EPGH, EPGC and EPGHR accounts	Finance Director / Co. Secretary
Legal voting instructions	Link to electronic voting papers, instructions and deadlines	Managing Director / Co. Secretary
AGM minutes	Minutes of the meeting, once approved by the Board	Co. Secretary
EPGC Club		
Club AGM Calling Notice	Formal calling notice	Committee Secretary
Request for Captaincy/Committee nominations	Document requesting nominations, with instructions and deadlines	Committee Secretary
Backup documentation	Committee position information, candidate CVs, Vice Captain nomination, proposed rule changes	Committee Secretary
Club AGM minutes	Minutes of the meeting, once approved by the Committee	Committee Secretary
General (Committee, Board, or joint)		

Communication	Content	Owner
Occasional governance notices	E.g., Code of Conduct re-issue to comply with Spanish law. Includes explanatory note, the notice itself, voting instructions, e-voting papers and deadlines	Company and Committee Secretary

General distribution deadline: one month before the relevant general meeting, unless the nature of the communication requires a different timeline.

Visual example of a legal communication

EPGH HOLDINGS, S.A. Notice of Annual General Meeting of Shareholders	
In accordance with the Company's Articles of Association, shareholders are hereby called to the Annual General Meeting, to be held on October 15, 2026, on first call, at the club's registered address. Agenda 1. Review and approval, as applicable, of the Annual Accounts for the 2025/2026 financial year. 2. Chairman's report on the year's management. 3. Appointment and re-election of members of the Board of Directors. 4. Questions and requests. <i>Supporting documentation, including Board nominations and electronic voting instructions, will be sent in separate communications over the coming weeks.</i> The Secretary of the Board of Directors	

7. Benefits of the Three-Tier Model

For members

- ✓ They receive the club's day-to-day information in a single weekly newsletter, easy to read and always on the same day.
- ✓ What truly matters — votes, accounts, legal notices — arrives in its own email, never mixed in with the rest, and with the weight it deserves.
- ✓ They know what kind of email they're receiving just from the subject line: weekly newsletter, Board notice, or legal communication.

For the club

- ✓ Drastically reduces the volume of separate emails, improving the domain's reputation with security filters and lowering spam risk.
- ✓ Each type of content has a clear owner and channel within Golfmanager, making it easier to track and avoiding things falling through the cracks.
- ✓ The newsletter delivers direct commercial value (restaurant and events promotion) without taking away from the seriousness of legal and Board communications.
- ✓ Legal and corporate compliance is protected in its own format, with clear deadlines and traceability for future audits or reviews.

8. An Additional Benefit: Lower Spam Risk

Concentrating operational communication into a single weekly newsletter — instead of many separate emails — reduces volume and regularizes sending frequency, which improves the club domain's reputation with email security filters (Gmail, Outlook, iCloud, etc.) and increases the likelihood that communications reach the main inbox.

Board and legal communications, being occasional and low-frequency, don't carry that same risk — but should still be sent through Golfmanager to preserve a consistent sender and domain reputation.

9. Implementation Roadmap

We recommend a phased rollout rather than launching all three tiers at once:

Phase 1 — Weekly Newsletter

Launch the newsletter with the Wednesday 5:00 PM / Friday 12:00 PM schedule, the six sections, and their owners. This is the most advanced piece and the one with the greatest immediate impact on members' inboxes.

Phase 2 — Board Communications

Formalize the Board notification template in Golfmanager and set fixed dates for the quarterly and half-yearly statements.

Phase 3 — Legal Governance

Design the sober template for AGM and corporate communications, coordinated with the EPGH and EPGC Secretariats, ready ahead of the next General Meeting.

Once all three phases are validated, we recommend returning to the Board with the complete model for formal ratification as the club's official communications policy.

10. Next Steps and Requested Approval

We ask the Board to approve the following points:

- ✓ Approve the three-tier communications model (newsletter / Board / legal) as the general framework.
- ✓ Approve the newsletter schedule: content ready Wednesday at 5:00 PM, dispatched Friday at 12:00 PM.
- ✓ Validate the newsletter's sections and owners, with room for adjustments.
- ✓ Set fixed dates for the Board's quarterly and half-yearly statements.