

**OPEN YOUR STADIUM WITH  
THE NEXT GENERATION  
OF COMMERCE.**

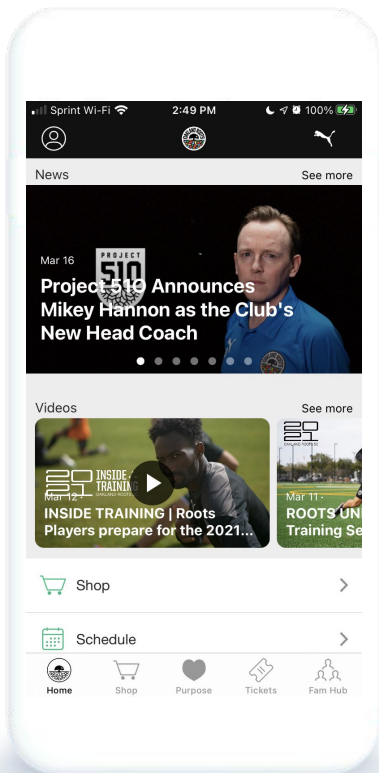


# ABOUT VENUENEXT

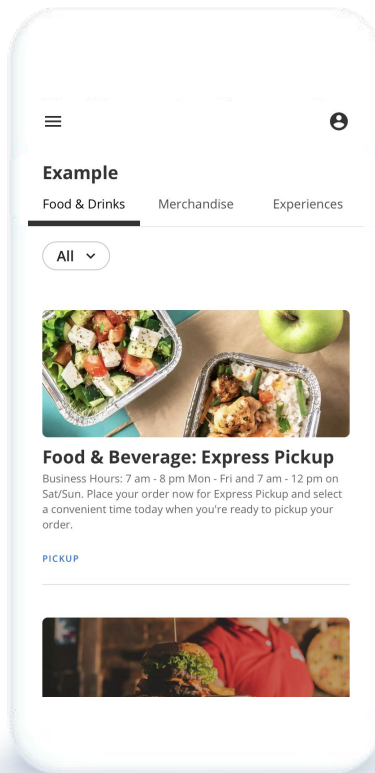
Started in 2014 by the San Francisco 49ers, during the development of Levi's Stadium, VenueNext is now a leader in point-of-sale, mobile commerce and loyalty solutions and is used by every major professional sports league, colleges, and many other business verticals – transforming the way guests shop, order, and pay.



## Best in Class App



## Best in Class Mobile Commerce



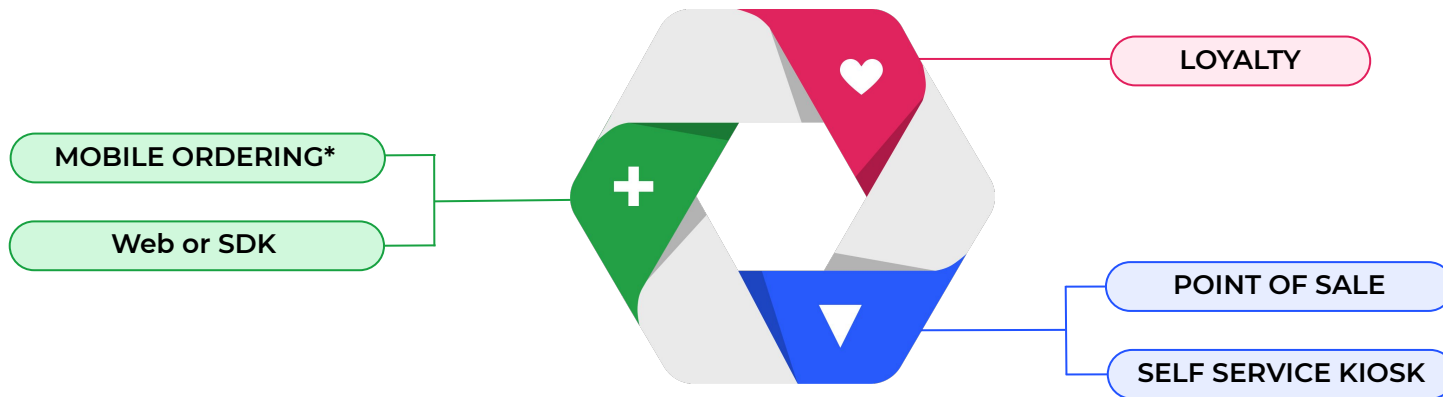
FanThreeSixty & VenueNext have entered into a strategic partnership that will allow all USL teams to take advantage of VenueNext's mobile commerce features inside the USL app powered by FanThreeSixty.

### New Commerce Features Include:

- Mobile Ordering
- Loyalty / Mobile Wallet
- Marketplace / VIP Experiences

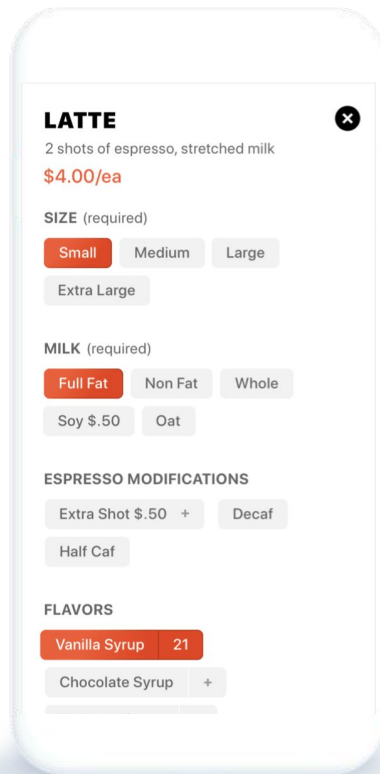
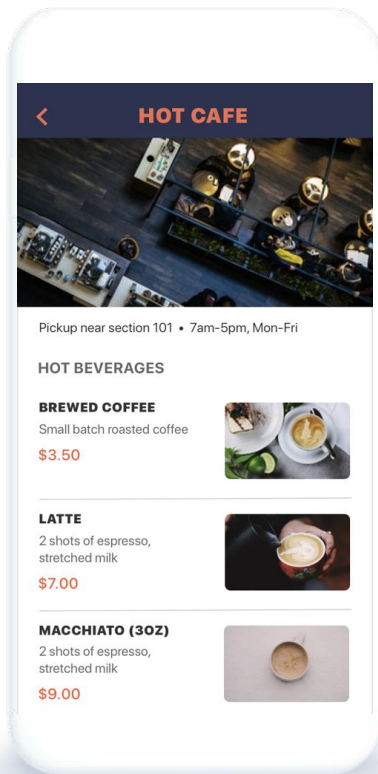
# VENUENEXT ECOSYSTEM

One ecosystem. One price. Rich data for CRM. POS → Marketing Asset



*\*Mobile Ordering is a standalone platform that only requires an iPad.*

# MOBILE ORDERING



## Features

- In-Seat Delivery
- Express Pickup
- Order ahead times
- F&B modifiers
- Merch variants
- Promo codes
- Virtual currency
- Traveler discount
- Card-on-file
- Apple Pay
- Gratuity
- Age verification
- Order history
- One-click reordering

## Any Surface, Any Screen

**Online Ordering** – no app to install, no account to create

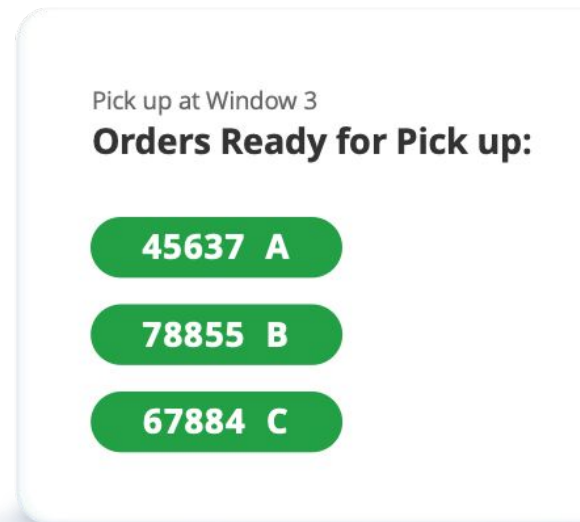
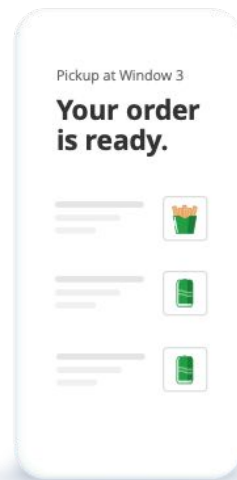
**Mobile SDK** – integrate into an existing app

**API** – provides complete control over the UX

**+** MOBILE ORDERING

# EXPRESS PICKUP

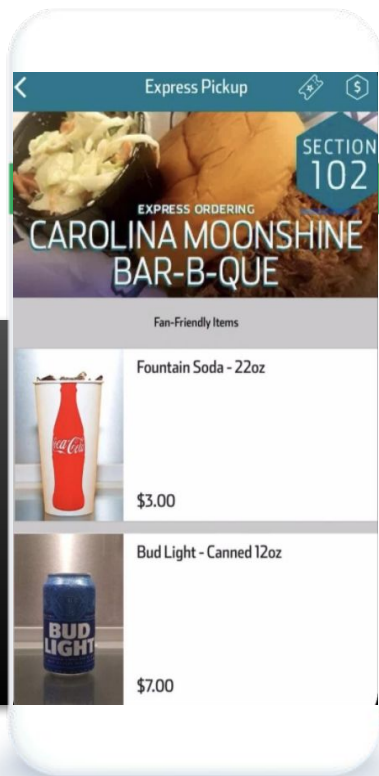
Available via web, native SDK, branded app or API, mobile ordering for pickup minimizes lines and crowds at concession stands and retail shops. Guests are notified when their Food & Beverage or merchandise order is ready and where to pick it up. Enabling multiple “pickup stations” and order status boards facilitates safe physical distancing.



 **CASE STUDY**

## Fan-Friendly Pricing

When the Charlotte Hornets instituted Fan-Friendly pricing, fans used Mobile Ordering on the Hornets App to pay **35-45% lower prices** on a select group of items across nine revenue centers and saw amazing results:



**10X**  
Increase in Sales of the Menu Items Used for Fan Friendly Pricing Compared to Regular Pricing Last Season

**40%**  
Of All Fan-Friendly Orders also Had a Regular Priced Item

**26%**  
Increase in basket size

**13%**  
Lift in check averages

As an organization, we pride ourselves on providing great value for our fans and our new Fan-Friendly Pricing does just that. As we continue to enhance our mobile strategy and refine the offerings on our app, we want to be sure we are providing features that benefit our fans and their experience at our games.

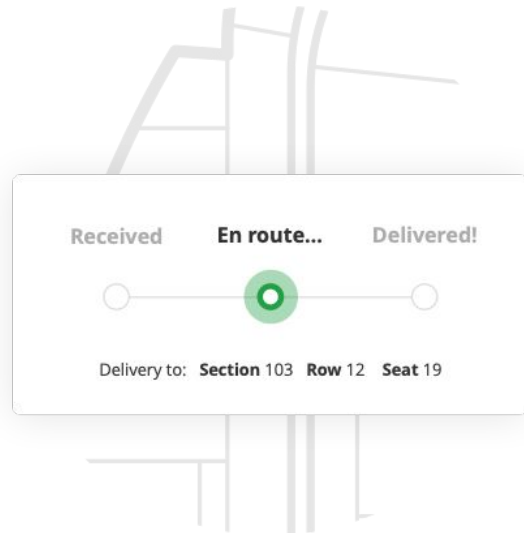


**Fred Whitfield**  
Hornets Chairman & Vice President

**+** **MOBILE ORDERING**

# IN-SEAT & IN-SUITE DELIVERY

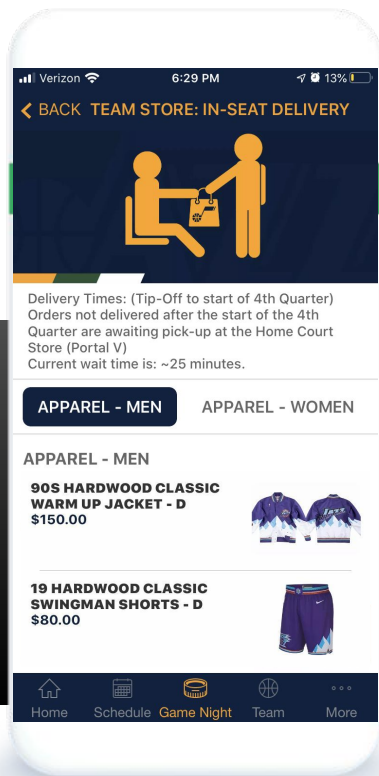
Create a concierge like service or focus on your most in demand products with delivery. Further reduce concessions and retail lines while offering the ultimate experience with in-seat and in-suite delivery. Combine F&B items with in-game accessories (e.g. thunder sticks) and weather related apparel (e.g. sweatshirt, rain poncho) to provide contextually relevant delivery menus. Available via web, native SDK, branded app or API.



 **CASE STUDY**

## In-Seat & Team Store Pickup Services

The Utah Jazz had a record year for mobile Merchandise sales utilizing both the In-Seat and Team Store Pickup services. **Running coordinated campaign efforts through in-arena big board messaging, marketing handouts and targeted rich push notifications, fans could shop during the game without leaving their seat.**



**186%**  
Season-Over-Season  
Increase in  
Merchandise Sales

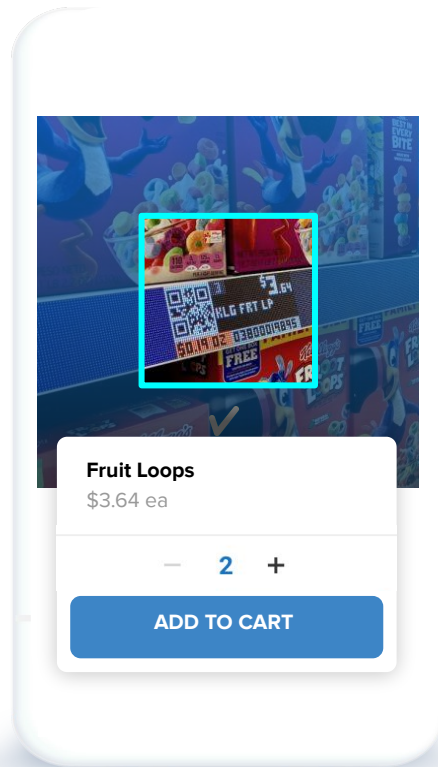
**32%**  
Lift in Check  
Averages from the  
Previous Season

**3X**  
Increase in  
Merchandise  
Revenue Sales

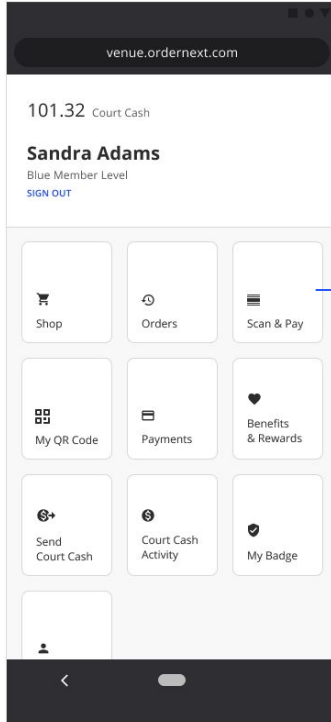
**117%**  
Increase in Total  
Number of  
Transactions

## MOBILE SELF CHECKOUT

- Guests scan product UPC code and item(s) are added automatically to a mobile checkout cart
- One tap checkout to purchase
- Staff checks mobile receipts before guests leave to verify purchase



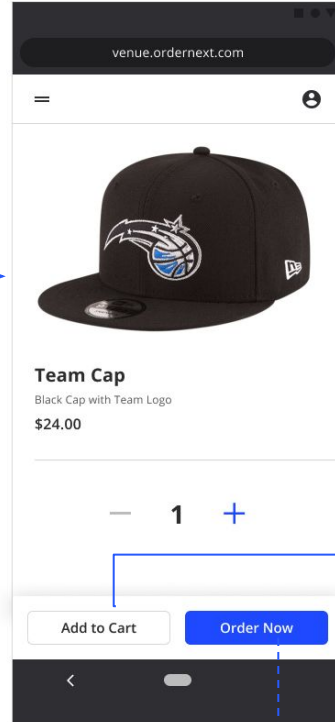
# Mobile Self Checkout



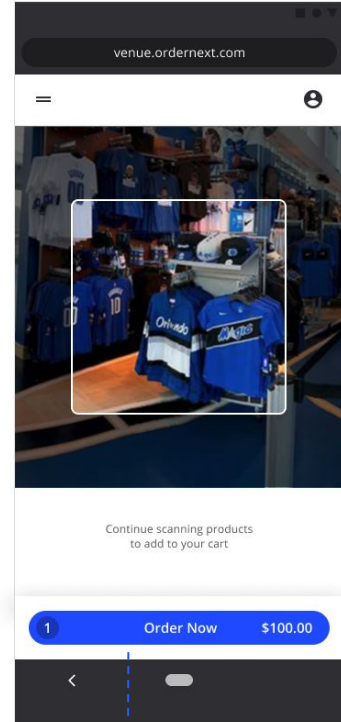
Navigate to, or deep-link into, the self-checkout camera in the mobile wallet



Scan item barcodes



Select quantity (and modifiers or merchandise variants)



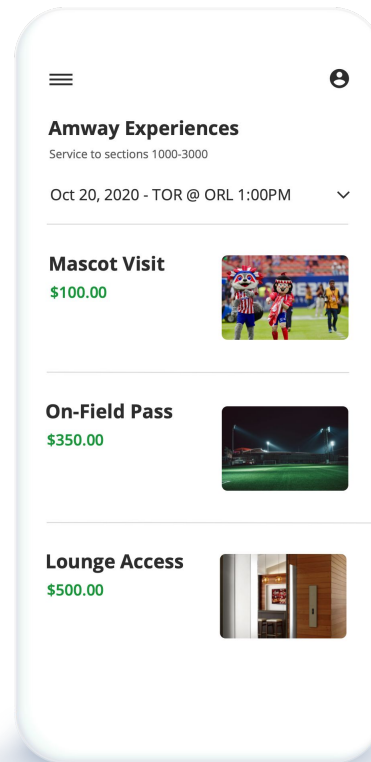
Add items to basket and continue scanning more items or checkout

**Checkout**  
Apply discounts and loyalty payments

+ MOBILE ORDERING

# EXPERIENCE MARKETPLACE

Monetize every aspect of the venue and events through low cost-of-goods fan experiences while creating operational efficiencies. Create new benefits by restricting the sale of select experiences to VIP segments like members or preferred cardholders. Adjust the price and inventory based on expected demand per event.

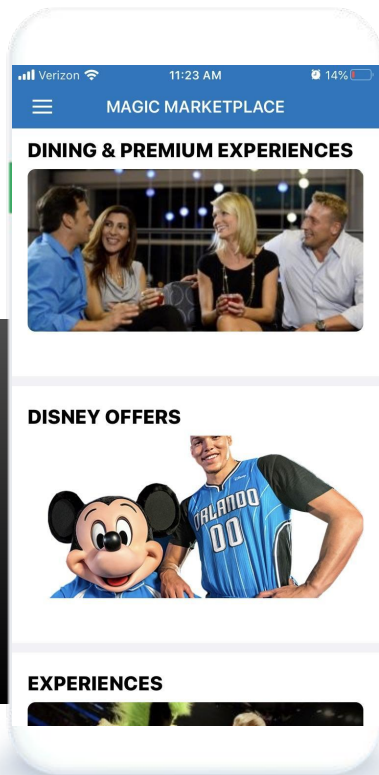




CASE STUDY

## Marketplace & VIP Experiences

In the Orlando Magic's Marketplace, fans can use their credit card or virtual currency to purchase a wide range of unique game day experiences. **With FAIRWINDS as their corporate sponsor, preferred cardholders can gain access to exclusive deals and VIP access.**



Jernigan's Dinner  
Tip-Off Seating



Club-level Pass



"Magic Gram" on  
video board

**\$100K+**

Sponsorship & Credit Card Revenue

 **MOBILE WALLET**

# MEMBER BENEFITS

Extend tiered benefits to VIP members in the form of discounts, virtual currency and exclusivities.

