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# TRANSFORMING PUB ENTERTAINMENT

with an Omnichannel Experience





# Get involved with the future of pub entertainment!

At PubActive we aim to revolutionize the traditional culture of pub entertainment and bring it into the digital age with a fresh, interactive approach. A cherished tradition in British culture, pub quizzers have achieved global popularity and offer a unique blend of fun and togetherness.

However, the digitization of this cherished tradition is still in its infancy, leaving room for innovation.

We're here to fill that void and create a platform that transforms the pub quiz experience.



## Market Potential

**Pub quizzes there are more popular than gardening in the UK, according to YouGov.**

This underlines the huge demand for interactive entertainment in local communities, regardless of geographical boundaries. In addition, with our sports coupons, we have the opportunity to engage sports enthusiasts in a way that has not previously been available. This significantly expands our market potential and gives us a unique advantage in the industry.



## Solving important challenges

**Local marketing solutions\*\*:** Pubs face marketing challenges due to regulations and limited budgets. PubActive offers local marketing solutions that support customer acquisition and preservation of the customers.



## Targeted local marketing

Targeted local marketing: Local brands seek better connections with their communities. PubActive bridges this gap by offering unique marketing opportunities.



## Our unique approach

PubActive is not just a pub quiz application; it is a platform for creating social communities, delivering continuous entertainment experiences and maintaining transparency in all processes.



## Key features



### Sports Coupons

A dedicated feature for sports enthusiasts, which allows interactive entertainment during live sports events.

## **Unique quiz content**

We will offer a wide range of quizzes and real-time questions based on current events and sporting events, which sets us apart from the competition.

## **AI-enhanced content development**

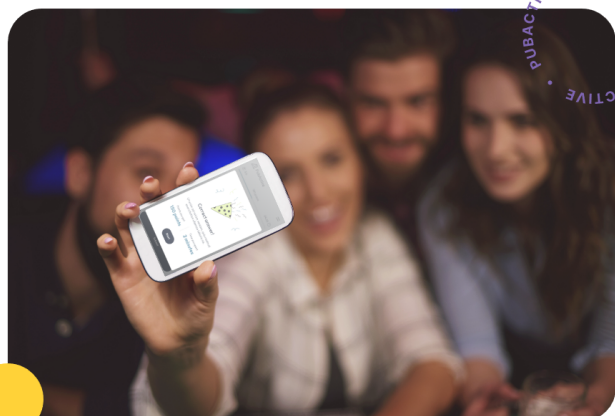
Among other things, we will use AI for efficient content development, to ensure diversity and quality.

## **Marketing tool for local businesses**

PubActive acts as a marketing tool for everything from the pubs to the local businesses that participate and sponsor with prizes for competitions and events. This gives local businesses a unique opportunity to reach out to their target groups.

## **Our vision**

We transform the traditional pub quiz app into a local community application that offers unique marketing and entertainment options. We aim to make pub quizzes accessible to everyone.



## **Technology background**

Our platform will leverage AI for faster content development and moderation, and ensures scalability and adaptation for different regions. This is in our development plan.

## **Marketing strategy**

Our approach starts with a Minimum Viable Product (MVP) and pilot projects in Norway,



where we take advantage of our local networks to obtain valuable feedback that will help us continuously improve our solution. Afterwards, we will expand to the whole of the Nordics, with a target of including 300 pubs before we launch in the UK.



## Investment needs

### We need funding for:

1. Start-up investment for the MVP year
2. The commercialization stage for the Nordic launch
3. The scale-up step for global launch



## Income streams

### We have four main income streams:

1. Payment per use from pubs
2. Monthly subscriptions from pubs
3. Income from advertising from brands
4. Pro version for individuals interested in creating their own pub quizzes.



## Financial forecasts (five-year plan)

- 16,000 pubs globally
- 2 million active users of the mobile app
- NOK 181 million annual income with NOK 42 million net profit
- Valuation of over NOK 200 million in the fifth year



## Our values



## Social community formation

We connect local communities with pubs and brands, and create new opportunities.

## ☆☆☆ Continuous Entertainment experiences

Beyond pub quizzes, we handle all entertainment in local communities around pubs and brands.



## Research and development

We allocate 3% of revenue to AI-driven R&D for automation, data management and security.



## Transparency

Our marketing and sponsor functions are transparent, with the users' consent.



## Our partnerships

### For Pub Customers:

**Enhanced Experience:** The collaboration with local entities ensures that pub customers can anticipate a more tailored and engaging experience. This includes special promotions, exclusive prizes, and more diverse quiz questions related to local events or interests.

**Local Cohesion:** Collaborating with local businesses and community units reinforces the sense of community among pub customers. They will feel they are part of a larger local community that values their participation.

**Benefits and Discounts:** Through our partnerships, pub customers can avail special benefits and discounts from local businesses. This ranges from discounts on food and drinks to offers on local services and products.

### For Business Owners (Pub Owners and Local Businesses):

**Increased Engagement:** Cooperation with PubActive offers pub owners and local businesses the opportunity to engage with customers at a deeper level. This commitment can lead to increased loyalty and repeat business.

**Local Marketing:** Our partnerships provide local businesses with a platform for targeted marketing to their local audience. This is especially valuable for small businesses with limited marketing budgets.



**Opportunity for Sponsorship and Advertising:** Companies can sponsor prizes for quiz competitions or run advertising campaigns that reach engaged target group of pub customers. This provides exposure and the opportunity to market their products or services.

**Strengthened Cooperation:** Cooperation with local units gives pub owners and local businesses the chance to fortify cooperation in the community. This can result in more sustainable business collaborations and joint efforts to support the local community.

**In summary, our partnerships pave the way for a more rewarding pub experience for customers and offer business owners the opportunity to boost their visibility and success in a manner that also benefits society. This is a central part of PubActive's strategy to make a comprehensive and positive impact on local communities and businesses.**



## **Solving important issues:**

**Reach customers:** PubActive enables data-driven customer management to build relationships and loyalty.

**Customer retention:** We are addressing low customer satisfaction in pubs by improving the sector's approach to customer service.

**Unique quiz content:** Our platform offers varied and high-quality quiz questions.

**Omnichannel experience:** PubActive combines online and pub experiences for better customer management.



## **Why invest in PubActive?**

**This is not just an investment opportunity - this is your ticket to be part of a remarkable transformation in pub entertainment! PubActive is more than just an app; it is a revolutionary force that will transform the way the world views pub quizzes and interactive entertainment.**

## What makes PubActive so exciting?

**1. Unique Features:** Our platform offers unique quiz content, sports coupons and real-time quiz opportunities like no other. We have paved the way for a new era of engaging pub experiences.

**2. Robust Marketing Strategy:** We have a well thought out marketing strategy that starts with pilot projects and gradual expansion. This gives us the opportunity to fine-tune our solution and achieve success in ever-growing markets.

**3. Commitment to Quality:** We are dedicated to delivering high quality, varied content that brings joy and challenge to our

users. Our focus on AI-powered content development and human moderation gives us a competitive edge.

**4. Value for the Pubs:** A key element that sets PubActive apart from the competition is our commitment to providing valuable insight to pub owners and other organizers. We offer "inside information" in the earliest phase, so that they can make strategically sound choices for their business. With real-time information on all activity, participants and business, pubs and other businesses can improve and adapt their business proactively and effectively to meet customers' needs and expectations.

**Investing in PubActive is a strategic investment in the future of pub entertainment. It is a commitment to an innovative solution that not only provides exceptional value to users, but also to pubs, by offering them insights and data that are essential for continuous improvement and growth. Join this exciting journey and invest in PubActive today!**



## Why will PubActive succeed?

We understand the real challenges pubs and local businesses face when it comes to customer satisfaction and marketing. We have developed a solution that not only solves these problems, but also creates a deeper connection between pub customers and local businesses. This is the key to our success.

Our vision is to make pub quizzes accessible to everyone and create one global community platform. Your investment will be the driving force behind this vision. Together we can transform the pub entertainment industry and write a new success story that will be told for years to come.

## Invest in PubActive and become part of the future of pub entertainment!

**This is your chance to be part of the journey towards shaping a new way of connecting local communities and businesses, while also helping to increase the value of your investment.. Welcome to the PubActive revolution!**