



CLIMATE PLEDGE ARENA

The World's First Net Zero Carbon Certified Arena

SUBTERRANEAN. HISTORIC. NEW. INNOVATIVE.

These words would appear in a word cloud about Seattle's Climate Pledge Arena. But standing out in the center of that cloud would be the most important word — **sustainable**.

Climate Pledge Arena, home of the NHL's Seattle Kraken, WNBA's Seattle Storm and music and live entertainment, was constructed with the goal of being the most sustainable, responsible and progressive arena in the world. Built by the Oak View Group at a cost of \$1.1 billion, the arena, which opened with a Coldplay concert on October 22, was named after The Climate Pledge. Co-founded by Amazon, The Climate Pledge is a group of communities, companies, organizations and people whose goal is to reach net zero carbon emissions by 2040, 10 years before the designated date of the Paris Agreement.

FOUR GOALS

TO ACCOMPLISH THE CLIMATE PLEDGE

1

Carbon Zero

"We're working to be the world's first International Living Future Institute (ILFI) certified net zero carbon arena," said Rob Johnson, Vice President, Sustainability and Transportation for Climate Pledge Arena and the Seattle Kraken. "In addition, we want to push the industry to contemplate other ways in which arena operations could be more sustainable."

To become certified by ILFI (world's pre-eminent non-profit organization leading ecological building practices and creating independent third-party clean energy certification standards), the arena must meet several stringent guidelines. The first is to eliminate the use of fossil fuels. Climate Pledge Arena has achieved that by being completely powered by electricity.

The arena must also have a visible component of onsite renewable energy. Solar panels on the roofs of the arena's Alaska Airlines Atrium, a nearby parking garage and the team's practice facility will generate 1.2 megawatts (MW) of the arena's anticipated usage of 16 MW of electricity annually.

To source the arena's remaining electricity that's not generated by the onsite solar panels, Climate Pledge Arena is partnering with naming rights partner Amazon and the city's electric utility, Seattle City Light, to create new solar and wind farms in the Northwest that will power, not only the arena, but also Amazon's headquarters. Through these onsite and offsite renewable energy sources, the arena will be completely powered by renewable electricity.

Finally, 100% of the arena's operations must be tracked and the carbon footprint associated with it must be offset. This is an enormous undertaking that includes collecting data from across each of the organization's business lines and calculating the carbon footprint for every dollar spent at, on or by the arena. "While we fully expect to be the first arena in the world to receive ILFI certification, the certification does require data collection from the building's operations, meaning we won't receive the actual certification until sometime in 2022, after the building has been open for a while," Rob Johnson said.

2

Zero Single-Use Plastic

The Seattle Kraken and Climate Pledge Arena are the first NHL team and arena to announce the intention to eliminate single-use plastic, with a goal of achieving this by 2024. This includes eliminating plastic used for soda and water bottles, beer and drink cups, utensils, bags inside candy boxes and more.

"We're confident we'll be plastic free by 2024," said Rob Johnson, "but it will take some time working with our vendors for them to develop products fans will want to buy and that meet our standard."

3

Water Conservation

It takes a lot of water to build and maintain an ice surface. The solution for Climate Pledge Arena is the "Rain to Rink" program, in which water will be collected from the roof into a 15,000-gallon underground cistern. Once the water is treated, it will be used in the electric Zambonis to resurface the ice for all games and practices.

4

Zero Waste

The goal for Climate Pledge Arena is to achieve a 97% or more waste diversion rate, which is considered zero waste. This will be achieved through onsite sorting, composting and extensive recycling, but crucially by having very little you can purchase in the arena that would go to a landfill.

"Our objective is to have as little waste as possible end up in the landfill," said Rob Johnson. "We're going to achieve this through the supply chain, using things that can be either composted or recycled and educating fans on using the appropriate receptacles."

CLIMATE PLEDGE ARENA

Getting to the Arena

One of the key generators of carbon emissions is the way people and goods get to and from the arena. To reduce these emissions, arena executives are encouraging fans to use public transportation.

"Our goal is to have no more than 55% of people driving to within a half mile of the building, 20% taking public transit and 15% using ride share vehicles, biking or walking," said Rob Johnson. "But we really hope we can get the public transit number up to 25%."

To achieve these goals, the Kraken is subsidizing the cost of public transportation for all home games. Every Kraken ticket unlocks a free public transportation ride to and from the game using the team and arena app. "The more we can encourage people to take public transit, the more we can reduce the carbon footprint associated with the building," said Rob Johnson.

Building the World's Most Sustainable Arena

While Climate Pledge Arena is on the same site as the former KeyArena, with the exception of the roof and glass walls, it is a brand new building. The 44 million pound roof, which is a designated national historic landmark, could not be torn down. This impacted many of the construction decisions, including the decision to build a subterranean arena 60 feet below ground. With the exception of the upper concourse, the majority of the 800,000 square-foot arena is below ground.

"There are no exterior surfaces," said Ken Johnsen, Executive Vice President, Construction for the Oak View Group. "We're buried into the ground, which creates an immense amount of benefits in terms of heating and cooling. It's a good way to build from a sustainability standpoint."

The challenge was maintaining the roof in place while the arena was being constructed. "The expense and challenge of holding up the roof was real," said Ken Johnsen. "It required a sophisticated engineering feat."



Mortenson, the project's general contractor, worked with subcontractors and the engineering team to temporarily support the roof, while meeting seismic standards, with 72 temporary steel columns to allow for the excavation of more than 600,000 cubic yards of soil and the construction of the arena itself. When the original columns were cut off at the bottom, they appeared to be floating in air.

"This was extremely challenging, complicated work, the type our team members desire in a project," said Logan Gerken, Vice President and General Manager for Mortenson Sports Group. "From a construction perspective, it was like building

a ship in a bottle. Typically, from a structural perspective, the roof is the last piece. You don't usually dig a foundation and build a structure underneath a structure that's already in place."

Without being able to use cranes to assist with material handling, the team had to keep access open to the bowl to drive the concrete and other materials trucks into the bowl.

In keeping with the sustainability standards set for the arena, all of the excavated dirt was reused at other construction sites that needed soil, including a nearby freeway interchange.

"It's often said the best type of sustainability is reus-



CLIMATE PLEDGE ARENA

ing things and by reusing the roof, that's 44 million pounds of concrete and steel we didn't have to manufacture," said Ken Johnsen.

Accessing the Arena Via a Tunnel

The arena was built with a 360-degree plaza, which prohibits the use of street-level loading docks. The solution was a 462-foot long, 25-foot wide tunnel, wide enough for two semis side-by-side. The tunnel runs from street level down to the eight loading docks at the arena's event level.

"When staging back-to-back events, it's key to have a quick turnover," said Ken Johnsen. "The tunnel provides that functionality."

However, the tunnel had to be dug below another national

historic landmark, the Bressi Garage building. This prevented the team from excavating straight down to create the tunnel and then refilling dirt over the tunnel. Instead, they had to take the longer path of digging below ground through the tunnel.

"We also had to make sure the vibrations from digging the tunnel did not damage the Bressi Garage building," said Ken Johnsen, "and we met that challenge."

"I think what we're doing with Climate Pledge Arena is eventually going to be replicated in other arenas around the world," concluded Rob Johnson. "This is our planet and we're in the most critical decade to reverse the effect of climate change. We must take collective action now; after all there's no Planet B."



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ZERO COMPROMISE.
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SEATTLE KRAKEN®

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**THAT'S
WHAT
I LIKE®**

TECHNOLOGY AND INNOVATIVE SOLUTIONS FOR A HEIGHTENED FAN EXPERIENCE

Climate Pledge Arena opened with the most cutting-edge technology that will aid the fan experience. In addition to serving as naming rights partner, Amazon is providing the arena with a wealth of technological abilities.

ing, waiting to get a beer and another line for food, along with a line for the team store and, potentially, for the restroom. Then, fans may wait in some of these lines again during the two intermissions.

“Our goal is to cut that 55



Four of the arena’s marketplaces will use Amazon’s Just Walk Out and Amazon One capabilities. With Amazon One, guests pay with their palm. They link a credit card to their palm scan either before they arrive or through kiosks located in the arena. With the Just Walk Out stores, guests insert their credit card or quickly scan their palm before entering. Fans then pick up the food and beverages they want, walk out of the marketplace and their credit card is automatically charged. Using machine learning and artificial intelligence, cameras, embedded in the ceiling, capture what fans pick up and return to the shelf and charge the card for the items fans take out of the store.

“It’s a different experience than people have used in other venues,” said Todd Humphrey, Senior Vice President, Fan Experience for Seattle Kraken and Climate Pledge Arena. “It’s high accuracy and allows for a fast and fluid experience.”

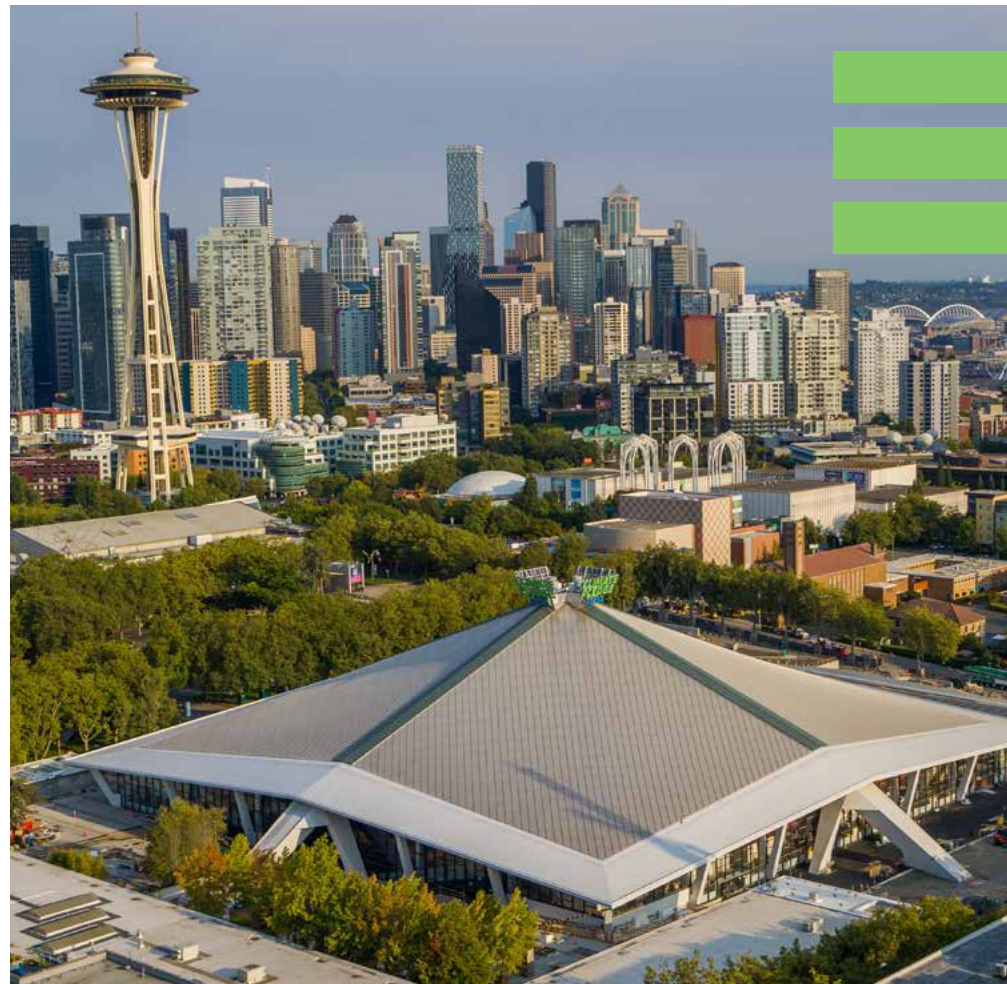
Through extensive research, Kraken executives discovered NHL fans spend about 55 minutes in various lines each game. Pregame, this includes lines to go through security and ticket-

minutes by more than half,” said Humphrey. “We’re announcing a war on lines. We believe fans will have a better experience if they can spend more time watching the game or socializing between periods and less time waiting in lines. We think the Just Walk Out and Amazon One technology is a great example of how we can cut down on wait times.”

Amazon is also working with the arena on back-end technologies. For example, Amazon Web Services are being used for data tracking and public reporting around key sustainability indicators, like the arena’s carbon footprint.

Another fan-facing technology, the team and arena app was designed using the Amazon Working Backwards method, in which the focus is on the final outcome — what the customer needs for a great fan experience. The team prioritized time and efficiency and focused on transportation, ticketing and transactions. From a ticketing standpoint, the user experience has been simplified and fans’ mobile tickets will be prominently on the home page or just one click away.

“The tickets will be easy for



fans to pull up and use and easy to transfer or sell,” said Humphrey.

Tickets to Kraken home games unlock a free public transit pass that is accessed through the app. Fans simply choose which transit service

they’re taking to get to or from the game — monorail, light rail, bus or water taxi — and the app immediately provides the appropriate pass. For people driving to the game, the app will direct them to the best parking option based on their preferred price or destination at the end of the night.

“All these little things add up to a significantly better fan experience and, from a sustainability, time and efficiency standpoint, we think it’s going to be a differentiator,” said Humphrey.

As a cashless venue using mobile ticketing, Climate Pledge Arena needs a robust system to connect the more than 20,000 fans, employees and point-of-sale terminals. “We have a deep partnership with Verizon, so whether a fan is on our Wi-Fi or a typical cell network, they’ll have a fast, stable connection,” said Humphrey.

“We don’t want to be just a tech forward arena, we want to utilize technology in a way that is fan friendly and fan effective,” Humphrey concluded.

A HOME FOR MUSIC IN SEATTLE



Climate Pledge Arena is the new home of Seattle Kraken hockey, Seattle Storm basketball and a renewed focus on live entertainment in Seattle.

"We designed Climate Pledge Arena with live music and events as one of our anchors and are planning to host 200 live events a year," said Eric Bresler, Senior Vice President, Programming for Climate Pledge Arena and the Oak View Group. "We have a dedicated artist experience compound that is not shared space with the teams."

In addition to standard production spaces and miscellaneous workspaces, the artist compound at Climate Pledge Arena has a centralized green room, four dedicated star dressing rooms, a kitchen, road crew laundry room and a recording studio — the Amazon Music Lounge — where artists can record content onsite in real time and distribute it to their audience.

"The Amazon Music Lounge was built exclusively for the artists playing Climate Pledge Arena,

as an extension to their shows," said Bresler.

As a dedicated space, the artist compound provides the rich, luxurious finishes, treatments and amenities today's artists expect. "The experience artists will have when they play Climate Pledge Arena will make them feel special," Bresler said. "It's our attention to detail in terms of that commitment to the artists that makes them feel at home."

To create the superior sound for today's performances, hundreds of lapendary panels have been installed in the roof, along with hundreds of acoustic panels in the ceiling and on all vertical and wall surfaces. These elements will enclose the sound, producing a richer tone and eliminating echo and reverb.

The arena has also been designed to increase efficiencies for the production crews. As opposed to street-level loading docks at the former KeyArena,

Climate Pledge Arena has a tunnel at street level that takes trucks down to event level, where there are eight loading docks, with six dedicated to live performances. There is also room to park additional trucks in the marshaling area. "The tunnel allows the trucks to come in and out efficiently and strategically so we can increase the speed with which crews can load in and out for their shows," said Bresler.

Additionally, the freight elevator from the loading dock goes all the way up to the catwalk, making it easier for the crew to load road cases and set up for a show. The arena's state-of-the-art rigging grid can hold more than 200,000 pounds, allowing for more elaborate productions.

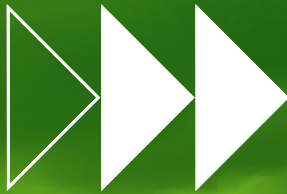
"Seattle has always been a home to music, but Seattle has never had a home for music," said Bresler. "Now, Climate Pledge Arena is Seattle's home for music."

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NO PURCHASE NECESSARY. Sweepstakes begins at or about 10:00 AM PT on 9/20/21 and ends at 11:59:59 PM PT on 12/21/21. Open only to legal U.S. residents of WA who are 21 years or older. Click Here for Official Rules, including how to enter, odds, prize details, and restrictions. Void where prohibited. Msg&data rates may apply. Scanning a QR Code or Coors Light logo to launch AR experience is not required.



INNOVATION BUILT ON PURPOSE



We wanted to help our customer preserve the storied history of a community arena originally built for the 1962 World's Fair and reposition the district to become a premier sports and entertainment destination. To do this, we needed to bring all of our capabilities and sports expertise to this project, which has often described as "building a ship in a bottle." The 44-million-pound roof, a national historic landmark, could not be torn down and had to be suspended in place over the project site while the foundation and structure were built underneath. Beyond that heavy load, we delivered Climate Pledge Arena in a pandemic and under the challenges of a global supply chain shortage. Due to the tremendous work of a relentless and talented team, Climate Pledge Arena opens on time for its inaugural season as essentially a brand new building, and the first carbon neutral arena in the world.

Mortenson has relied on intense team collaboration, top-down construction, digital tools, and cutting edge technology to simulate the built environment and redefine what's possible in arena construction. Together with OVG and the Seattle Kraken, this arena has been re-built to become the gold standard of sustainable operations for sports facilities. This commitment energized new ideas, capabilities, and processes to produce a world class outcome while exceeding goals of creating opportunity and leaving a lasting impact in the community.

ROCKWELL GROUP DESIGNS EXQUISITE LUXURY AND ELEGANCE



Moët & Chandon Impérial Lounge

The Moët & Chandon Impérial Lounge is the arena's only all-inclusive food and beverage experience inside a restaurant in Climate Pledge Arena. In another two-prong experience, 272 people can enjoy an elegant dining experience inside the decadent restaurant, before moving to 68 four-person loge boxes to watch the game. Located on the south side of the building, fans in the Lounge are sitting on the Kraken's shoot twice side.

"The Moët & Chandon Impérial Lounge décor features a plaid mosaic floor, velvet drapery, porcelain stone counters with deep dark wood walls, paired with northwest lighting and accents that's both modern and warm," said Chapin.

Symetra Club, WaFd Bank Club

Located at club level are the Symetra Club and WaFd Bank Club on the east and west sides of the arena. These clubs are inset below the PitchBook Suite level and provide open concourse viewing with a dedicated space for each of the club's 1,300 seat holders. The clubs' seats are in the arena's center three sections. Both locations sport a signature two-story T-Bar that spans the vertical length of the clubs. Fans will enjoy premium food and beverage options, including specialty craft brewery locations and private restrooms. "Both Symetra and WaFd Bank Clubs are spectacular spaces that offer premium conveniences combined with the best seats in the arena," said Chapin.

The PitchBook Suites

With an exclusive entry from the arena's underground garage, which includes valet parking, the PitchBook suites offer exceptional amenities, views and unparalleled service. With only one level of suites at Climate Pledge Arena, the PitchBook Suites level provides superior viewing of game play and concerts for the 20 suites on the arena's east side and 20 on the west side. The Rockwell Group designed these 500-plus square-foot suites with immaculate furniture and fixtures, porcelain stone countertops, two televisions and an all-inclusive

food and beverage experience for Seattle Kraken games. The PitchBook Suites provide an elegant experience for up to 20 guests.

"The PitchBook Suites at Climate Pledge Arena provide an understated elegance that is uniquely Seattle," said Chapin. "No other arena has induction heating for food in their suites."

Tunnel Club Suites

Offering unparalleled access to the teams and players, the 19 Tunnel Club Suites under the seating bowl line the arena's four tunnel entrances — for the Seattle Kraken, four-time WBNA

champion Seattle Storm, NHL visiting team and a future NBA team. Tunnel Club Suites offer a two-prong premium experience. Inside the 600-800 square-foot suites is an elegant experience with lounge seating, a full bar, porcelain tile countertops, antique brass finishes, a dedicated service attendant and the unique ability to watch the players enter and leave the ice before and after the game and for each intermission. To watch the sports action or show, suite holders walk through the players' tunnel to their seats, which are three to six rows off the playing surface.

Climate Pledge Arena features seven premium spaces designed by the Rockwell Group, an award-winning architectural and design firm that specializes in luxurious spaces with high-end finishes. "The Rockwell Group has redesigned and reimagined what the premium experience can be," said Bill Chapin, Senior Vice President, Sales and Service for Seattle Kraken and Climate Pledge Arena.

“Both Symetra and WaFd Bank Clubs are spectacular spaces that offer premium conveniences combined with the best seats in the arena.”



BY THE NUMBERS

1.1 BILLION ARENA COSTS

350 POINT-OF-SALE TERMINALS

17,100

HOCKEY
CAPACITY

600,000

CUBIC YARDS OF
DIRT EXCAVATED

1.2 MW

ENERGY PRODUCED FROM
SOLAR ARRAYS

INCLUDES KRAKEN COMMUNITY ICEPLEX

800,000

SQUARE FEET
ARENA SIZE

462 FEET

LENGTH OF THE TUNNEL
TO THE LOADING DOCKS

44 MILLION POUNDS WEIGHT OF THE HISTORIC ROOF

72 TEMPORARY STEEL COLUMNS
TO HOLD UP THE ROOF
DURING CONSTRUCTION

ZERO WASTE ARENA
WILL BE **ZERO WASTE**

Mount Baker Hall

Located on the north side of the arena on the Kraken's shoot once side is Mount Baker Hall, a 1,300-seat premium hospitality space. "Mount Baker Hall offers the best concert sightlines, combined with premium offerings," said Chapin. "It has a hyper-local Seattle northwest vibe where fans can sit, eat and have an experience that's second to none."

Space Needle Lounge

The Space Needle Lounge, on the south end of the arena, offers spectacular views of Seattle's iconic Space Needle and views looking into the arena bowl. Overlooking Alaska Airlines Atrium, the Space Needle Lounge will become the hot place to be with after-hours parties following games, concerts and special events. Both the Alaska Airlines Atrium and Space Needle Lounge



can be rented for private parties, corporate events and conferences.

Verizon Lounge

The Verizon Lounge is a premium lounge secretly hidden on the event level. This private club is home for Seattle Kraken seat

holders. It's also home for an exclusive concert membership program open to 100 people. With premium furnishings and a full-length bar, the Verizon Lounge offers two tickets to a show every month and unparalleled access to the event floor.

On March 1, 2018, 32,000 Seattle Kraken fans placed their

ticket deposits to take part in the team's inaugural season. "Our fans are the lifeblood of our organization," said Chapin. "We have the best fans in the NHL and we haven't even officially dropped the puck yet. Our fans are deeply passionate, love live entertainment and inspire us everyday."


Your teammate for whatever lies ahead.



First Founding Partner of the Seattle Kraken

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10/21

A nighttime photograph of the Climate Pledge Arena in Seattle, Washington. The arena's distinctive, curved, metallic roof is illuminated with green lights. In the background, the Seattle skyline is visible, including the iconic Space Needle tower. The sky is a deep blue, and there are some lens flare effects in the corners of the image.

We would like to thank all of the employees of OVG for their tireless work over the past four years in helping to bring this world-class venue to life. Your commitment to not only the residents of the Pacific Northwest, but also Mother Earth by building the first carbon neutral venue in sports and entertainment will never be forgotten. History has been made. **Take a bow.**

Respectfully,

The OVG Senior Leadership Team

THANK YOU

CLIMATE PLEDGE ARENA AND SEATTLE KRACKEN FOUNDING PARTNERS



TO THOSE WHO'VE BEEN WITH US FROM THE GROUND UP