

Marketing Mix

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Executive Summary

There are four components of a successful gaming operation: (1) Guest Experience, (2) Gaming Product, (3) Access to Cash and (4) Loyalty.

[REDACTED] serves a critical role in the industry by providing operators various products and services that touch on EACH component, but specifically; access to cash (internal and external) and loyalty.

[REDACTED] has a formal marketing mix to support its sales plan. This includes a plan to sell our products, pricing, promotion, and placement as well as our ability to compete in existing and new markets. We have the products we don't tell the story.

[REDACTED] marketing mix plays an essential role in telling the story. Here is why.

1. Product: [REDACTED] MUST offer high-quality, innovative products that meet the [REDACTED] customers. By understanding the market and the customers, the company can develop products that appeal to both existing and potential customers.
2. Pricing: Pricing to market it critical. The company needs to set prices that are competitive, fair and meet our EBITDA goals. A pricing strategy that is powered by (a) knowing our customers and the value we bring and (b) our competitive acumen is essential to the [REDACTED] [REDACTED]
3. Promotion: Promoting the products and [REDACTED] is critical for [REDACTED] make its customers aware of our brand [REDACTED] advertising, marketing, and other tactics that increase brand awareness and drive sales [REDACTED]
4. Placement: [REDACTED] MUST have an effective strategy that ensures its products [REDACTED] to ALL customers within the target market and we aggressively go after "Blue Ocean" opportunities. The latter entails leveraging our partners.

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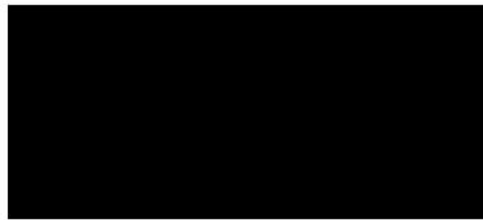
Marketing Mix Strategy & Action Plan

COMPETITIVE OLIGOPOLY - Know Your Competition



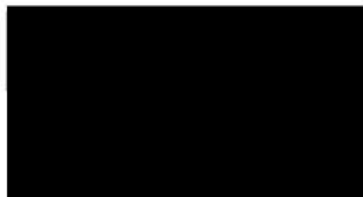
Strengths - perceived market leader, competitive product set, bundled gaming products (games, systems, bingo), cashless acquisition

Weakness - target constantly on back, distracted, commercial integration/synergy debt, CDS reliance



Strengths - table game products, kiosk brand awareness, viewed as viable [REDACTED] alternative, TNS switch, diversified product offering

Weakness - service, product integration, market reputation to deliver on innovation, emerging loyalty product, reliance on [REDACTED] for cashless



Strengths - [REDACTED] brand, perceived as market leader in check, "in-house" clearinghouse, higher limits/risk, sales reach, cashless perception

Weakness - product diversity, no loyalty, CDS reliance



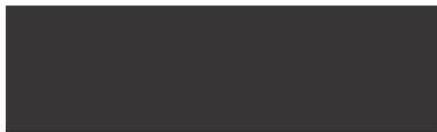
Strengths - lounge bar and route diversification, [REDACTED] kiosk product viewed as "bullet-proof", aggressive pricing

Weakness - service, differentiating products and services, quick to hire fast to fire (employee retention), cashless strategy stalled, no loyalty product, [REDACTED] does not care about their kiosk division, CDS reliance



Strengths - tribal "outreach", Nick and Anthony have only worked for dad (entire sales team), slight of hand (pricing and service), owned their kiosk solution, willingness to customize

Weakness - No development team (Plan A and Slawek), no loyalty product, getting kiosk approved and certified, CDS reliance, cashless wallet in process



Strengths - table game debit product, [REDACTED] differentiation, access to cash

Weakness - CDS reliance, no loyalty, no cashless, no additional associated equipment, no compliance software, employee strength, "burned the boats" with recyclers on the gaming floor

PRODUCT

Action Plan

1. By [REDACTED] all competitive intelligence must be organized on a secured share.
2. A C-Suite meeting should be organized to review and analyze this data supported by broader product team(s)
3. By [REDACTED] we should competitive shop each competitor to get "up to date and speed" on these offerings
4. By [REDACTED] we should have a full competitive analysis (SWOT) for each of the above competitors
5. Marketing content MUST emphasize our competitive advantages and sales plans should target vulnerable customers

PRICING

Action Plan

1. By [REDACTED] all competitive intelligence must be organized on a secured share.
2. A C-Suite meeting should be organized to review and analyze this data supported by the finance organization
3. By [REDACTED] we should have a HOLISTIC model that captures everything needed to properly vet opportunities
4. By [REDACTED] we should have a streamlined pricing/quote process and revised pricing based on market
5. Marketing content MUST emphasize our competitive advantages and sales plans should target vulnerable customers

PROMOTION

Action Plan

1. Core services shift to include regulated, under-regulated (e.g. charitable and skill-based gaming) markets
2. Revise digital content and marketing strategy using LinkedIn and other mediums based on this detailed calendar:

PROMOTION - Detailed [REDACTED] Calendar

[REDACTED]

Week	Product	Advantage
[REDACTED]	[REDACTED]	Reduction in cage variance(s)
[REDACTED]	[REDACTED]	Dynamic language translation
[REDACTED]	[REDACTED]	eForms
[REDACTED]	[REDACTED]	Direct dispense on CCCA
[REDACTED]	[REDACTED]	Reduction in theft

[REDACTED]

Week	Product	Advantage
[REDACTED]	[REDACTED]	Cashier efficiency with single screen
[REDACTED]	[REDACTED]	Customized game content
[REDACTED]	[REDACTED]	Elimination of 3-part paper
[REDACTED]	[REDACTED]	[REDACTED]

[REDACTED]

Week	Product	Advantage
[REDACTED]	[REDACTED]	Biometric KYC
[REDACTED]	[REDACTED]	Player portal
[REDACTED]	[REDACTED]	Workstation reduction
[REDACTED]	[REDACTED]	[REDACTED]

[REDACTED]

Week	Product	Advantage
■	■	One-Step CCCA
■	■	Never turn your back on a guest
■	■	POS Debit Ticket in High Limit
■	■	Seamless guest experience
■	■	Continuity and gifting

[REDACTED]

Week	Product	Advantage
■	■	■
■	■	Cancel Credits/Keyback
■	■	■
■	■	Loyalty Integration

[REDACTED]

Week	Product	Advantage
■	■	Remote enrollment solutions
■	■	Payout options
■	■	Bill mixing strategies
■	■	Driving adoption
■	■	SAR's made easy

[REDACTED]

Week	Product	Advantage
[REDACTED]	[REDACTED]	New game features
[REDACTED]	[REDACTED]	taxable reporting tips
[REDACTED]	[REDACTED]	Donation module
[REDACTED]	[REDACTED]	Integrated loyalty for the resort experience

[REDACTED]

Week	Product	Advantage
[REDACTED]	[REDACTED]	Player retention strategies
[REDACTED]	[REDACTED]	Jackpots for other than slots
[REDACTED]	[REDACTED]	Surge Pricing
10/23	[REDACTED]	True omni-channel experience
10/30	[REDACTED]	CTR Filing

Individual Marketing Plans by Role

Executive (target = INDUSTRY leader)*

1. One insightful post per month
 - a. gaming trends and innovation
 - b. automation/FTE efficiency
 - c. leadership and development
2. Repost weekly product/feature updates to their broader connections
3. Participate in IGA or G2E panels for our solution set
4. Promote our people's success (promotions)
5. Promote our customer's growth (expansions, leadership, acquisitions, etc.)

Business Development Manager(s) (target = SOLUTIONS leader)*

1. One insightful post per month
 - a. gaming trends within their markets
 - b. automation/FTE efficiency
 - c. sales capability, techniques, best practices
2. Take the lead on weekly product/feature updates to the broader industry (these weekly digital content pieces are the pages in the chapters that tell our story)
3. CONGRATULATE competitors when they win (this shows class and lets them know you will see them again)
4. Repost press releases for deals you closed and tag customers to THANK them for their TRUST
5. Promote our people's success (promotions)
6. Promote our customer's growth (expansions, acquisitions, etc.)

* WE NEED TO DO MORE TO PROMOTE THE WOMEN IN OUR COMPANY (JACKY, MISSY, TAYLA, KIESHA, ALYSSA, KATELYN, ETC. THROUGH FORMAL CHANNELS (E.G. WOMEN IN GAMING)

The above builds individual brands based on substance NOT thoughts. It shows customers you are current, alert and always willing to learn where the industry is going and what trends work and don't. In turn, this builds views, connections, impressions AND TRUST. People AND products make the brand.

PLACEMENT

1. [REDACTED]
 - a. Aggressively pursue [REDACTED] upgrades and legacy [REDACTED] sites for [REDACTED] opportunities
 - b. Business Development around Sportsbook retail gaming establishments
 - c. Focus on service delivery
2. [REDACTED]
 - a. Complete "Blue Ocean" opportunity
 - b. ZERO innovation in this space
 - c. Focus on accounts with legacy [REDACTED] devices which are near EOL
 - d. Leverage [REDACTED] for international growth
 - e. Engage CMS companies (e.g. [REDACTED] [REDACTED])
3. CashStream
 - a. Focus on innovation that is not a perceived commodity, add substantive value AND clear differentiators
 - I. [REDACTED]
 - II. [REDACTED]
 - III. [REDACTED]
 - IV. [REDACTED]
 - b. Debit ticket purchase in high-limit
 - c. Bill mixing low-denom slots
4. [REDACTED]
 - a. Nail wallet strategy
 - b. expand placement/target market by leveraging [REDACTED] U.S. installations
 - I. Corporate Targets (Full cash services)
 - a. [REDACTED]
 - b. [REDACTED]
 - c. [REDACTED] (expand services)
 - II. Route Locations (ATM, Debit)
 - a. Virginia
 - b. Ohio
 - c. Missouri
 - d. Tennessee
 - e. Kentucky
 - f. Wisconsin
 - g. South Dakota
 - h. North Dakota
 - i. Nebraska
 - j. New Hampshire
5. [REDACTED]
 - a. Sportsbook Retail

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Implementation

TBD - post approval