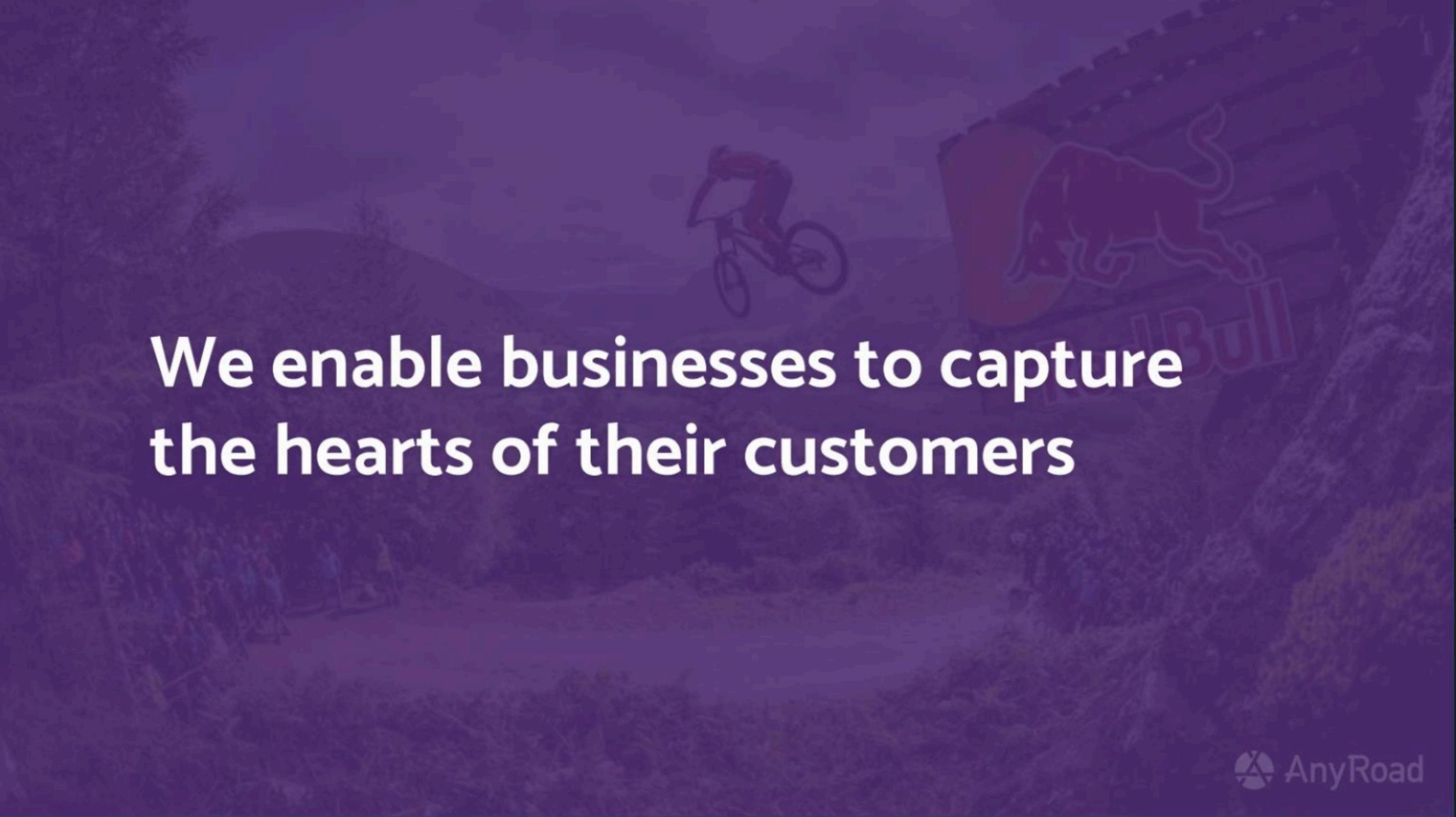




Make every experience count

Jonathan Yaffe  
CEO & Cofounder



**We enable businesses to capture  
the hearts of their customers**



# We've built the Enterprise Platform for the Experience Economy

**\$XXM**

'22 Rev Run Rate  
(SAAS + Usage)

**XXX%**

Oct '21 / '20  
ARR Growth

**X.Xx**

Guest volume  
increase during Covid

# We are living in an experience economy

The world is shifting to a new kind of consumption model. Enterprises need software to meet this new demand.

**72%**

Of Millennials prefer to spend on experiences vs things.

The Harris Group, 2014

**\$63 billion**

Amount spent by US consumer brands on experiences in 2018.

American Marketing Association, 2019

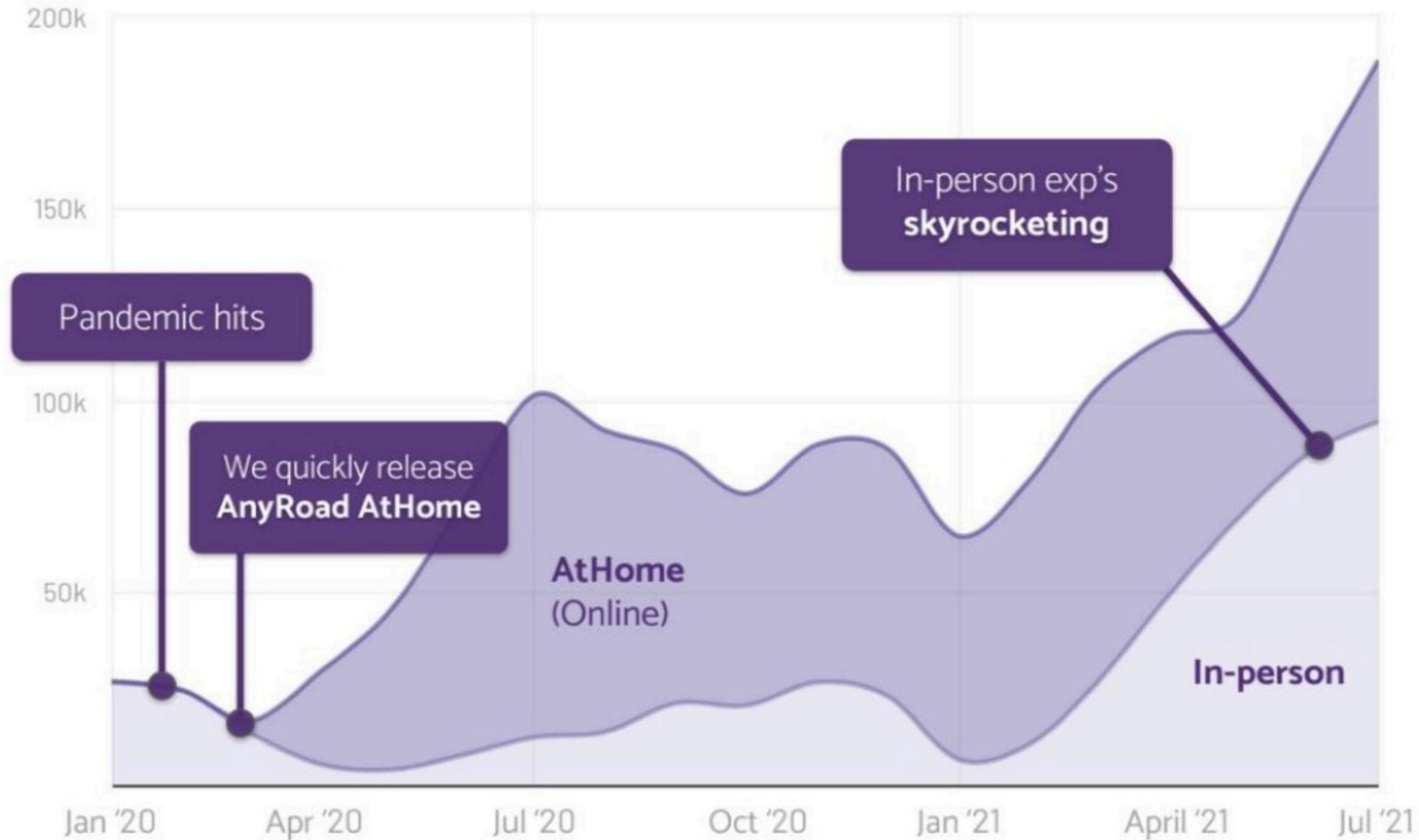
**20%**

Annual increase in budgets for branded experiences.

Freeman and SSI, CMO Survey 2017

# # of AnyRoad Consumers Attending **Online** vs. **In-Person** Experiences

(rolling two-month average)



# What are business leaders seeing?



“REI will eventually **make more money from experiences** than selling things. ”

- REI Leadership

The Michael's logo, featuring the word "Michael's" in a white, cursive script font on a dark purple background.

“**Virtual classes** are an important element in extending the impact of our branding. ”

Ashley Buchanan, CEO

The Coca-Cola logo, featuring the word "Coca-Cola" in its iconic white script font on a dark purple background.

“Coke is spending **>\$3B/year** on experiential marketing and has no idea what's working. ”

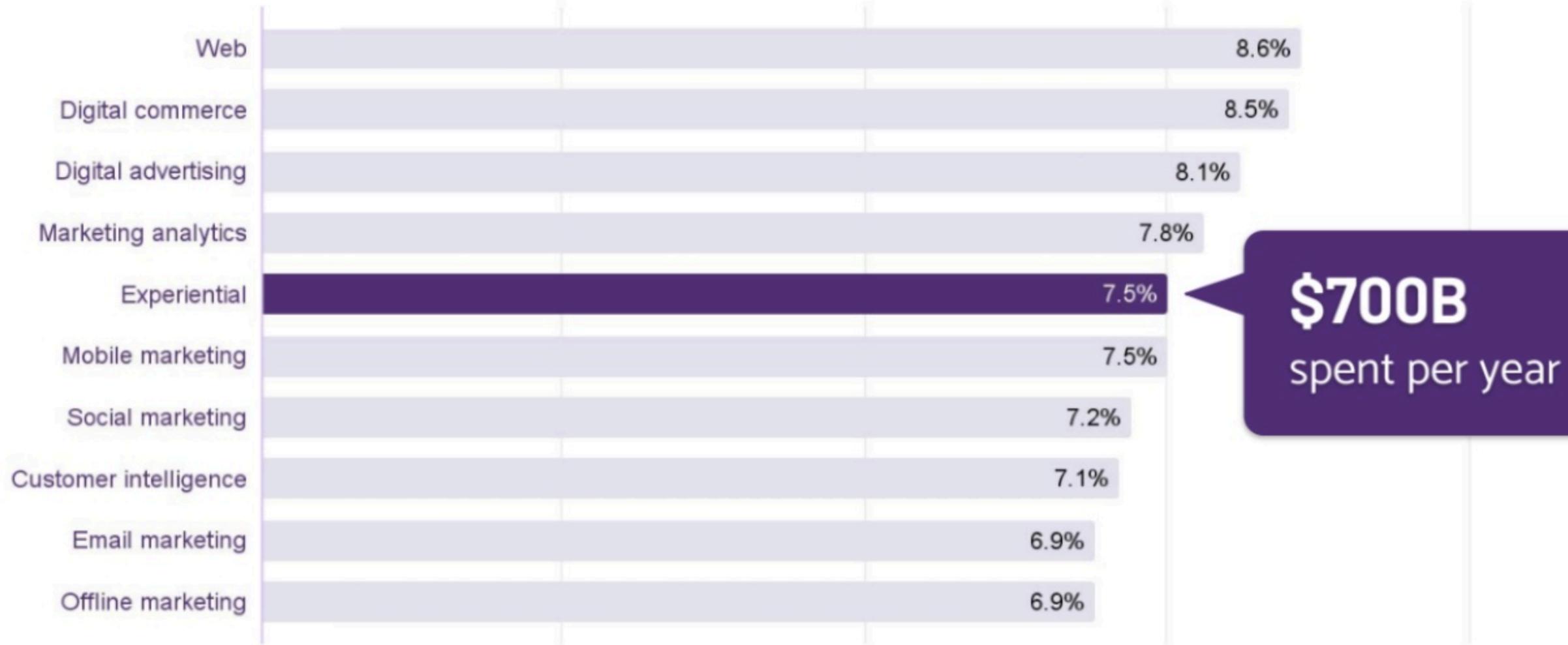
- Francisco, fmr Coke CGO/CMO



“Lululemon is not an apparel company anymore - **we're an experience company.** ”

- Calvin, Lululemon CEO

# The only top marketing spend that is not measured



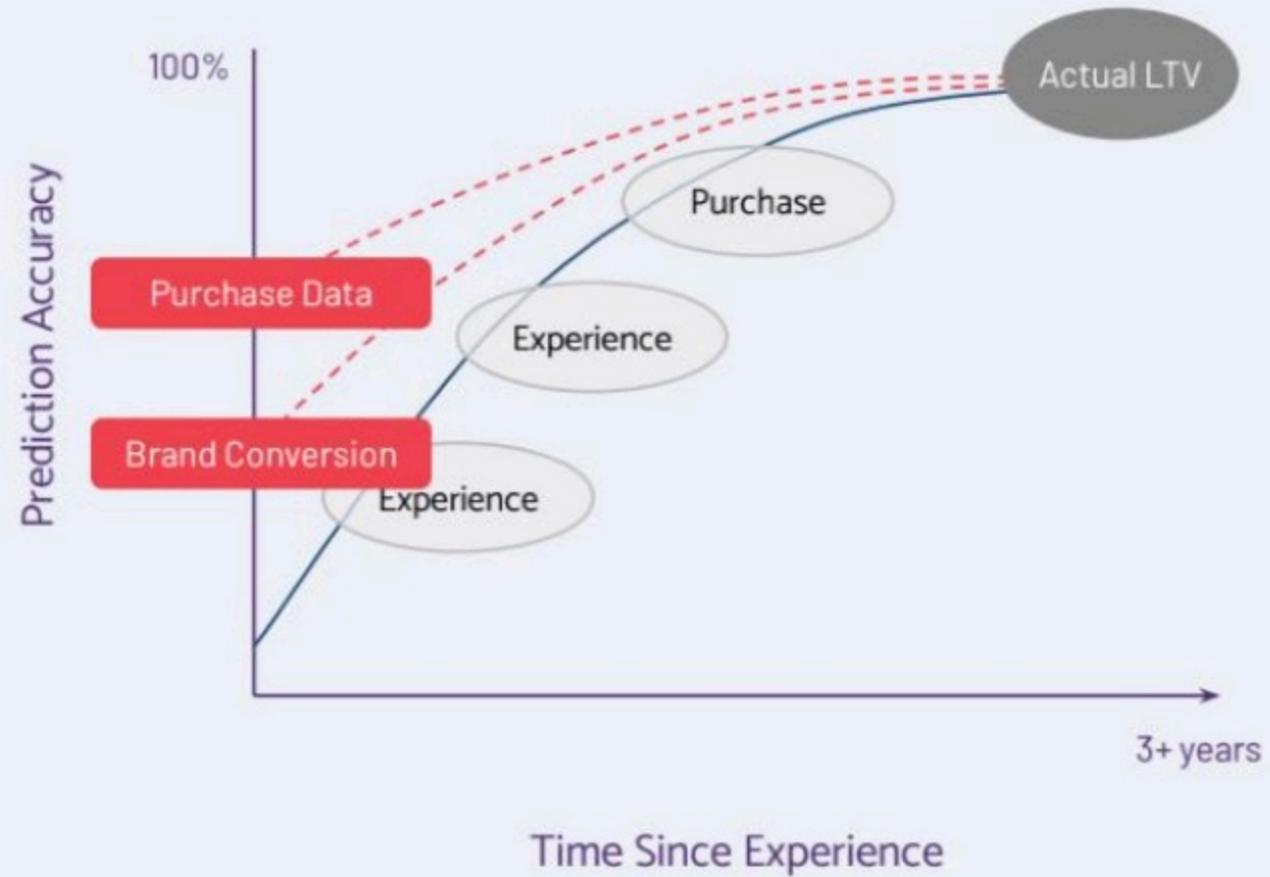
**Marketing Budget Expense Allocation**

% of Total Spend - Gartner, 2019 - Global

## NPS is Outdated

AnyRoad leverages exponentially more data to help businesses make actionable decisions.

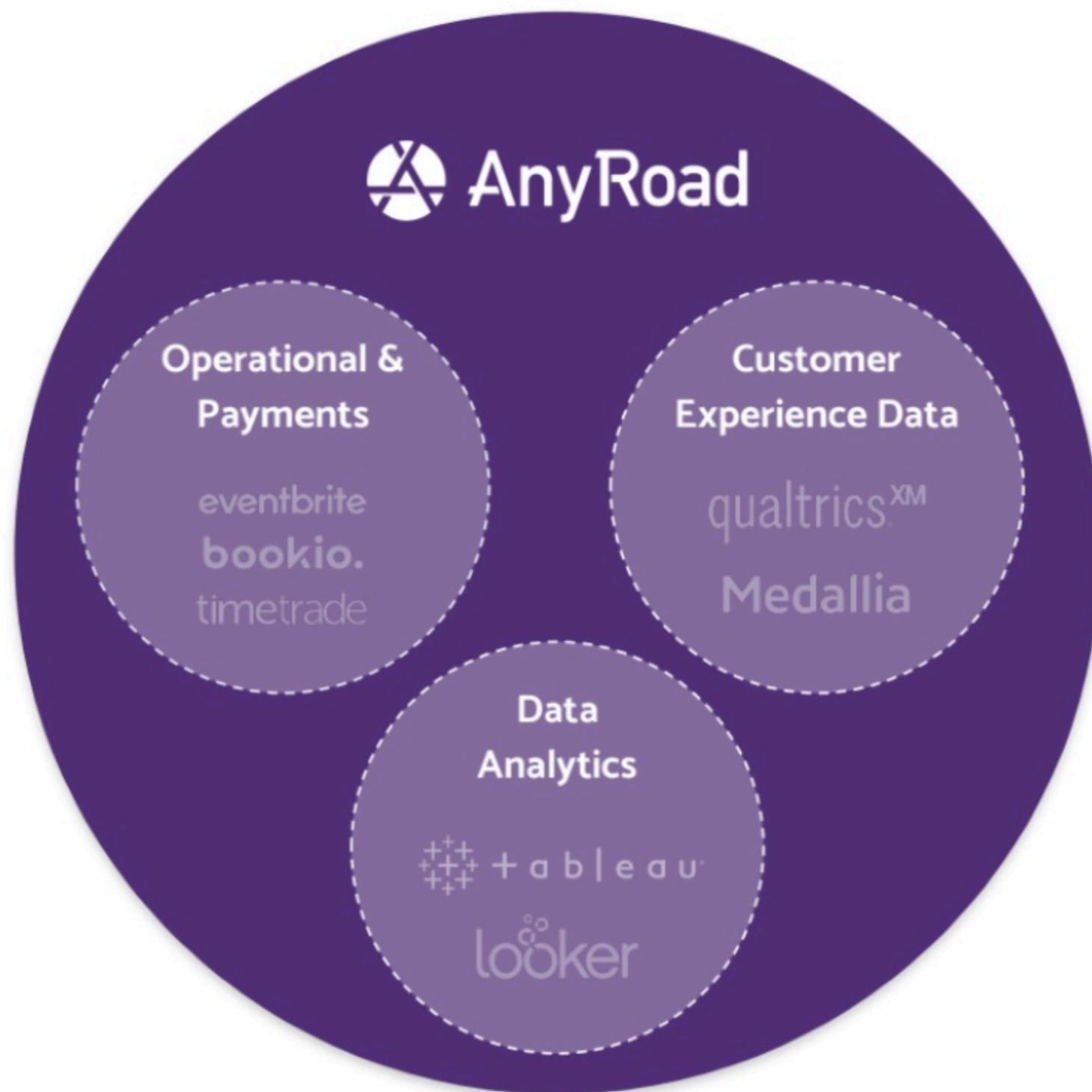
AnyRoad better predicts LTV with brand conversion & purchase surveys for every experience



Full-circle ERM:

## Experience Relationship Management

A 360 degree view of the customer journey to better understand long-term customer loyalty.



# We leverage data throughout the customer journey to increase LTV



# Customers use behavioral data to increase LTV



## Experience Manager

Manage experiences and capture valuable 1st party data.



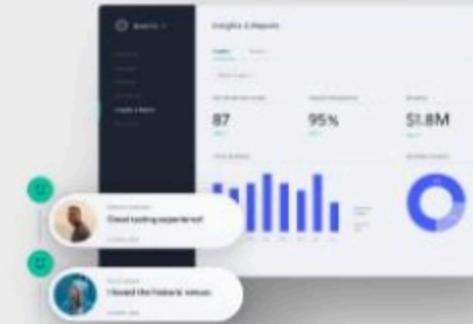
## Data Manager

Centralize and connect data to your business through integrations and APIs.



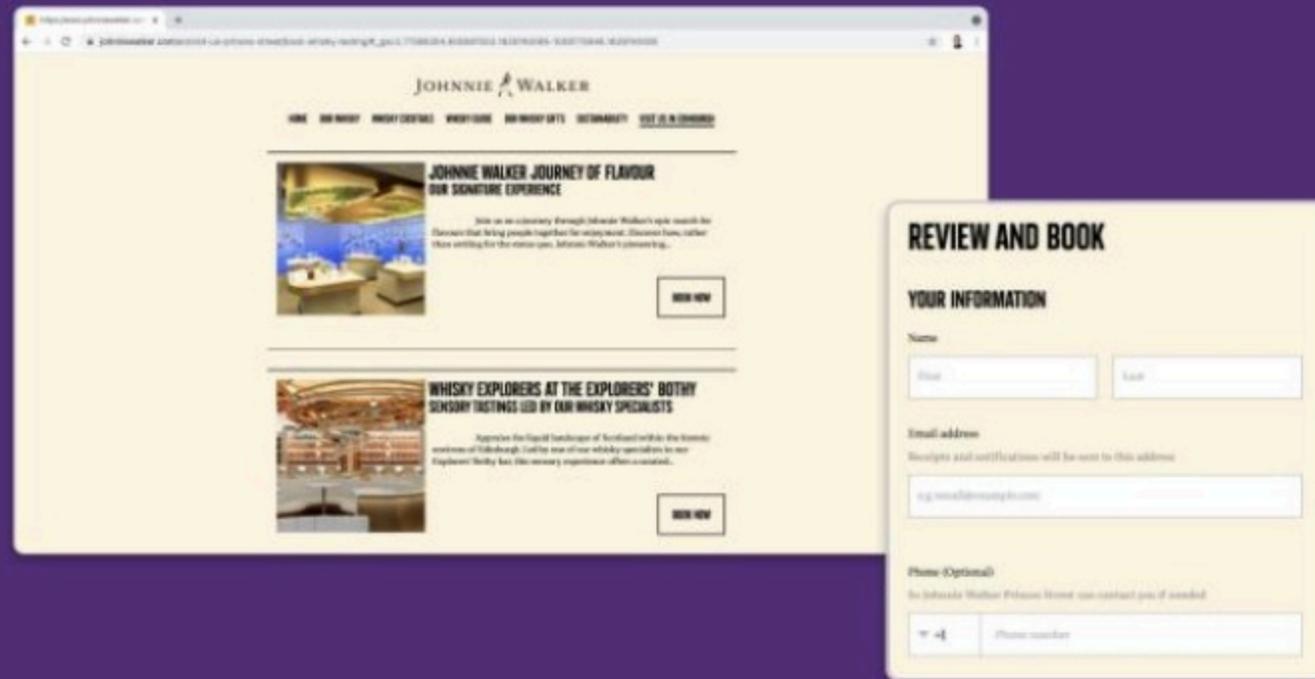
## Atlas

Understand brand impact and customer behavior to drive world-class experiences



# AnyRoad Experience Platform

# Embedded Throughout the Customer Journey



Embedded booking



Front Desk

# Experience Manager

Comprehensive dashboard to manage experiences

The screenshot displays the Experience Manager dashboard interface. On the left is a navigation sidebar with options: Dashboard, Messages, Bookings, Experiences, Resources, GUEST MESSAGES, Insights & Reports, Feedback, OTHER, Affiliates, Settings, and Help. The main content area features a calendar for August 2021, with filters for 'All Experiences' and 'All Scheduled'. A calendar grid shows various bookings across the month. Overlaid on the calendar are two panels: 'UPCOMING EXPERIENCES' and 'Messages'.

**UPCOMING EXPERIENCES** (Next 15)

- 23 Aug** 12:00 pm: Day Fresh Tour (Group Tour, 7 Bookings, 17 Guests)
- 23 Aug** 12:15 pm: Beermaster Tour (Group Tour, 6 Bookings, 9 Guests)
- 23 Aug** 12:30 pm: Day Fresh Tour (Group Tour, 8 Bookings, 23 Guests)

**Messages**

- Inbox** (Search by guest or email)
- Keith Labrie: Day Fresh Tour Booking (12:28 PM)
- Mary Riddo: Day Fresh Tour Booking (12:26 PM)
- Veronica harper: Day Fresh Tour Booking (12:26 PM)
- Kathy Welch: Day Fresh Tour Inquiry (11:54 AM)