

A dark, grayscale background image showing a crowd of fans at a sports event. In the foreground, a man wearing a baseball cap and a jersey with the number 80 is cheering with his mouth open. Next to him, another man is also cheering. In the background, other fans are visible, some holding up signs, including one that says "WE'RE".

FORTRESS

Private and Confidential

Every Fan Counts

A world-leading sports technology and services company that powers the game-day experience for over 150+ sports brands globally.

What do you want to do today....

IDENTIFY your fans and aggregate transactional data across all touchpoints

Enhance their game-day **EXPERIENCE** and build new points of connection between fan and brand

PERSONALISE services and reward for all types of engagement

Directly **ACTIVATE** your sponsor and commercial partners

OUT-PERFORM your performance

Our integrated technology solutions have transformed the way sports team service, engage and monetise their fan base

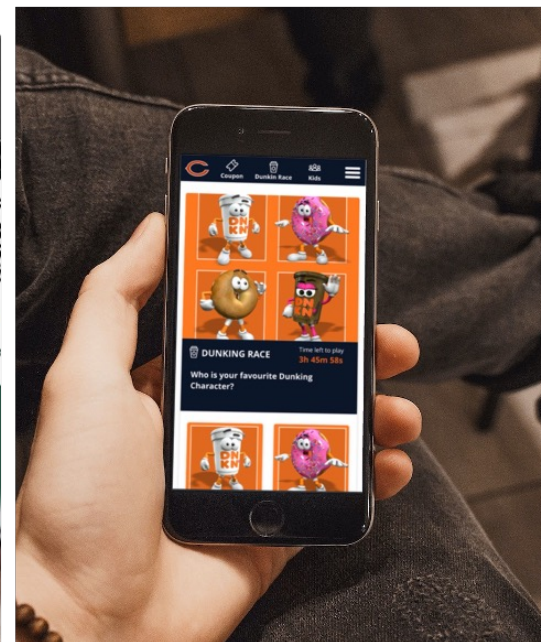
Access – frictionless ticket scanning and customer identity management



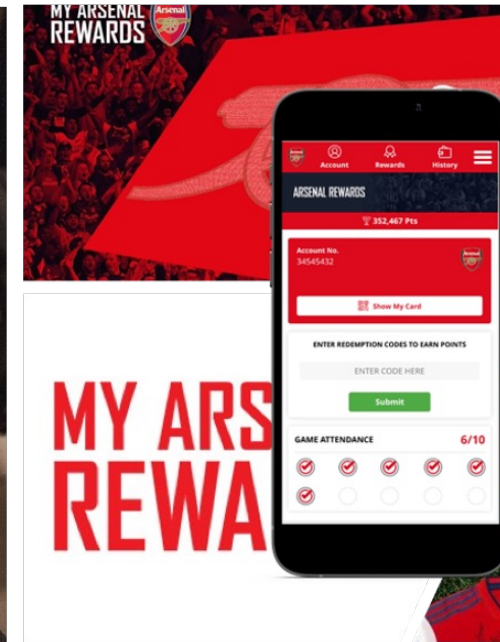
Payments – digital payments, mobile wallet, stored value, merchant linking



Campaigns – hyper contextual promos and coupon offers



Loyalty – membership, earned rewards, action-based incentives and payment-linked offers



A trusted partner to the biggest names in Sports

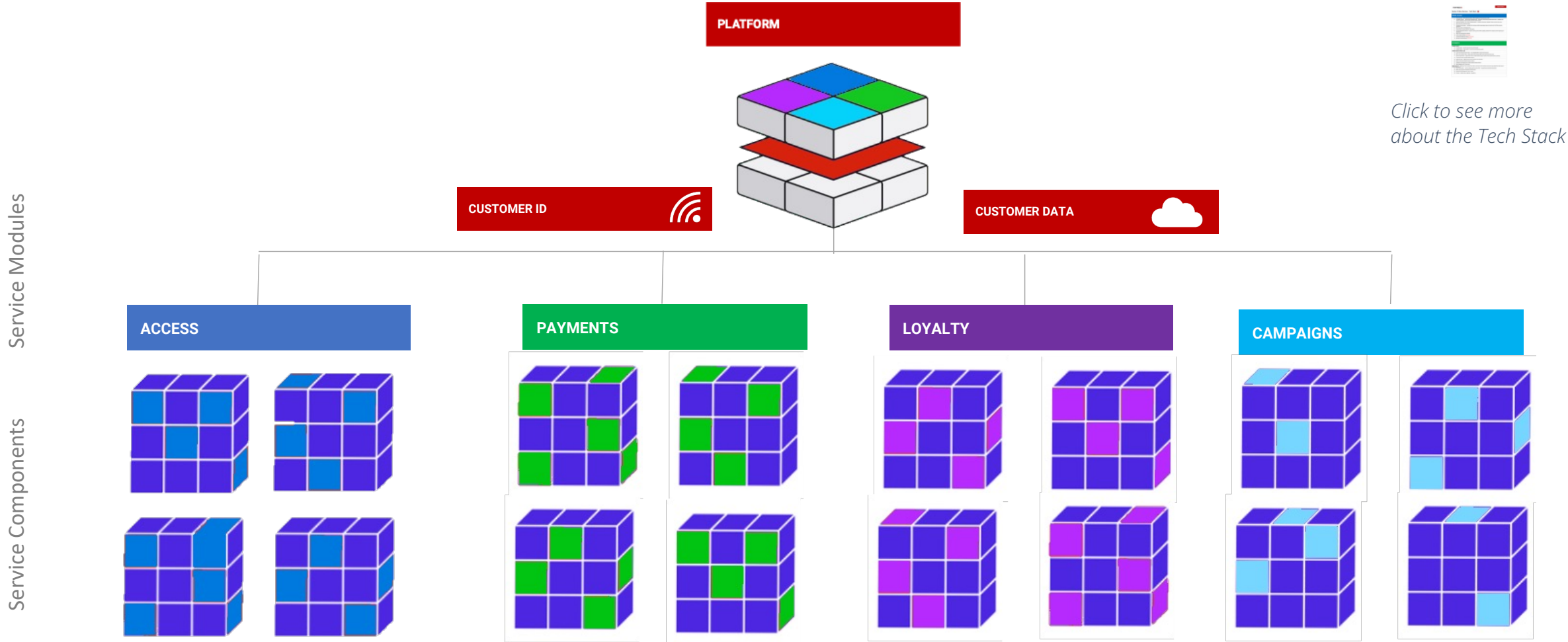
Leagues



Premier Sports Teams



Micro-service architecture – build the program you need, use the features you want, & reach the fans anywhere



100's of integrated micro-service components - building blocks for customised programs

Advanced API Gateway and application suite

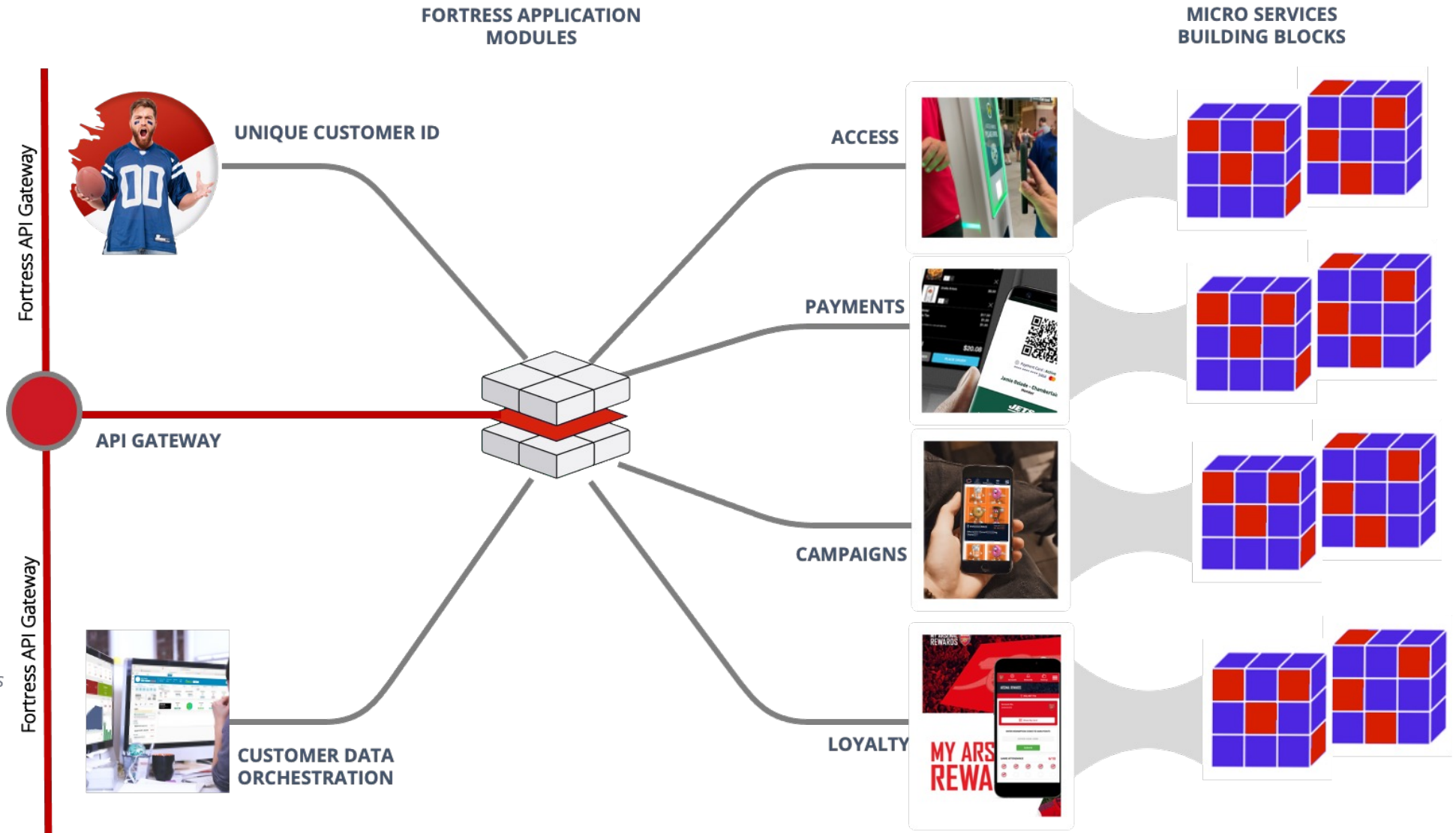
CUSTOMER TOUCHPOINTS

In Stadium

Ticketing
Concessions POS
Hospitality POS
Retail POS
Car Parking
Suite Access
Mobile Ordering
WIFI
Digital Signage

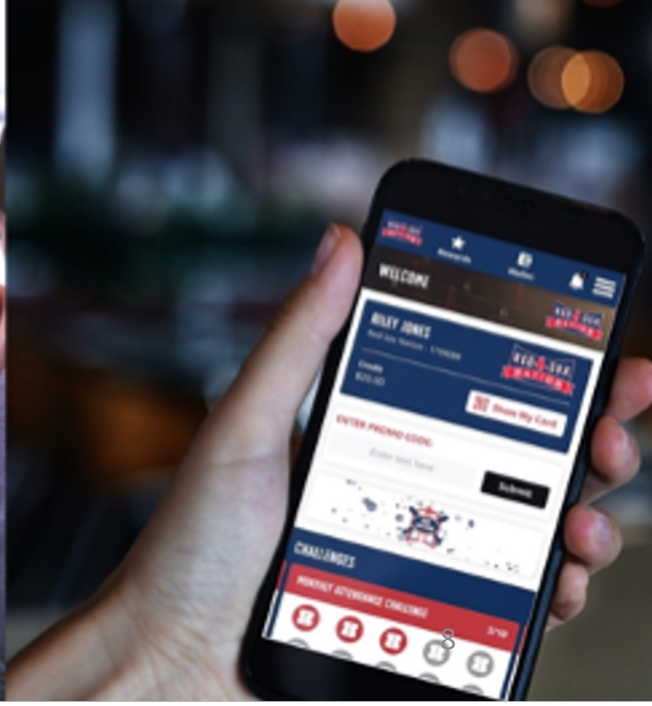
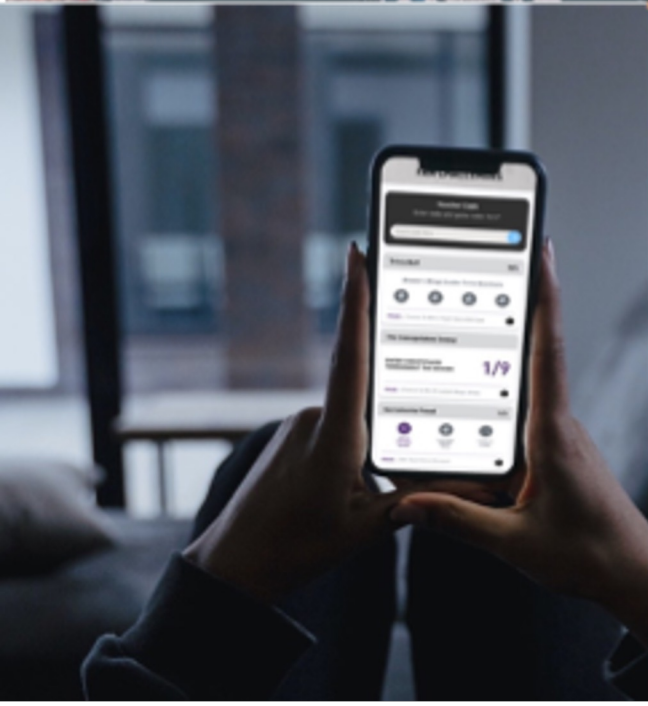
Beyond the stadium

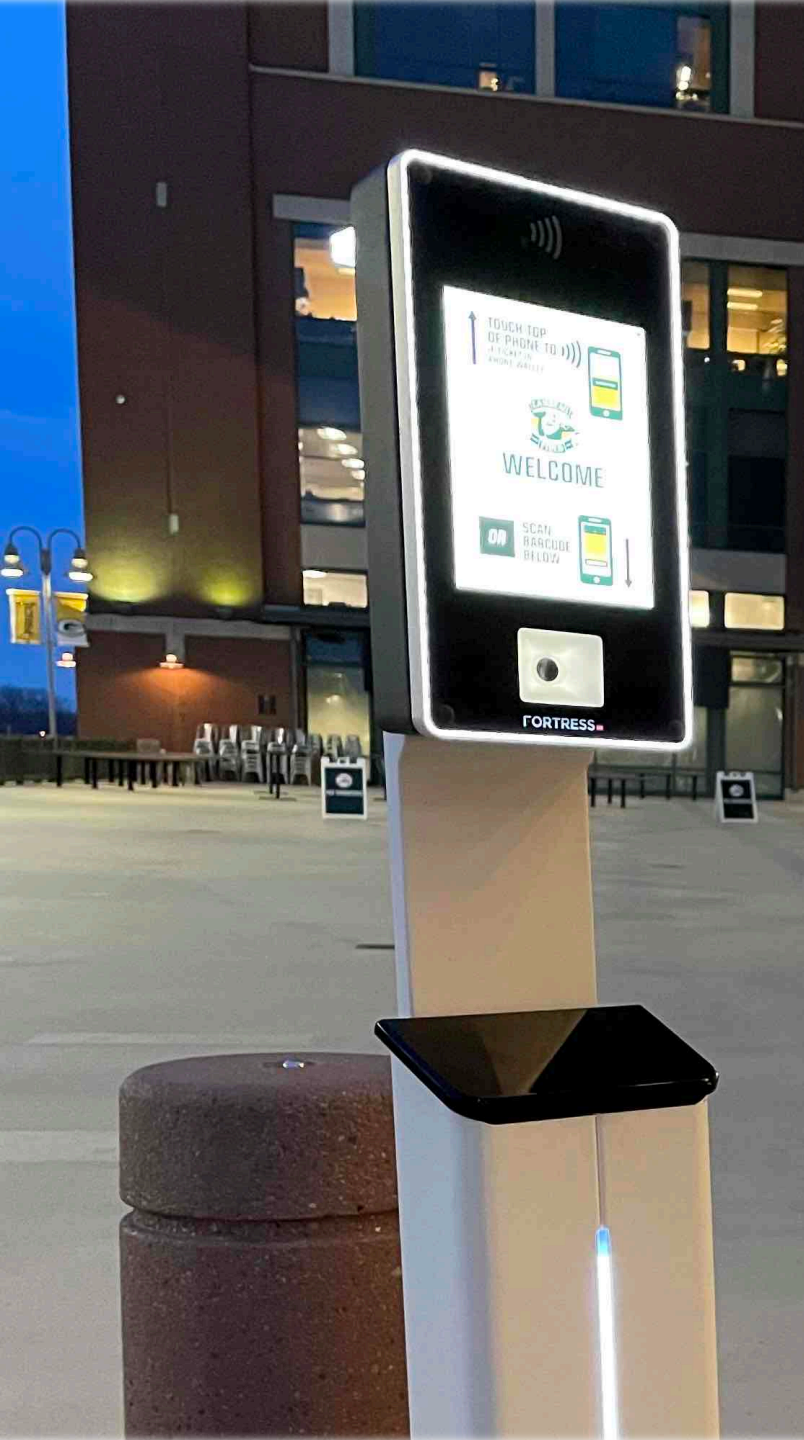
Mobile APP
Team website
Broadcast
OTT
Social Platforms
Digital Platforms – content
Sports Book / Betting providers
Sponsor Payment
Merchant POS
NFT Providers
3rd Party Loyalty Programs



Deep integration with Sports eco-system







Access

The Market Standard

160 Venues

Apple & Google

66m transactions
per annum

Servicing the biggest
teams and events

Benefit:
Revenue protection /
Operational savings



Payments



Digital payments and
personalized
incentives

50
Clients in USA

10m
transactions

Benefit:
Increasing per caps
and new revenue
streams



Loyalty

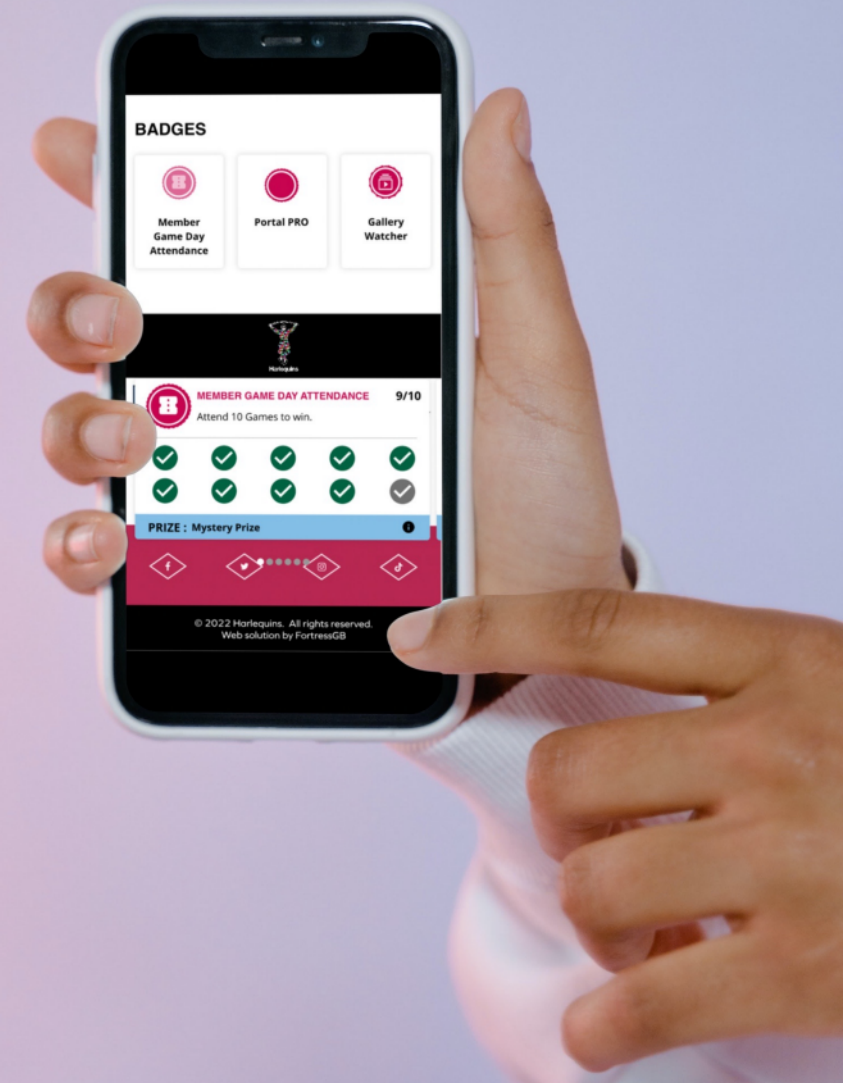
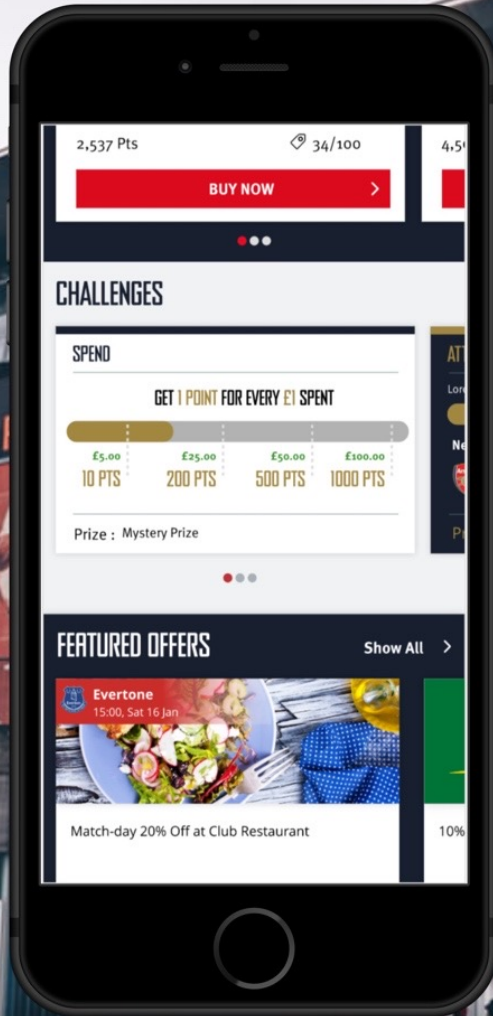
Identify & Reward fans
in real-time at each
interaction

45
member programs

Reaching
60%
Total Fan Audience

Target ARPM \$ 15

Benefit
Building brand
databases and fan
behavior





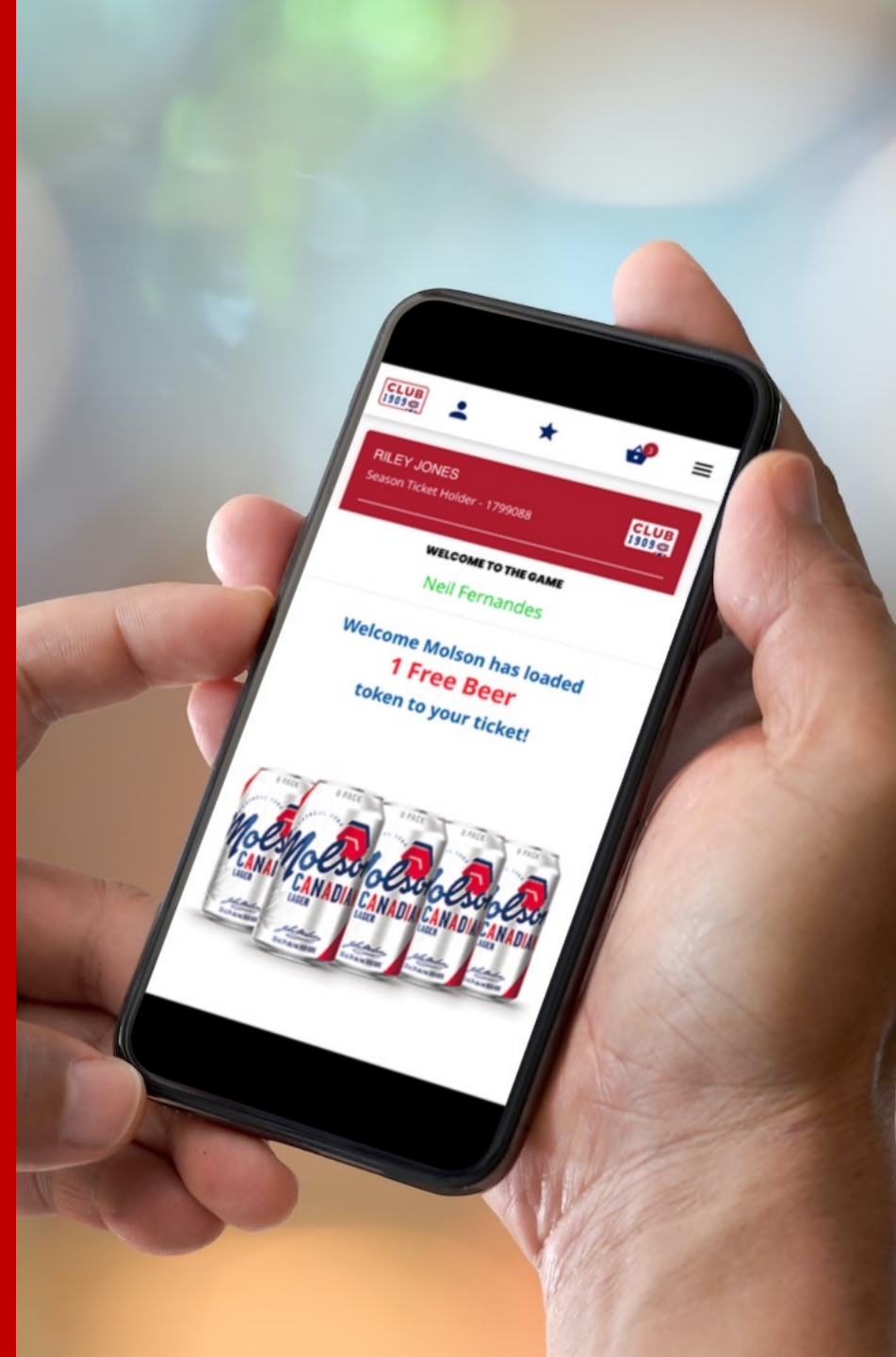
Campaigns

**Amplify engagement
with offers and
incentives delivered in
real time**

**Adopted by Live
Nation – deployed to
25 sites in 2023**

Benefit

**New outlet for driving
sponsor deal value and
engagement rates**





Sponsor



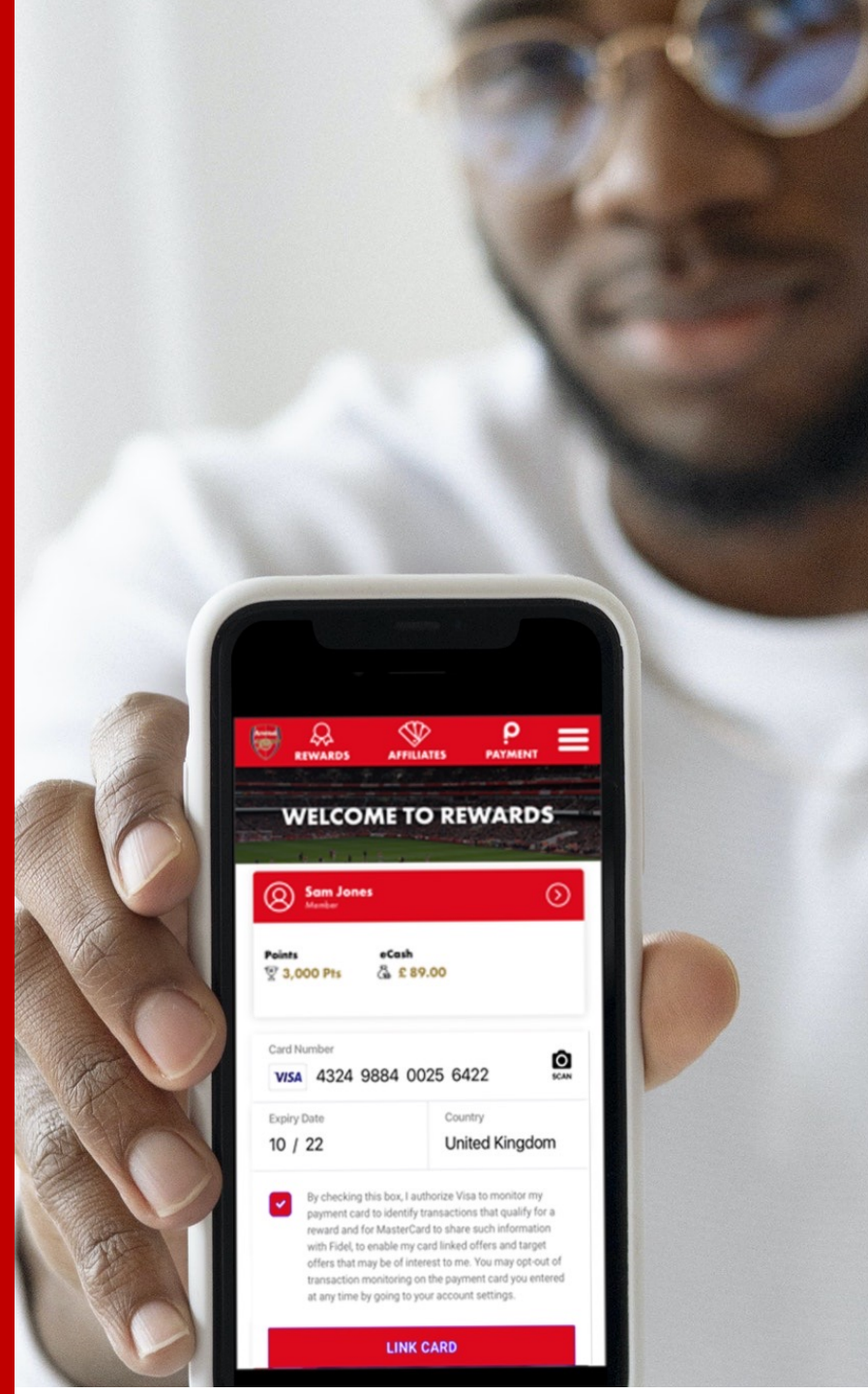
**Activate sponsors and commercial partners.
Tap into the daily spend of fans anywhere**

Managed Card-Linked Payments / Affiliate Network established

**10
Teams Contracted**

Benefit

Brand new revenues





Data



**Automatic single-view
of each customer
across all data
touchpoints**

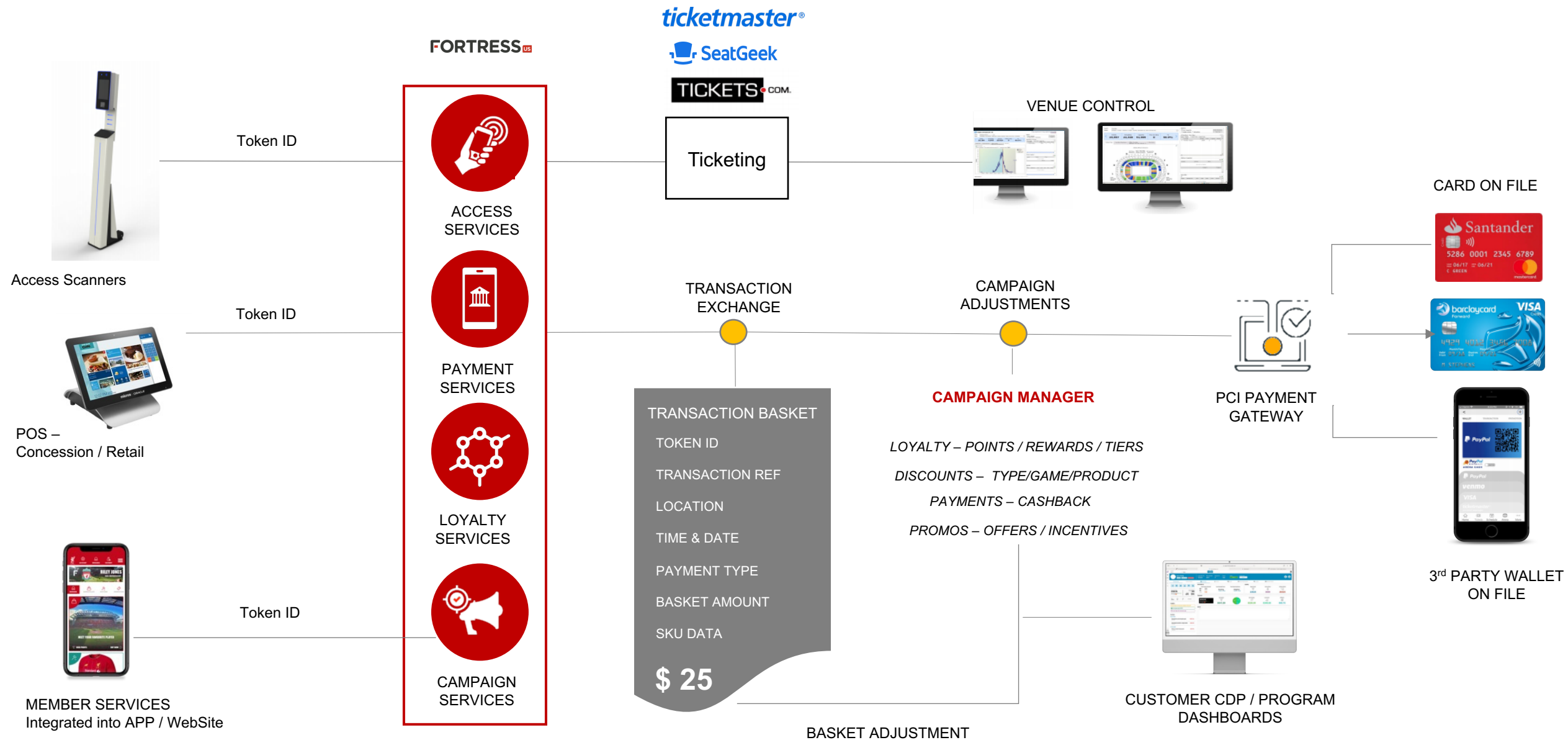
Benefits

**Actionable data bases
across customerbase**

**Sample – Montreal
Canadians grew db
from 30k – 750k**



ID SERVICES ARCHITECTURE



A dark, high-contrast background image showing a crowd of people, likely fans, cheering and holding up signs. The image is dimly lit, with the primary light source being the text and logos overlaid on it.

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