

**Connecting  
venues to  
→ visitors**

**E-commerce for the  
experience economy**

**CONVIOUS**

## MARKET

### Out Of Home Experiences include:

Theme parks, museums, ski resorts, water parks, holiday parks, family entertainment centers, outdoor activities, wellness, zoos, aquariums, indoor playgrounds and arcades...

**\$8.8TN\***

total global OOHE  
market size value

**€10.4%**  
**world**  
**GDP**

**500k+**  
Venues  
**319 million**  
jobs

**Underpenetrated**  
**market**

Only **17%** revenue  
booked online in 2020

**22.6%**

CAGR  
2021 to 2027

## PROBLEM

**\$8.8TN\***  
is spent on creating  
memories in the  
experience economy..

**But their stack is  
stuck in 2002**



Legacy vendors  
Broken and no  
AI



No eCommerce,  
marketing or  
Dataplay



No cloud  
API's or insights

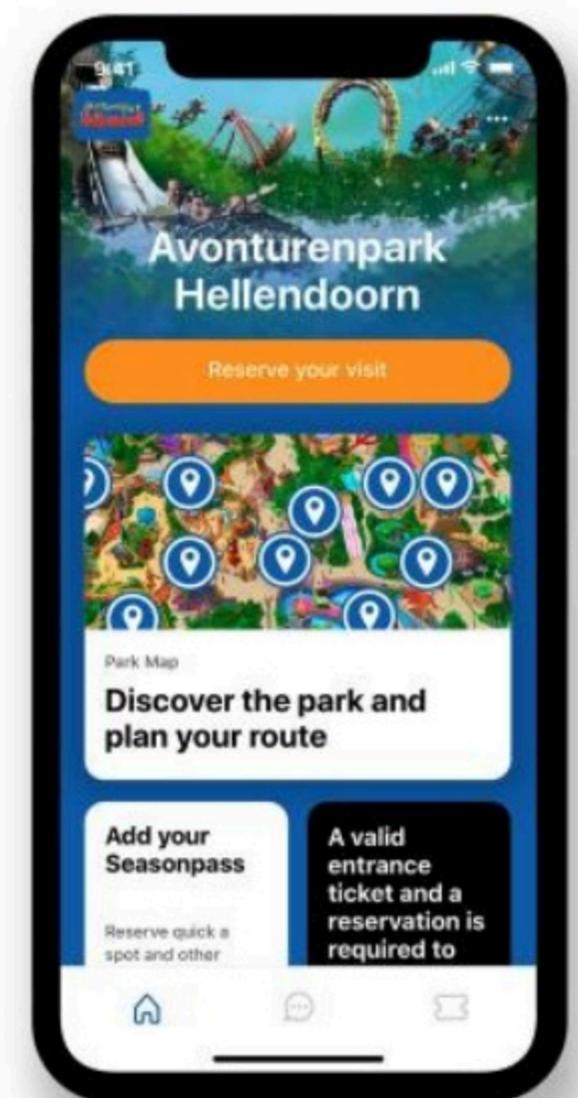
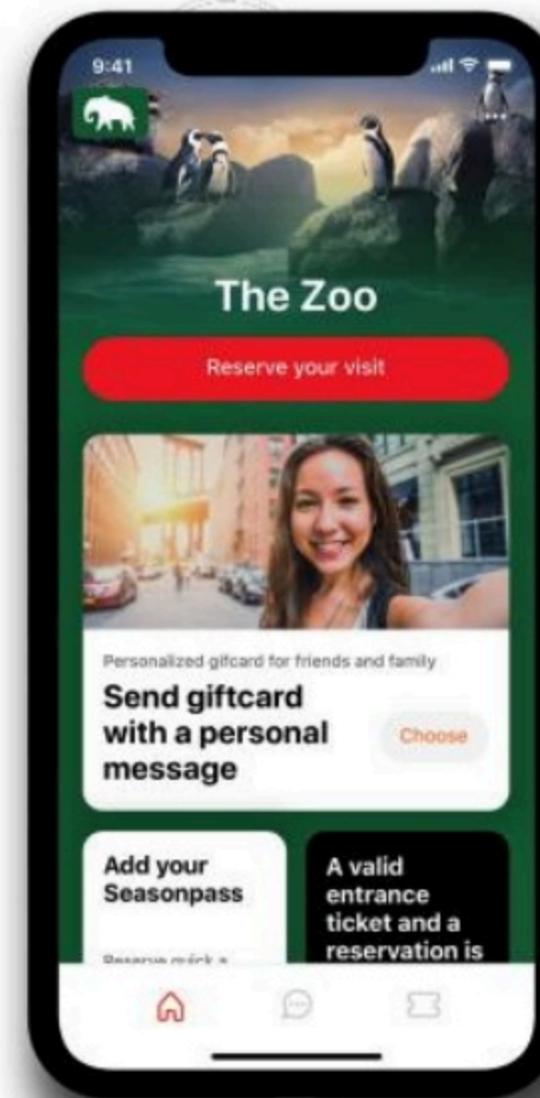


Mobile last, no  
seamless  
transactions

## SOLUTION

Convivous enables leisure operators to connect with their visitors, enhance on-site experience and manage **sales, marketing and internal operations** from a single platform.

- ▶ **Going D2C.** Allowing venues to take control over marketing, sales, and customer data bypassing resellers with high commissions
- ▶ **Digitizing the whole Customer Journey** by delivering personalized experiences at every touch point
- ▶ Combining **Crowd Control with Real-Time AI Pricing** and ensuring the optimal price both for venues and visitor



**+201% increase in revenue**  
**+86% increase in conversion**

# SOLUTION

Convivous is a **vertical SaaS** platform with end-to-end solution for core business processes

Marketing	Commerce	POS	Mobile App	Loyalty & Support
CRM	Dynamic pricing	Payment terminals	Messaging	Order management
Email Marketing	Web shop & Checkout	Food & Beverage	E-wallet	Refund and cancel
Push/SMS/Whatsapp	Upsells/cross sell	Annual passes	Venue map & Info	Surveys
Automated Flows	Voucher/Gift cards	Hardware integrations	In-app purchasing	Online reputation
Paid campaigns	Package deals	Time slots	Web & App based	Data sync
Display ads	Reseller module	Maintenance	Food order & pick up	Reporting
SMM	Channel manager	Personnel	Kitchens integration	Forecasting
Advertising	Resellers/Channels	Operations	Mobile Ordering	Business Intelligence



**BUSINESS MODEL**

**We are in the same team with our customers. Our goals are 100% aligned**

**We take a %\* of every ticket, ride, reservation, ice cream, ski pass, locker, burger....**

TRACTION

120 leading venues are using Convious today and we're growing fast

120 ↑

Venues (with <1% churn)

30m+

visitors in 2020

42.7 ↑

NPS  
April 2021

8m

bookings  
in 2020

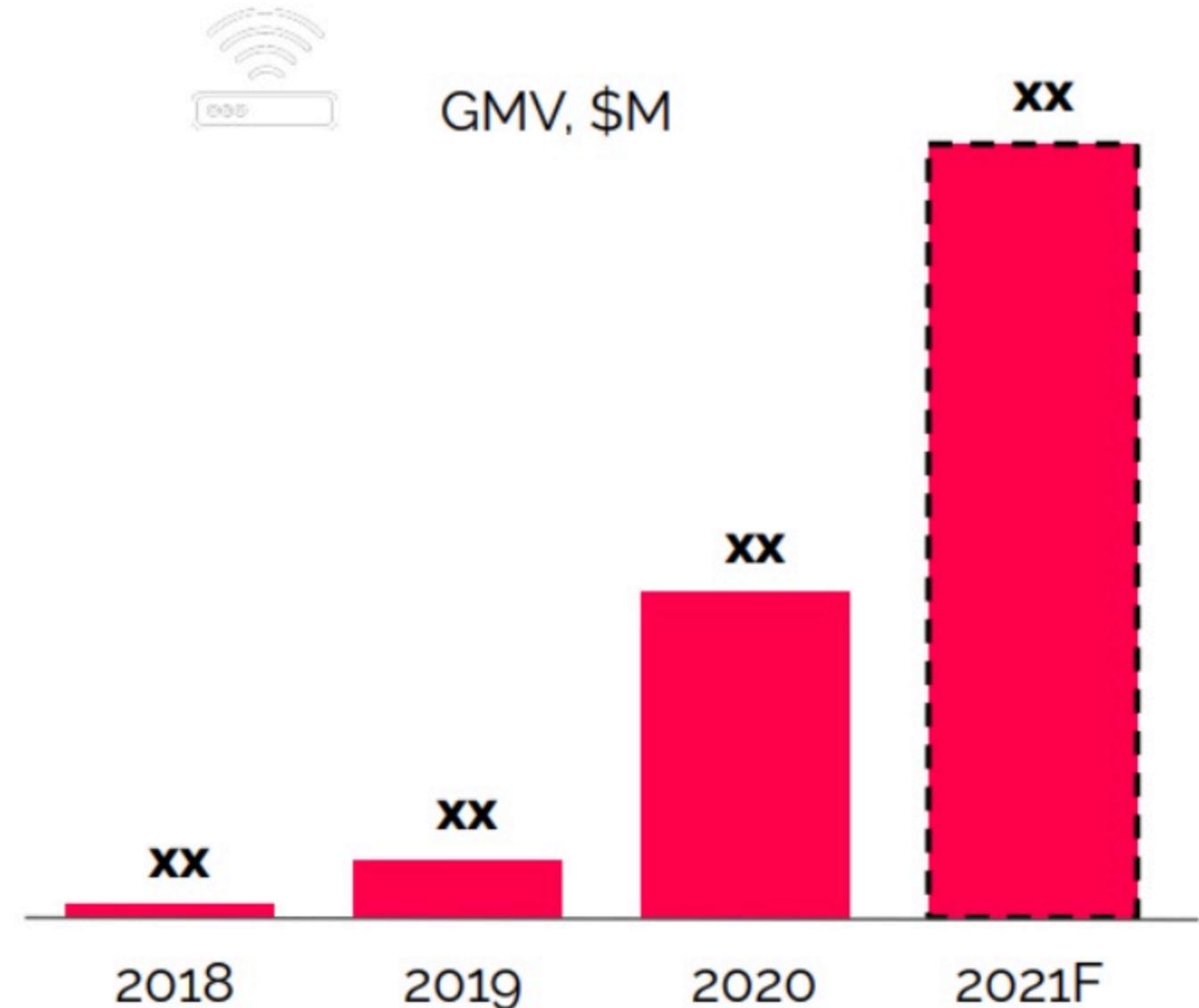
16

Active  
Countries

## TRACTION

Convios is a clear **market leader in Europe** rapidly expanding globally.

- ▶ Growing **7x YoY** despite COVID
- ▶ **Profitable** for the second year in a row
- ▶ Customers love us. **+184%** expansion revenue in 2020
- ▶ Scalable sales process. **\$xxk ARPA** with **xx LTC to CAC** ratio.
- ▶ Capital efficient business model. **\$xxxM forecasted GMV** in 2021 with only \$xM capital raised



**\$xxxM** booked for 2022

**+xx% revenue expansion** after COVID restrictions are down

# CUSTOMERS

## 120 venues, 16 countries, 30 million visitors



## THE TEAM



**Camiel Kraan**

**CEO and Founder**  
former CCO Bwin, Founder  
Squla  
25+ years experience



**Adriaan van der Hek**

**COO**  
former CEO  
Shoppingminds  
25+ years experience



**Juozapas Zabukas**

**CTO**  
former CTO  
Productors  
15+ years experience



**Bernard Kochen**

**VP Sales**  
former VP sales  
Travelbird  
15+ years experience



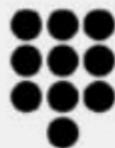
**Koen Scholte**

**CMO**  
former VP marketing Talpa  
Emesa  
15+ years experience

**+40 team members**

 **BACKBASE**

**TietoEnator**<sup>TE</sup>



talpa

 Shopping Minds

adform



Booking.com



 TravelBird

**Join us!**

Camiel Kraan - CEO  
[camiel@convious.com](mailto:camiel@convious.com)

**The  
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