

SISO CEO SUMMIT

DIRECT TO CONSUMER TRENDS

LANCE FENSTERMAN, APRIL 2021



THE PLAN

- A Bit About ReedPop
- What We Learned
- What We're Doing About It
- What It May Mean For B2B
- AMA

A BIT ABOUT REEDPOP

A BIT ABOUT REEDPOP

Level 1



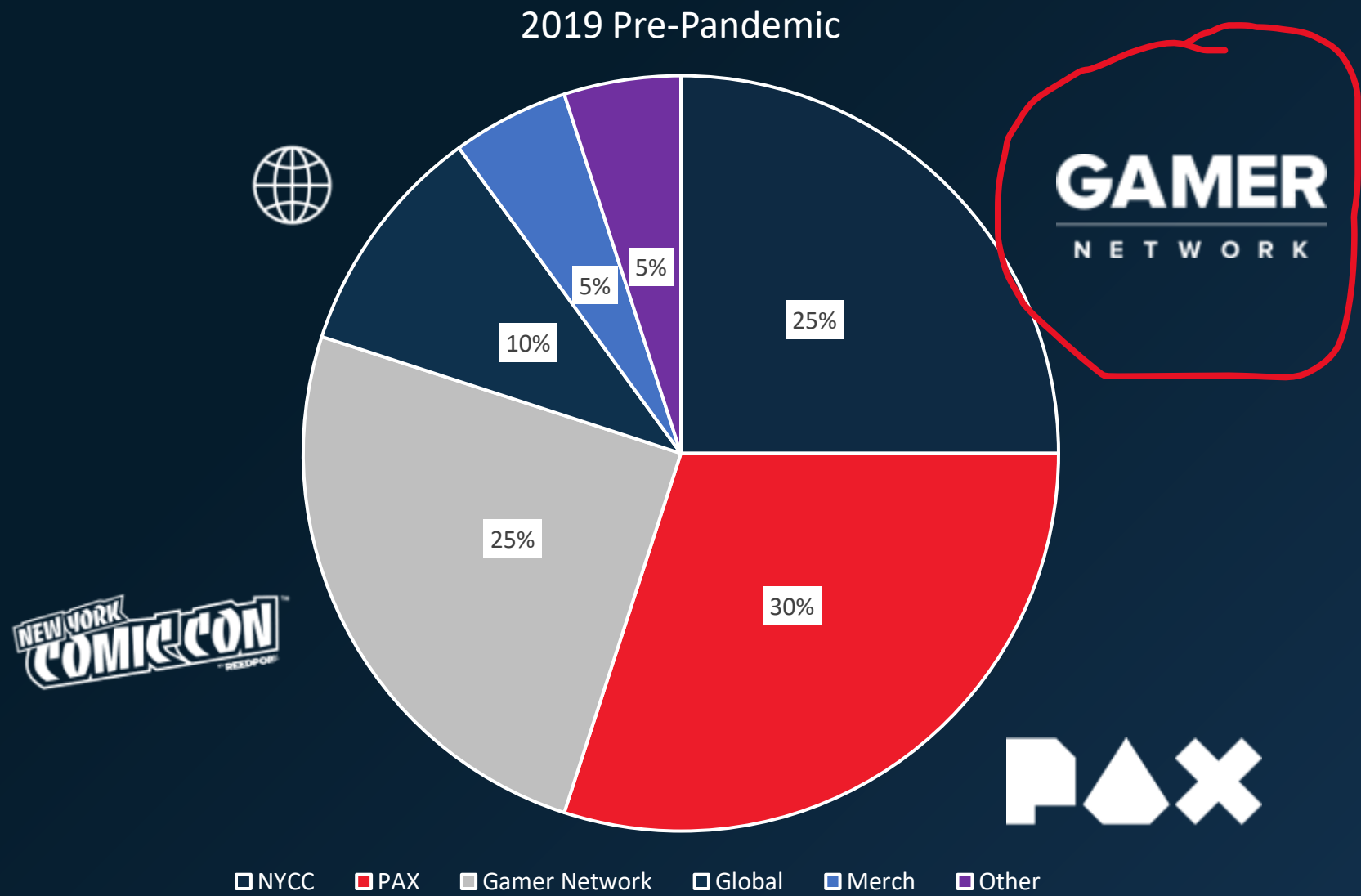
| Hall | Gross sq |
|------|----------|
| 1A | 70,000 |
| 1B | 80,000 |
| 1C | 80,000 |
| 1D | 30,000 |



A BIT ABOUT REEDPOP



A BIT ABOUT REEDPOP



A BIT ABOUT REEDPOP

GAMER
NETWORK

59 Million+
Unique Users

 **EUROGAMER**

nintendolife

**ROCK
PAPER
SHOTGUN**
PC Gaming since 1873

VG 24/7

8 Million+
Subscribers

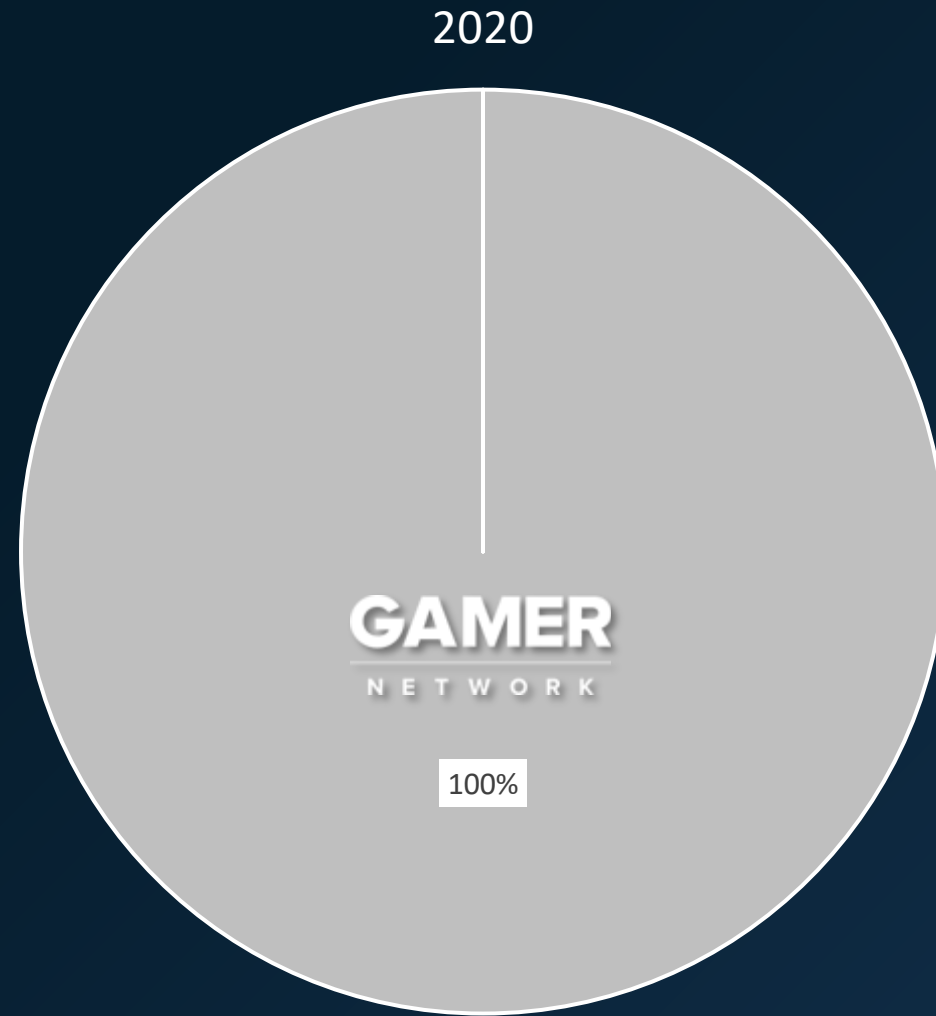
**OUTSIDE
XBOX**

**OUTSIDE
XTRA**

Dicebreaker

**COSPLAY
CENTRAL**

A BIT ABOUT REEDPOP



NYCC PAX EGX Gamer Network

WHAT WE LEARNED

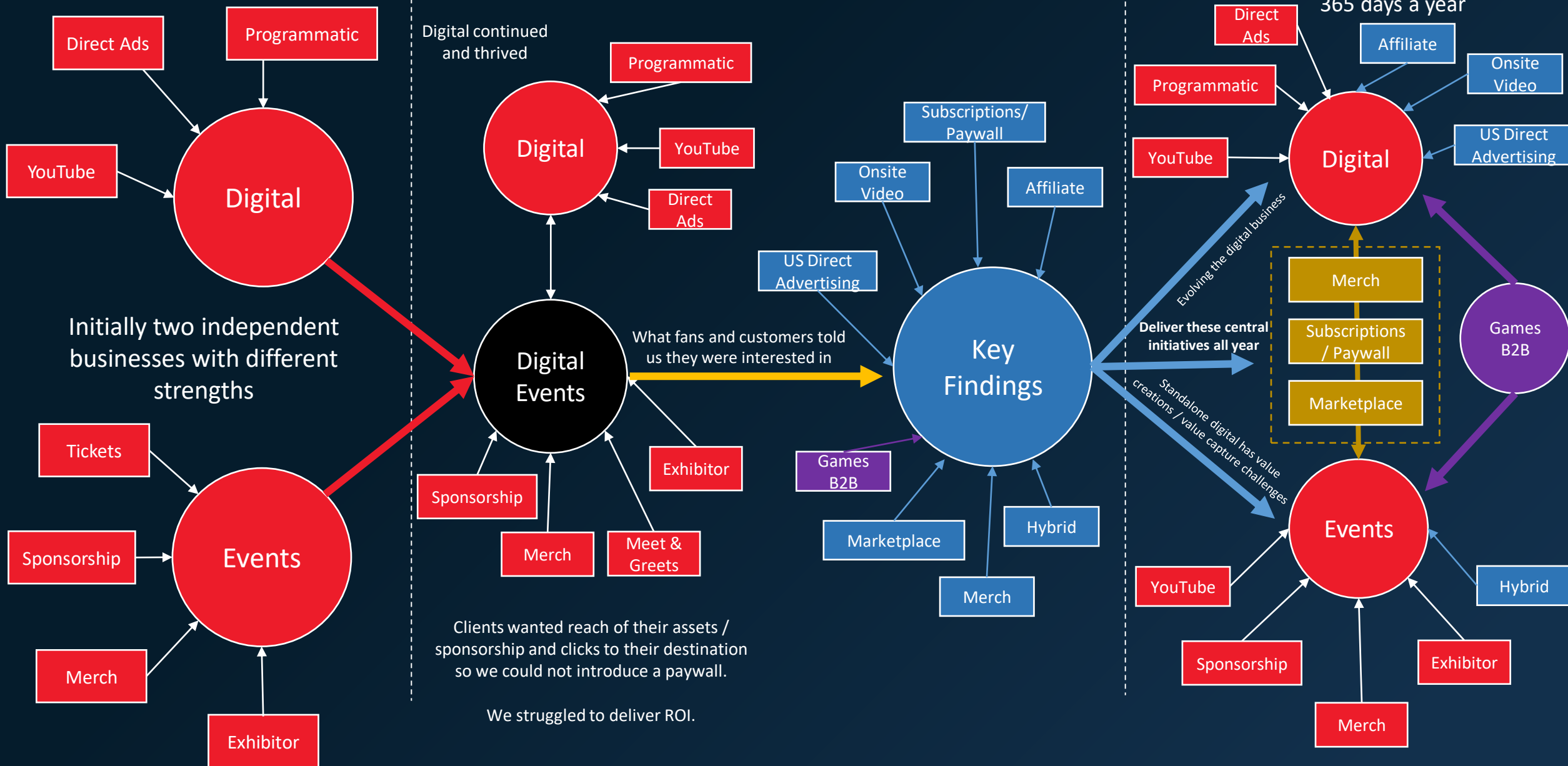
OUR COVID STORY



PRE-COVID

START OF COVID

GOING FORWARD



OUR COVID STORY

VIRTUAL EVENTS

METAVEVERSE

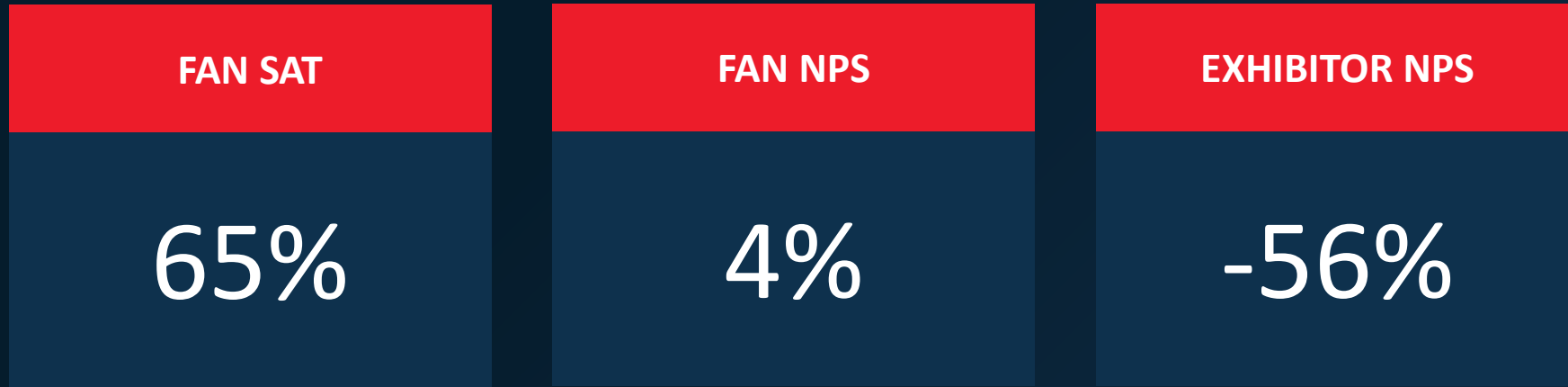
- 10.4 Million YouTube Impressions
- 9.1 Million Social Media Impressions
- 641,475 Unique Viewers

PGX

- 12.6 Million Unique Users across Steam, Twitch, YouTube & Twitter
- 6.2 Million Video Views
- Top 1% Trend Globally on Discord



OUR COVID STORY



Post-show survey feedback from our Metaverse customers quickly showed that episodic online events didn't deliver value to our brands and didn't excite our fans.

SO NOW WE KNOW
WHAT DOESN'T
WORK....

THE MOST MAGNIFICENT THING

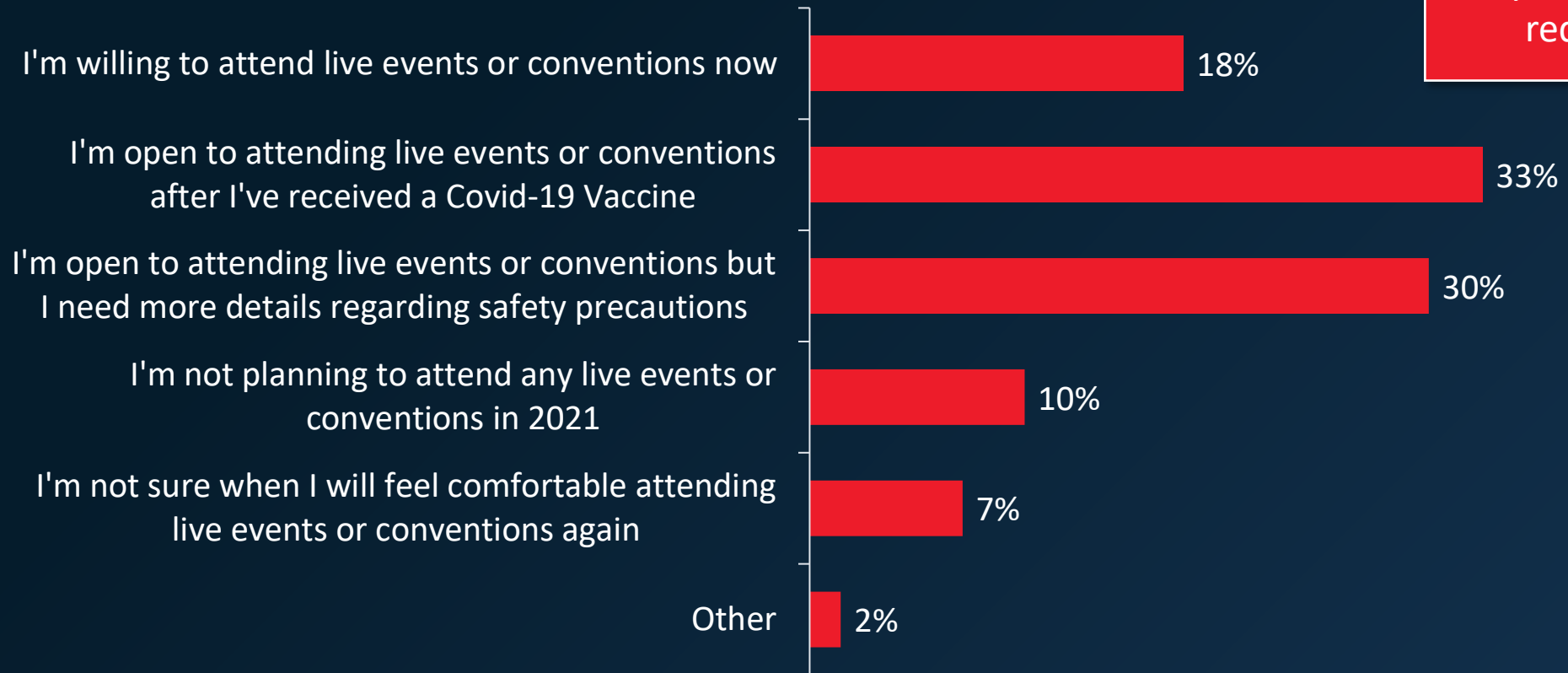


WHAT WE'RE DOING ABOUT WHAT WE LEARNED

WHAT FANS ARE TELLING US

THE RETURN TO LIVE EVENTS

Which of the following best describes how you feel about attending live events or conventions in 2021?

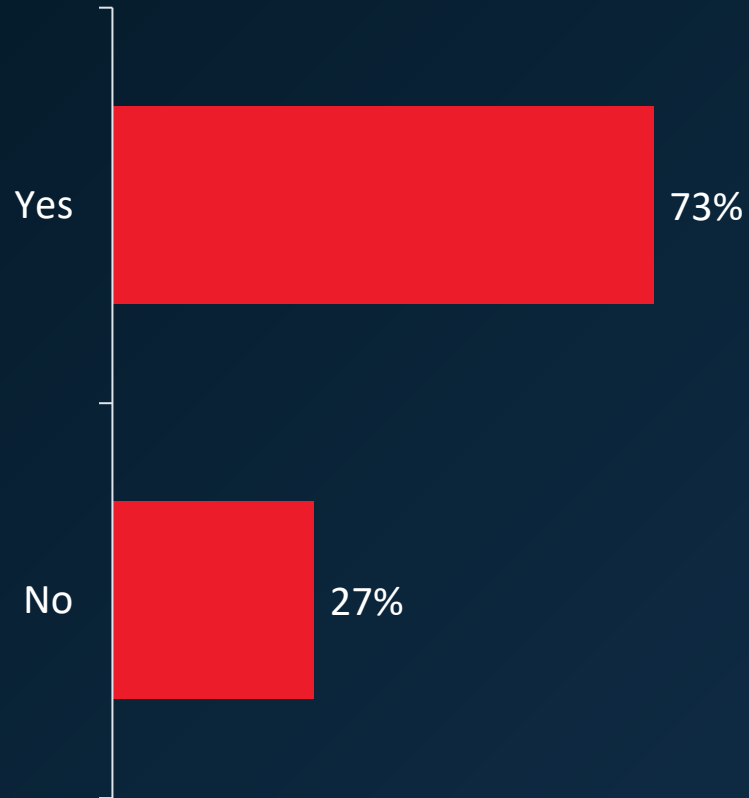


81% of fans will come back to a live event this year with some requirements

WHAT FANS ARE TELLING US

THE RETURN TO LIVE EVENTS

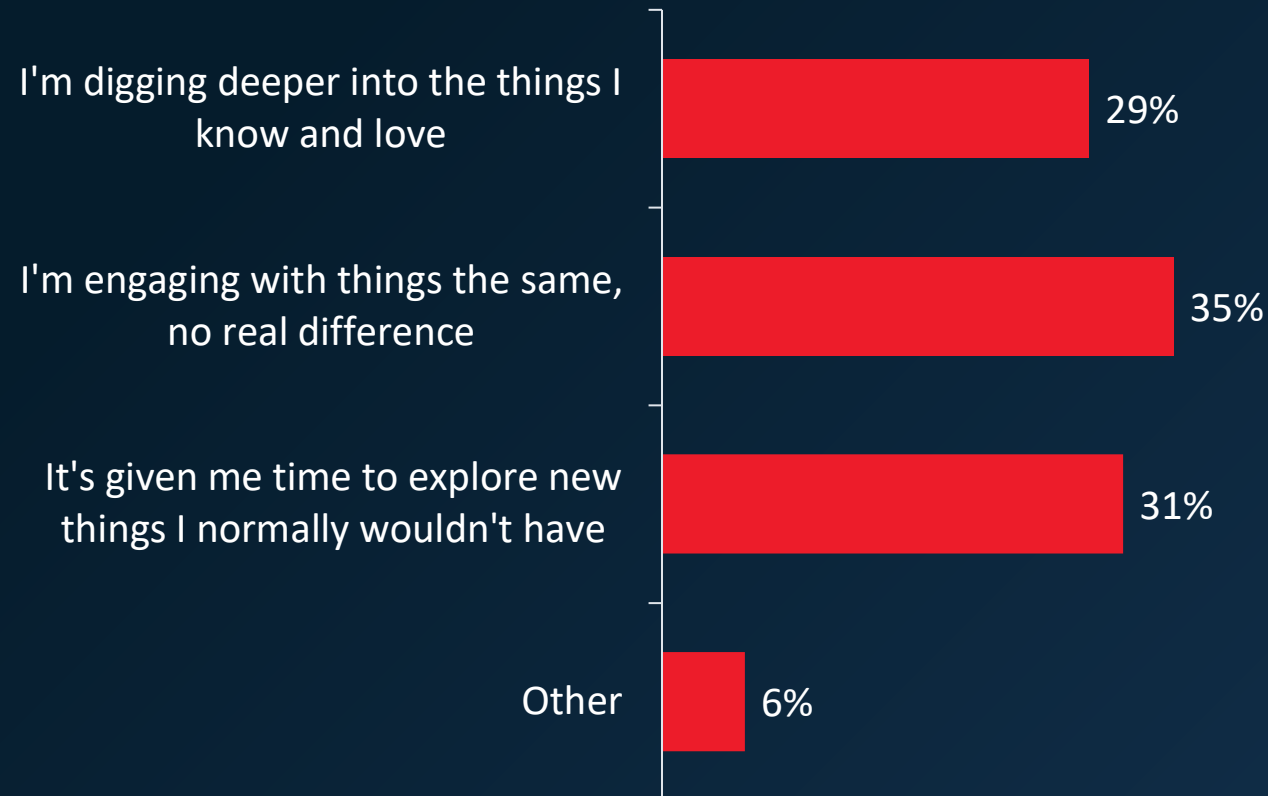
Are you interested in attending a con/live event if it has half/50% the number of exhibitors and attendees to allow for social distancing/reduce crowds?



WHAT FANS ARE TELLING US

CONSUMER BEHAVIOR

Which of the following best describes how you have been engaging with your fandoms/interests during the pandemic?

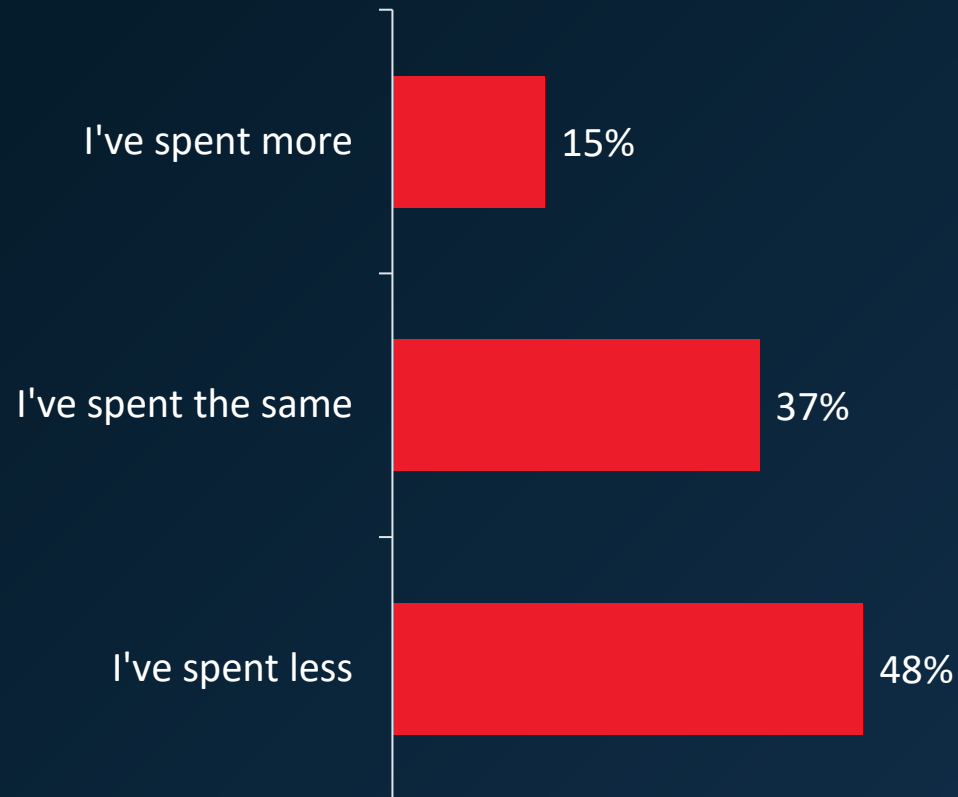


60% of fans have gotten deeper into fandom

WHAT FANS ARE TELLING US

CONSUMER BEHAVIOR

Which of the following best describes your spending habits on fan merchandise/collectibles without cons/live events?



52% of fans are spending the same or more on their fandom

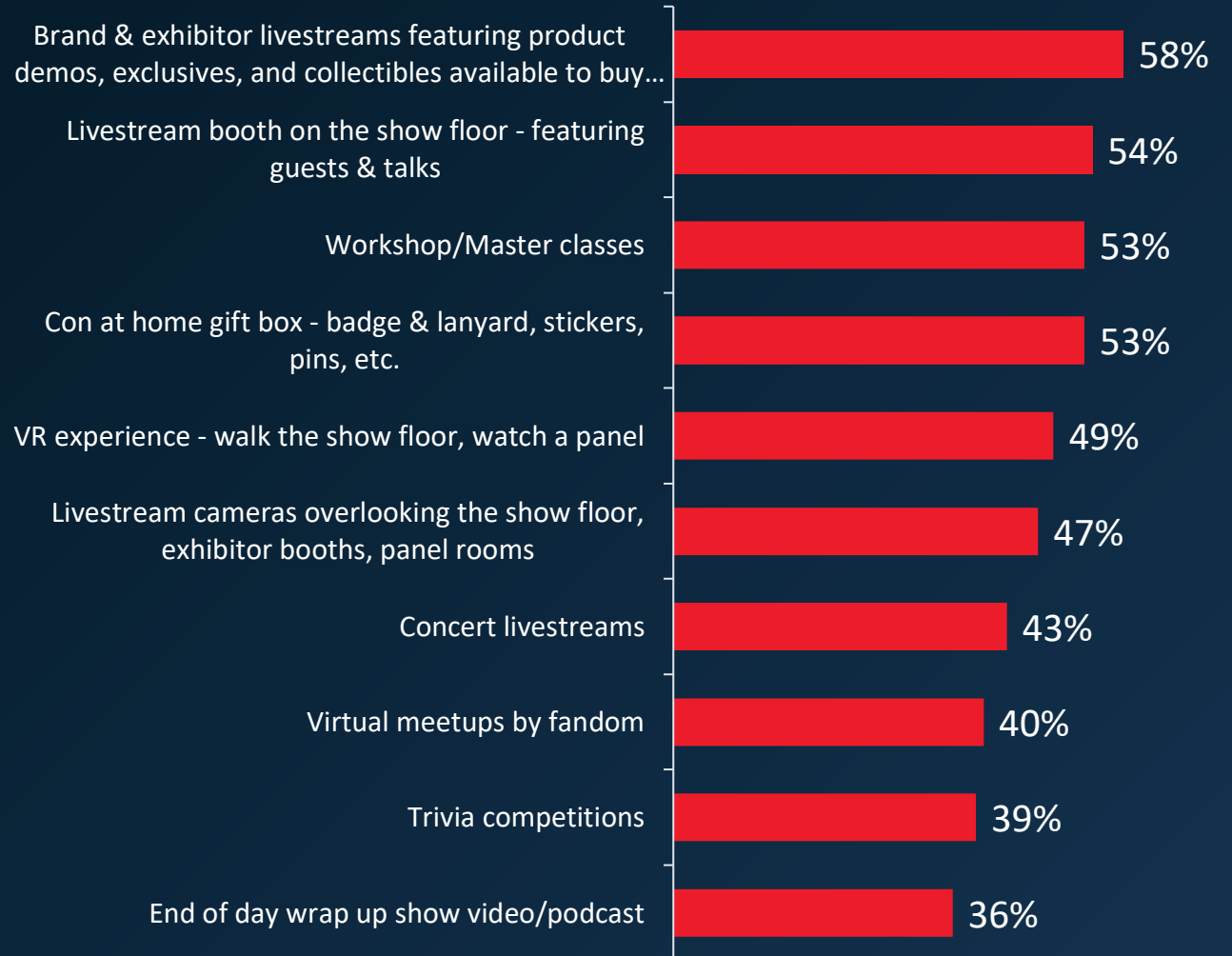
WHAT FANS ARE TELLING US

DIGITAL EXPERIENCES

The most important benefits fans want from a digital ticket are:

1. The ability to watch panels live or on demand
2. The ability to purchase merch featured on the Show Floor

Additional digital benefits/experiences fans say will connect them with what happens at the show each day:



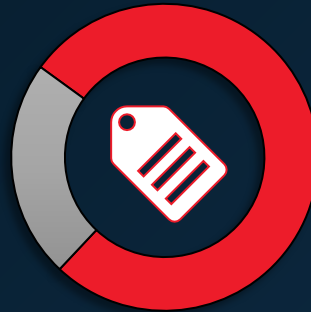
WHAT FANS ARE TELLING US

HYBRID TICKETING

Over 75% of fans are interested in a physical/live event ticket that also includes extra digital content

23%

A ticket that provides access to a physical/live event only (with no digital/virtual component)



77%

A ticket that provides access to a physical/live event plus a companion component offering extra digital content

WHAT FANS ARE TELLING US

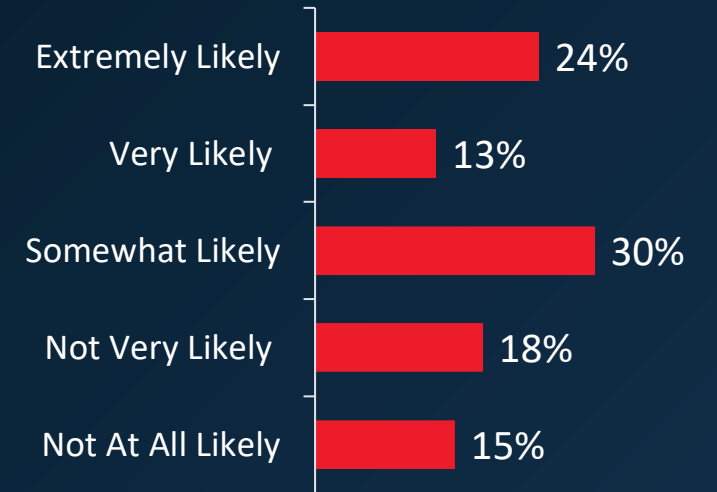
DIGITAL TICKETING

There is a sizable audience who will pay for a digital experience if they can't attend an event they typically attend in person.

- Likelihood to purchase a digital ticket range from 28% for Florida Supercon to 50% for New York Comic Con



Overall likelihood of purchasing a digital experience to an event you typically attend in person:

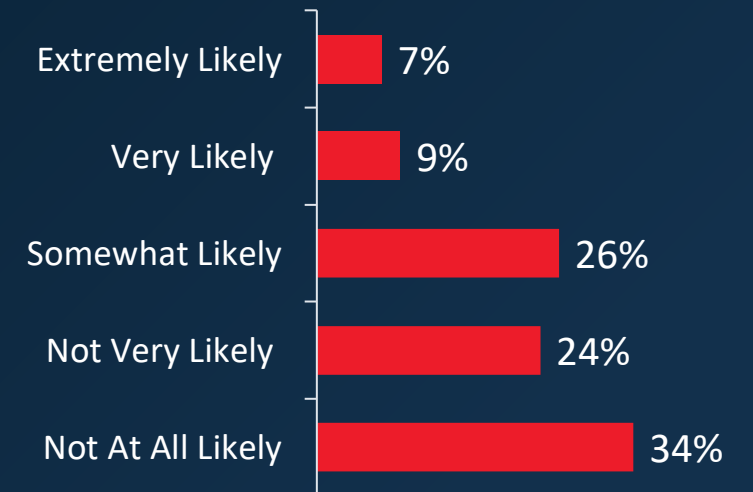


There is an untapped market of those willing to purchase a \$10 digital ticket to an event they have never attended before.

- 24% of fans are extremely/very likely to purchase a digital ticket to New York Comic Con



Overall likelihood of purchasing a digital experience to an event you have never attended:



WHAT FANS ARE TELLING US

SPONSORSHIPS AND MEMBERSHIPS

COMIC

- 65% of pop culture fans would subscribe to a membership service if the price was right
- Top Ranked Benefit: First access to live event tickets

GAMING

- 55% of gaming fans (event participants) would subscribe to a membership service if the price was right
- Top Ranked Benefit: First access to live event tickets

OUR WAY FORWARD

NEW PRODUCTS



METAVERSE

New content website



MARKETPLACE

Virtual Show Floor

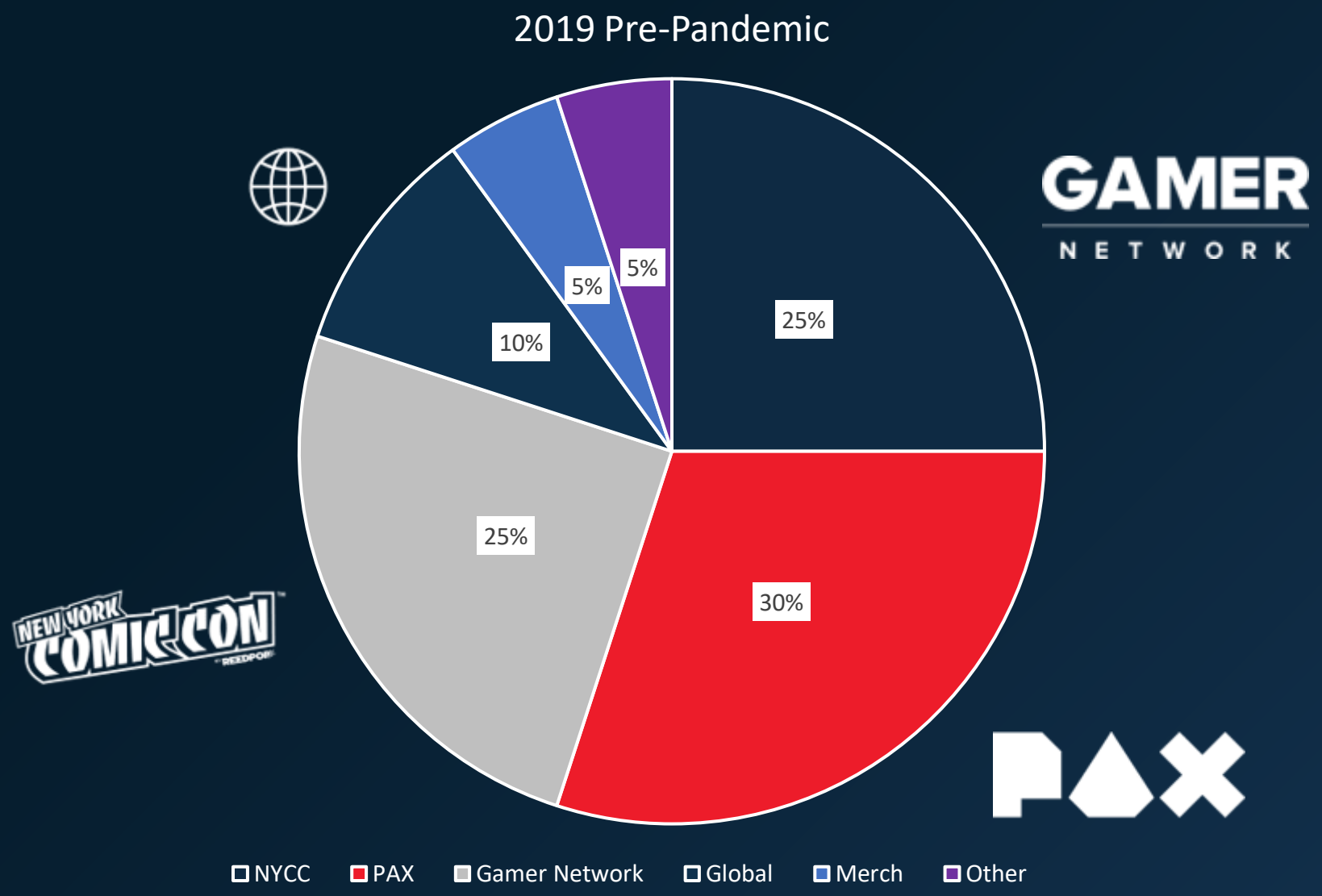


MEMBERSHIPS

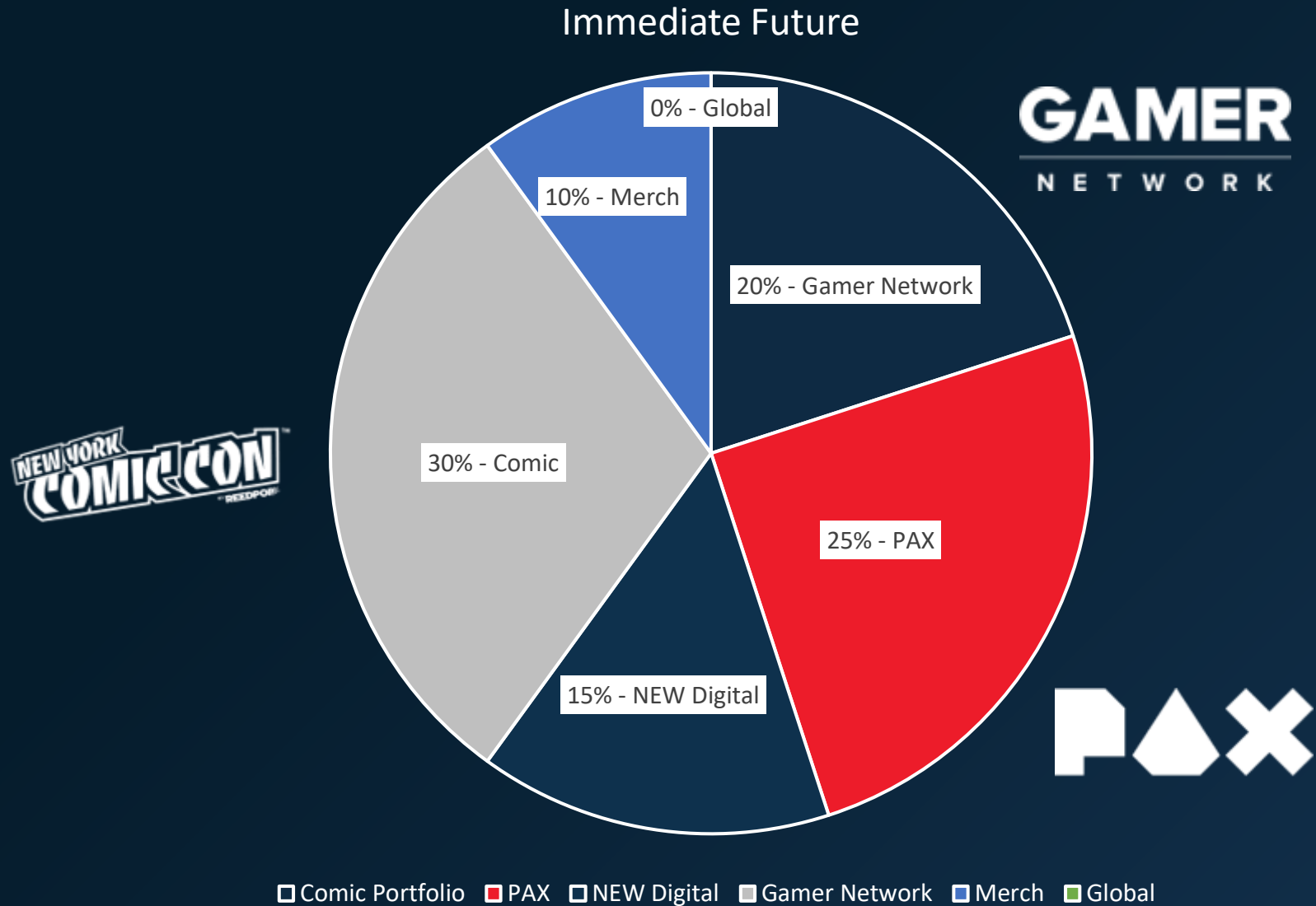
Subscription platform with new products and content across our live events and three websites by summer

- Events will never sell out again
- Websites positioned us well
- Content and virtual events are a gateway to our other products and live events
- Utilize virtual events as audience acquisition

OUR WAY FORWARD



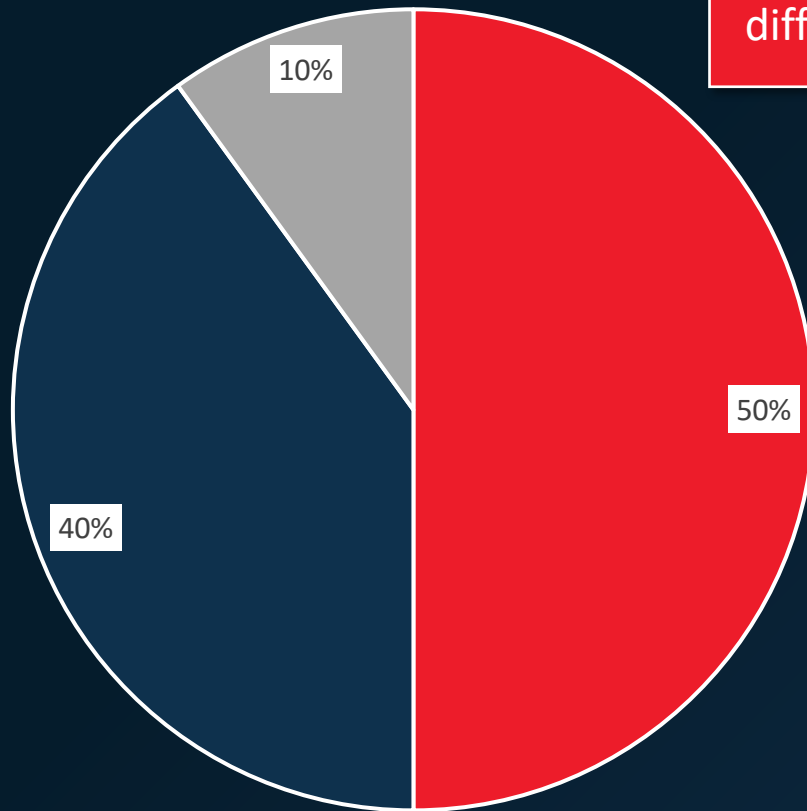
OUR WAY FORWARD



OUR WAY FORWARD

NEW TALENT

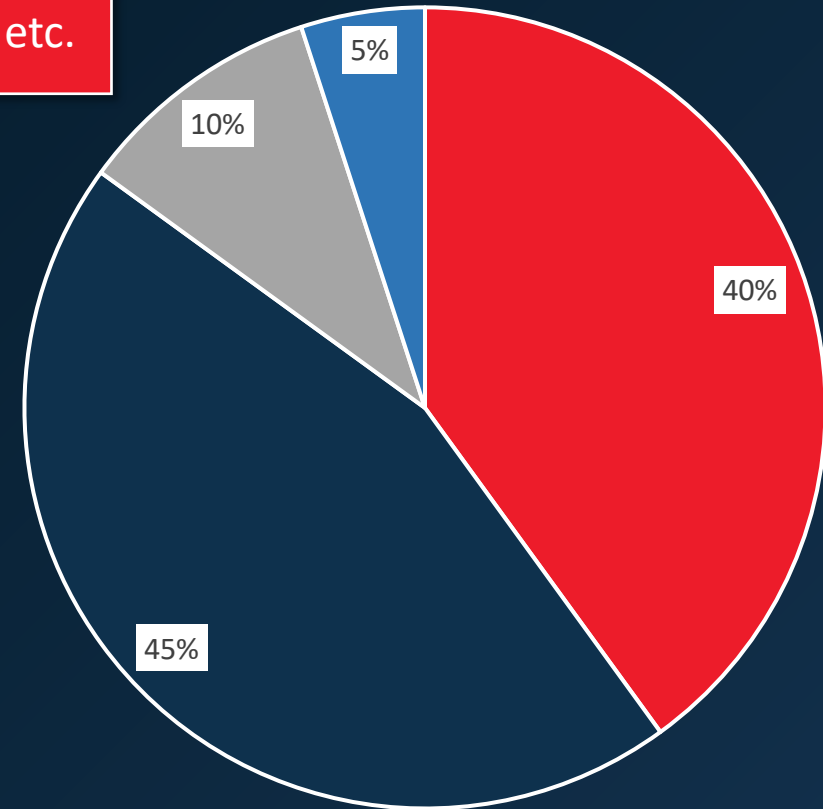
Staffing Pre-Pandemic



■ Event ■ Digital Content ■ Tech

This is not coming easy. Digital talent is in demand, expensive, different to manage, etc.

Staffing Moving Forward



■ Event ■ Digital Content ■ Tech ■ Data & Analytics

WHAT IT MAY MEAN FOR YOU

- We are not that different
- Shared experience still matters (fans want live & brands value it)
- But we are never fully going back
- Value creation and capture are moving targets
- Relearn willingness to fail, a lot
- We cannot think episodically and create value
- The internet is a crowded place & we don't necessarily know what we are doing there
- 365 is easy to say, hard to do and requires business, strategy, leadership and talent shifts coupled with DEEP customer insight
- People hate virtual, yet found a way to get by without us
- Platforms aren't a thing, until they are: Clubhouse
- The tech is complicated, especially when not endemic to our current business
- Your talent is everything and the profile is changing



THANK YOU
ASK ME ANYTHING

APRIL 6, 2021



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Cartoonconnie.

WHAT FANS ARE TELLING US

VIRTUAL EVENTS: SUCCESS & CHALLENGES

SUCCESES

- Fans had fun and enjoyed the event, commenting the content was great and participating was easy.
- Content-wise there was something for everyone.
- Fans appreciated the accessibility the event provided.

CHALLENGES

- Difficult to replicate the social gathering that happens at live events. The event didn't feel live. Content is hit or miss with fans.
- Not interactive enough. Lots of content was pre-recorded and the platform was buggy for some users.
- It didn't have the same energy as being at a live event.

WHAT FANS ARE TELLING US

CONSUMER BEHAVIOR

Which of the following statements best describes how you feel about watching digital panels:

I prefer to watch digital panels live

35%

I prefer to watch digital panels on demand when it's convenient for me

65%

This confirms that episodic content online doesn't work.