



30 YRS IN  
HOSPITALITY



PUBLICLY TRADED  
COMPANY



55,000 TABLETS  
DEPLOYED



115 MM GAMES  
PLAYED/YEAR

## The Buzztime Player: Your New Favorite Customer

- **Enormous Network**  
Over 30 million  
Buzztime Players\*\*
- **Comes Back**  
About 30% played  
Buzztime at their  
last outing\*\*
- **Spends More**  
Buzztime Players  
spend \$5 more  
per check\*
- **Spreads Love**  
74% recommend  
Buzztime locations  
to their friends\*

\*Independent Arbitron Study, 2008

\*\*Independent Egg Research Study

# GET BACK IN THE GAME WITH BUZZTIME

## Do You Want to Boost Sales and Create Loyal Customers?

- Wave goodbye to slow nights: **Spark customer loyalty, big crowds, and even bigger checks**
- Buzztime instantly – and digitally – connects your guests to the latest, greatest, gotta-have-it gaming
- Games for EVERY customer: **trivia lovers, sports fanatics, families** and **spend-happy millennials**

Buzztime has your back with **30 years of experience** bringing real results to businesses like yours



## CATCH THE PERFECT BUZZ:

Happy  
Customers  
and a Healthy  
Business

## FUNctionality. Our Secret. Your Advantage

- Unique games – trivia, poker, arcade – that connect players in-venue, locally and nationally
- Our **partnerships with beloved brands – Miller/Coors, Washington Redskins, Fandango** and more – bring value to your brand experience
- **Digital Signage:** Easily turn your TVs and Buzztime Tablets into eye-catching signs that show off YOUR venue and YOUR promos







# MULTI-PLAYER GAMES THAT MULTIPLY PROFITS

## Watch Guests GO ALL IN for Multi-Player Poker, Trivia, and More

- Unique games that **connect players in-venue, locally and nationally**
- Buzztime sparks the social connection with **national events with prizing** such as Smartest Bar
- Guests get wired to challenge their friends, other patrons, and **players in North America**
- The addictive gaming buzz **increases customer spend** by an average of **\$5 per check\***

**COUNTDOWN**



You'll challenge your mind and competitive nature while earning Badges and bragging rights in this fast-paced, 15-question, general knowledge trivia game.

**JACKPOT TRIVIA**



Exciting trivia that twists brain-busting questions with gameshow style boosts and bets

**HOLD'EM**



Go all in with this casino classic now playing on your TVs

## Buzztime Solves What Keeps You Up at Night: Slow Traffic, Low Sales

- **Join 3,000 venues across North America** who excite customers and energize sales with Buzztime
- Struggling for new business? Buzztime brings in players from a network of over **30 million players\*\***
- Scheduled games **7 Days a Week, 15 Hours a Day**
- With **55,000 tabletop tablets** deployed, the Buzztime nation is united by fun and friendly competition

**BIGGER SMILES**

**LOUDER LAUGHS**

**HIGHER CHECK AVERAGES**



# SINGLE PLAYER ARCADE-STYLE GAMING

## Single Player Games: Today's Arcade is Tableside

- Traditional arcade and bar games pull customers away from the table or bar, further from ordering
- Keep them closer – and more entertained – with games that **bring players back 56% more often\***
- A Buzztime game for EVERY player: ALL ages, ALL interests, ALL skill levels
- Game ON for you! **62% of Buzztime players spend more money on food and drink\***

## No “Same Old” Games. Buzztime Has the Newest, Latest, Greatest

- Digital versions of **puzzle classics, crazy fun character quests, racing...** we've got it all!
- Guests love tapping into **Single Player Games available 24 hours a day, 7 days a week**

## The Wait is Over with Buzztime

- The wait for food or drinks becomes a “can’t wait to game” experience that **enhances their visit**
- We’re not sure who loves Buzztime more: **Can’t-stop-playing kids** or **parents who can finally unwind**
- Give customers unlimited access to the world of Buzztime as a way to **build loyalty**

## The Buzztime Tabletop Tablet: Built for Gaming

- Rugged, easy to grip, and larger than a smartphone, **tablets invite relaxed play**
- Even smartphone-addicted gamers love to switch it up with the Buzztime Tabletop Tablet



\*Independent Arbitron Study, 2008



PIGSY DREAM



RALLY RACE



TASTY FRUITS



TOWER BREAKER





# TUESDAY NIGHT IS THE NEW FRIDAY NIGHT

## Turn the Tables on “Weak” Nights with Turnkey Live Events

- The dreaded midweek slump meets its match! Hosted trivia & card game tournaments are SUPER popular
- Build a buzz around weekly events that **wow existing customers and attract new ones**
- Don't hire an overpriced (\$200/night) trivia host: Outsourcing isn't for local hotspots like yours!
- Buzztime empowers your staff to rock the mic, **build loyalty, and bond with customers any night or day of the week**
- Watch weeknights take off as **74% of players recommend Buzztime locations to their friends\***

## Pencils Down. Tablets Out!

- Toss the notepads. Stop sharpening pencils. Avoid tallying scores and embarrassing recounts.
- **Buzztime streamlines the live gaming process** so you can focus on your customers
- Everything is digital, automated, and seamlessly integrated into TVs and Buzztime tablets



### TRIVIA LIVE

- Most trivia games are ruined by stale questions that are more flop than pop (culture)
- Buzztime keeps it fresh with on-trend topics and category favorites: sports, politics, music, and more



### HOLD 'EM LIVE®

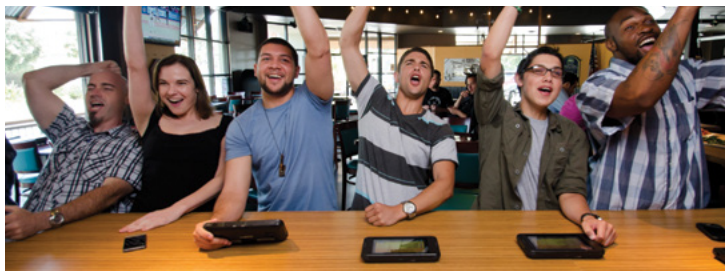
- Raise the stakes – and profits – with a smooth running poker tournament that rivals a casino
- Buzztime turns your TVs into 10-player poker tables



### OPINIONATION

- Popular opinion is well, crazy. Teams compete to guess #1 responses to nationwide surveys
- The correct answers can be surprising – making this a crowd favorite





### Effective Digital Signage: How You Benefit

**47%** increased customer satisfaction

**38%** increased promotional item sales

**21%** increased check averages

### 2 Ways to Get Into the Digital Marketing Zone

#### #1 Buzztime Game Zone:

Up to 8 ads can run in a 15 second game intermission spot

#### #2 Buzztime My Zone:

Always on screen, these ads run all day

# BUILT-IN MARKETING SOLUTIONS

## Buzztime Digital Marketing: All Signs Point to Your Success

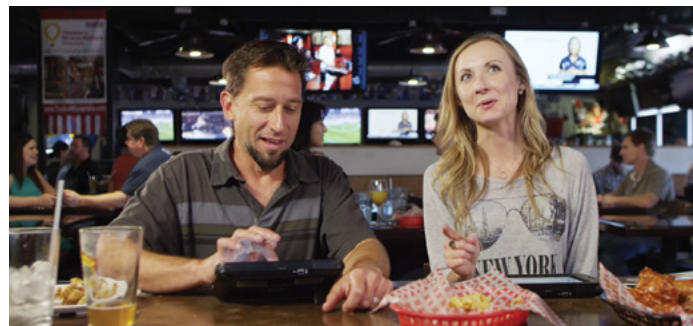
- Powerful, cost-effective marketing is closer than you think – and easier to launch with Buzztime
- **Easily turn your TVs into eye-catching signs** that show off **YOUR venue** and **YOUR promos**
- Buzztime puts YOU in control: YOU decide what to promote and HOW to promote it
- Digital signage is proven to **drive sales, increase brand awareness, grow customer loyalty**

## Clear the Table. Clear Your Budget

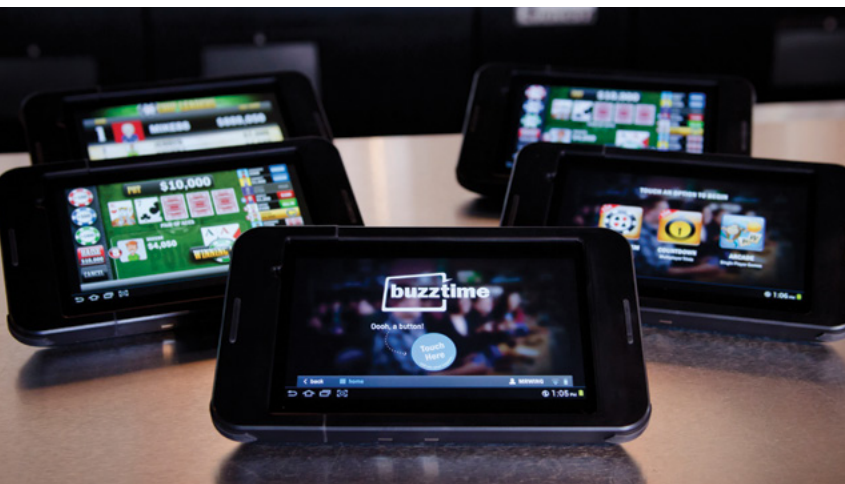
- Customers can't stand table tents and table signs. You don't need extra print costs.
- Instead, show your bottom line some love with Buzztime's digital signage platform.
- All eyes are already on your TVs as guests compete in thrilling Buzztime games and trivia
- Even non-players are drawn to the attractive digital display!

## You Call the Shots. How Will YOU Use Digital Signage?

- Highlight high margin items and special offers and see a **38% increase in promotional item sales**
- Encourage repeat business by promoting events and your loyalty program
- Increase customer awareness of your offerings to save time for staff
- Feature loyal patrons or an employee of the month
- Make changes to your offers easily and instantly







# ALIGN YOUR BUSINESS WITH BUZZWORTHY BRANDS

## Promotions from Our Partners Bring More to YOUR Table

- We've done the legwork, forming partnerships with BIG BRANDS
- Our partners are fan favorites: **Lyft, Fandango, the Washington Redskins, Coors, Chrysler, and many more**
- Customers love getting **sweet promo offers automatically generated on the Buzztime Platform**



## Surprise Guests with Promo Offers.

### Get an Instant Loyalty Boost and Repeat Business.

- Our partners love spoiling Buzztime players with serious swag
- **Free movie tickets from Fandango, \$20 off Lyft rides, giveaways and contests, rewards**
- Keep customers coming back to see what else they'll get from Buzztime partners
- **You don't need to do a thing:** all partner offers are pre-programmed onto tablets and TVs

## Unique Advertising Platform

**6 Million** Games Played Monthly

**23 Million** In-venue Visits Monthly

**26 Million** Digital-out-of-Home Impressions

**45.8 Minutes** Average Audience Engagement



**IT'S YOUR TURN TO CATCH THE BUZZ.**