



'23 Product Review

Fan Experience

Digital Ticket Delivery

The SMS feature will deliver digital tickets directly to fan's mobile devices through SMS communication.

1. Direct-to-Device Delivery – Get tickets delivered straight to the fan's phone via SMS.
2. Reduce customer friction - Decrease customer service inquiries and effectively notify fans.
3. Streamlined entry – Enable box offices to reduce wait times and scanning delays.



Digital Print Pass Improvements

We've created an enhanced Digital Print Pass landing page anytime there are more than one DPP tickets on an order

- Our enhanced the Digital Print Pass email includes improved designs and functionality. When an order has multiple event and price types, only one email with all tickets will be sent to the fan.

Your phone is your ticket!
To add tickets to your wallet, open this email on your iOS or Android device and select the following option:



Order Details

2022 Outside Lands: 3-Day Admission All Ages

Eager Beaver: 3-Day Admission - Qty 2

Wednesday, September 20, 2022

Showtime: 4:14 PM

📍 Auditorium Shores
900 W Riverside Drive
Austin, TX 78704

1 of 3

2022 Outside Lands: 3-Day Admission All Ages

Most Eager Beaver: 3-Day Admission - Qty 2

Wednesday, September 20, 2022

Showtime: 4:14 PM

📍 Auditorium Shores
900 W Riverside Drive
Austin, TX 78704

2 of 3

2022 Outside Lands: 3-Day Admission All Ages

Eager Beaver: 1-Day Admission - Qty 2

Wednesday, September 20, 2022

Showtime: 4:14 PM

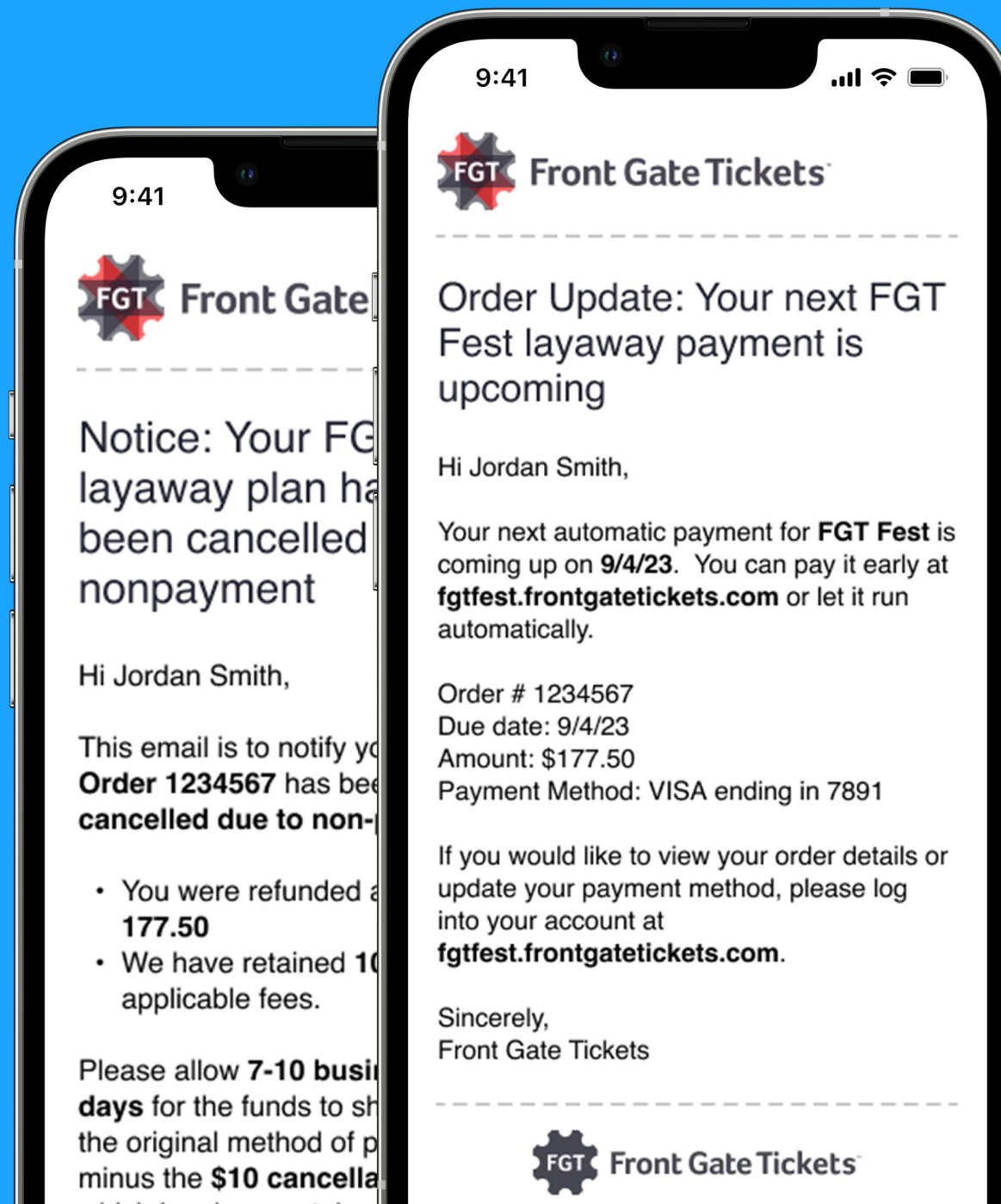
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Fan Layaway Communications

FGT now sends new and enhanced automatic email communications to fans who utilize Layaway Plans.

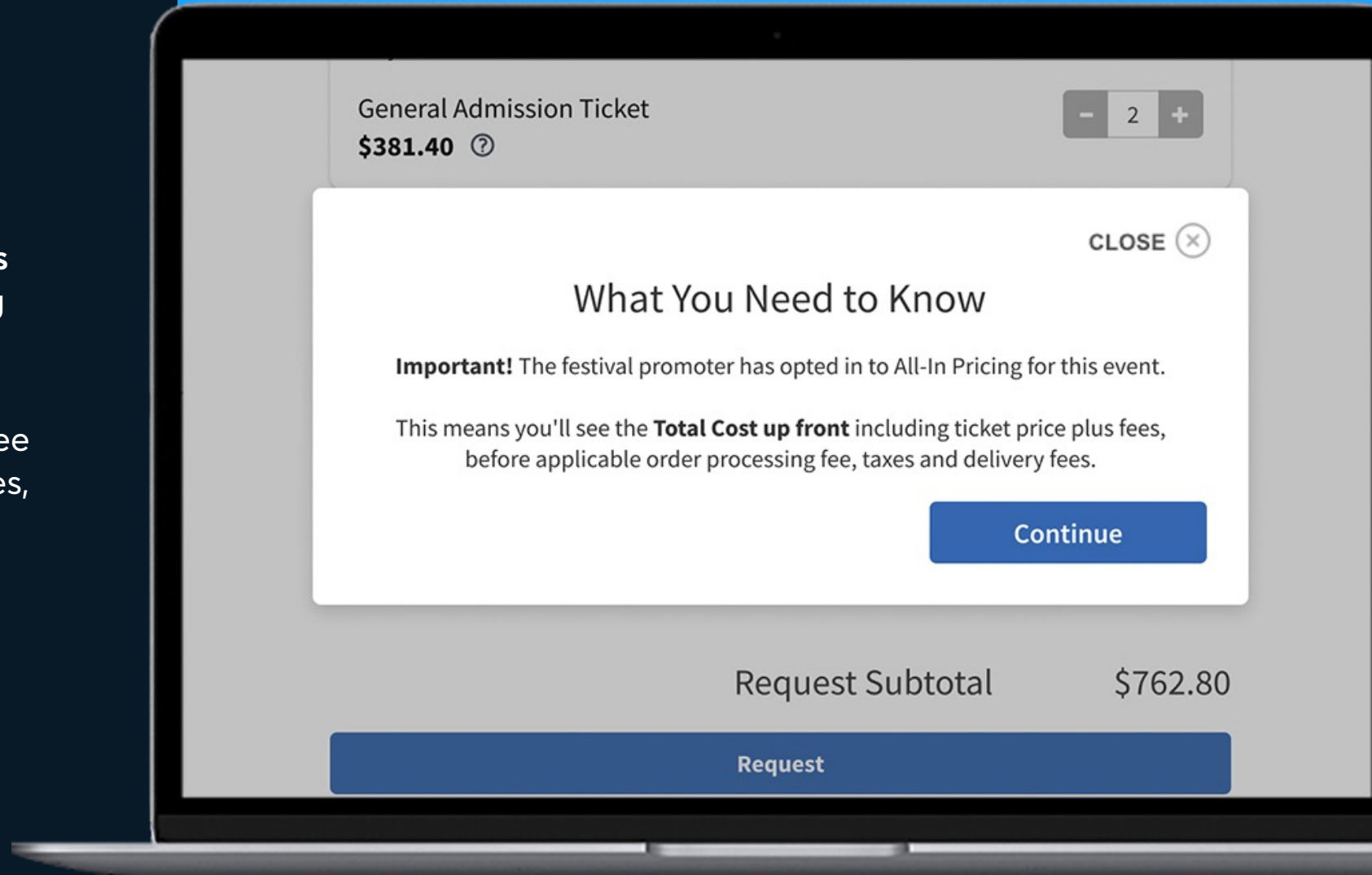
- Alleviates the need to send these email notifications in-house
- Increased touchpoints will help reduce missed or failed payments, driving more successful conversions
- Decreased customer support inquiries related to Layaway Plans



All-Inclusive Pricing

All-inclusive pricing will provide fans with greater transparency regarding our pricing and fee structures.

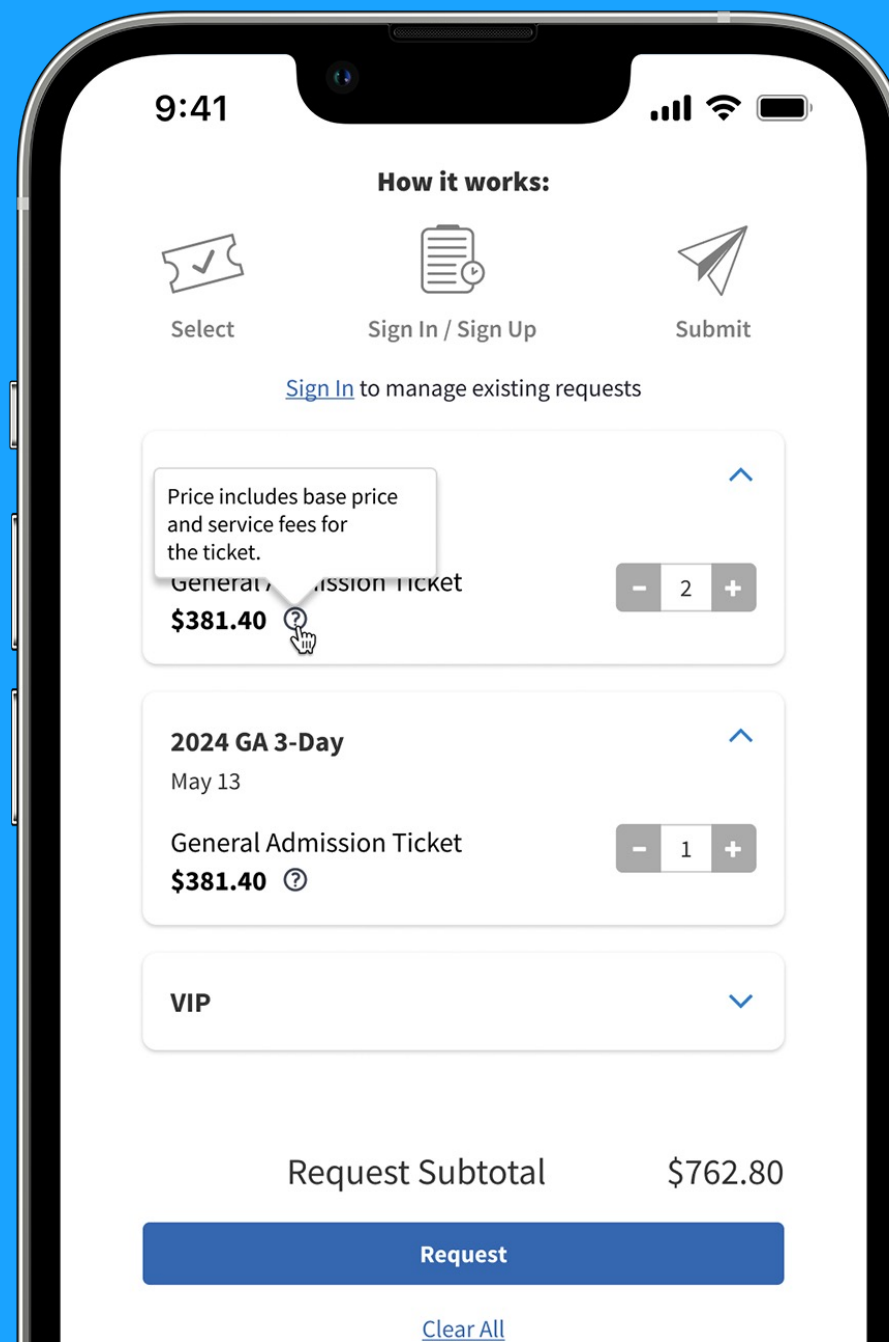
- For events utilizing AIP, fans will see the full price up front including fees, before taxes and user-driven fees.
- All-inclusive pricing will show at every step of the buying journey
- This feature supports Normal, Waitlist, Layaway, and Pick-Your-Seat orders



All-Inclusive Pricing Tooltips

All-inclusive pricing tooltips will provide customers with additional context about the pricing details throughout the purchase process.

- Waitlist configuration table tooltips will provide additional context on states and requests.
- Tooltips support AIP, Waitlist, and Layaway purchase flows.



Enterprise

Ticketmaster Exchange Integration

This integration allows the original FGT purchaser to list their tickets for resale on the TMR-verified platform direct from their FGT account.

- TM Resale shipping visibility is now enabled
- Digitally deliver fans a valid tickets post-purchase on the resale platform
- Invalidate digital inventory that is resold as to prevent fraud



Displaying tracking number on 'buy order' details

We're now displaying tracking numbers in the order details page if 'Auto Tracking emails' is enabled.

Waitlist Request Approval Enhancements

When managing waitlist requests, you will receive a notification once approved waitlist batches are charged. We update the Waitlist Changelog to show the Complete state.

Chase BIN Gated price types

Provide your fans priority access to purchase tickets to specific festivals by using an approved set of credit/debit card BINs allowing Chase card members to unlock exclusive ticket types

Reserved messaging on price type builds

We added a new customized message field in the price type build at the event level and in the event templates. This message will display when the price type has hit its capacity with a mix of sold and reserved 'seats.' The default message is unavailable

Dynamic layaway terms & conditions

To reduce operational support for Layaway Fees, we implemented dynamic tags and modernized label designs for layaway terms and conditions.

Marketing Solutions

Why utilize FGT marketing services?

- 1. Leverage the largest 1st party database of festival buyers in the world**
We are the industry leaders in festival buyer intelligence, and alongside Ticketmaster artist data we can build hyper-targeted audiences and strategic media plans, focused on your unique goals.
- 2. Maximize reach with our complimentary and premium services**
Utilize TM & FGT web and email placements, affiliate distribution, and premium ad services throughout the entire event cycle. Plus, tap into our exclusive cart abandoner audiences, you can't access anywhere else.
- 3. Dedicated marketing consultation**
Our marketing team can help amplify your current in-house efforts or fully manage your media budget. From strategic planning, to campaign optimizations, we will help create urgency around major milestones and push more tickets.

+11M

FGT Affinity Fan
Database

102M

Ticketmaster Artist
Fan Database

MARKETING SOLUTIONS

Complimentary Services

- Dedicated festival marketing manager
- Event web listings across FGT.com & TM.com with distribution to 300+ affiliate network sites
- Hyper-targeted dedicated email solutions
- Nationwide Fest Flyer
- Pixels + tracking
- Data + analytics

20% \$24M

Email avg
open rate

2023 affiliate
network GTV



Front Gate Tickets

[View this email in your browser](#)

ON SALE NOW



EDC Las Vegas 2024 passes are ON SALE NOW for just a \$10 deposit!

Join us Under the Electric Sky May 17+18+19, 2024.

BUY TICKETS



Premium Services

Our in-depth understanding of your fans allows us to produce maximum returns with your media budget throughout the entire event cycle.

- Paid media management from campaign festival experts
- In-house media planning
- Checkout abandonment emails
- Major ad channel activation, across Social, Search, Display
- Spotify audio ads

15x

Avg Search
ROAs

3x

Avg Display
ROAs

6x

Avg Social
ROAs

Waitlist

WAITLIST

Waitlist Solutions

Identify and convert fan demand.

- Continuously push inventory throughout the entire event cycle
- Turn fan demand into direct sales.
- Maximize **actionable fan data** and optimize revenue

43

Events

376K

Tickets Requested
(‘23 YTD)

96K

Tickets Issued

\$33M

Face Value - \$ (Tickets)



Select



Sign In / Sign Up



Submit

[Sign in](#) to manage existing requests

Event dates are subject to change. All waitlist requests will be equally eligible to participate in future event dates. However, if demand for tickets from waitlist exceeds supply, waitlist requests may be selected at random to participate in the future date. Due to the limited quantity of tickets available, they will be sold on a first-come, first-served basis and are not guaranteed.

General Admission 2023

[From \\$265](#) ▼

GA+ 2023

[From \\$405](#) ▼

VIP 2023

November 18

[From \\$605](#) ▲

VIP Admission Ticket

- 1 +

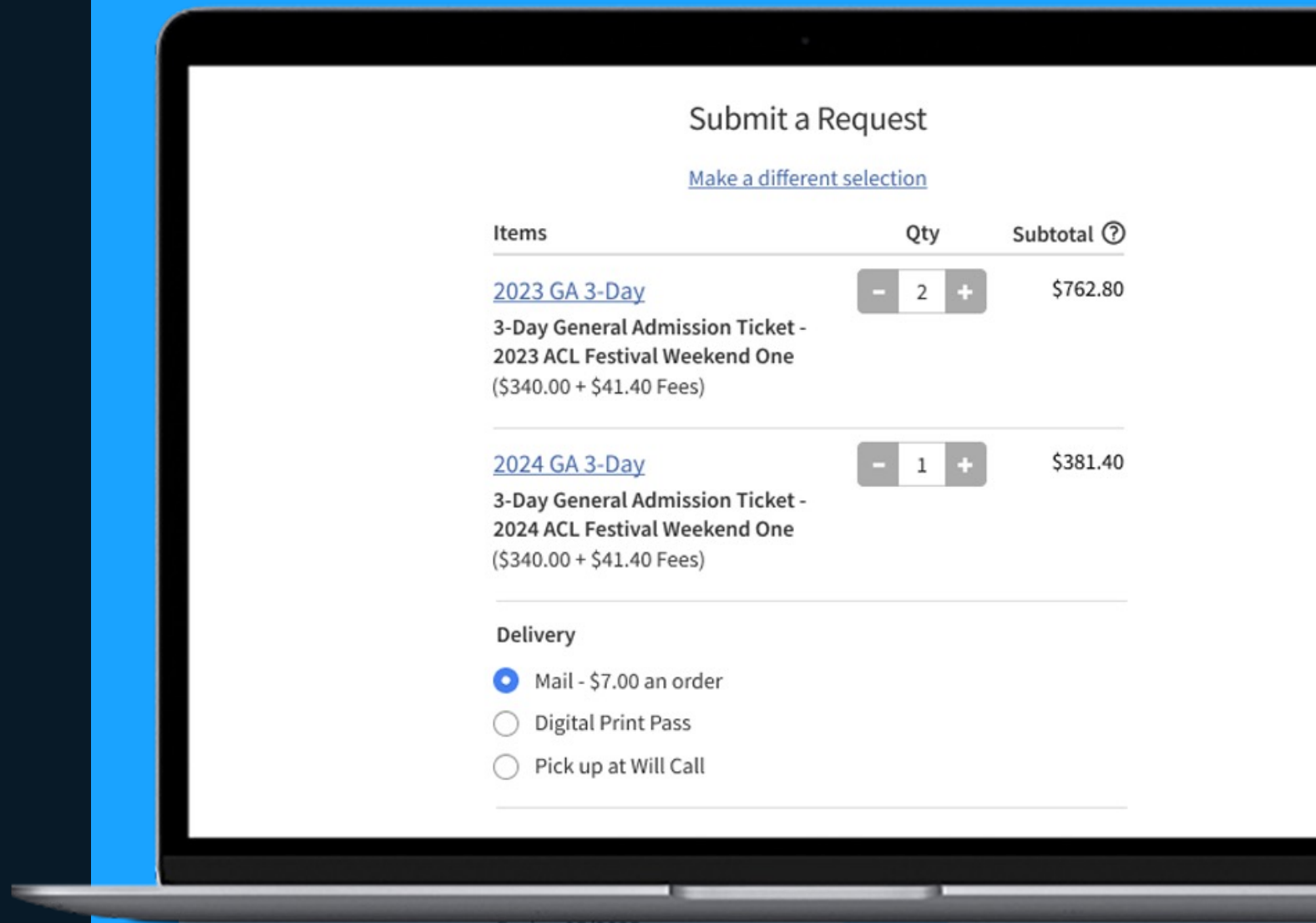
Ultimate VIP 2023

[From \\$1,750](#) ▼



Waitlist Enhancements

- Now supports Multi-Item request processing
- Added 'Quantity Selector' in the purchase flow enables fans to edit order quantities for each price type without leaving the page.
- Waitlist is unlocked for both New York and Canadian markets and displays correct currency.
- Updated user flow - Fans will now be prompted to sign in AFTER they select tickets.



Payment Plans

Best Practices

Improve collection rates

- Convert interest into purchases by adding a plan fee in the first step.
- Increase termination fee collection rates by collecting more money earlier in the plan.
- There is no data suggesting that default rates increase when collecting more upfront; in fact, it's the opposite. Events with the highest collection rates have default rates below average.



Best Practices

The faster you terminate incomplete plans, the better.

- Forcing fans who need to cancel through frustrating customer service processes impacts your relationships with fans and discourages future use of the tool.
- Mass cancellations close to the event disrupt reporting and diminish the opportunity to re-sell the ticket to a new fan.
- Voluntary cancellations increase termination fee collection rates and minimize chargebacks.



Best Practices

Reduce default rates

Minimize your payment plan options

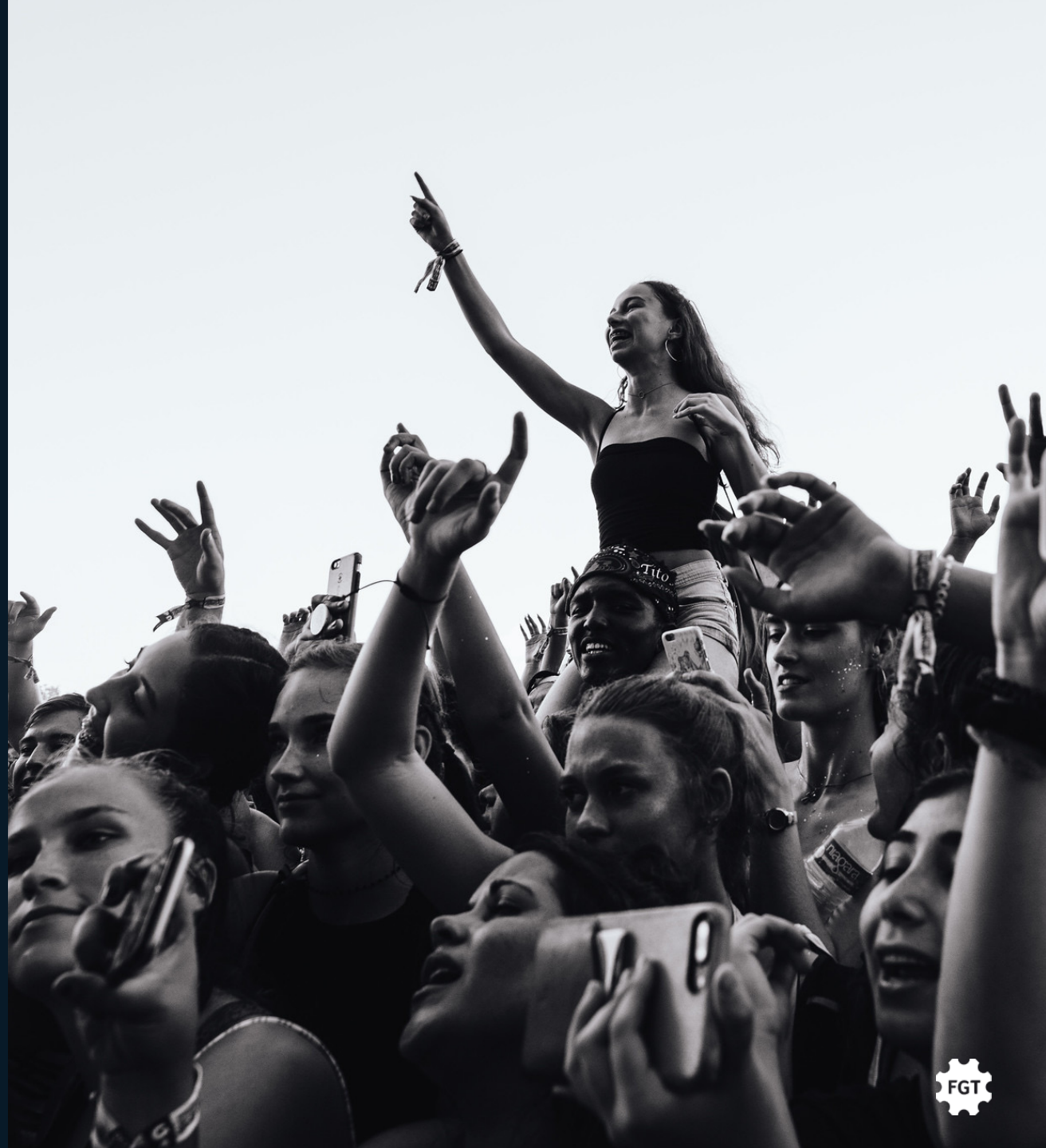
Our data suggests payment plans with 2,3,4 or 9 payments are most effective.

Avoid the "Line-Up Trap" and instill commitment

Fans see low, or no-payment plans as a low-cost refund policy when offered before the lineup is announced. By limiting plan availability and collecting more revenue before lineup announcements occur, you can discourage this behavior.

Consider a low-cost "catch all" payment plan

Offer one longer installment plan (8+ steps) with less commitment upfront. This plan will become the funnel to capture marketing data and filter out uninterested fans, limiting default rates for serious fans on your other plans.



Legal Updates

Fees Acceptable Based On Current Legislation:



California: \$100



Colorado: \$100



Texas: \$100



Florida: \$100



Nevada: \$100



New York: \$75



All Other States: \$50

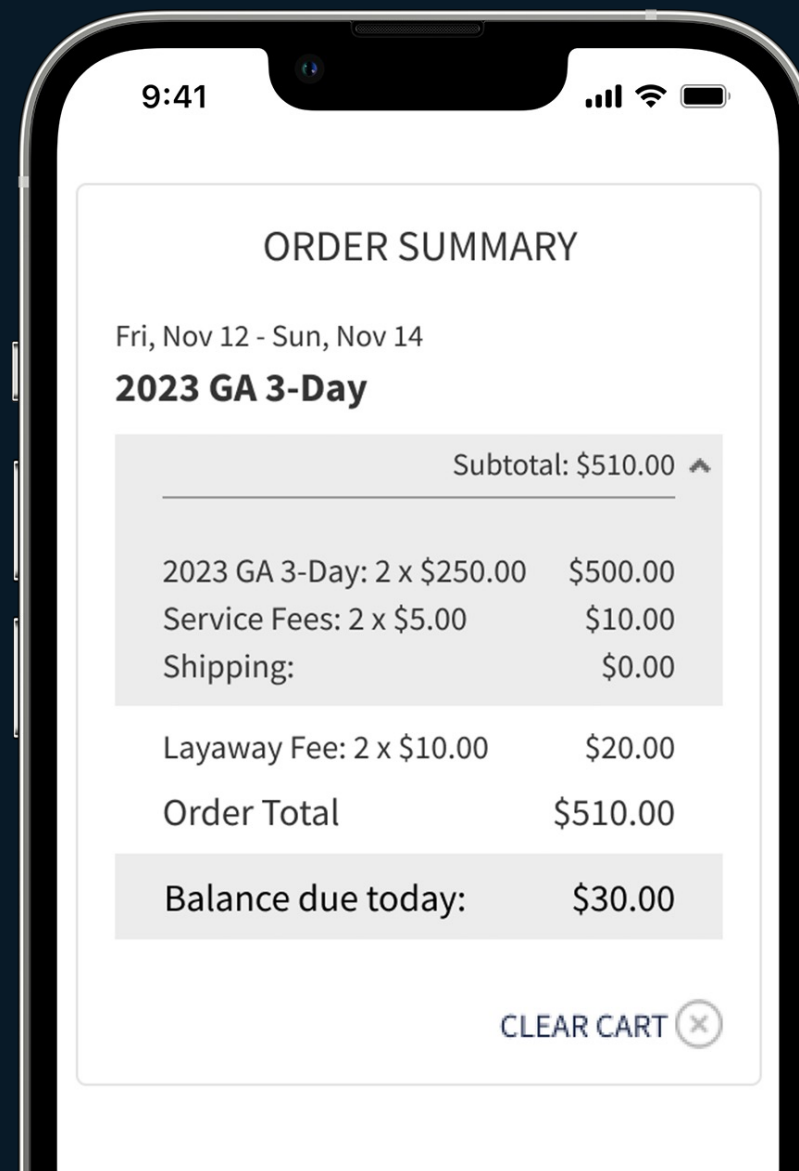
Fees Per Item

A flexible, effective solution to increase payment plan revenue on every item.

45%

Potential revenue growth when using Fees Per item.

- Earn **extra revenue for each qualifying ticket** and incentivize highly-interested fans to commit to their purchase.
- Retain non-refundable payment plan fees upfront.
- Retain Termination fees if the fan defaults or voluntarily cancels their plan.
- **Being flexible is essential, and we understand that.** This optional tool can be customized according to your preferences.



Enhancements - Fees Per Item

1. Item Value

Added to plan builder – the value an item must be to qualify for per item layaway

Item Value
The value an item has to be to qualify for Per Item Layaway Fees. The item range does not qualify items for the layaway plan.

Minimum

\$ 50

Maximum

\$

☒ No Maximum Value

2. Collect Shipping On Fees

Now all layaway plans offer the ability for clients to collect shipping fees on a different step of the layaway plan, rather than it being collected with the deposit.

Layaway Fee Configuration

Per Item

ⓘ

Fees will be applied per item according to the following parameters

Collect Shipping Charges on Step
When shipping charges are collected from the customer.

Deposit

✓ Payment 1