



LIVE IS BACK.
ASCM GLOBAL IS READY.

**WHEN YOU COMBINE THE BEST TEAMS IN FACILITIES AND
EVENTS MANAGEMENT, YOU GET NEXT-LEVEL EXPERIENCES.**





THERE'S ONLY ONE.

Indeed, there's only one ASM Global.

ASM Global is indisputably the world's leading producer of live entertainment experiences.

It is the global leader in venue and event strategy and management—delivering locally tailored solutions and cutting-edge technologies to achieve maximum results for venue owners. The company's elite venue network spans five continents, with a portfolio of more than 350 of the world's most prestigious arenas, stadiums, convention and exhibition centers, and performing arts venues.

All for good reason.

The key to ASM Global's universal success and appeal is summed up best by its President & CEO Ron Bension: "Simply put, we have the one-of-kind combination of extraordinary global scale with best in class local operational execution," he said.

"That unique attribute means significant benefits not only to the bottom line of ASM Global's clients but benefits for the communities where we do business," Bension said.

"We're committed to ensuring our clients' profits are elevated and to doing our best to invest in people, protect the environment and strengthen cities throughout the world."

RON BENSON
- President & CEO, ASM Global

ASM GLOBAL'S EXTRAORDINARY CAPABILITIES

Executives throughout the industry – remarkably even competitors – credit ASM Global's dramatic success to what ASM Global formally refers to as the company's "Four Pillars" whose guiding principles live in full view at the entrance to the company's Los Angeles, California headquarters.

BEST IN CLASS MANAGEMENT

Doug Thornton, ASM Global's highly respected Executive Vice President of Stadiums, Arenas, Theaters and a 30-year veteran of the live entertainment industry said, "There's nothing better than being able to hand off your event from A to Z and know that it is in the right hands. We cover everything. Everything – the programming, the marketing, and the on-location venue management."

ASM Global's senior leadership team crisscrosses the world and is in contact with experienced, carefully selected local leadership groups that

intimately understand not just the venues in play, but the culture of the audience in attendance.

The far-reaching infrastructure of ASM Global supports a meticulously detailed holistic marketing approach singularly focused on driving ticket sales, and ensuring attendees receive best-in-class experiences.

ASM Global-properties via its patented official *VenueShield®* program, receive the industry's most advanced hygienic safeguards and protocols which meticulously follow local requirements for keeping its community safe inside.

As the "Leader in Live," ASM Global is able to consistently

program its venues with the world's best content by being the #1 partner to all the industry's promoters. And Bension is emphatic about content & programming.

"We drive more content and events into our buildings than anyone," he said. "We feel our local and national content and events programming team are unparalleled in the industry. It's that simple."

Continuously exceeding guest expectations and venue content optimization are critical factors to the overall success of a venue and lays the groundwork for additional specialized services that maximize revenue to each property.

DIVERSIFIED REVENUE MODEL

ASM Global Chief Commercial Officer Jason Oberlander is particularly proud of ASM's revenue pillar because of the unmatched scale, consumer touchpoints and ability to integrate brands – to music, sports, business, tech and more – that in his words, “drive value for the brands, content providers, venue partners and guests.”

“Increased revenue is obviously a major part of that value,” he said. “Fans are craving live-event experiences more than ever, and brands will want to be a part of those moments. No one has the breadth of events, venues, tenant partners and boots on the ground like ASM Global,” he said. “At a full run, there are 164 million people coming through our venues. For instance, that’s more than the four major U.S. professional sports leagues combined.”

Hence, ASM Global generates unmatched monetary returns and profitability for its clients.

The exceptional ability of ASM Global leadership to increase revenue via its laser-focused teams takes many forms including:

- Creative sales halos to elevate special event fiscal returns
- Innovative premium experiences with commensurate elevated monetary benefits
- Scalable operational programming and subsequent execution
- Marketing strategies to maximize attendance, premium sales and income across multiple revenue streams
- Cultivating a world-class private event business intended to fully optimize the booking calendar and further diversify revenue

- Nonpareil culinary expertise that translates into enhanced food and beverage services. Through its culinary division, SAVOR, ASM Global delivers a hyper-local food and beverage offering while driving maximum per capita generation and profitability

ADVISORY & INVESTING

“We’re not your typical advisors,” said Chuck Steedman, ASM Global EVP, Business Development. “There’s an old saying about advisors that they’ll steal your watch and then tell you what time it is. ASM Global is different, we’ll help you build the watch and see your aspirations come to life.”

The ASM Global team is expert in feasibility studies, design, planning, marketing and executing.

“You might have a vision about your event or series of events, but don’t quite know how to execute it,” Steedman said. “ASM Global knows how to execute. It brings an entire team to the table to help you realize your aspirations. From the ground up, this is an organization that can commit its talents, experience and resources to analyzing feasibility, planning, and executing. This even extends, in some cases, to financing and investment in client’s plans.”

“Fans are craving live-event experiences more than ever, and brands will want to be a part of those moments.”

JASON OBERLANDER

- Chief Commercial Officer, ASM Global



“Having had the honor to be the first partners to join El Distrito when it was only a blueprint, I can only say that all of our expectations have been exceeded beyond our wildest imagination. The official opening of the Coca-Cola Music Hall earlier this year has been met with excitement by all Puerto Ricans, and our collaboration with Jochi Dávila has taken the potential of the venue to a new level, never before experienced in this market. ASM Global has proven once again that their knowhow and dedication can help fuel the local economy with much needed entertainment for tourists and locals alike.”

“We’re thrilled to be a part of the community and support this wonderful entertainment venue that has entertained so many families, sports fans, residents and visitors over the years. As we look forward to an active and engaged partnership with ASM Global and the Toyota Arena team, we will continue building great relationships through the best entertainment venue in the Inland Empire.”



Pablo Rodriguez
VP-General Manager
Coca-Cola Puerto Rico



Cliff Cummings
President
Southern California
Toyota Dealers Association



INNOVATIVE PARTNERS



As the official on-demand delivery platform partner of ASM Global, DoorDash will help redefine fan experiences by providing seamless on-demand access across key North American venues, allowing fans to leverage DoorDash's services across a diverse content offering including concerts, sports, concessions, and family entertainment among others.



“

“We’re thrilled to partner with ASM Global to bring convenience on-demand to fans so they can skip the lines and spend more time enjoying live viewing. At DoorDash, we’re always looking for new ways to meet consumers’ ever-evolving needs, and we look forward to leveraging our platform to bring them a reliable experience at some of the most notable venues nationwide.”

- Kofi Amoo-Gottfried, DoorDash Chief Marketing Officer



This multi-year partnership between two global powerhouse brands will span ASM Global's vast facility portfolio of arenas, stadiums, theaters, convention centers and many other iconic event spaces across the U.S.

“

“Clorox is committed to supporting people’s health and wellbeing no matter whether they’re at home or out in the world, which is why we are incredibly excited to be working with ASM Global.”

- Tad Kittredge, Vice President and General Manager at Clorox

Honeywell

This partnership establishes new standards related to indoor air quality, safety and regulatory compliance for its proprietary program for venue re-openings and operations.

“

“ We look forward to working with the ASM Global team to not only help audiences feel more confident about coming to live events but also in supporting venue modernization by providing greater automation and insight into the portfolio performance and a more seamless audience experience.”

- Jeff Kimbell, Honeywell Senior Vice President and Chief Commercial Officer



The Official “DAS Solutions Provider” of ASM Global. Advanced 5G connectivity solutions expected to power dynamic new interactive and immersive experiences for sports and entertainment fans across the globe.

“

“We look forward to continuing to work closely with their global leadership and venue teams. We currently provide neutral-host wireless networks at several ASM Global properties, including the recently announced Coliseo de Puerto Rico and Puerto Rico Convention Center venues, and we look forward to expanding worldwide.”

- Christos Karmis, President and CEO of Mobilitie

COMMITMENT TO INNOVATION

The pandemic changed many things, including events and event management. ASM Global recognizes this and has committed to innovating with these evolutions in mind.

“We realize that the live events industry has room to grow tremendously,” said Alex Merchán, ASM Global Executive Vice President, Marketing. “We’ve spent a lot of time thinking about how events should look going forward.”

And much of that time thinking was about continuing to elevate the guest experience beyond anything else in the industry.”

Expectations of fans or attendees at events have also evolved

throughout the pandemic, in particular when it comes to technology. With this in mind, ASM Global has added 5G to most of its venues, for instance. As an example, ASM’s new Puerto Rico Convention Center offers unparalleled connectivity on 5G architecture, providing a seamless experience throughout time spent in meetings and conferences.

ASM Global has signed a strategic partnership with Qualtrics to launch ASM Global Insights®, the world’s largest live event customer experience platform, which is designed to capture fan feedback and rich guest insights. This data helps venues and organizers deliver exactly what fans want across sports and entertainment. The tool tracks data points across the customer journey, informing leadership and the business to improve the guest experience.

“ We realize that the live events industry has room to grow tremendously. We’ve spent a lot of time thinking about how events should look going forward.”

ALEX MERCHÁN

- ASM Global Executive Vice President, Marketing



Anthony James Partners, AV consultants that specialize in the design, procurement and implementation of large-scale AV technology and related systems, possess an exceptional track-record with over 500 successful major projects completed.

AV technology is the central nervous system of the live-event experience, and AJP's expertise bolsters ASM Global's technological capabilities worldwide.

ANTHONY JAMES PARTNERS



In partnership with Qualtrics, the leader and creator of the Experience Management (XM) category, ASM Global has launched ASM Global Insights to reinvent how fans experience live sports and entertainment.

ASM Global receives unprecedented access to guest feedback, providing a deeper understanding of the fan experience, and enhancing the customer journey across the world's largest venue portfolio.

qualtrics^{XM}

WORLD'S LARGEST LIVE EVENT MARKETING PLATFORM

ASM Global's plans to grow its well-established industry-leading position in naming rights and marketing partnership generation for its arenas, stadiums, theaters and convention centers. ASM is the most prolific presenter and producer in entertainment including serving as the largest conduit of Live Nation and AEG Presents content.

"We'll be leveraging our global scale and expertise far beyond any of our competitors," said Oberlander. "We host over 20,000 live events across sports, music, entertainment and business reaching those 164 million guests."

As the world's largest live-event marketing platform, ASM Global creates unique partnership opportunities to engage fans holistically across on-site and digital touchpoints throughout the customer journey. The industry-leader engages its global audience through powerful content and programming across concerts, business and sports and leverage the largest venue portfolio and digital network to maintain a deep engagement with its guests.

Harnessing the power of the live experience, ASM Global offers endless possibilities. From venue naming rights to branded experiential spaces. In-venue activations and digital campaigns. ASM's Global Partnerships team leverages a global audience and bespoke marketing solutions to deliver audiences across a powerful venue network engaging fans pre-event, post-event and throughout their customer journey. From single market activation to systemwide execution, ASM Global creates integrated custom opportunities designed to reach and exceed partnership needs.

"We have over 350 venues around the world in which we provide services to our partners. Think about that. Our clients trust us to manage and operate over \$50 billion of their assets. It's actually staggering."

CHUCK STEEDMAN
- ASM Global Executive Vice President, Business Development

20,000+
LIVE EVENTS ACROSS SPORTS, MUSIC, ENTERTAINMENT AND BUSINESS

164 MILLION
ANNUAL GUESTS

350+
PREMIER VENUES

5
CONTINENTS

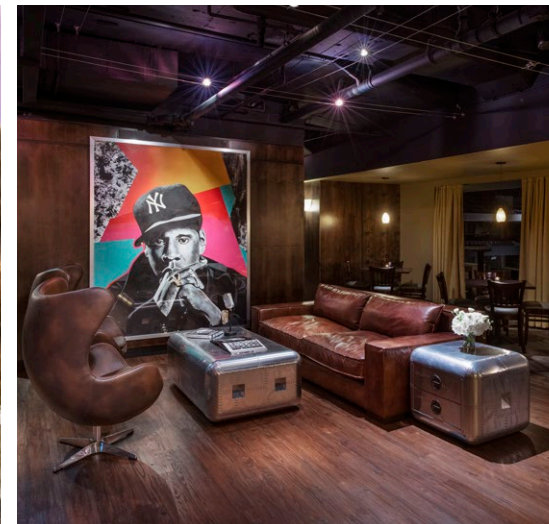
\$50 BILLION
IN ASSETS MANAGED

PERFORMANCE MANAGEMENT & REVENUE OPTIMIZATION

TICKETING, F&B, PRIVATE EVENTS, & PREMIUM EXPERIENCES

The difference maker for ASM Global's clients is the ability to create and deliver game-changing in-venue revenue opportunities.

From optimized ticketing strategies and one-of-a-kind premium experiences, ASM Global redefines the guest experience and elevates fan satisfaction while delivering big revenue solutions. Enhanced F&B offerings and private events serve as additional revenue streams that deliver unforgettable moments while maximizing venue utilization. ASM Global is the thought leader in revenue generation and is committed to maximizing profitability for all clients and partners.



ICC Sydney
Sydney, Australia



40+ CERTIFIED GREEN VENUES

CORPORATE RESPONSIBILITY IS GOOD BUSINESS

ASM Global's bold corporate social responsibility platform, *ASM Global Acts*, powerfully elevates the entertainment giant's commitment to invest in people, protect the environment, and strengthen communities around the globe.

Additionally, the *ASM Global Acts Foundation* supports philanthropic and community-based endeavors guided by its sustainability and diversity foundation. The *ASM Global Acts Scholarship* focuses on serving diverse and under-resourced communities with educational and career-development opportunities.

"ASM Global operates hundreds of stadiums, convention centers and arenas around the globe, which boost local economies, employ area residents and provide meaningful opportunities for the communities we call home," said Bension. "We plan to implement *ASM Global Acts* at every venue we have under our guidance as we continue to roll it out. The *ASM Global Acts Foundation* and

Scholarship further strengthens our philanthropic efforts and solidifies our intention to make a difference in the communities where we do business."

Aligned with many of the United Nations Sustainable Development Goals, the initiative is an extension of ASM Global's longstanding commitments to creating a better workplace and more diverse workforce, serving the communities where it operates, and contributing to a healthier environment and planet. The execution of these commitments happens at both the corporate and local level, creating value at scale within communities as we partner with sustainability champions, such as Honeycomb Strategies.

"Whether you are a performer on our stages, a technician, hospitality team member or visitor to our venue, we all have the ability to work together and harness our collective action to make the world a better place," Bension said. "Our *ASM Global Acts* initiative is inspired by this idea of action and brings to life our dedication to making a meaningful difference in our communities and beyond."

"Using some of the industry standards and best practices that we've seen through years of experience, we take our programs beyond environmental sustainability and look at how we can positively impact the local community."

LINDSAY ARELL

- Principal, Honeycomb Strategies

GLOBAL LEADER IN THE DEVELOPMENT OF ENTERTAINMENT DISTRICTS

No company in the world has more experience in developing and redeveloping, managing, programming, and monetizing multi-use sports and entertainment destinations.



ASM GLOBAL'S "FUTURE NOW PLAN" TO ALWAYS BE #1

"Many companies obviously have three, five and 10-year strat plans," Bension said. "We have a different point of view. Our strat plan is summed up in four words: 'The Future Now Plan.'

"We're not waiting for tomorrow. We're bringing in forward thinking technologies in every aspect of what we do for clients. Our DOOH plans are far beyond the competition.

"The plans we've announced in the past few months along with our Olympia

London Convention Centre and Manchester AO Arena in the U.K, Kai Tak Sports Park- the world's largest sports complex in Hong Kong and Exhibition World Bahrain all help us stay on the future track to share our cutting-edge methods with even more of the world," Bension said.

"Our differentiators of complete commitment, amazing technology, fully integrated marketing techniques are all ASM traits that translate into measurable value and remarkable guest experiences."

It doesn't get any better.

"We're not waiting for tomorrow. We're bringing in forward thinking technologies in every aspect of what we do for clients."

RON BENSION
- President & CEO, ASM Global

NEW PROJECTS & INVESTMENTS



AO Arena - Manchester, England



Tech Port Center + Arena - San Antonio, TX



Exhibition World Bahrain - Sakhir, Bahrain



Olympia London - London, England

LEARN MORE AT ASMGLOBAL.COM

