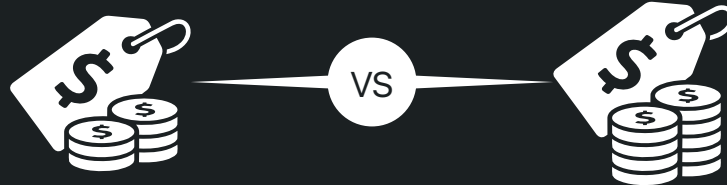


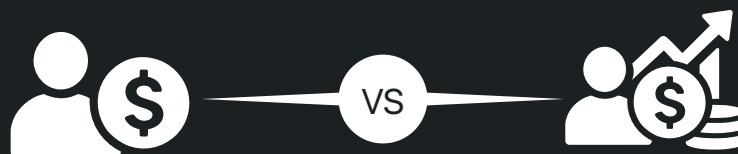
# Bowling vs. Premium Experiences:

Traditional Bowling Experience vs. Technology-Enabled Experiences



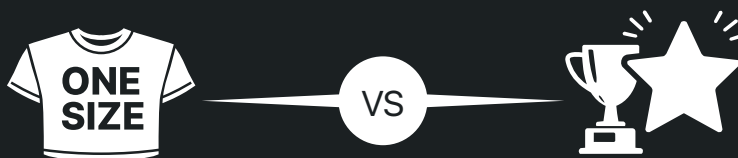
PRICING

\$20-30/hour per lane vs \$40-60/hour per lane



REVENUE PER PERSON

\$5-7.50/hour vs \$15-25/hour

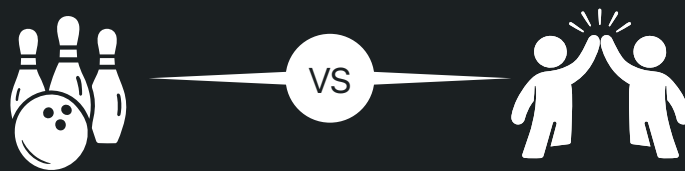


DIFFERENTIATION

One-size-fits-all entertainment

vs

Personalized, customized experiences

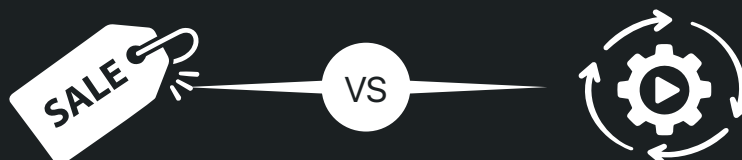


GUEST EXPERIENCE

Standard service - Same experience - Different day

vs

Convenience - New experience each visit - Engaging & Immersive



DISCOUNTS & PRICE COMPETITION

vs

SELLING MEMORIES NOT TIME ON LANES