



30 YRS IN
HOSPITALITY



PUBLICLY TRADED
COMPANY



55,000 TABLETS
DEPLOYED



115 MM GAMES
PLAYED/YEAR

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

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*

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



*Independent Arbitron Study, 2008
**Independent Egg Research Study



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 prizes** 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

BIGGER SMILES

LOUDER LAUGHS

HIGHER CHECK AVERAGES

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





PIGSY DREAM



RALLY RACE



TASTY FRUITS



TOWER BREAKER

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



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 tourneys 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®

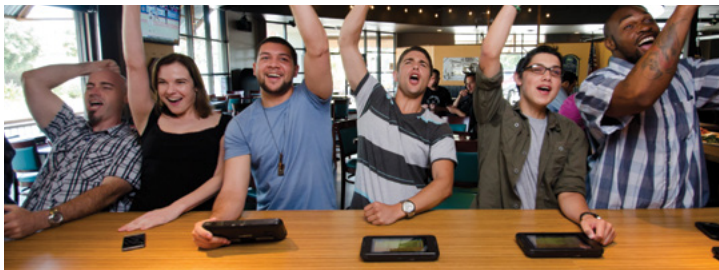
- Raise the stakes – and profits – with a smooth running poker tournament that rivals a casino
- Buzztime turns your TVs into 10-player poker tables



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

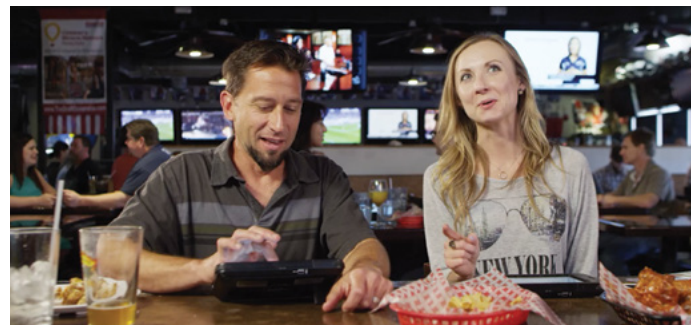
- Powerful, cost-effective marketing is closer than you think – and easier to launch with Buzztime
- **Easily turn your TVs into eye-catching signs** that show off **YOUR venue** and **YOUR promos**
- Buzztime puts YOU in control: YOU decide what to promote and HOW to promote it
- Digital signage is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

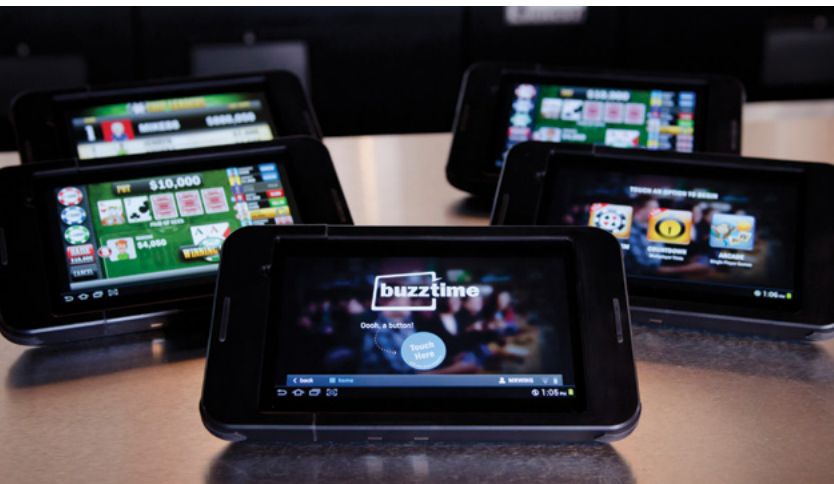
Clear the Table. Clear Your Budget

- 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.