



"COVID has permanently altered consumer behavior it is now a completely irrational decision to ever leave the couch"



There is a robust market for marquee events and experiences...

\$12T In value driven by global experiential economy by 2028 (**+131**% since 2019) 94

% 84

of millennials and Gen Z are purchasing live Events

%0 80 of millennial / Gen Z would rather spend money on a desirable experience than a physical product

%

of 18 to 34-year-olds are willing to pay to upgrade their experience



...spurred by changing consumer trends



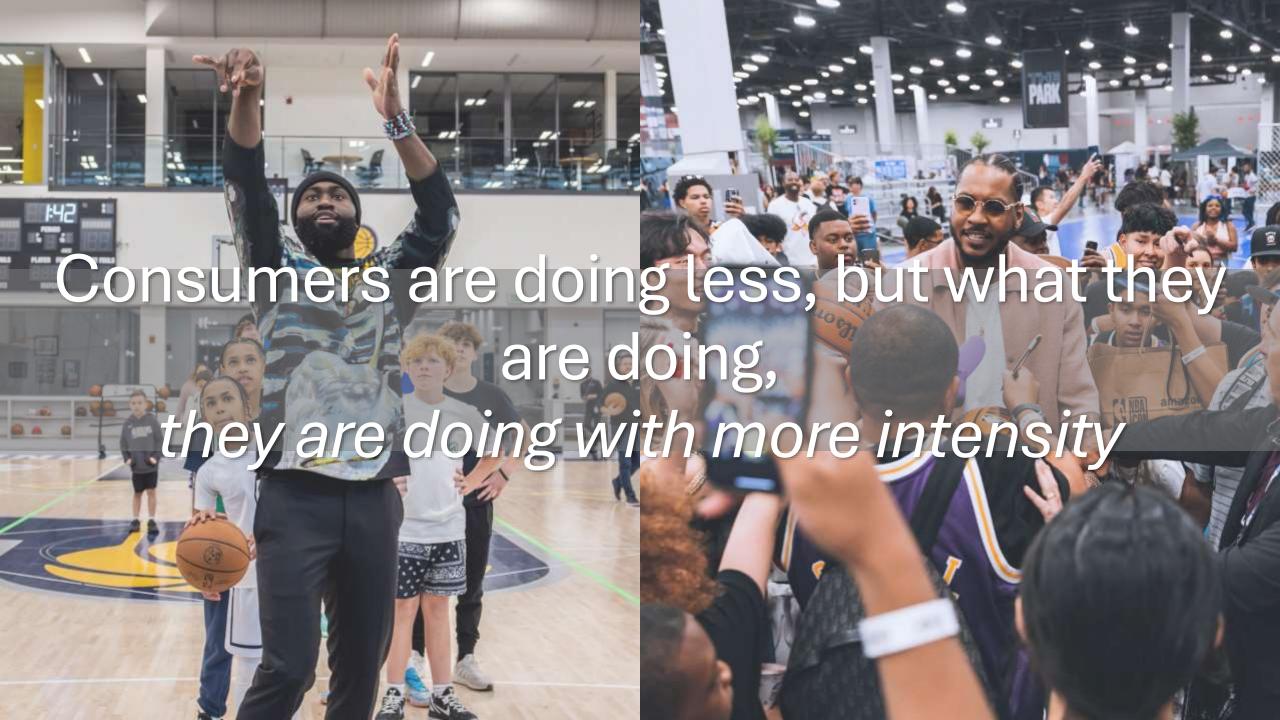
- 2023 movie theatre box office ticket sales down 26% compared to 2019
- 2023 survey showed 84% of consumers are eating out at restaurants less and 75% going to bars less
- Metropolitan downtown areas are recovering slower than other urban and industry centers, with average vacancy rates near 25%

Marquee Experiences

- Live Nation Entertainment announced record-breaking year with FY23 revenue reaching \$23B (+36%) YoY
- Endeavor Q4 revenue grows 25% to \$1.58B, boosted by owned sports properties & events
- NBA Experiences revenue up 29% YoY despite a 56% decrease in available premium event inventory











To deliver high-heat moments, organizers should incorporate 5 key elements



- 1 Exclusive Collaborations
- 2 Limited Drops
- 3 Hyperlocal Activations
- 4 Personalization &
- 5 New Audiences



Host exclusive collaborations that are only possible within your ecosystem



Concept: Icons from across industries take the stage to discuss current news and pop culture



Concept: Complementary performances and unique musical collaborations across genres



Concept: Modern-day legends compete for the ultimate title during one of basketball's biggest nights



Drop content, experiences, & partnerships that drive scarcity and are authentic to the larger moment



Concept: Leverage a local landmark to engage fans at scale, produce content, & drop exclusive event prizing



Concept: Limited-time merchandise highlighting iconic local events & establishments



Concept: Bring one-off partnerships & collaborations to life in real time around basketball's biggest moments



Export hyperlocal activations to energize the host market and meaningfully engage fans



Concept: The Nets honor a Brooklynborn legend in an iconic French theater at the heart of Paris



Concept: The Nets and a New York pizza icon bring the best of Brooklyn's cuisine to the world stage



Concept: Local Indy superstars tip off basketball's biggest weekend and welcome fans with Hoosier Hospitality



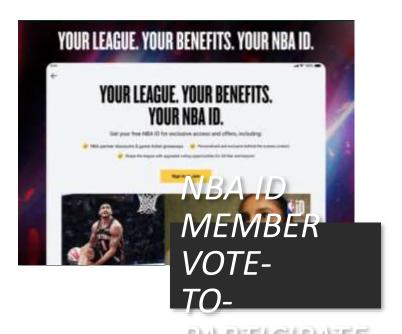
Encourage opportunities for consumers to personalize & customize their event experience



Concept: Allow consumers to build their own experiential package based on personal interests



Concept: Give members the exclusive opportunity to customize their own event merchandise



Concept: Allow members to choose event activations, ranging from participating talent to key products



Capture new audiences by making your event addressable to alternative demographics



Concept: Expand addressable audience for All-Star programming with new ticket options and technology



Concept: Elevated programming for children and their parents, maximizing family-friendly brand engagement



Concept: Passionate performers ages 55+ who engage new audiences with unique regular season entertainment



