

# EXHIBIT 13.1

## "TESTING THE WATERS"

### MATERIALS

iPIC WEBSITE

# WE'RE GOING PUBLIC.

Make history with us and become a shareholder in our I.P.O.

## iPic Entertainment IPO



## ICR CONFERENCE PRESENTATION WEBCAST

iPic® Entertainment Inc. will be presenting at the 20th Annual ICR Conference at the JW Marriott Orlando Grande Lakes in Orlando, Florida on Tuesday, January 9, 2018. Presenting from the Company will be Hamid Hashemi, CEO and Founder; Paul Westra, Chief Financial Officer; and Sherry Yard, Chief Operating Officer. The presentation will begin at 1:30 p.m. Eastern Time. [Click here to access the Live Webcast of the presentation. \(http://www.com/webcast/icr4/ipic\)](http://www.com/webcast/icr4/ipic)

## INVESTMENT HIGHLIGHTS

iPic Entertainment (iPic) strives to be our guest's favorite local destination for a night out on the town. Our newest facilities blend three distinct areas – a polished-casual restaurant, a farm-to-glass full-service bar, and our world-class luxury theater auditoriums – into a one-of-a-kind experience. We believe that our multi-faceted guest experience of dining, drinking and watching a movie in a luxurious setting, supported by ever changing Hollywood movies and other non-traditional content (such as concerts and eGaming) has helped to create a differentiated brand that is widely recognized and has no national direct competitor on the premium end of the market. We believe our concept is well-positioned within today's ever-increasing experiential economy.

- **America's premier luxury restaurant-and-theater concept**
  - iPic owns and operates 16 luxury theaters with 121 screens in 10 states.
  - Revenue mix for 2016 was: 51% from food-and-beverage; 31% from theater box-office; and 18% from other (e.g. membership, sponsorship, and others).
- **Growth opportunity**
  - From 2012 to 2016, iPIC has delivered four-year compound growth of:
    - Units by +12%/yr
    - Revenues by +22%/yr
  - We believe there is the potential for at least 200 US locations
- **iPic's business model is like other disruptive Destination brands**
  - We believe destination dinner is the highest-returning customer occasion and the most competitively defensible.
  - Our business model combines premium foodservice with entertainment into a single-site all-night destination that is comparable to that of *Dave and Busters* and *Top Golf*.
  - Our brand has attracted sponsorships and partnerships with other world-class brands, including Netflix, Cartier, Google, M&Ms, and Burberry.
- **Our food: iPic's culinary expertise**
  - iPic operates five distinct restaurant brands that are run under the leadership of three-time James Beard Award winning chef and Food Network TV personality, Sherry Yard.
  - Our restaurant brands include City Perch Kitchen + Bar; Tanzy; The Tuck Room; The Tuck Room Tavern and iPic Express (our chef-driven in-theater dining option).
- **Our service: iPic's empowered hospitality culture**
  - Our hospitality-driven culture is the most important factor of our success as we train and empower our team to provide guests with world-class customer service.
  - We have also invested heavily in technology to empower our customers who, at their choosing, can execute a near frictionless digital customer experience through our iPic App, including the ability to buy tickets, to order food-and-beverage (in beta test), and to close-out their check.

- **Our facilities: iPic's world-class environment and ambiance**
  - We build architecturally unique entertainment destinations that successfully compete against other out-of-home choices, and provide a shared-experience alternative to in-home entertainment options.
  - The comfort and privacy of our patent-pending Premium-Plus Seating Pods, combined with our exclusive pillows and blankets, provide a luxury experience that is accessible to the general population at an affordable price.
- **Seasoned management team**
  - iPic is led by a strong management team with extensive experience with national brands in all aspects of casual-dining and entertainment operations.
  - Our founder and CEO has been in the theatrical entertainment business of over 30 years, and has successfully founded two prior exhibition companies.
- **A top-tier existing shareholder base**
  - Our largest shareholders include Australia's largest exhibitor and publicly-traded company (Village Roadshow) and a large state pension fund (Retirement System of Alabama).

TESTING THE WATERS: iPic® Entertainment, Inc. is currently "Testing the Waters" and no additional information is available at this time other than what is listed at [www.banq.co/listings/iPic](http://www.banq.co/listings/iPic) (<http://banq.co/listings/ipic>). The offering will be made only by means of an offering circular. An offering statement on Form 1-A relating to these securities has been filed with the Securities and Exchange Commission but has not yet become qualified. This posting shall not constitute an offer to sell or the solicitation of an offer to buy, nor shall there be any sale of these securities in any state or jurisdiction in which such offer, solicitation or sale would be unlawful prior to registration or qualification under the securities laws of any such state or jurisdiction. No money or other consideration is being solicited at this time with respect to such an offering, and if sent in response to these materials for such an offering, it will not be accepted. No securities may be sold, and no offer to buy securities can be accepted and no part of the purchase price can be received for an offering under Regulation A+ until an offering statement is qualified by the U. S. Securities and Exchange Commission, and any such offer may be withdrawn or revoked, without obligation or commitment of any kind, at any time before notice of its acceptance given after the qualification date. An indication of interest made by a prospective investor in a Regulation A+ offering is non-binding and involves no obligation or commitment of any kind.

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## INDICATE INTEREST

**First Name**

Enter your first name.

**Last Name**

Enter your last name.

**Email**

Email address.

**City**

City

**State / Province**

State / province of residence.

**Country**

Country of residence.

**Investment Amount (USD)**

Amount interested in investing (USD).

TESTING THE WATERS: iPic® Entertainment, Inc. is currently "Testing the Waters" and no additional information is available at this time other than what is listed at [www.banq.co/listings/iPic](http://www.banq.co/listings/iPic) (<http://banq.co/listings/ipic>). The offering will be made only by means of an offering circular. An offering statement on Form 1-A relating to these securities has been filed with the Securities and Exchange Commission but has not yet become qualified. This posting shall not constitute an offer to sell or the solicitation of an offer to buy, nor shall there be any sale of these securities in any state or jurisdiction in which such offer, solicitation or sale would be unlawful prior to registration or qualification under the securities laws of any such state or jurisdiction. No money or other consideration is being solicited at this time with respect to such an offering, and if sent in response to these materials for such an offering, it will not be accepted. No securities may be sold, and no offer to buy securities can be accepted and no part of the purchase price can be received for an offering under Regulation A+ until an offering statement is qualified by the U. S. Securities and Exchange Commission, and any such offer may be withdrawn or revoked, without obligation or commitment of any kind, at any time before notice of its acceptance given after the qualification date. An indication of interest made by a prospective investor in a Regulation A+ offering is non-binding and involves no obligation or commitment of any kind.



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BROWSE DEALS

HOW TO INVEST/TRADE 

REG A+

CONTACT US

OPEN AN ACCOUNT

LOGIN

OVERVIEW

OFFERING DETAILS

DOCUMENTATION

REQUEST MORE INFO

INVEST NOW

INITIAL PUBLIC OFFERING TESTING THE WATER » NASDAQ

iPic Entertainment Inc.




ENTERTAINMENT | IPIC

UPCOMING

The Ultimate Theater Experience

iPic Entertainment (IPIC) strives to be their guest’s favorite local destination for a night out on the town. Their newest facilities blend three distinct areas – a polished-casual restaurant, a farm-to-glass full-service bar, and our world-class luxury theater auditoriums – into a one-of-a-kind experience. iPic believes that their multi-faceted guest experience of dining, drinking and watching a movie in a luxurious setting, supported by ever changing Hollywood movies and other non-traditional content (such as concerts and eGaming) has helped to create a differentiated brand that is widely recognized and has no national direct competitor on the premium end of the market. iPic believes their concept is well-positioned within today’s ever-increasing experiential economy. iPic currently operates 121 screens at 16 locations in 10 states with additional 5 locations under construction and a pipeline of additional sites in various stages of development.

Visit <https://www.ipictheaters.com>

<div>RAISING</div> <div>\$40,052,500</div> <div>VALUATION</div> <div>\$~189 million pre money</div> <div>SHARE PRICE</div> <div>\$18.50</div>		
Entertainment	<div></div> <div>Upcoming Deal</div>	<div></div> <div>iPic</div>
<div></div>		

\$ 462.50 Minimum

INVEST NOW

## iPic Entertainment IPO



### COMPANY HIGHLIGHTS

#### Investment Considerations



#### • IPIC'S BUSINESS MODEL IS LIKE OTHER DISRUPTIVE DESTINATION BRANDS

- + iPic believes destination dinner is the US restaurant industry's highest-returning customer occasion and the most competitively defensible.
- + iPic's business model combines premium foodservice with entertainment into a single-site all-night destination that is comparable to that of Dave and Busters and Top Golf.
- + iPic has attracted sponsorships and partnerships with other world-class brands, including Netflix, Cartier, Google, M&Ms, and Burberry.



#### • AMERICA'S PREMIER LUXURY RESTAURANT-AND-THEATER CONCEPT

- + iPic owns and operates 16 luxury theaters with 121 screens in 10 states.
- + Revenue mix for 2016 was: 51% from food-and-beverage; 31% from theater box-office; and 18% from other (e.g. membership, sponsorship, and others).

#### • GROWTH OPPORTUNITY

- From 2012 to 2016, iPic has delivered four-year compound growth of:
  - + Units by +12%/yr
  - + Revenues by +22%/yr



#### • THEIR FOOD: IPIC'S CULINARY EXPERTISE

- + iPic operates five distinct restaurant brands that are run under the leadership of three-time James Beard Award winning chef and Food Network TV personality, Sherry Yard.
- + Their restaurant brands include: City Perch Kitchen + Bar; Tanzy; The Tuck Room; The Tuck Room Tavern and iPic Express (our chef-driven in-theater dining option).



#### • SEASONED MANAGEMENT TEAM

+ iPic is led by a strong management team with extensive experience with national brands in all aspects of casual-dining and entertainment operations.

+ iPic's founder and CEO has been in the theatrical entertainment business for over 30 years, and has successfully founded two prior exhibition companies.

#### • A TOP-TIER EXISTING SHAREHOLDER BASE

+ iPic's largest shareholders include Australia's largest exhibitor and publicly-traded company (Village Roadshow) and a large state pension fund (Retirement System of Alabama).



#### OFFERING DOCUMENTATION

Please read the offering documents in full including the offering circular and risk factors before making any investment decisions

PRESENTATION

SUMMARY

FORM 1-A

RISK FACTORS

# Presentation Coming Soon

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## CONTACT FORM

Have Questions? Want to speak to a broker? Call 917 512 0820 or Fill out the Contact Form Below

TICKER SYMBOL: IPIC

First Name	Last Name
Phone Number	
Email Address	
Subject	
Preferred Method Of Contact...	
Your Message	

SEND MESSAGE

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## Contact Details

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[sales@tpglobal.com](mailto:sales@tpglobal.com)

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Floor  
New York, NY 10018

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**PRESS RELEASE**

# iPic<sup>®</sup> Entertainment To List On Nasdaq for Initial Public Offering via JOBS Act Regulation A+

Shares of Premium Entertainment Experience Will Soon Be Available for Trading

NEWS PROVIDED BY  
**iPic Entertainment** →  
Dec 27, 2017, 08:00 ET

BOCA RATON, Fla., Dec. 27, 2017 /PRNewswire/ -- iPic<sup>®</sup> Entertainment Inc. ("iPic" or the "Company"), today announces it has selected the Nasdaq Stock Market for the listing of its upcoming \$40 million Regulation A+ Initial Public Offering (IPO), subject to eligibility requirements. The Company has filed an Offering Statement on Form 1-A with the Securities and Exchange Commission (SEC) relating to the proposed IPO of its common stock under the recently amended provisions of Regulation A+ pursuant to the Jumpstart Our Business Startups (JOBS) Act of 2012. iPic has applied to list its common stock on Nasdaq under the ticker symbol "IPIC."

TriPoint Global Equities, LLC, working with its online division BANQ<sup>®</sup> ([www.banq.co](http://www.banq.co)), will act as the Lead Managing Selling Agent; Roth Capital Partners, LLC will act as the Institutional Placement Book-Running Agent; and Telsey Advisory Group LLC ("TAG") will act as Co-Manager for the offering.

The Company is offering 2,165,000 shares at \$18.50 per share. The Company seeks to raise approximately \$40 million in its IPO under Regulation A+, and intends to use the proceeds from the offering for general corporate purposes, including opening new iPic<sup>®</sup> locations and renovating existing iPics.

Individuals interested in learning more about the iPic<sup>®</sup> Entertainment investment opportunity can register an indication of interest by visiting [www.ipictheaters.com/#/invest/](http://www.ipictheaters.com/#/invest/).

"This is an exciting milestone for iPic and we are honored to have applied to list on the Nasdaq Stock Market, as we take the next step in becoming a publicly-traded company," said Hamid Hashemi CEO and Founder. "iPic delivers a world-class hospitality experience, and this listing will provide great visibility for the Company amongst potential stockholders and will allow our 1.8 million members, loyal guests, as well as the general public, to be able to play a direct role in our continued growth."

## About iPic<sup>®</sup> Entertainment

Established in 2006 and headquartered in Boca Raton, FL, iPic<sup>®</sup> Entertainment is America's premier luxury restaurant-and-theater brand. A pioneer of the dine-in theater concept, iPic<sup>®</sup> Entertainment's mission is to provide visionary entertainment escapes, presenting high-quality, chef-driven culinary and mixology in architecturally unique destinations that include premium movie theaters and bar/restaurants. iPic<sup>®</sup> Theaters currently operates 16 locations with 121 screens in Arizona, California, Florida, Illinois, New Jersey, New York, Texas, Washington and Wisconsin and new locations planned for California, Connecticut, Philadelphia, and New York. For more information, visit [www.ipic.com](http://www.ipic.com).

## Forward-Looking Statements

This press release may include "forward-looking statements." To the extent that the information presented in this press release discusses financial projections, information, or expectations about our business plans, results of operations, products or markets, or otherwise makes statements about future events, such statements are forward-looking. Such forward-looking statements can be identified by the use of words such as "should," "may," "intends," "anticipates," "believes," "estimates," "projects," "forecasts," "expects," "plans," and "proposes." Although we believe that



the expectations reflected in these forward-looking statements are based on reasonable assumptions, there are a number of risks and uncertainties that could cause actual results to differ materially from such forward-looking statements. You are urged to carefully review and consider any cautionary statements and other disclosures, including the statements made under the heading "Risk Factors" and elsewhere in the offering statement that we have filed with the SEC. Forward-looking statements speak only as of the date of the document in which they are contained, and iPic® Entertainment does not undertake any duty to update any forward-looking statements except as may be required by law.

**Legal Disclaimer**

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**Media Relations:**

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Stephanie Jones/Michelle Bower

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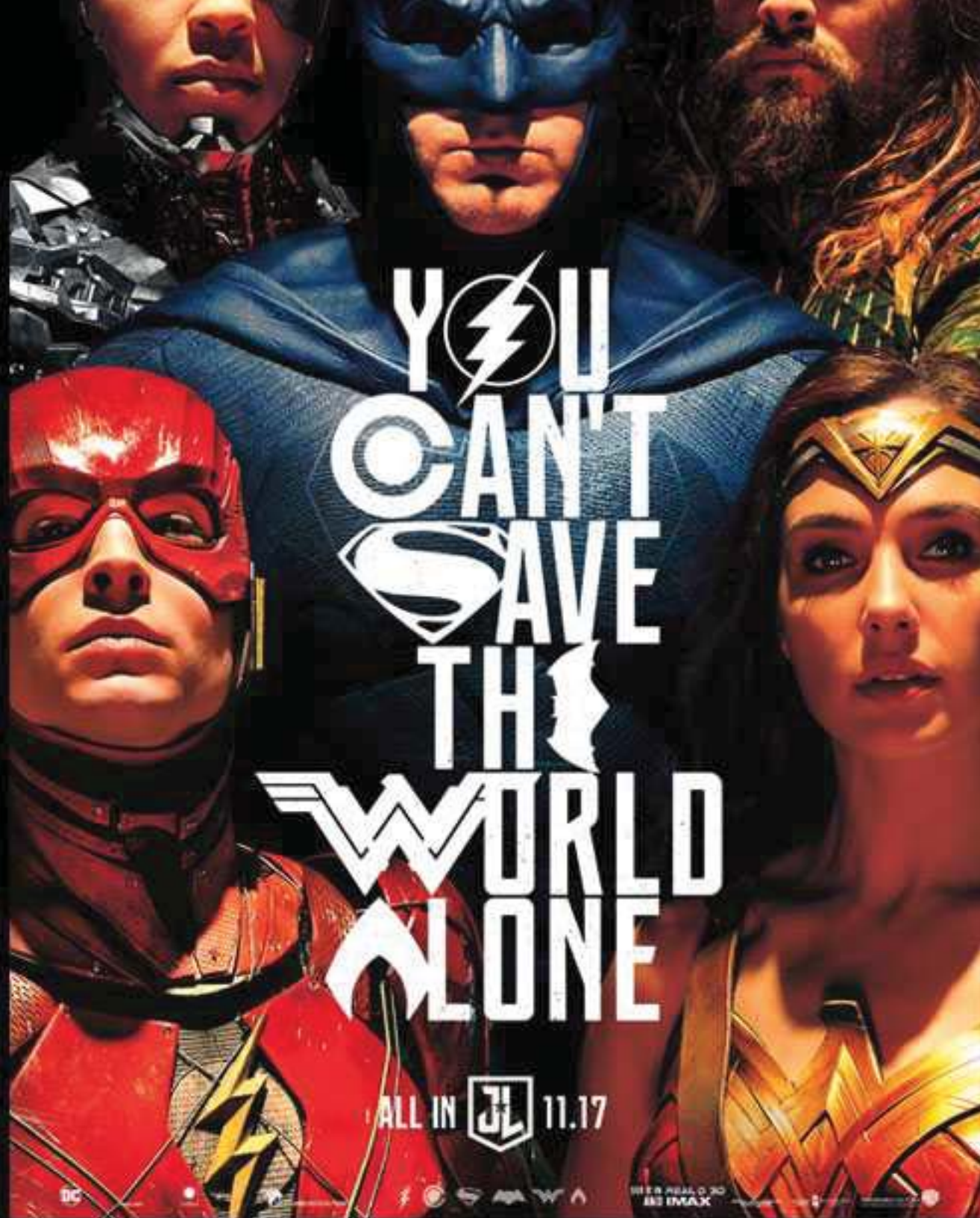
212-839-0111

SOURCE iPic Entertainment

Related Links

<http://www.ipic.com>

**MANAGEMENT  
PRESENTATION  
INVITE AND  
SLIDESHOW**



**THURSDAY, NOVEMBER 16**  
**AT iPic FULTON MARKET, NYC**

5:30PM - COCKTAIL RECEPTION

6:30PM - MANAGEMENT PRESENTATION

7:30PM - ADVANCE SCREENING OF JUSTICE LEAGUE



*iPic* ENTERTAINMENT



Management Presentation

November 2017





Top-Down Market Positioning

1

Company Overview

2

Our Business Model

3

Investor Metrics

4

We Like iPic's Positioning in the Marketplace





## We Observe Similar Models Performing Well in the Marketplace

### Restaurant Business



### Bar Business



### Experience Business



Golf Driving Range

=

Top Consumer Growth Company



Gaming

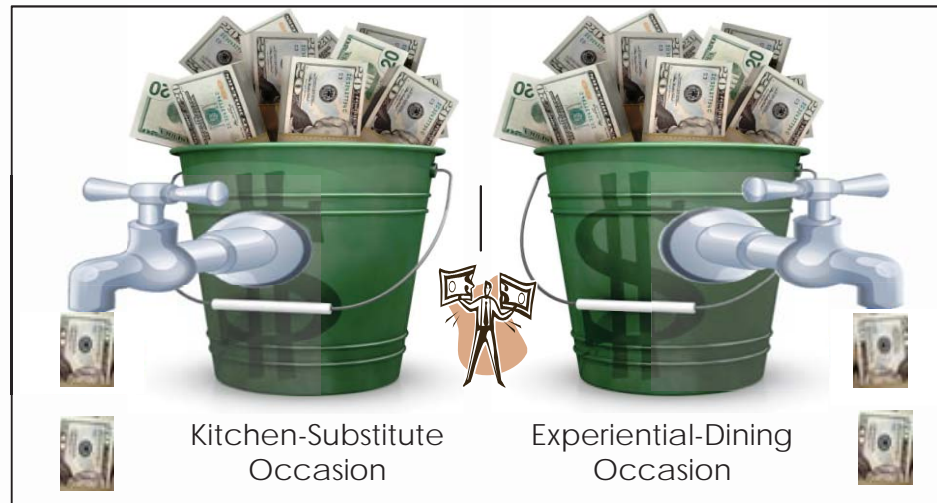
=

~+40% Growth In Per-Store Profits Over Past 7 Years



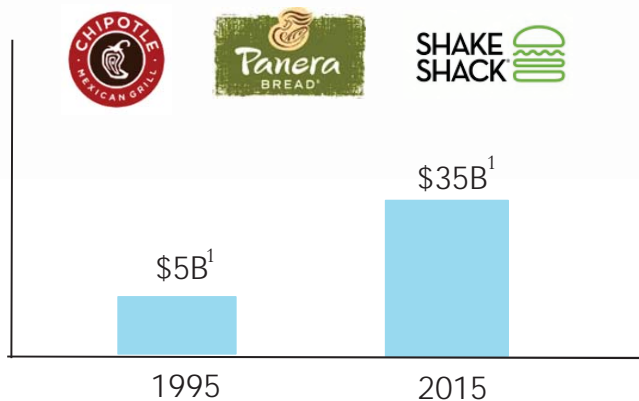
We Like Potential Size and Composition of the One-Stop Night-Out Business

\$260 Billion US Full-Service Restaurant Business

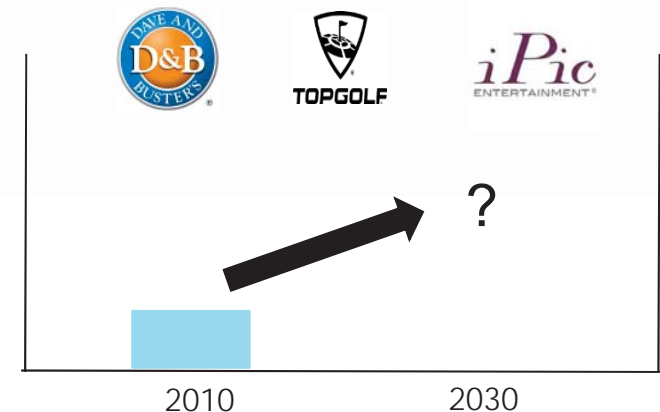


Enabled Creation of Specialized Business-Models to Focus on One of these Two Occasions

Quick-Casual



Eat-ertainment



We Like Potential Competitive Defensibility of the One-Stop Night-Out Business

Because we believe it is hard for many **existing** restaurants and theaters to copy iPic's positioning

### Restaurants adding Theaters?



Facility Hurdle

### Theaters adding Restaurants?



Hospitality-Culture/  
Culinary-Expertise  
Hurdle

## iPic Generates Revenue from Different Yet Complementary Profit Centers

2016 Revenue

*iPic* ENTERTAINMENT®

Sponsorship/  
Branding/  
VIP Fees  
18%

Theatrical  
Box Office  
31%

Food & Beverage  
51%

Theater Competitors <sup>(1)</sup>

Other  
Income  
5%

Theatrical  
Box Office  
64%

Food & Beverage  
31%

**Note**

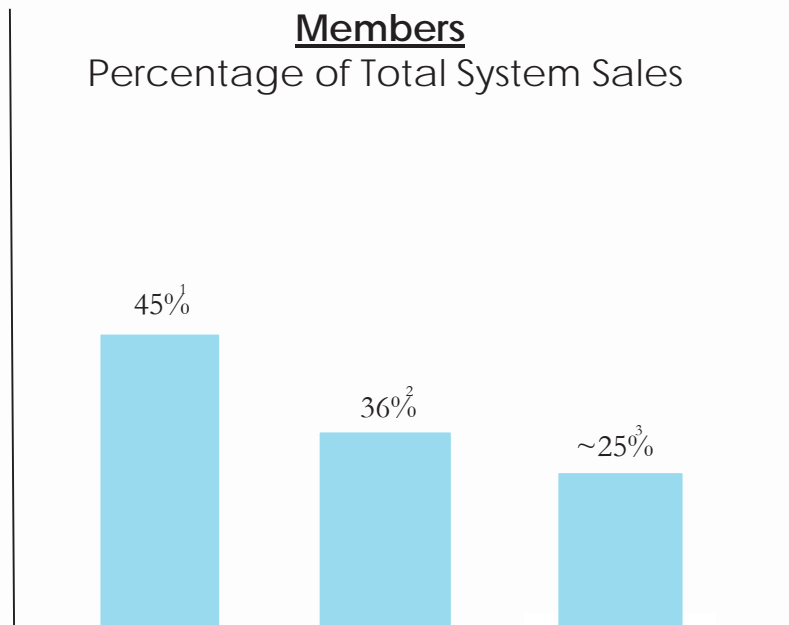
1. Competitors include AMC, Regal and Cinemark

## Quantity

## Quality

### Comparison to Leading Membership Brands

### Key Demographic Highlights



- 60% Female, 40% Male
- 34 – 39 median age
- \$180K Average HHI / \$120K Median HHI
- 90% of guests between the ages of 21 and 54



1: iPic Results 3Q17-YTD  
2: Starbucks Results 3Q17  
3: Stifel Financial estimate for 2017

# 1b iPic Story: New-Age Market Positioning + New Age Business Model

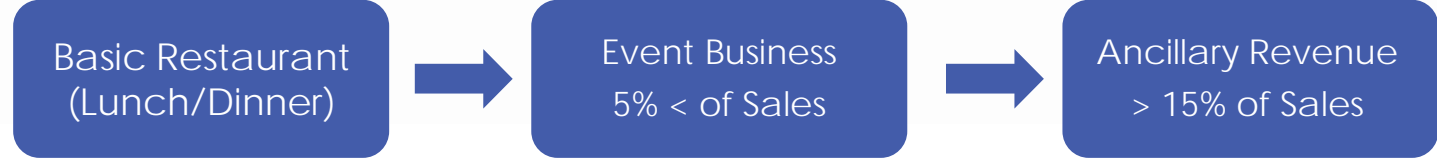
	<u>Food-&amp;-Beverage</u>		<u>Entertainment</u>		<u>Social</u>
Business Profile	Basic Restaurant (Lunch/Dinner)	+	Special-Event Business (Corporate/Personal)	+	Sponsorship/Branding
ROICs	Average Store-Level Cash-on-Cash ROICs	+	Incremental	+	Incremental



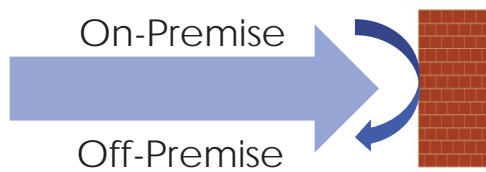
High Performer in Full-Service



Top US Growth Company



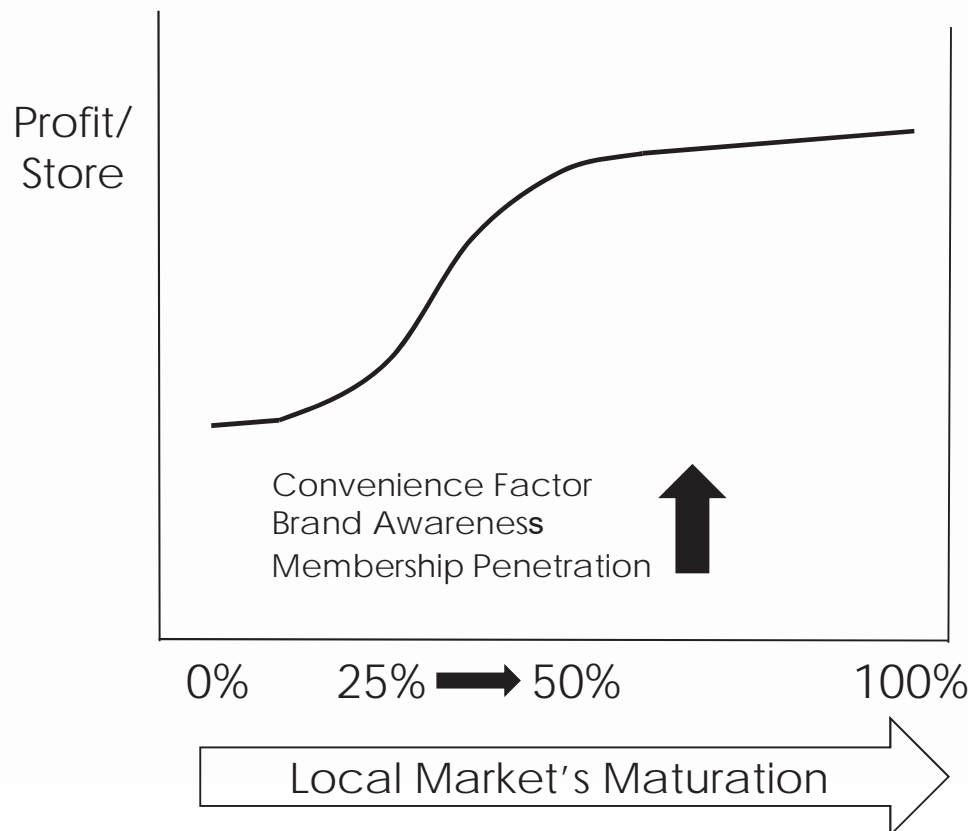
High Ancillary; Evolving Content



Many larger casual-dining restaurants are focusing on technology-driven convenient meal solutions (pick-up or deliver) as opposed to focusing on hospitality-driven destination-dining occasions.

## We Believe the US Restaurant Industry is a Market-Level ROIC Business

### Near-Term Priority: Achieve Local Scale in Key Targeted Markets<sup>1</sup>



### Ongoing Priority: Achieve National Scale

- G&A Leverage
- Greater Purchasing Power
- Distribution Efficiencies
- National Campaigns
  - iPic Marketing
  - iPic Selling Co-Branding Campaigns

1: Includes markets in Florida, Texas, CA and Tri-State Area.



## Top-Down Market Positioning

1

Our New-Age Market Positioning



1 + 1 + 1 = 4 Business

2

Our New-Age Business Model



Membership-Driven

3

A Top Strategic Priority



Achieve Local-Level Scale

Top-Down Market Positioning

1

Company Overview

2

Our Business Model

3

Investor Metrics

4





## ASPIRATIONAL

The iPic audience enjoys a night out with a level of comfort typically reserved for a five-star resort



## EXPERIENTIAL

The typical iPic experience lasts over 4.5 hours; the two-hour movie is just one element in a complete entertainment experience



## SOCIAL













iPic is the perfect destination for a date night or group outing; iPic's social nature is a recipe for retention and repeat visits



## AFFORDABLE LUXURY

iPic is a fraction of the cost of box seats at a sporting event or concert, yet offers a similar level of luxury and amenities

# Company Overview: iPic Offers an Unrivalled Out-of-Home Entertainment Experience

		Movie Theaters	Bowling Alleys	Family Entertainment	Bars / Restaurants	Entertainment Venues
	<i>iPic</i> ENTERTAINMENT®	  	 	 	  	 
Consumer Brand	★	★	★	★	★	
Affordable Luxury / Special Experience	★		★		★	★
High Quality Food and Beverage	★				★	
Engaging Activity	★		★	★		★
Attractive Demographics	★	★	★		★	★
Corporate Events	★		★	★	★	
Live Events	★					★
Innovative	★					★

## Traditional Movie Theaters

iPic ENTERTAINMENT®



AMC THEATRES CINEMARK REGAL CINEMAS



Screens per Location	6 – 8	18 – 24
Seats per Location	244 – 760	2,000 – 2,500
Average Occupancy Rate <sup>(1)</sup>	Overall ~23%	~15%
Premium Seating & Dining	Premium seats similarly priced to traditional theaters with significantly better amenities	Some “premium” conversions, but mainly focused on seats, not high quality dining and bar experience
Draw	25 miles	5 miles
Demographics	~60% female, less focused on teens	~50% female, skews toward teens

Source: Rentrak; company filings

## Note

1. iPic data represents 2016 blended occupancy, excludes locations not open a full year (Ft. Lee, Fulton and Dobbs Ferry)





iPic is uniquely positioned as a high-end, complete entertainment destination

Top-Down Market Positioning

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## Restaurants Driving Strong Topline Performance

2016 Revenue

*iPic* ENTERTAINMENT®

Sponsorship/  
Branding/  
VIP Fees  
18%

Environment:  
Theatrical  
Box Office  
31%

Food, Beverage & Service  
51%

- Award-Winning Culinary Team
- Variety of Concepts Tailored to Local Tastes
- Favorable Per Person Spend

## Sherry Yard



## Chief Operating Officer

- Three-time winner of the James Beard Award
- Oversees all restaurant and food and beverage concepts for iPic's locations nationwide
- 20 years working alongside Wolfgang Puck as executive pastry chef and partner for his worldwide operations, creating menus for restaurants such as Spago, Cut and Chinois
  - Created dishes for the Academy Awards Governor's Ball, the Grammy Awards, and the Emmy Awards
- Began her culinary career at the venerable Rainbow Room in New York City, Montrachet and Tribeca Grill
- Food Network personality and award winning cookbook author

## Adam Seger



## Master Mixologist

- Certified Culinary Professional, Court of Master Sommeliers Advanced Sommelier
- Dubbed "Spirits Guru" by both Food & Wine and fast Company Magazines, and "Chicago's King of Cocktails" by New York City Magazine
- Alumnus of Michelin Starred restaurants Chez Julien in Strasbourg, TRU in Chicago, and The French Laundry in Napa Valley
- Has created cocktails for the 84<sup>th</sup> Academy Awards and Oprah's 25<sup>th</sup> season finale
- In 2016, won the VIBE Beverage Conference Vista Award for Best National Beverage Menu for iPic Entertainment

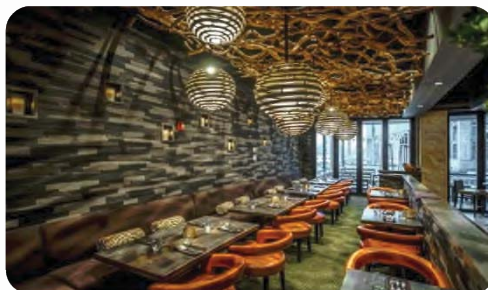
## Dine In The Dark



- iPic's answer to the concession stand
- Prepared to order, chef-driven menu and craft cocktails similar to that of the 3 restaurants
- Available as carry-in for Premium level guests; delivered direct to Premium Plus
- \$18.45 avg. SPP <sup>(1)</sup>

## Tuck Hospitality Group

*Three On-Trend Restaurant Concepts*



- Seasonal American Dining
- Fresh, sustainable ingredients for shareable plates
- Rustic setting with a modern, multi-layered social dining experience
- 7.6K average square feet
- \$41.36 average check <sup>(1)</sup>



- Garden-fresh Italian artisanal cuisine
- Perfect gathering place for friends, creating a unique setting for lively dining and conversation
- 6.8K average square feet
- \$36.76 average check <sup>(1)</sup>



- Intimate gastro-lounge and cocktail driven restaurant
- Skillfully crafted cocktails and soulful social plates
- 5.0K average square feet
- \$33.04 average check <sup>(1)</sup>

## Notes

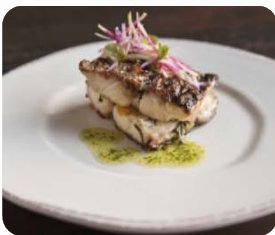
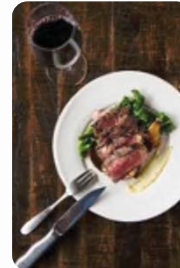
1. Average check and spend per person data based on June YTD 2017 Spend



## iPic Express Concessions and In-Theater Dining Across All Theaters



## Tuck Hospitality Group

Multiple Concepts Offer Flexibility to Tailor Attached Restaurant at Select Theaters to Local Tastes <sup>(1)</sup>*All-American dining**Italian artisanal dining**Shared plates in a lounge setting*

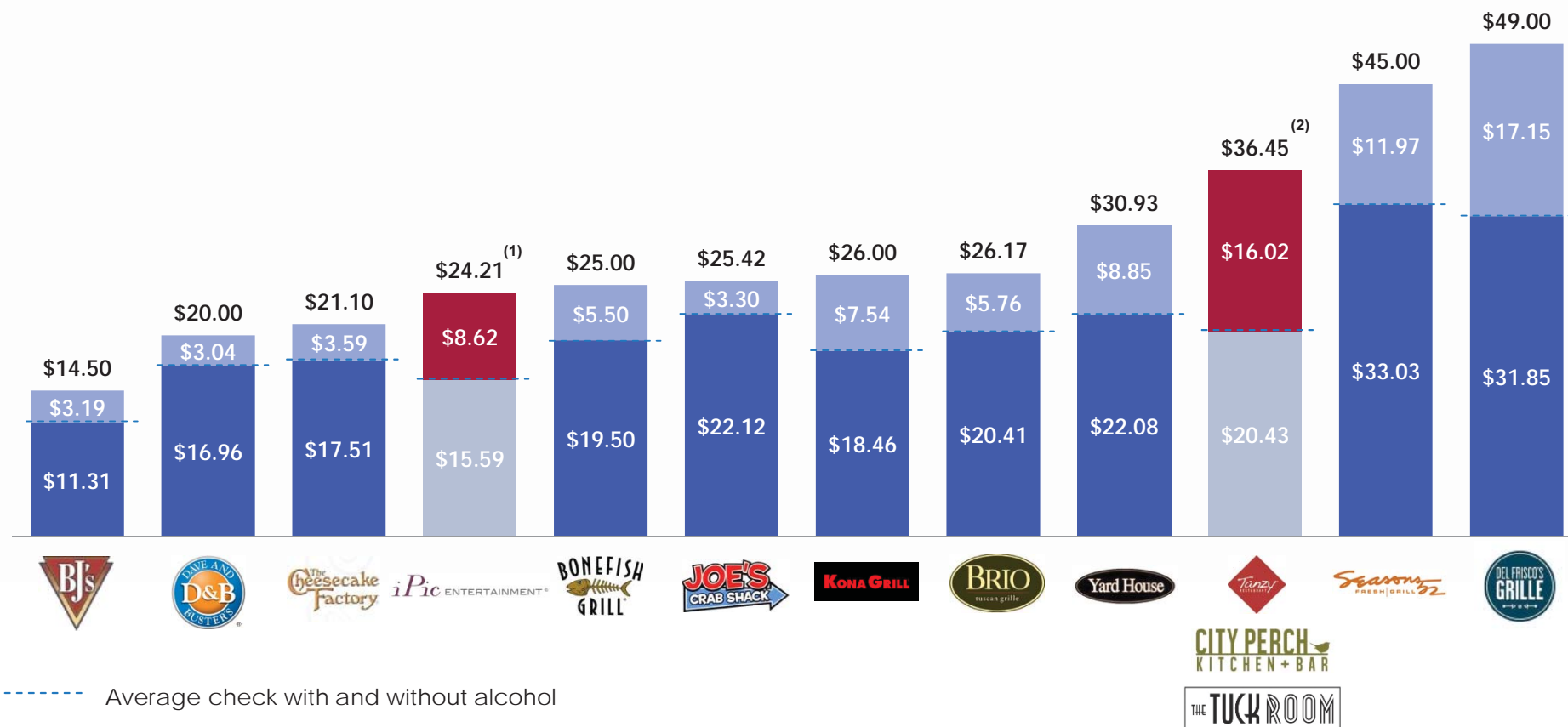
## Note

1. Only one restaurant concept chosen per location

iPic's F&B spend per patron is significantly higher than peers with favorable alcohol mix at 44% of check

## Average Check Across Restaurant Industry

June 2017 YTD, (\$)



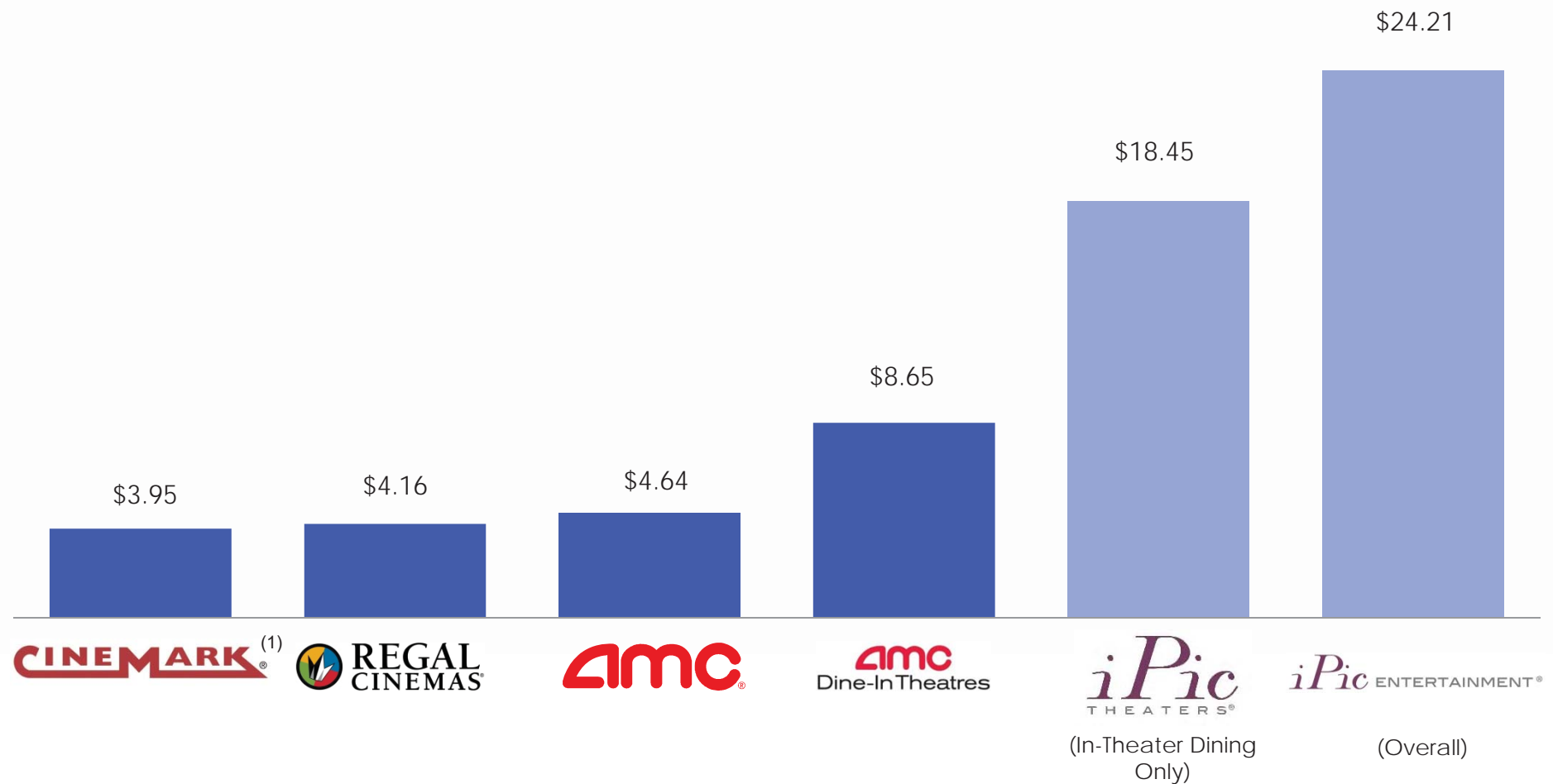
### Notes

1. Blended SPP (spend per person) across locations

2. Includes Scottsdale, Mizner Park (Boca Raton, FL), Westwood, Pike & Rose (Bethesda, MD), North Miami, FL, Houston, TX, New York, NY, Fort Lee, NJ, and Dobbs Ferry, NY locations.

## F&amp;B Spend Per Patron

June 2017 YTD, (\$)



Source: Public Filings

Note

1. Cinemark US operations only

## iPic Restaurants Selected Winners of Open Table's Diner's Choice 2017

### Open Table's Diner's Choice Winner



8-Time Winner in 2017

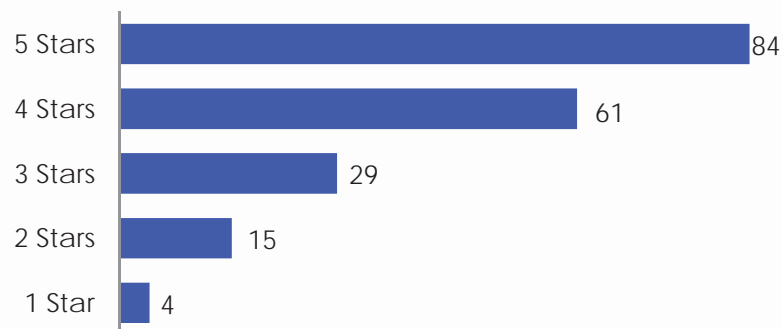
City Perch (4): Feb/Apr/May 2017  
 Tanzy (2): Feb/Apr 2017  
 Tuck Room Tavern (2): Feb/May 2017

### Overall Rating <sup>(1)</sup>

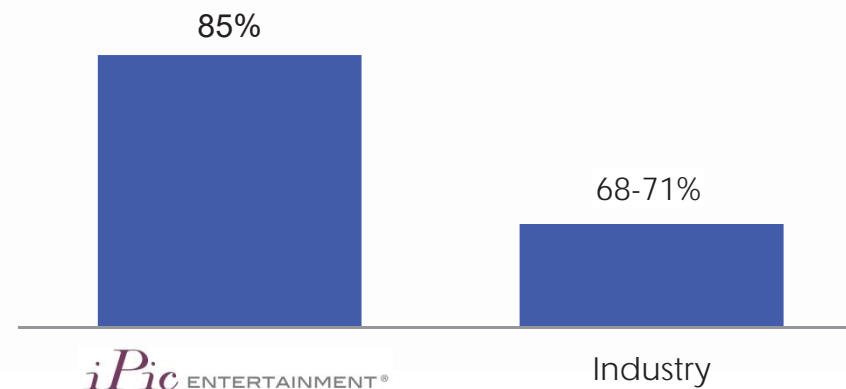
4.2

Food: 4.0  
 Service: 4.2  
 Ambiance: 4.3

### Ratings Distribution



### Diner Would Recommend



**Note**

1. All ratings are on a 1-5 scale

## Strong Theatrical Box Office Performance

---

2016 Revenue



Sponsorship/  
Branding/  
VIP Fees  
18%

Environment:  
Theatrical  
Box Office  
31%

Food, Beverage & Service  
51%

- Differentiated Luxury Theater Experience
- Strong Box Office Performance
- Desirable Customer Base





*iPic*®  
T H E A T E R S

Where Movie Lovers Go.

## 3b Our Theaters: A Truly Differentiated Theater Experience

iPic ENTERTAINMENT





## 3b Our Theaters: A Truly Differentiated Theater Experience

iPic ENTERTAINMENT



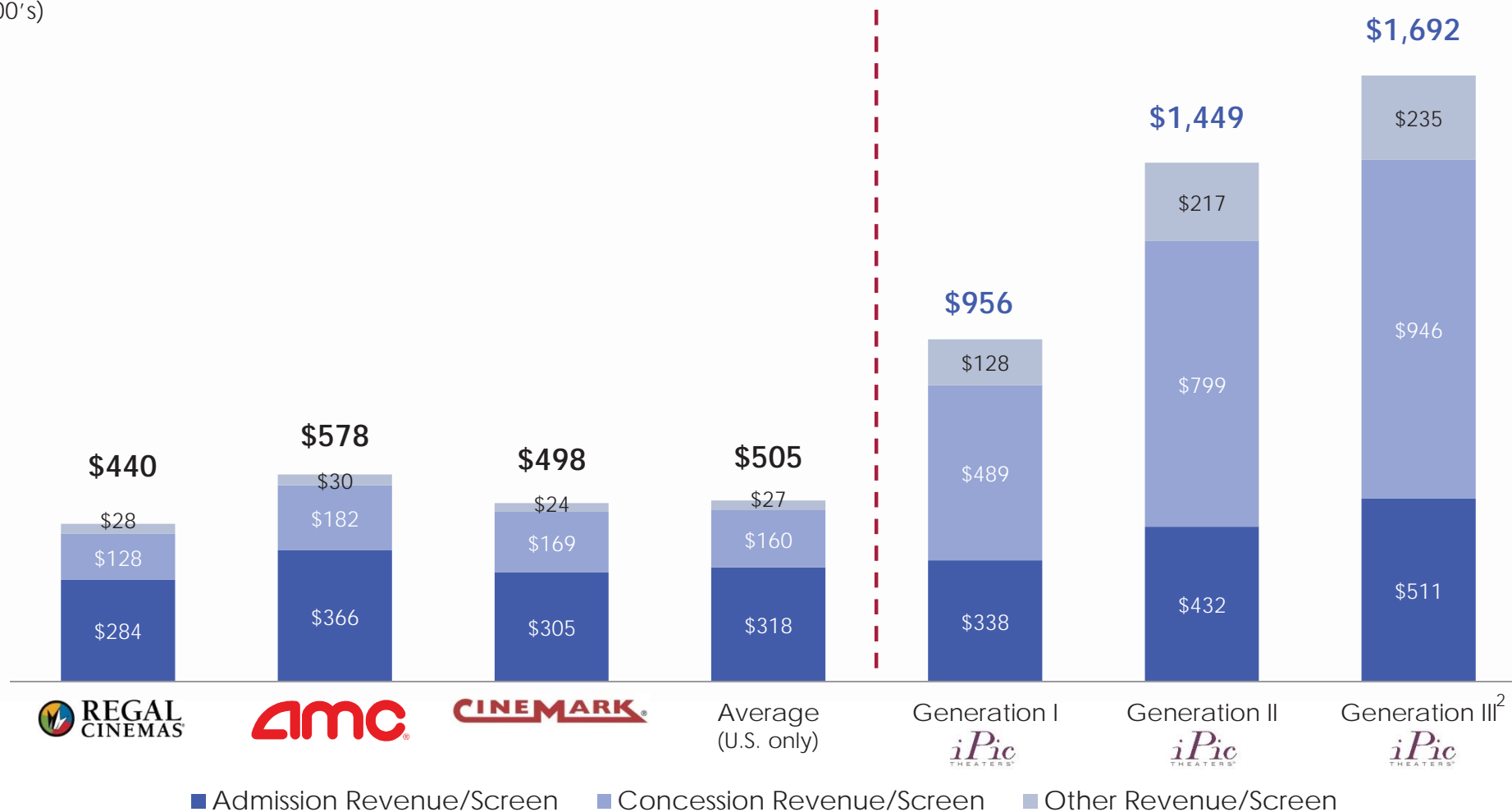


# 3b Our Theaters: Spend – Other Theater Chains Not Even Close

iPic's average revenue per screen is 156% higher than the rest of the industry

## 2016 Revenue per Screen<sup>1</sup>

(000's)



Source: Company Filings

### Notes

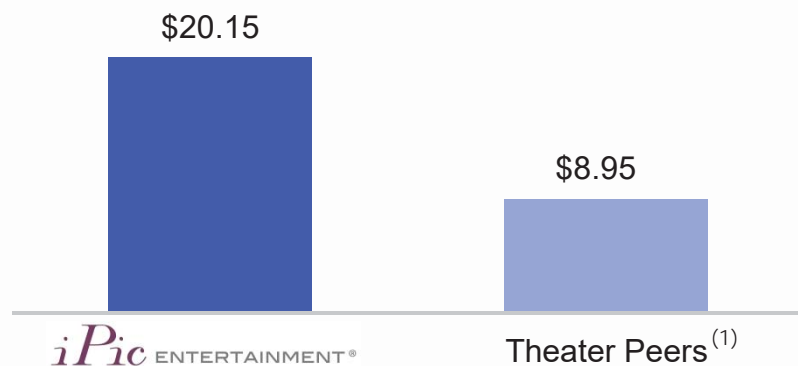
1. Regal, AMC, and Cinemark (U.S. only) revenue per screen calculated using 2016 average screens

2. Includes annualized figures for our Fort Lee, NJ and Fulton Market, NY locations

## Meaningfully Higher Ticket Price...

2017 YTD

Avg. Ticket Price (per person)

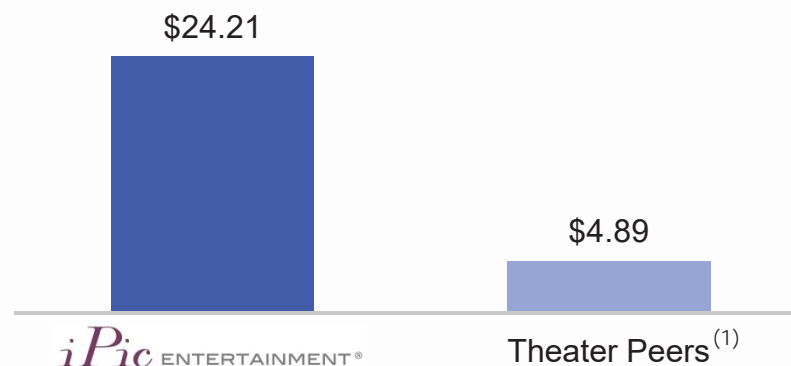


Premium elements of iPic's experience drive 2.3x higher ticket prices

## ...With Significantly Larger F&B Contribution

2017 YTD

Avg. Food & Beverage Spend (per person)



iPic's high-end dining & concession options drive 5.0x higher revenue per person

Source: Management; Company Filings

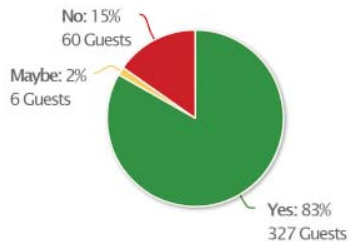
### Notes

1. Theater Peers defined as AMC, Regal and Cinemark (U.S. Operations)

iPic's Loyalty Snapshot - Theaters <sup>(1)</sup>

83% Likely to Recommend

## Likely to Recommend?

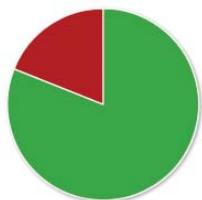


## SOURCES

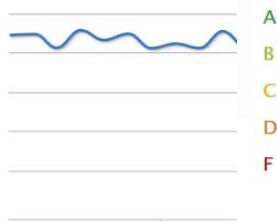
	YELP	613
	FACEBOOK REVIEWS	396
	TWITTER	102
	TRIP ADVISOR	75

81% Positive Customer Sentiment

## SENTIMENT



## TRENDS



## Our Customers Promote the iPic THEATERS® Brand



"For my 1600th review I have been thinking about what I wanted to write and what place has changed my life and I have to say **iPic has made me really love watching movies again.**"

10/19/2017



"I recently visited iPic and I can truly say it was a **memorable experience**...Not just the food and ambiance, but most of all the service provided was **spectacular.**"



This is the **best #movie theater experience EVER** #iPic

5/14/2017



"Most enjoyable evening I've had in such a long time! Great company, great food, great movie."

5/5/2017



"Always an amazing time. The atmosphere is great, the service is incredible and the food is insane. **This is by far our favorite place to go out to eat...**we always find any excuse to come here."

11/5/2017



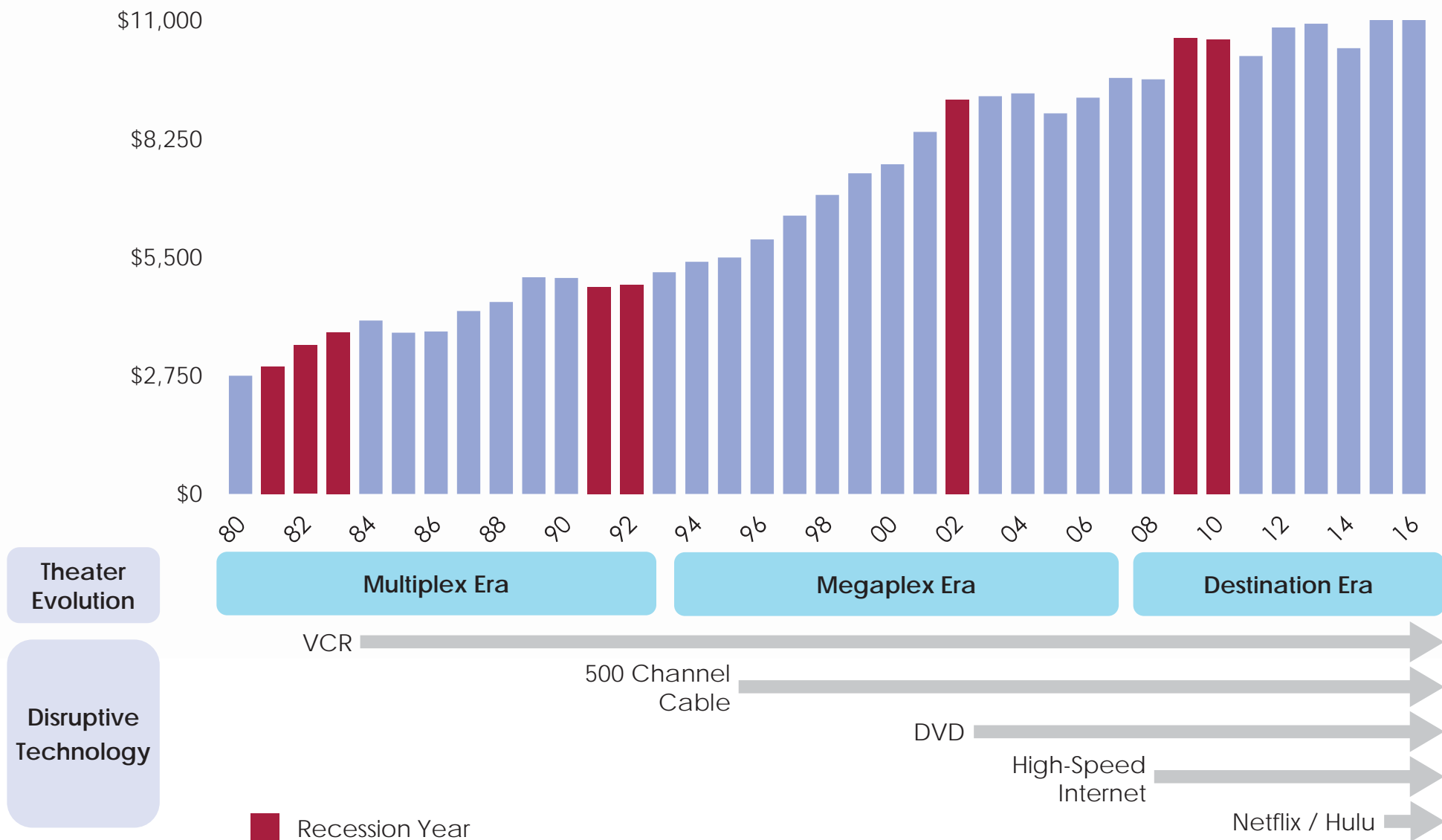
"The **food was delicious**, the **drinks were great**, the staff was very **warm and welcoming**. Our server was great! He continually checked up on us, made sure we had everything we needed, and was funny and polite. It was our first time there, but overall we all had a really great time, and **I have already recommended City Perch-Fort Lee to others.**"



# 3b Our Theaters: Innovation Drives Stable LT Industry Growth

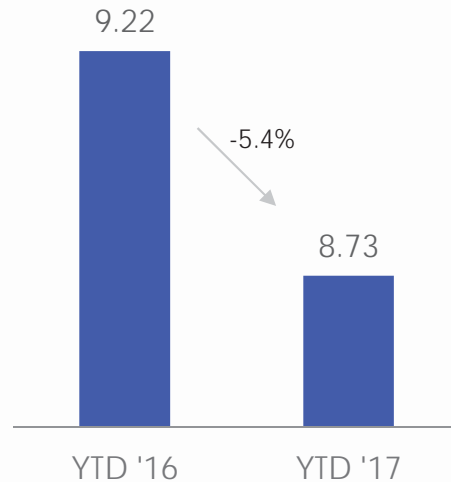
## U.S. Box Office Revenue Reached a Record \$11.4 Bn in 2016

(\$MM)



## Oct YTD Industry Box Office Comparison

\$ Billions



## Strong Finish Predicted for Nov / Dec 2017

Expected Gross:  
\$950MStar Wars: Episode  
VIII The Last JediExpected Gross:  
\$450M

Justice League

Expected Gross:  
\$175M

Jumanji

2018 to feature an incredibly strong stable of tentpole releases, including:

A Star Wars Story:  
Han Solo

Fifty Shades: Freed

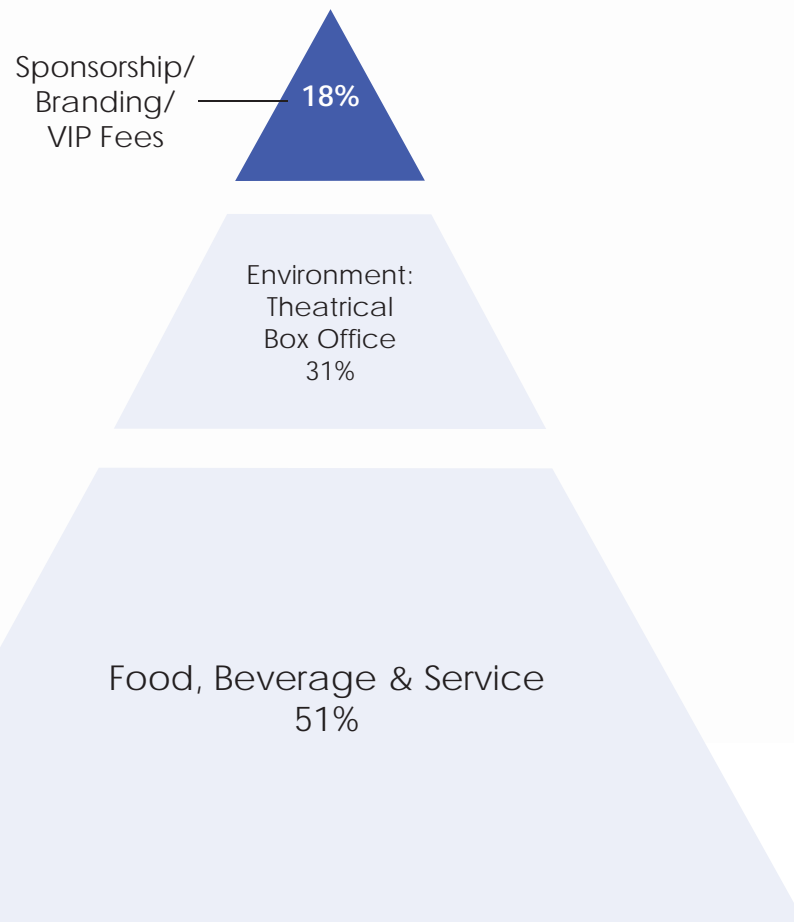
Jurassic World: Fallen  
Kingdom

Deadpool 2

X-Men: The New  
Mutants

## iPic Media Has Room to Grow

2016 Revenue



- Membership Revenue and Gift Cards
- iPic Life
- Alternative Content





## Chef Sherry Yard

COO, Tuck Hospitality Group

James Beard Award-winning, Wolfgang Puck & Spago Veteran

## iPic Access Membership Program

- Currently at ~1.8 Million members and growing <sup>(1)</sup>

### Silver Level



- Free to join
- Special pricing on all movie tickets
- Weekly newsletters
- 1.7 million members

### Gold Level



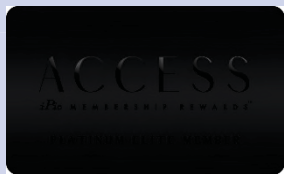
- \$29 per year
- Earn 1 Access point for every dollar spent on qualifying purchases. Points can be redeemed on qualifying iPic and Tuck Hospitality Group items

### Platinum Level



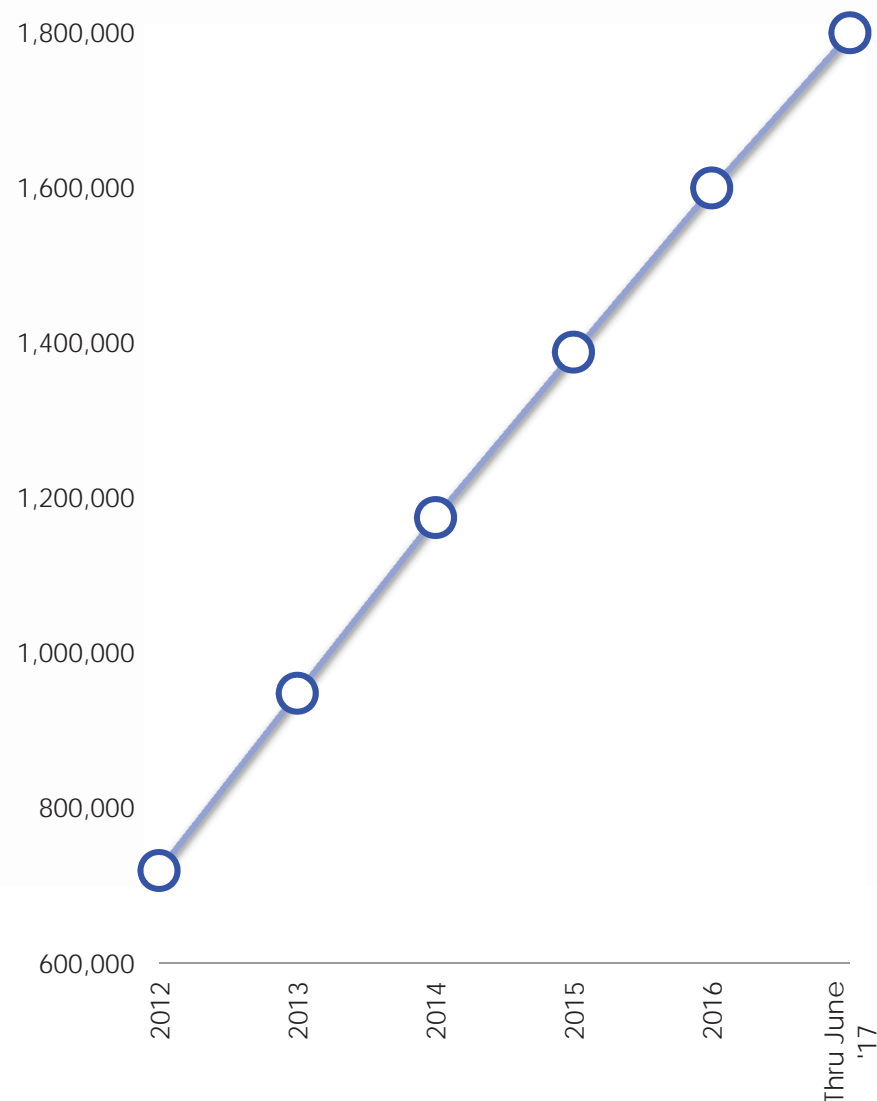
- No additional cost
- Earn 1.5 Access points for every dollar spent on qualifying purchases
- Free birthday ticket gift
- Special access to member events

### Elite Level



- Ultra-Exclusive membership level
- 25% off bottles of wine in all Tuck Hospitality Group restaurants
- Coming Soon: VIP concierge service access

## Member Growth



#### Notes

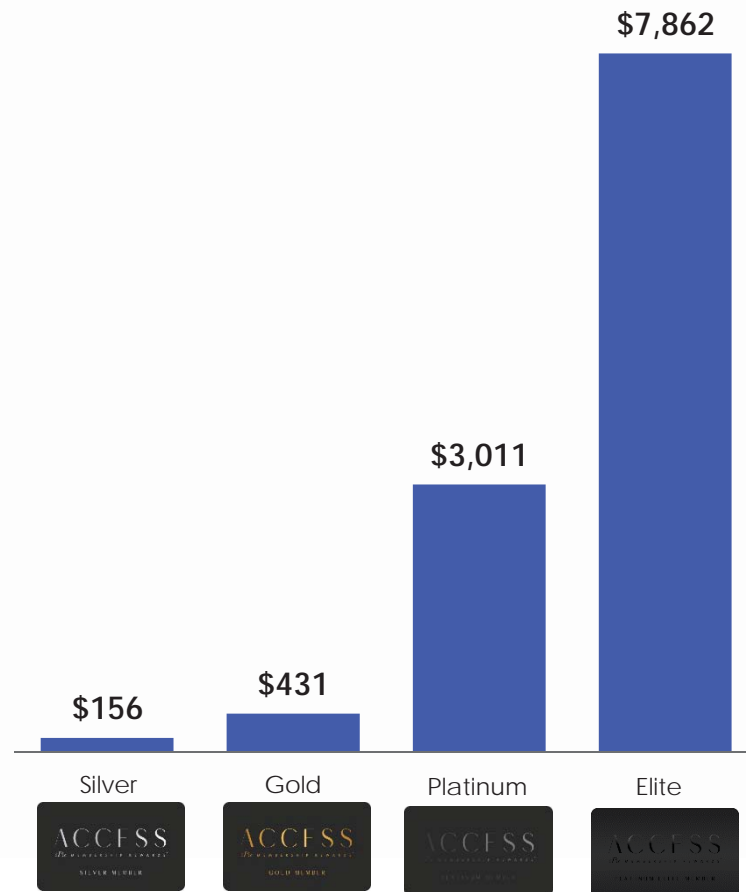
1. Member counts as of June 2017



# Our Social Business: iPic is a Membership Model, Attracting a Large and Highly Desirable Membership Profile

iPic ENTERTAINMENT

## iPic Member Annual Dollar Spend



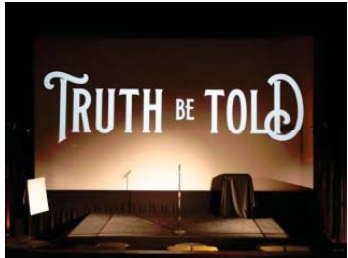
1: iPic Results 3Q16-2Q17

## Key Demographic Highlights

- 60% Female, 40% Male
- 34 – 39 median age
- \$180K Average HHI / \$120K Median HHI
- 90% of guests between the ages of 21 and 54



Source: Epsilon Data Management, 2015




## • Brand Partnerships

- Brand partnerships and talent promotion offering exposure to products and local artists
  - Partnerships negotiated on a case-by-case basis
  - Typically annual contracts and four week flights
- Two-way communication – customer and studio connections
  - iPic app update in development to connect users with products
- \$1.8MM in sponsorship contracts booked to date 2017



## • In-Theater and Other Events

- Live concert screenings and special event viewing parties
  - Exclusive Netflix partnership 
- Video game competitions (Minecraft, League of Legends)
- Private events utilizing theater and restaurant spaces

## • Gift Cards

- \$4MM of sales in 2016

### Notes

1. Represents 2 separate contracts, one 8 week contract totalling \$448K and one 2 week contract totalling \$88K
2. Boca Raton location only

### Customer Functionality

- Software and app developed in house to address consumer preferences
  - First theater to offer assigned seating option
  - Can select and purchase tickets with only 3 touches
  - Membership program functionality within the app

### Key Functionality Updates

- Upgraded app launched in Q4 2017
- Focus on 2-way connectivity and customer interaction
  - Food & beverage ordering from seat and at the time of ticket purchase
  - Check Splitting
  - Membership marketing
  - Opportunity to connect with brand partners
  - Push product deals and offers to customers' phones
  - Uber-like checkout (mobile checkout)
  - Tabs following guest from restaurant to theater

*"No company, consumer brand or otherwise, can exist today without being a tech company inside that enterprise"*

Howard Shultz, Executive Chairman, Starbucks Corporation  
September 2017



Top-Down Market Positioning

1

Company Overview

2

Our Business Model

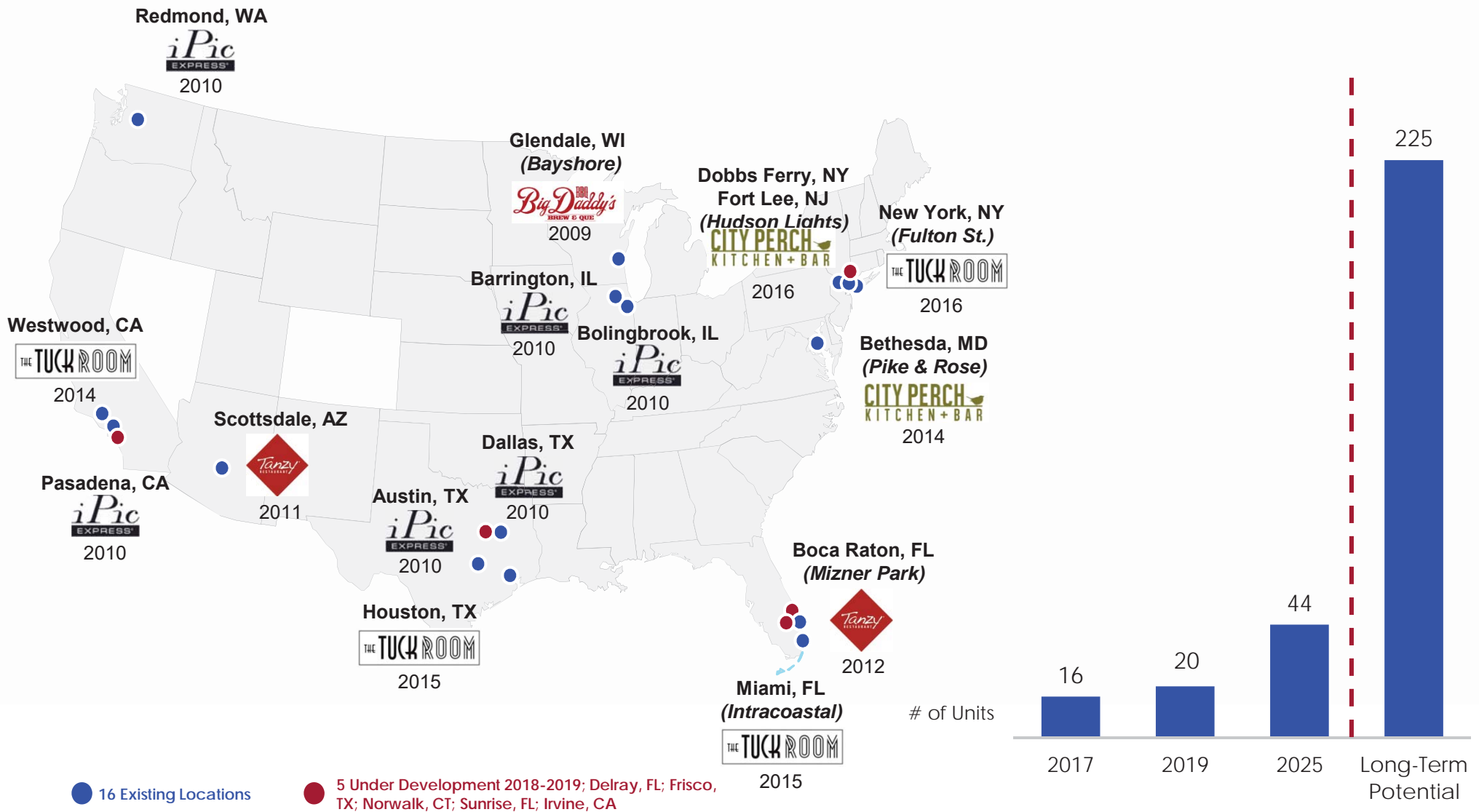
3

Investor Metrics

4

## Significant Upside to Current Pace of New Openings

## Massive Whitespace Potential





## iPic Future Locations

## 6 Newly Opened or Under Development

South Street Seaport, NY  
Opened October 2016



Dobbs Ferry, NY  
Opened May 2017



San Francisco, CA  
Opening 2018



Frisco, TX  
Opening 2019



Norwalk, CT  
Opening 2019



Delray Beach, FL  
Opening 2019



## Sites in LOI or At Lease

Under LOI / At Lease

Projected Open Date

CA	Q1 2019	
TX	Q1 2019	★
FL	Q4 2019	★
FL	Q1 2020	★
NC	Q1 2020	
GA	Q2 2020	★
NJ	Q2 2020	★
TN	Q3 2020	★
WA	Q3 2020	★
PA	Q1 2021	
DC	Q1 2021	
NY	Q2 2021	
DC	Q2 2021	
VA	Q2 2022	
CO	Q2 2022	
VA	Q3 2022	



Board Approved Location

Open

Under Development

### Opportunity

### Potential

### Potential Date to Achieve

#### Acquisitions

- At least three PE-backed chains that represent near-term, actionable opportunities
- Highly fragmented market of smaller, upscale chains throughout the United States

2018

#### Expansion of iPic Now Beyond the Screen

- Integrate lifestyle segment into iPic Life by
  - Addition of a 3<sup>rd</sup> lifestyle segment, featuring luxury and branded destinations
  - Interviews and behind-the-scenes concert footage
- Point viewers to iPic Life YouTube channel; longer videos, updated weekly, product and brand promotion

2018

#### International Expansion

- Primary targeted regions: Asia, UK, Middle East
- 2016 Box Office by Region <sup>(1)</sup>:
  - Asia Pacific: \$15Bn
  - EMEA: \$10Bn

2019

#### Note

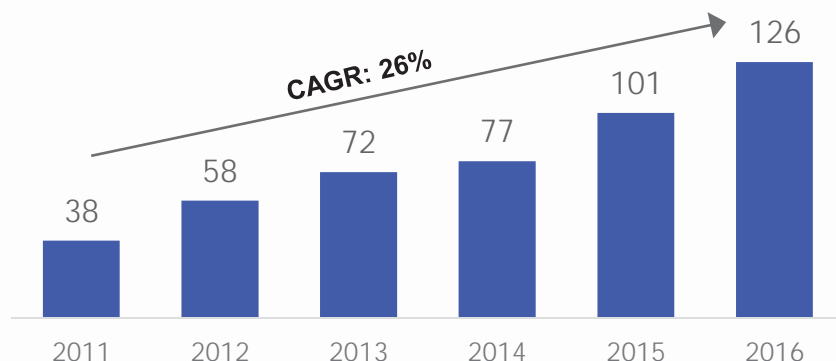
1. MPAA Theatrical Market Statistics 2015

# Financials: Historical Performance

## Targeted Year-Three Unit Economic Model

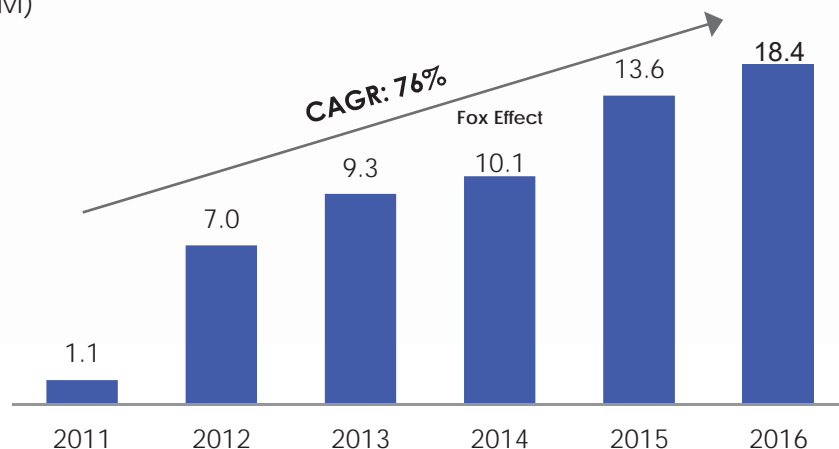
### Revenue

(\$MM)



### Unit Level Cash Flow

(\$MM)



Source: Management

## Notes

1. Adj. EBITDA includes impact of G&A expenses, straight line rent / TI allowance amortization and iPic Media contribution
2. 2015 Adj. EBITDA adjusted for one-time legal fee of \$835K

### Targeted Unit Economic Model (Year 3)

#### Construction Costs

Leasehold Improvement	\$9.0 – 10.0MM
-----------------------	----------------

FF&E Costs	\$6.0 – 6.5MM
------------	---------------

Soft Costs <sup>(4)</sup>	~\$2.5MM
---------------------------	----------

<b>Total Development Costs</b>	<b>\$17.5 – 19.0MM</b>
--------------------------------	------------------------

Less: Landlord Tenant Improvement Contribution	\$6.5 – 7.5MM
--	---------------

<b>iPic Investment</b>	<b>\$11.0 – 12MM</b>
------------------------	----------------------

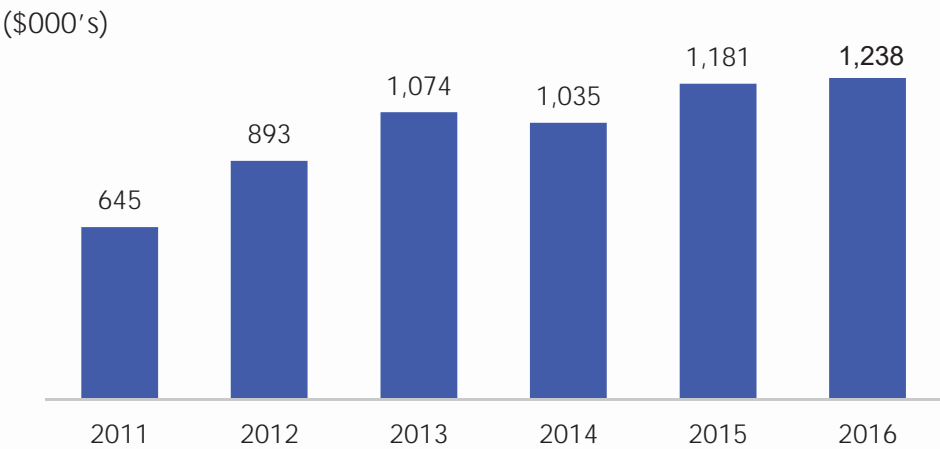
#### Year 3 Operating Performance <sup>(5)</sup>

Year 3 Revenue	\$14.0 – 15.0MM
----------------	-----------------

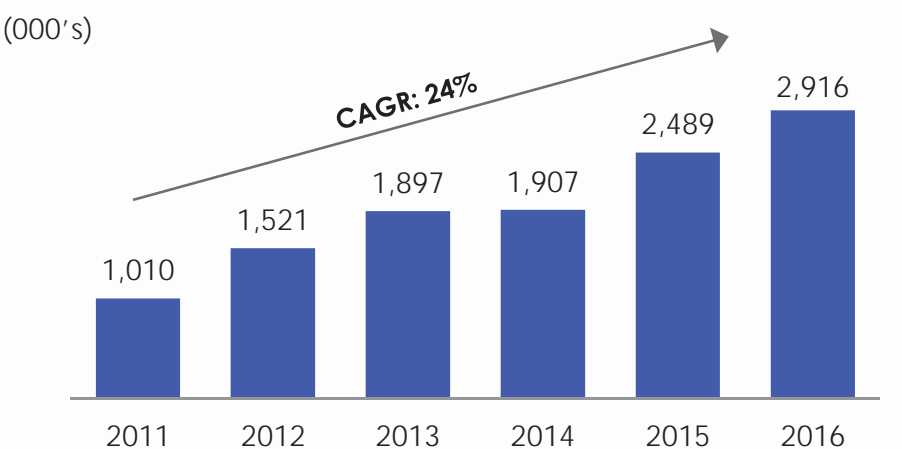
Year 3 Unit Level Cash Flow	\$2.5 – 3.0MM
-----------------------------	---------------

<b>Unleveraged Cash on Cash Return</b>	<b>23 – 26%</b>
--	-----------------

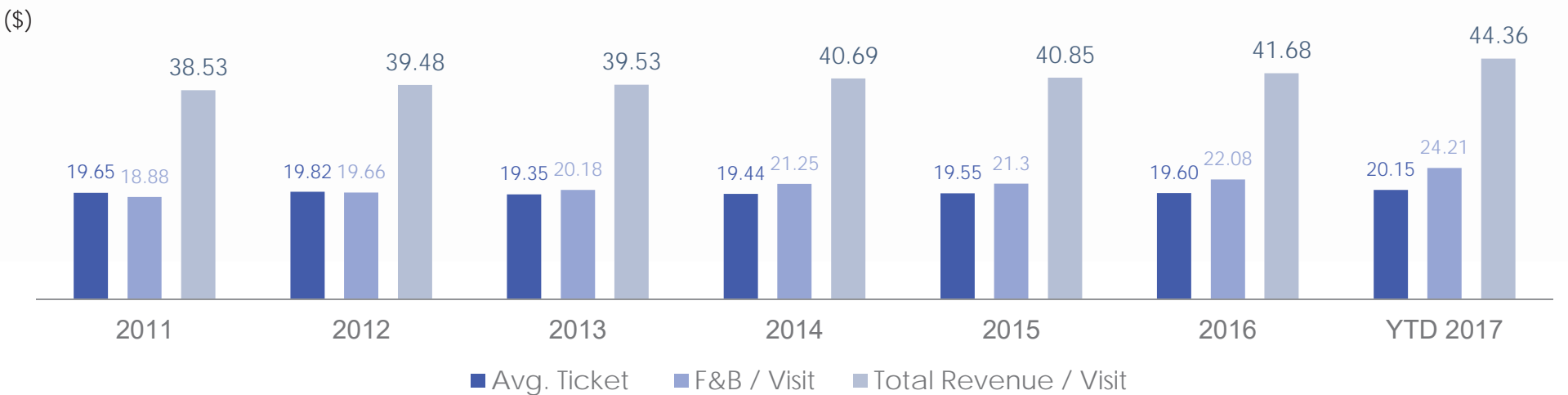
## Increasing Revenue per Screen <sup>(1)</sup>



## Rapidly Rising Attendance

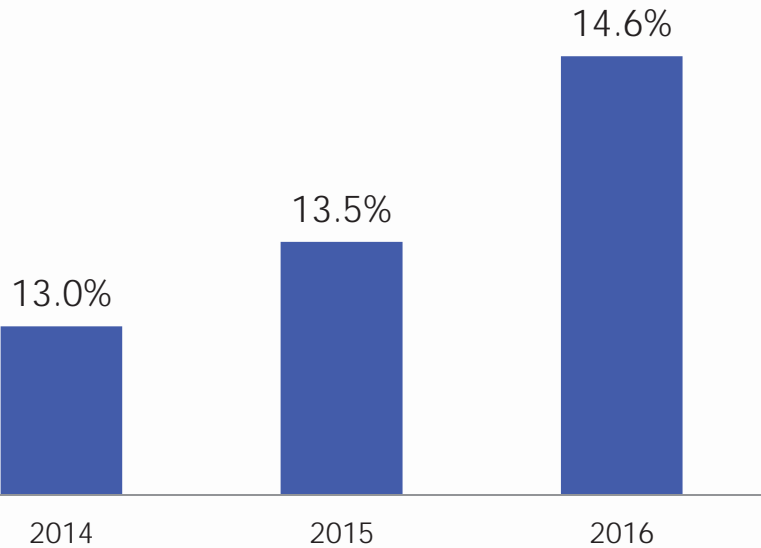


## Growing Spend per Visit



**Note**  
1. Revenue per screen calculated on a month by month basis to account for screens added in the month a new theater is open

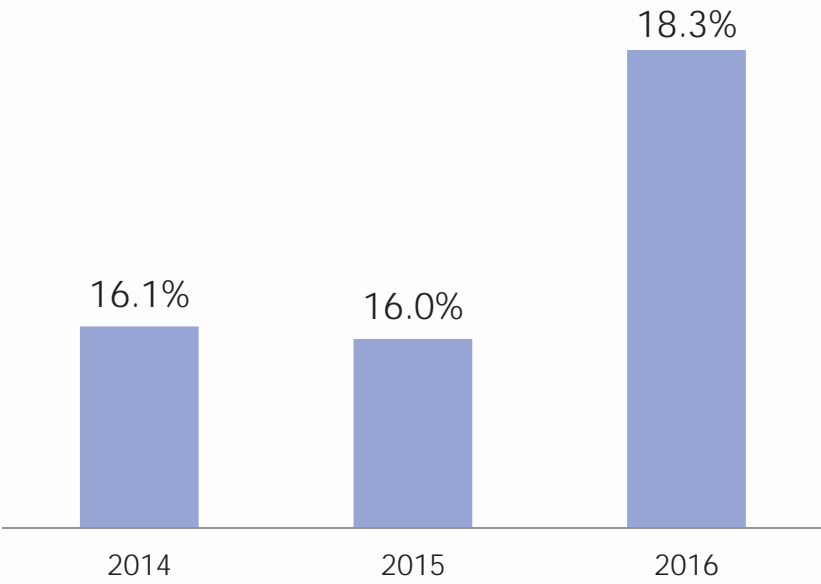
Unit Level Operating Margins



Unit Level Cash Flow

2014: \$10.1M      2015: \$13.7M      2016: \$18.4M

Other Revenue as % of Total Revenue











Other Revenue

2014: \$12.5M      2015: \$16.2M      2016: \$23.1M

Other Revenue includes - Bowling, VIP Fee, Member Rewards, VPF Fees, Misc. Theater Revenue, Gift Card Breakage, Shipping & Handling and Sponsorship



Executive	Position	Experience	Executive	Position	Experience
<b>Hamid Hashemi</b> 	Founder / Chief Executive Officer	<ul style="list-style-type: none"> <li>• 30+ years in theatrical exhibition</li> <li>• Founded Muvico I in 1984, grew to 100+ screens, sold to Regal in 1994 for 6x investment</li> <li>• Founded Muvico II in 1995 to pioneer high-end megaplexes               <ul style="list-style-type: none"> <li>– Grew to 233 screens in 12 locations</li> </ul> </li> </ul>	<b>Paul Safran</b> 	Sr. VP, General Counsel	<ul style="list-style-type: none"> <li>• 25+ years experience practicing law</li> <li>• Previously General Counsel for Transamerica's Municipal Finance Division</li> <li>• Responsible for iPic's legal affairs</li> </ul>
<b>Sherry Yard</b> 	Chief Operating Officer	<ul style="list-style-type: none"> <li>• Executive chef at Wolfgang Puck's for nearly 20 years</li> <li>• 3-time James Beard Foundation award winner</li> <li>• Drives culinary vision for iPic's restaurant offerings</li> </ul>	<b>Holly Lang</b> 	Chief Marketing Officer	<ul style="list-style-type: none"> <li>• 25+ years running marketing divisions for world-class brands</li> <li>• Previously SVP, Marketing &amp; Integrated Products for iHeartMedia</li> <li>• Responsible for all marketing efforts across entire iPic brand portfolio, including: theaters, restaurants, programming, content, membership, and partnerships.</li> </ul>
<b>Paul Westra</b> 	Chief Financial Officer	<ul style="list-style-type: none"> <li>• 20+ years experience in finance</li> <li>• Former top-ranked Wall Street Analyst</li> <li>• Responsible for all finance and accounting functions</li> <li>• MBA from Duke's University's Fuqua School of Business. A Chartered Financial Analyst (CFA) holder.</li> </ul>	<b>Donna DeChant</b> 	VP, Human Resources	<ul style="list-style-type: none"> <li>• Prior to iPic, spent 25 years in diverse HR roles in world-class organizations such as Barnett Bank, Waste Management, JM Family Enterprises and Ryder System</li> <li>• Has consulted with Urban League Broward County, Habitat for Humanity Broward County and other notable organizations</li> </ul>
<b>Clark Woods</b> 	VP, Film	<ul style="list-style-type: none"> <li>• 30+ years of experience at every level of theatrical distribution</li> <li>• Previously President of Domestic Distribution for MGM, SVP and General Sales Manager at Paramount Studios</li> <li>• Responsible for purchase of all film entertainment</li> </ul>	<b>Jeff White</b> 	VP, Technology	<ul style="list-style-type: none"> <li>• 25+ years experience in theatrical exhibition</li> <li>• Oversees all technical aspects and technological resources supporting iPic's operations and strategic growth initiatives</li> </ul>



**iPic Holdings**  
36%

- Group of High Net Worth individuals led by Hamid Hashemi
- Management team with unique combination of successful movie exhibition, restaurant, and lounge operational and development experience
- Proven track record of 30 years in exhibition and restaurant business building the most successful theater in North America



**Village Roadshow**  
27%

- A diversified multinational entertainment company with sales of over \$1B annually
- Co-producer and financier of 89 commercial films with Warner Brothers and Sony Pictures



**ERS & TRS**  
27%

- Employees' Retirement Systems of Alabama (ERS)
- Teachers' Retirement System of Alabama (TRS)
- Over \$32Bn in assets
- Provides debt facility to iPic for new construction



**Regal Cinemas**  
6%

- One of the leading and most geographically diverse theatre circuits in the United States
- 7,315 screens in 561 theatres in 43 states



Industry-Leading, Ultimate Entertainment Experience

---



Theater Anchor Tenant of Choice

---



Uniquely Diversified Revenue Base

---



Exceptional Financial Performance and Unit Economics

---



Sky's The Limit Growth Story

---



A-List Management Team and Ownership Group

# ADVERTISEMENTS



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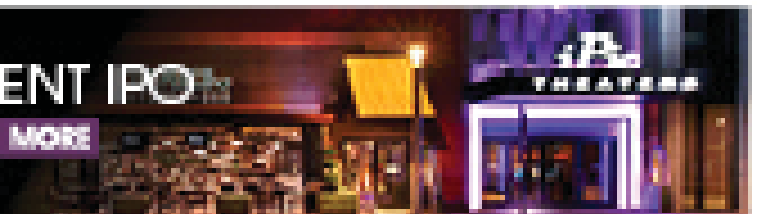


IPIC ENTERTAINMENT IPO  
COMING SOON

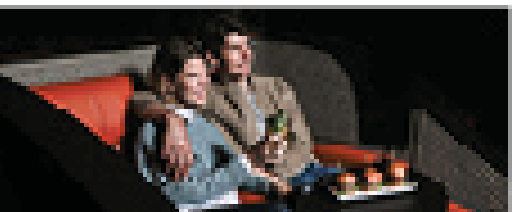
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COMING SOON [LEARN MORE](#)







Ad Set #1



**iPic Theaters**  
Sponsored · 




 Like Page


1.8 million members have enjoyed iPic Entertainment & soon, you can become a shareholder.





**Take the lead in our IPO**  
iPic Entertainment IPO coming soon. Go beyond the screen with iPic like never...

[IPICTHEATRES.COM](http://IPICTHEATRES.COM) [Learn More](#)


 Like  Comment  Share



**iPic Theaters**  
Sponsored · 




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Moviegoers spend double the time at iPic locations vs. traditional theaters.





**Take the lead in our IPO**  
iPic Entertainment IPO coming soon. Go beyond the screen with iPic like never...


[IPICTHEATRES.COM](http://IPICTHEATRES.COM) [Learn More](#)

 Like  Comment  Share


Ad Set #2



**iPic Theaters**  
Sponsored · 




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iPic revenue per screen is 145% higher than the industry average.





**Take the lead in our IPO**  
iPic Entertainment IPO coming soon. Go beyond the screen with iPic like never...

[IPICTHEATRES.COM](http://IPICTHEATRES.COM) [Learn More](#)


 Like  Comment  Share



**iPic Theaters**  
Sponsored · 




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iPic's compound revenue has grown 22% every year for the past 4 years.



**Take the lead in our IPO**  
iPic Entertainment IPO coming soon. Go beyond the screen with iPic like never...

[IPICTHEATRES.COM](http://IPICTHEATRES.COM) [Learn More](#)

 Like  Comment  Share

### Ad Set #3


**iPic Theaters**  
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iPic pioneered the luxury moviegoing experience. Own a piece of our disruptive brand.




**Take the lead in our IPO**  
 iPic Entertainment IPO coming soon. Go beyond the screen with iPic like never before!


IPICTHEATERS.COM [Learn More](#)


**iPic Theaters**  
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### Ad Set #4


**iPic Theaters**  
 Sponsored · 🌐

 Like Page

iPic is shaking up the entertainment industry, and soon you can own a piece of it.



**Take the lead in our IPO**  
 iPic Entertainment IPO coming soon. Go beyond the screen with iPic like never before!

IPICTHEATRES.COM [Learn More](#)



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iPic operates 16 locations in 10 states & plans to expand to over 200 locations in the US.



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 iPic Entertainment IPO coming soon. Go beyond the screen with iPic like never before!

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**Take the lead in our IPO**  
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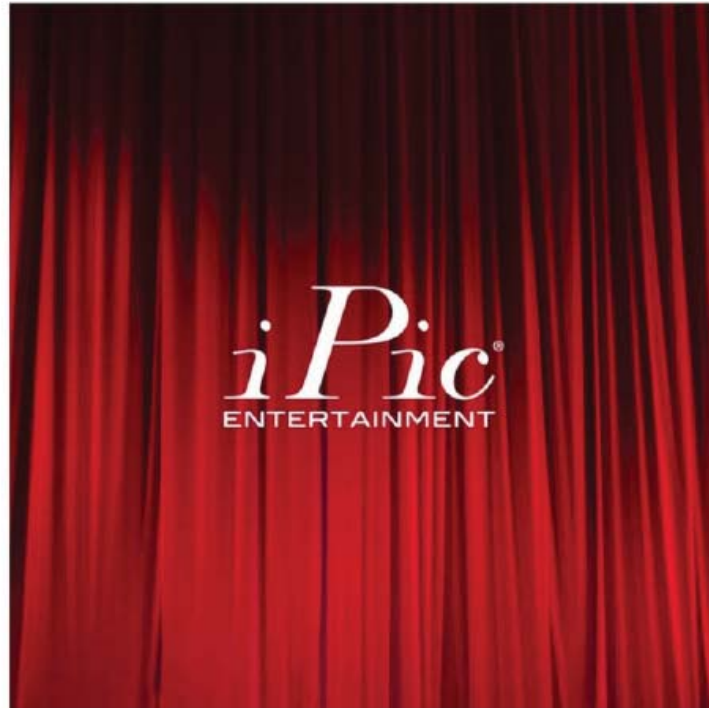
# SOCIAL MEDIA



iPic Theaters

December 19, 2017 at 1:44pm · 🌐

You know our brand, but soon you can invest in our business. Indicate your interest today before our IPO hits the big screen 🎬  
<http://bit.ly/iPicEntertainment>




iPic Theaters

December 19, 2017 at 1:44pm · 🌐


Grab some 🍿 and take the lead in our IPO! The iPic Entertainment IPO is coming soon! 🎬 <http://bit.ly/iPicEntertainment>



## Post 1


Platform	Time	Copy	Image
			
Facebook	12:00 PM	iPic Entertainment is going public which means you can go beyond the screen like never before. Take the lead in our upcoming IPO 📢 <a href="http://bit.ly/iPicEntertainment">http://bit.ly/iPicEntertainment</a>	Image Targeted to Each iPic Location
Twitter	12:00 PM	iPic Entertainment is going public which means you can go beyond the screen like never before. Take the lead in our upcoming IPO 📢 <a href="http://bit.ly/iPicTheatres">http://bit.ly/iPicTheatres</a> #IPO #iPic #Entertainment	Same as above sized for Twitter
Instagram	12:00 PM	iPic Entertainment is going public which means you can go beyond the screen like never before. Take the lead in our upcoming IPO 📢 Link in bio. * Add <a href="http://bit.ly/iPicIPO">http://bit.ly/iPicIPO</a> to Instagram Bio	Same as above sized for Instagram

## Post 2


Platform	Time	Copy	Image
			
Facebook	3:00 PM	Join the 1.8 million iPic members who have already experienced our unique luxury dining and entertainment experience unlike any other. iPic Entertainment IPO coming soon 📢 <a href="http://bit.ly/iPicEntertainment">http://bit.ly/iPicEntertainment</a>	
Twitter	3:00 PM	Join the 1.8 million #iPic members who have already experienced our unique luxury #dining and #entertainment experience unlike any other. iPic Entertainment IPO coming soon 📢 <a href="http://bit.ly/iPicTheatres">http://bit.ly/iPicTheatres</a>	Same as above sized for Twitter
Instagram	3:00 PM	Join the 1.8 million iPic members who have already experienced our unique luxury dining and entertainment experience unlike any other. iPic Entertainment IPO coming soon 📢 Link in bio.	Same as above sized for Instagram



## Post 3


Platform	Time	Copy	Image
			
Facebook	10:00 AM	Our upcoming Reg A+ IPO means everyone can invest in iPic's luxury entertainment experience. Indicate your interest in our IPO 📍 <a href="http://bit.ly/iPicEntertainment">http://bit.ly/iPicEntertainment</a>	
Twitter	10:00 AM	Our upcoming Reg A+ IPO means everyone can invest in iPic's luxury entertainment experience. Indicate your interest in our IPO 📍 <a href="http://bit.ly/iPicTheatres">http://bit.ly/iPicTheatres</a> #iPic #IPO	Same as above sized for Twitter
Instagram	10:00 AM	Our upcoming Reg A+ IPO means everyone can invest in iPic's luxury entertainment experience. Indicate your interest in our IPO 📍 Link in bio.	Same as above sized for Instagram

## Post 4


Platform	Time	Copy	Image
			
Facebook	12:00 PM	You know our brand, but soon you can invest in our business. Indicate your interest today before our IPO hits the big screen 📍 <a href="http://bit.ly/iPicEntertainment">http://bit.ly/iPicEntertainment</a>	
Twitter	12:00 PM	You know our brand, but soon you can invest in our business. Indicate your interest today before our IPO hits the big screen 📍 <a href="http://bit.ly/iPicTheatres">http://bit.ly/iPicTheatres</a> #Investment #iPic #IPO	Same as above sized for Twitter
Instagram	12:00 PM	You know our brand, but soon you can invest in our business. Indicate your interest today before our IPO hits the big screen 📍 Link in bio.	Same as above sized for Instagram




## Post 5

Platform	Time	Copy	Image
			
Facebook	1:00 PM	<p>Sip, savor, and see all that iPic has to offer.</p> <p>Become a shareholder in our IPO 🍷 <a href="http://bit.ly/iPicEntertainment">http://bit.ly/iPicEntertainment</a></p> <p>Sip, savor, and see all that iPic has to offer.</p>	
Twitter	1:00 PM	<p>Become a shareholder in our IPO 🍷 <a href="http://bit.ly/iPicTheatres">http://bit.ly/iPicTheatres</a> #iPic #IPO</p> <p>#DinnerAndAMovie #Investment</p> <p>Sip, savor, and see all that iPic has to offer.</p>	Same as above sized for Twitter
Instagram	1:00 PM	<p>Become a shareholder in our IPO 🍷 Link in bio.</p>	Same as above sized for Instagram

## Post 6

Platform	Time	Copy	Image
			
Facebook	4:00 PM	<p>Grab some 🍿 and take the lead in our IPO! The iPic Entertainment IPO is coming soon!</p> <p>🍷 <a href="http://bit.ly/iPicEntertainment">http://bit.ly/iPicEntertainment</a></p>	
Twitter	4:00 PM	<p>Grab some 🍿 and take the lead in our IPO! The iPic Entertainment IPO is coming soon!</p> <p>🍷 <a href="http://bit.ly/iPicTheatres">http://bit.ly/iPicTheatres</a> #iPic #IPO</p>	Same as above sized for Twitter
Instagram	4:00 PM	<p>Grab some 🍿 and take the lead in our IPO! The iPic Entertainment IPO is coming soon!</p> <p>🍷 Link in bio.</p>	Same as above sized for Instagram

Post 7

Platform	Time	Copy	Image
			
Facebook	10:00 AM	It's almost showtime! Own a piece of iPic Entertainment - IPO coming soon 🍷 <a href="http://bit.ly/iPicEntertainment">http://bit.ly/iPicEntertainment</a>	
Twitter	10:00 AM	It's almost showtime! Own a piece of iPic Entertainment - IPO coming soon 🍷 <a href="http://bit.ly/iPicTheatres">http://bit.ly/iPicTheatres</a> #iPic #IPO #Entertainment #Investment	Same as above sized for Twitter
Instagram	10:00 AM	It's almost showtime! Own a piece of iPic Entertainment - IPO coming soon	Same as above sized for Instagram

EMAILS

12/28 - Email #1A: Gold+ Members active in last 12 months

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Dear [First Name],

You're invited to go beyond the screen with iPic like never before!

As one of our most loyal and valued members, you've experienced everything iPic has to offer; from chef-driven cuisine and farm-to-glass mixology at our destination restaurants and theaters, access to exclusive member benefits, and unmatched amenities that create memorable experiences.

Soon, you'll have the opportunity to invest in our ultimate entertainment destinations, by becoming a shareholder in our IPO before our planned stock exchange listing.

Discover what iPic could mean for you and the future of entertainment. We couldn't be more excited.

**LEARN MORE**

To ensure that you do not miss any important updates, please add [equity@ipic.com](mailto:equity@ipic.com) to your email contacts.

Sincerely,

Hamid Hashemi

iPic Entertainment, Founder & CEO



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An offering statement regarding this offering has been filed with the SEC. The SEC has qualified that offering statement which only means that iPic Entertainment Inc may make sales of the securities described by that offering statement. It does not mean that the SEC has approved, passed upon the merits or passed upon the accuracy or completeness of the information in the offering statement. You may obtain a copy of the offering circular that is part of that offering statement [here](#). You should read the offering circular before making any investment.

The offering will be made only by means of an offering circular. An offering statement on Form 1-A relating to these securities has been filed with the Securities and Exchange Commission but has not yet become qualified. This email shall not constitute an offer to sell or the solicitation of an offer to buy, nor shall there be any sale of these securities in any state or jurisdiction in which such offer, solicitation or sale would be unlawful prior to registration or qualification under the securities laws of any such state or jurisdiction. No money or other consideration is being solicited at this time with respect to such an offering, and if sent in response to these materials for such an offering, it will not be accepted. No securities may be sold, and no offer to buy securities can be accepted and no part of the purchase price can be received for an offering under Regulation A+ until an offering statement is qualified by the U.S. Securities and Exchange Commission, and any such offer may be withdrawn or revoked, without obligation or commitment of any kind, at any time before notice of its acceptance given after the qualification date. An indication of interest made by a prospective investor in a Regulation A+ offering is non-binding and involves no obligation or commitment of any kind.

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Email #1B: Silver Members active in last 12 months

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Dear [First Name],

You're invited to go beyond the screen with iPic like never before!

As an Access Silver member, you've experienced everything iPic has to offer; from chef-driven cuisine and farm-to-glass mixology at our destination restaurants and theaters, access to exclusive member benefits, and unmatched amenities that create memorable experiences.

Soon, you'll have the opportunity to invest in our ultimate entertainment destinations, by becoming a shareholder in our IPO before our planned stock exchange listing.

Discover what iPic could mean for you and the future of entertainment. We couldn't be more excited.

**LEARN MORE**

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Sincerely,

Hamid Hashemi

iPic Entertainment, Founder & CEO



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The offering will be made only by means of an offering circular. An offering statement on Form 1-A relating to these securities has been filed with the Securities and Exchange Commission but has not yet become qualified. This email shall not constitute an offer to sell or the solicitation of an offer to buy, nor shall there be any sale of these securities in any state or jurisdiction in which such offer, solicitation or sale would be unlawful prior to registration or qualification under the securities laws of any such state or jurisdiction. No money or other consideration is being solicited at this time with respect to such an offering, and if sent in response to these materials for such an offering, it will not be accepted. No securities may be sold, and no offer to buy securities can be accepted and no part of the purchase price can be received for an offering under Regulation A+ until an offering statement is qualified by the U.S. Securities and Exchange Commission, and any such offer may be withdrawn or revoked, without obligation or commitment of any kind, at any time before notice of its acceptance given after the qualification date. An indication of interest made by a prospective investor in a Regulation A+ offering is non-binding and involves no obligation or commitment of any kind.

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## Email #1C: Inactive Silver Members

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Dear [First Name],

If it's been awhile since we've seen you, we have big news. You're invited to go beyond the screen with iPic like never before!

We believe iPic's multifaceted dining, drinking, and movie-watching experiences are unmatched in creating memorable experiences for everyone. Soon, you'll have the opportunity to invest in our ultimate entertainment destinations, by becoming a shareholder in our IPO before our planned stock exchange listing.

Discover what iPic could mean for you and the future of entertainment. We couldn't be more excited.

**LEARN MORE**

To ensure that you do not miss any important updates, please add [equity@ipic.com](mailto:equity@ipic.com) to your email contacts.

Sincerely,  
Hamid Hashemi  
iPic Entertainment, Founder & CEO



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The offering will be made only by means of an offering circular. An offering statement on Form 1-A relating to these securities has been filed with the Securities and Exchange Commission but has not yet become qualified. This email shall not constitute an offer to sell or the solicitation of an offer to buy, nor shall there be any sale of these securities in any state or jurisdiction in which such offer, solicitation or sale would be unlawful prior to registration or qualification under the securities laws of any such state or jurisdiction. No money or other consideration is being solicited at this time with respect to such an offering, and if sent in response to these materials for such an offering, it will not be accepted. No securities may be sold, and no offer to buy securities can be accepted and no part of the purchase price can be received for an offering under Regulation A+ until an offering statement is qualified by the U.S. Securities and Exchange Commission, and any such offer may be withdrawn or revoked, without obligation or commitment of any kind, at any time before notice of its acceptance given after the qualification date. An indication of interest made by a prospective investor in a Regulation A+ offering is non-binding and involves no obligation or commitment of any kind.

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1/2 - Email #2: All Members - indicated interest from Email #1

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Dear [First Name],

We believe iPic's multifaceted dining, drinking, and movie-watching experiences are unmatched in creating memorable experiences for everyone, and we hope you agree. We invite you to take part in everything iPic has to offer by becoming a shareholder.

Check out some of our company highlights:

**121 SCREENS IN 16 LOCATIONS ACROSS 10 STATES**

5 new locations under construction and the potential for 200+ new locations

**5 DISTINCT RESTAURANT BRANDS**

City Perch Kitchen + Bar; Tanzy; The Tuck Room; The Tuck Room Tavern and iPic Express under the leadership of three-time James Beard Award winning chef, Sherry Yard



## LUXURY THEATER AUDITORIUMS AND HIGH-TECH CUSTOMER EXPERIENCE

Patent-pending Premium Plus seating pods and an innovative iPac app

With revenues having grown by 22 percent over the last 4 years, we can confidently say we're at the forefront of something incredible. Soon, you'll have the opportunity to invest in our ultimate entertainment destinations, by becoming a shareholder in our IPO before our planned stock exchange listing.

Discover what iPac could mean for you and the future of entertainment. We couldn't be more excited.

**[VIEW INVESTMENT DETAILS](#)**

To ensure that you do not miss any important updates, please add [equity@ipic.com](mailto:equity@ipic.com) to your email contacts.

Sincerely,  
Hamid Hashemi  
iPic Entertainment, Founder & CEO



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the offering statement. You may obtain a copy of the offering circular that is part of that offering statement [here](#). You should read the offering circular before making any investment.

The offering will be made only by means of an offering circular. An offering statement on Form 1-A relating to these securities has been filed with the Securities and Exchange Commission but has not yet become qualified. This email shall not constitute an offer to sell or the solicitation of an offer to buy, nor shall there be any sale of these securities in any state or jurisdiction in which such offer, solicitation or sale would be unlawful prior to registration or qualification under the securities laws of any such state or jurisdiction. No money or other consideration is being solicited at this time with respect to such an offering, and if sent in response to these materials for such an offering, it will not be accepted. No securities may be sold, and no offer to buy securities can be accepted and no part of the purchase price can be received for an offering under Regulation A+ until an offering statement is qualified by the U.S. Securities and Exchange Commission, and any such offer may be withdrawn or revoked, without obligation or commitment of any kind, at any time before notice of its acceptance given after the qualification date. An indication of interest made by a prospective investor in a Regulation A+ offering is non-binding and involves no obligation or commitment of any kind.

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1/4 - Email #3: All Members - indicated interest from Email #1 & 2

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Dear [First Name],

The moment you step inside our doors, it becomes clear that iPic Entertainment is much more than a movie theater.

We'd like to introduce you to the man behind it all, our CEO, Hamid Hashemi.

In this short video, Hamid talks about how iPic first began, and his vision for redefining the movie going experience.

**WATCH VIDEO**

To learn more about iPic Entertainment's upcoming IPO, please visit [ipictheaters.com/invest](http://ipictheaters.com/invest).

Sincerely,  
iPic Entertainment



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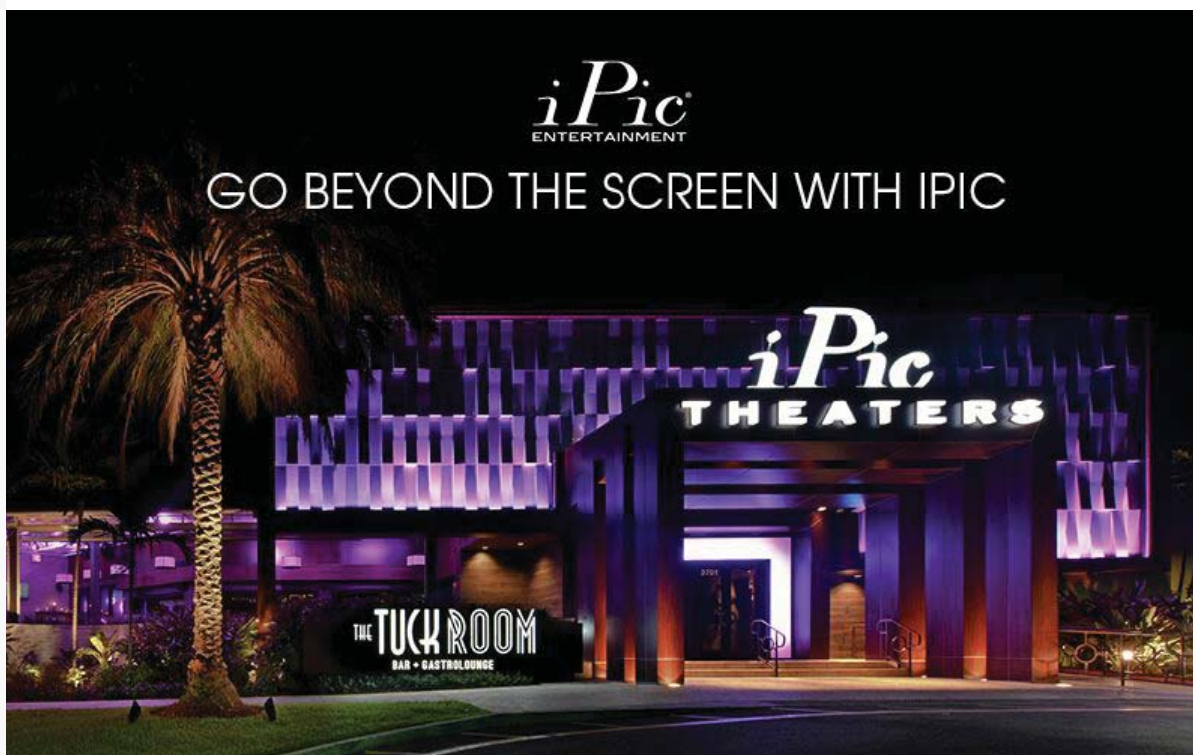
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ACTIVE - Drip Email #1A to members \*trigger-sent after indicating interest

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Dear [First Name],

Thank you for indicating your interest to invest in iPic Entertainment!

We are thrilled to have our members on board, as it is your love for iPic's destination restaurants, chef-driven cuisine, farm-to-glass mixology, and world-class luxury theaters that got us where we are today.

Under the new securities laws passed under the JOBS Act, investment opportunities are now accessible to the general public. Soon, you will be able to invest in iPic Entertainment before our planned listing on the NASDAQ Stock Market under the symbol "IPIC."

The offering is expected to commence at the beginning of 2018, at which time you may subscribe by opening an account at [www.bang.co](http://www.bang.co). You will receive specific instructions at that time, in addition to the full offering details.



To ensure that you do not miss any important updates, please add [equity@ipic.com](mailto:equity@ipic.com) to your email contacts.

Sincerely,

Hamid Hashemi

iPic Entertainment, Founder & CEO



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An offering statement regarding this offering has been filed with the SEC. The SEC has qualified that offering statement which only means that iPic Entertainment Inc may make sales of the securities described by that offering statement. It does not mean that the SEC has approved, passed upon the merits or passed upon the accuracy or completeness of the information in the offering statement. You may obtain a copy of the offering circular that is part of that offering statement [here](#). You should read the offering circular before making any investment.

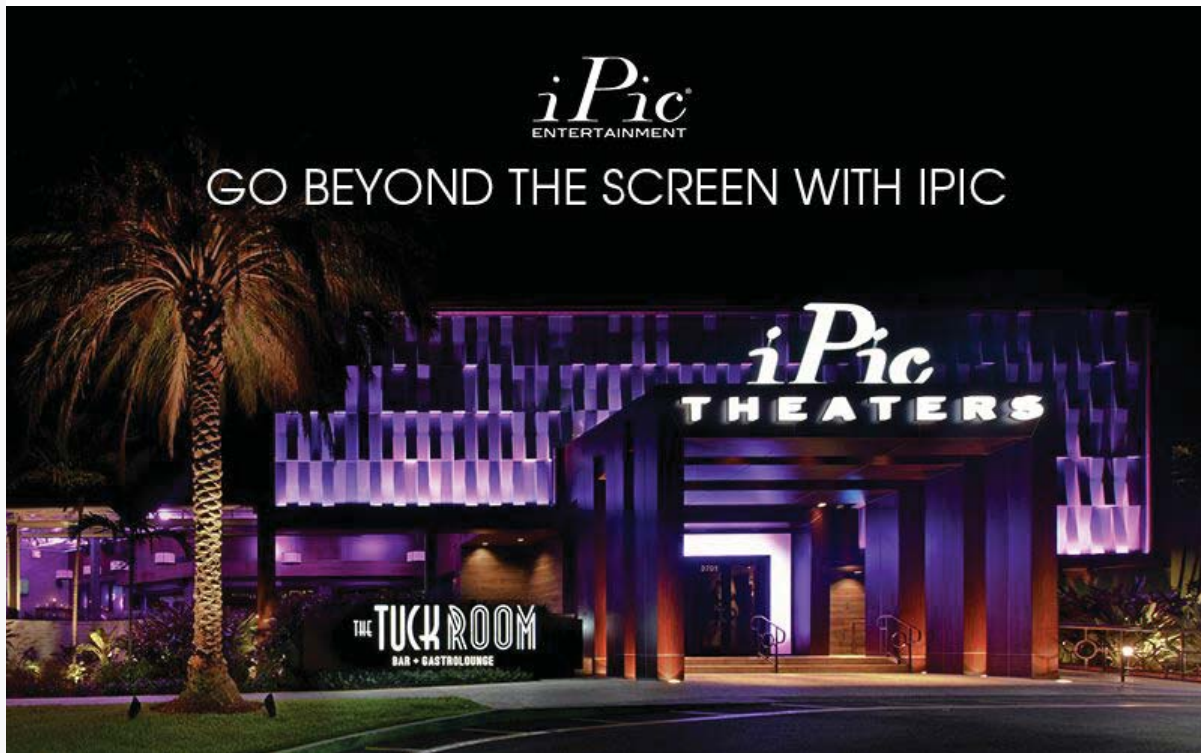
The offering will be made only by means of an offering circular. An offering statement on Form 1-A relating to these securities has been filed with the Securities and Exchange Commission but has not yet become qualified. This email shall not constitute an offer to sell or the solicitation of an offer to buy, nor shall there be any sale of these securities in any state or jurisdiction in which such offer, solicitation or sale would be unlawful prior to registration or qualification under the securities laws of any such state or jurisdiction. No money or other consideration is being solicited at this time with respect to such an offering, and if sent in response to these materials for such an offering, it will not be accepted. No securities may be sold, and no offer to buy securities can be accepted and no part of the purchase price can be received for an offering under Regulation A+ until an offering statement is qualified by the U.S. Securities and Exchange Commission, and any such offer may be withdrawn or revoked, without obligation or commitment of any kind, at any time before notice of its acceptance given after the qualification date. An indication of interest made by a prospective investor in a Regulation A+ offering is non-binding and involves no obligation or commitment of any kind.

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ACTIVE - Drip Email #1B to non-members \*trigger-sent after indicating interest

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Dear [First Name],

Thank you for indicating your interest to invest in iPic Entertainment!

You are joining a community of 1.8 million members who have experienced iPic's destination restaurants, chef-driven cuisine, farm-to-glass mixology, and world-class luxury theaters that got us where we are today.

We can't wait to share all of this with you and more.

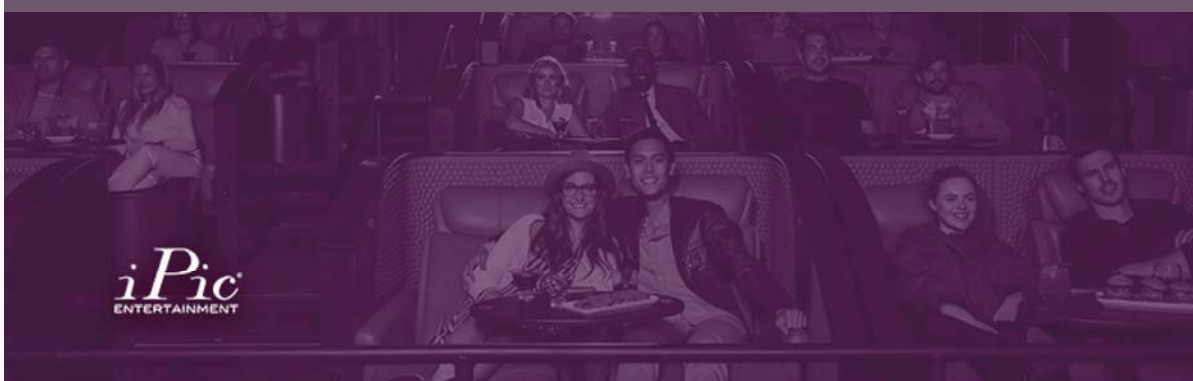
Under the new securities laws passed under the JOBS Act, investment opportunities that were once only available to high net worth individuals and institutional investors are now accessible to everyone.

Soon, you will be able to own a piece of iPic Entertainment before our planned listing on the NASDAQ Stock Market under the symbol "IPIC."

The offering is expected to commence at the beginning of 2018, at which time you may subscribe by opening an account at [www.banq.co](http://www.banq.co). You will receive specific instructions at that time, in addition to the full offering details.

To stay connected, if you haven't already, be sure to add [equity@ipic.com](mailto:equity@ipic.com) to your email list.

Sincerely,  
Hamid Hashemi  
iPic Entertainment, Founder & CEO



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ACTIVE - Drip Email #2: \*trigger-send 1 day after 1st email

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Dear [First Name],

The iPic IPO has it all; action, adventure, an A-list management team. Now we invite you to take the lead in our IPO.

Here's what you need to know:

1. iPic's business model combines premium food service with entertainment into a single-site all-night destination that is comparable to that of Dave and Busters and Top Golf.
2. Our founder and CEO, Hamid Hashemi, has been in the theatrical entertainment business for more than 30 years and has successfully founded two prior exhibition companies.
3. From 2012 to 2016, iPic has delivered four-year compound growth with units growing by +12%/yr and revenues by +22%/yr.
4. iPic holds sponsorships and partnerships with other world-class brands, including Netflix, Cartier, Google, M&Ms, and Burberry.



5. iPic operates five distinct restaurant brands under the leadership of three-time James Beard Award winning chef and Food Network TV personality, Sherry Yard.

Our IPO won't be the same without you.

Sincerely,

Hamid Hashemi

iPic Entertainment, Founder & CEO



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The offering will be made only by means of an offering circular. An offering statement on Form 1-A relating to these securities has been filed with the Securities and Exchange Commission but has not yet become qualified. This email shall not constitute an offer to sell or the solicitation of an offer to buy, nor shall there be any sale of these securities in any state or jurisdiction in which such offer, solicitation or sale would be unlawful prior to registration or qualification under the securities laws of any such state or jurisdiction. No money or other consideration is being solicited at this time with respect to such an offering, and if sent in response to these materials for such an offering, it will not be accepted. No securities may be sold, and no offer to buy securities can be accepted and no part of the purchase price can be received for an offering under Regulation A+ until an offering statement is qualified by the U.S. Securities and Exchange Commission, and any such offer may be withdrawn or revoked, without obligation or commitment of any kind, at any time before notice of its acceptance given after the qualification date. An indication of interest made by a prospective investor in a Regulation A+ offering is non-binding and involves no obligation or commitment of any kind.

You have received this email because you are currently subscribed to the iPic Theaters newsletter.  
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**iPic Entertainment**  
433 Plaza Real Suite 335  
Boca Raton, FL 33432

# **JANUARY 2018 MANAGEMENT PRESENTATION**

# *iPic* ENTERTAINMENT



Management Presentation  
January 2018



# Investor Considerations

This presentation may include "forward-looking statements." To the extent that the information presented in this presentation discusses financial projections, information, or expectations about iPic Entertainment Inc.'s business plans, results of operations, products or markets, or otherwise makes statements about future events, such statements are forward-looking. Such forward-looking statements can be identified by the use of words such as "should," "may," "intends," "anticipates," "believes," "estimates," "projects," "forecasts," "expects," "plans," and "proposes." Although iPic Entertainment Inc. believes that the expectations reflected in these forward-looking statements are based on reasonable assumptions, there are a number of risks and uncertainties that could cause actual results to differ materially from such forward-looking statements. You are urged to carefully review and consider any cautionary statements and other disclosures, including the statements made under the heading "Risk Factors" and elsewhere in the offering statement filed with the SEC. Forward-looking statements speak only as of the date of the document in which they are contained, and iPic Entertainment Inc. does not undertake any duty to update any forward-looking statements except as may be required by law.

The offering will be made only by means of an offering circular. An offering statement on Form 1-A relating to these securities has been filed with the U.S. Securities and Exchange Commission but has not yet become qualified. The securities offered by iPic Entertainment Inc. are highly speculative. Investing in shares of common stock of iPic Entertainment Inc. involves significant risks. The investment is suitable only for persons who can afford to lose their entire investment. Furthermore, investors must understand that such investment could be illiquid for an indefinite period of time. No public market currently exists for the securities, and there can be no assurance that a public market will develop. For additional information on iPic Entertainment Inc., the offering, risk factors and any other related topics, please review the Form 1-A offering circular that can be found at the following location: [https://www.sec.gov/Archives/edgar/data/1720201/000121390017013623/f1a2017a1\\_ipicgoldclass.htm](https://www.sec.gov/Archives/edgar/data/1720201/000121390017013623/f1a2017a1_ipicgoldclass.htm).

A copy of the Offering Circular may also be obtained from us. Contact:

iPic Entertainment Inc.  
433 Plaza Real  
Suite 335  
Boca Raton, FL 33432  
Attn: General Counsel

# What is iPic?

- 4+ hour entertainment experience
- Affordable luxury
- Pioneered the dining and Movie experience
- We lead the industry in innovation



# Current Operations

- 16 locations, 121 screens
- 2016 Revenue of \$124.8 million and Store-Level EBITDA of \$15.2 million
- 1.8 million members

# Investment Consideration

- Proven track record
- Attractive targeted unit economics
- Positive macro economics
- Experienced management team

# Lights, Camera, **Action!**



TESTING THE WATERS: iPic Entertainment, Inc. is "Testing the Waters" under Regulation A under the Securities Act of 1933. This process allows companies to determine whether there may be interest in an eventual offering of its securities. iPic Entertainment, Inc. is not under any obligation to make an offering under Regulation A. No money or other consideration is being solicited in connection with the information provided, and if sent in response, will not be accepted. No offer to buy the securities can be accepted and no part of the purchase price can be received until an offering statement on Form 1-A has been filed and until the offering statement is qualified pursuant to Regulation A of the Securities Act of 1933, as amended, and any such offer may be withdrawn or revoked, without obligation or commitment of any kind, at any time before notice of its acceptance given after the qualification date. Any person's indication of interest involves no obligation or commitment of any kind. The information in that offering statement will be more complete than the iPic Entertainment, Inc. is providing now, and could differ materially. You must read the documents filed. No offer to sell the securities or solicitation of an offer to buy the securities is being made in any state where such offer or sale is not permitted under the "blue sky" or securities laws thereof. No offering is being made to individual investors in any state unless and until the offering has been registered in that state or an exemption from registration exists therein.



# Company Overview: iPic is Anything but Ordinary



## ASPIRATIONAL

The iPic audience enjoys a night out with a level of comfort typically reserved for a five-star resort



## EXPERIENTIAL

The typical iPic experience lasts over 4.5 hours; the two-hour movie is just one element in a complete entertainment experience



## SOCIAL

iPic is the perfect destination for a date night or group outing; iPic's social nature is a recipe for retention and repeat visits



## AFFORDABLE LUXURY

iPic is a fraction of the cost of box seats at a sporting event or concert, yet offers a similar level of luxury and amenities

# iPic Offers an Unrivaled Entertainment Experience

	Movie Theaters		Bowling Alleys	Family Entertainment	Bars & Restaurants	Entertainment Venues
		  	 		 	 
Consumer Brand	★	★	★	★	★	
Affordable Luxury / Special Experience	★		★		★	★
High Quality Food & Beverage	★				★	
Engaging Activity	★		★	★		★
Attractive Demographics	★	★	★		★	
Corporate Events	★		★	★	★	
Live Events	★					★
Innovative	★					★



# iPic is in a Premium Dining and Theater Destination



Company Overview 1

**Our Business Model 2**

Investor Metrics 3

Strategic Positioning 4

# Our Model:

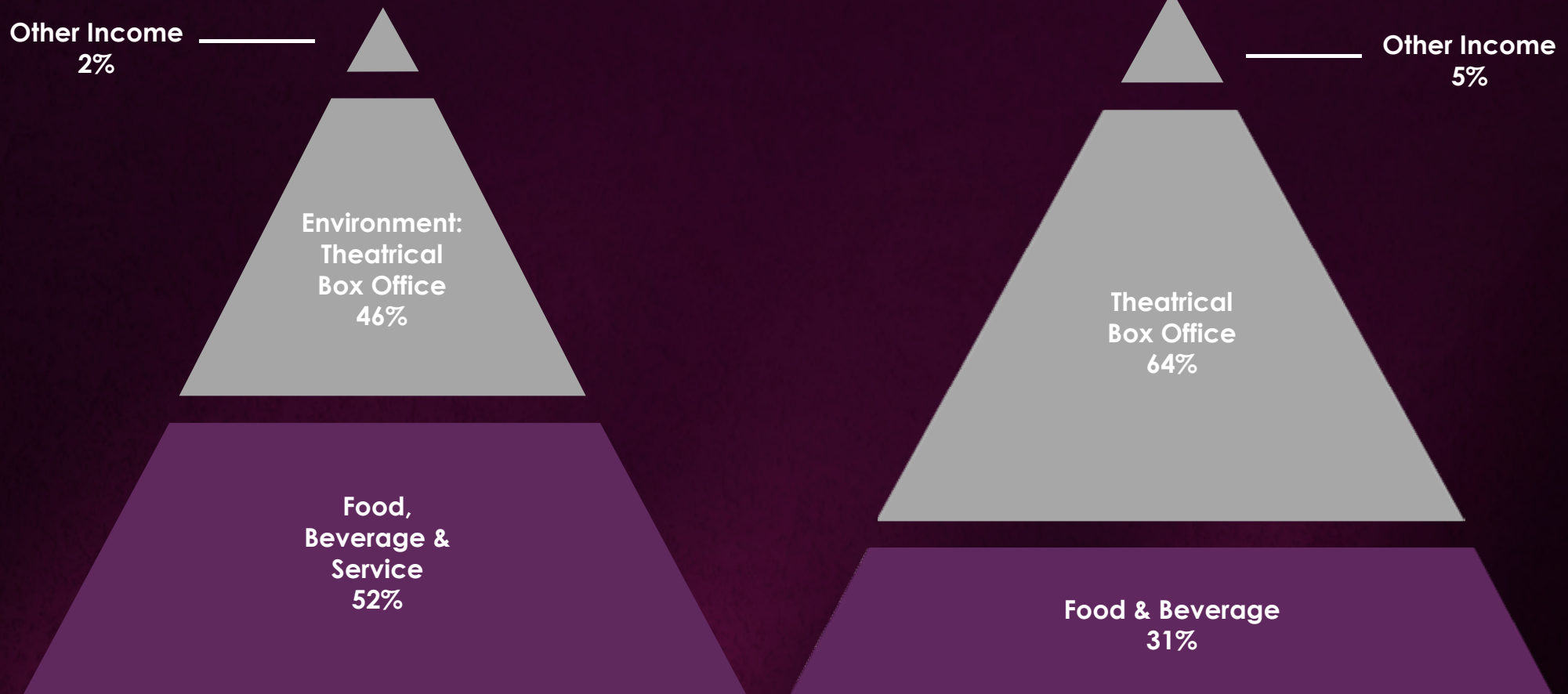
## Restaurant-Led & Market Positioning

Restaurants Driving Strong Topline Performance

*iPic* ENTERTAINMENT

2016 Revenue

Theater Competitors <sup>(1)</sup>





# Our Restaurants: Award Winning Culinary Staff

Adam Seger  
Master Mixologist



- Certified Culinary Professional, Court of Master Sommeliers Advanced Sommelier
- Dubbed "Spirits Guru" by both Food & Wine and fast Company Magazines, and "Chicago's King of Cocktails" by New York City Magazine
- Alumnus of Michelin Starred restaurants Chez Julien in Strasbourg, TRU in Chicago, and The French Laundry in Napa Valley
- Has created cocktails for the 84<sup>th</sup> Academy Awards and Oprah's 25<sup>th</sup> season finale
- In 2016, won the VIBE Beverage Conference Vista Award for Best National Beverage Menu for iPic Entertainment

Sherry Yard  
Chief Operating Officer

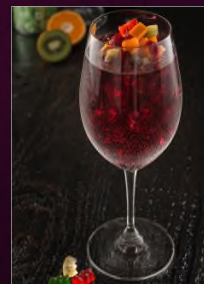


- 3x winner of the James Beard Award
- Oversees all restaurant, food, and beverage concepts for iPic's locations nationwide
- 20 years working alongside Wolfgang Puck as executive pastry chef and partner, creating menus for restaurants such as Spago, Cut and Chinois
  - Created dishes for the Academy Awards Governor's Ball, Grammy Awards, and Emmy Awards
- Began her culinary career at the venerable Rainbow Room in New York City, Montrachet and Tribeca Grill
- Food Network personality and award winning cookbook author



# Our In-Theater Culinary Experience: Renowned Cuisine and Cocktails

*Dining in the Dark:  
Chef-Inspired Cuisine Offered Across All Theaters*



*iPic*  
EXPRESS®

- iPic's answer to the concession stand
- Prepared to order, chef-driven menu and craft cocktails similar to that of the 3 restaurants
- Available as carry-in for Premium level guests; delivered direct to Premium Plus
- \$18.45 avg. SPP <sup>(1)</sup>

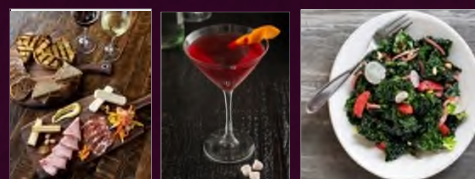


# Our Restaurants: Renowned Cuisine & Cocktails

## CITY PERCH KITCHEN + BAR



- Seasonal American Dining
- Fresh, sustainable ingredients for shareable plates
- Rustic setting with a modern, multi-layered social dining experience
- 7.6K average square feet
- \$41.36 average check <sup>(1)</sup>



- Garden-fresh Italian artisanal cuisine
- Perfect gathering place for friends, creating a unique setting for lively dining and conversation
- 6.8K average square feet
- \$36.76 average check <sup>(1)</sup>

## THE TUCK ROOM



- Intimate gastro-lounge and cocktail driven restaurant
- Skillfully crafted cocktails and soulful social plates
- 5.0K average square feet
- \$33.04 average check <sup>(1)</sup>

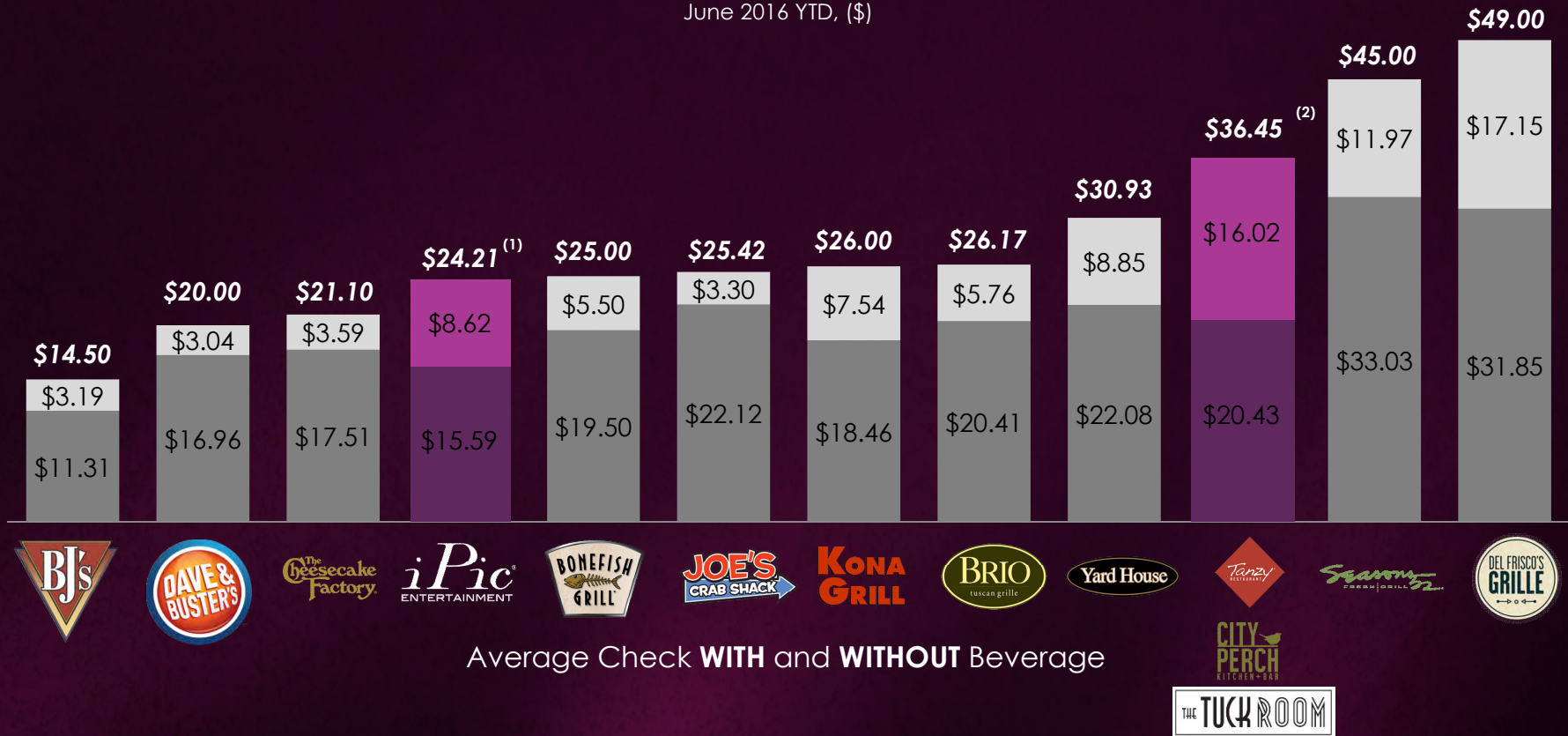
# Our Restaurants:

## Favorable Per Person Spending

iPic's F&B spend per patron is significantly higher than peers with favorable beverage mix at 35% of check

### Average Check Across Restaurant Industry

June 2016 YTD, (\$)





# Our Restaurants: Other Movie Theater Chains Not Close in F&B Spend

F&B Spend Per Patron  
June 2017 YTD, (\$)



# Our Restaurants:

## Highly Rated Restaurant Experience

### Open Table's Diner's Choice Winner



**8-Time  
Winner in  
2017**

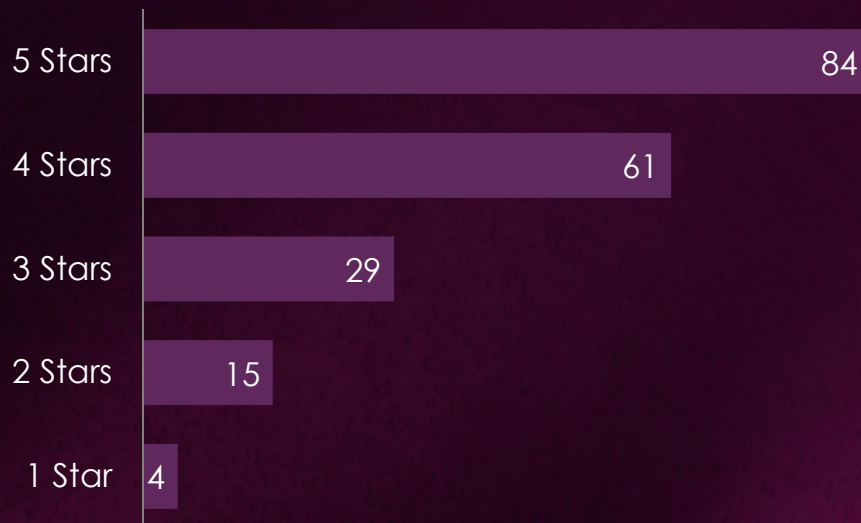
City Perch (3): Feb/Apr/May 2017  
Tanzy (2): Feb/Apr 2017  
Tuck Room Tavern (2): Feb/May 2017

### Overall Rating <sup>(1)</sup>

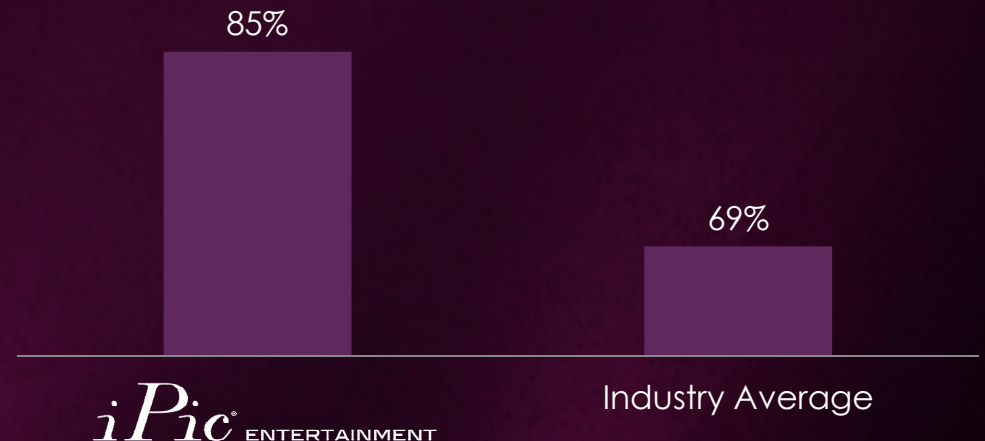
**4.2**

Food: 4.0  
Service: 4.2  
Ambiance: 4.3

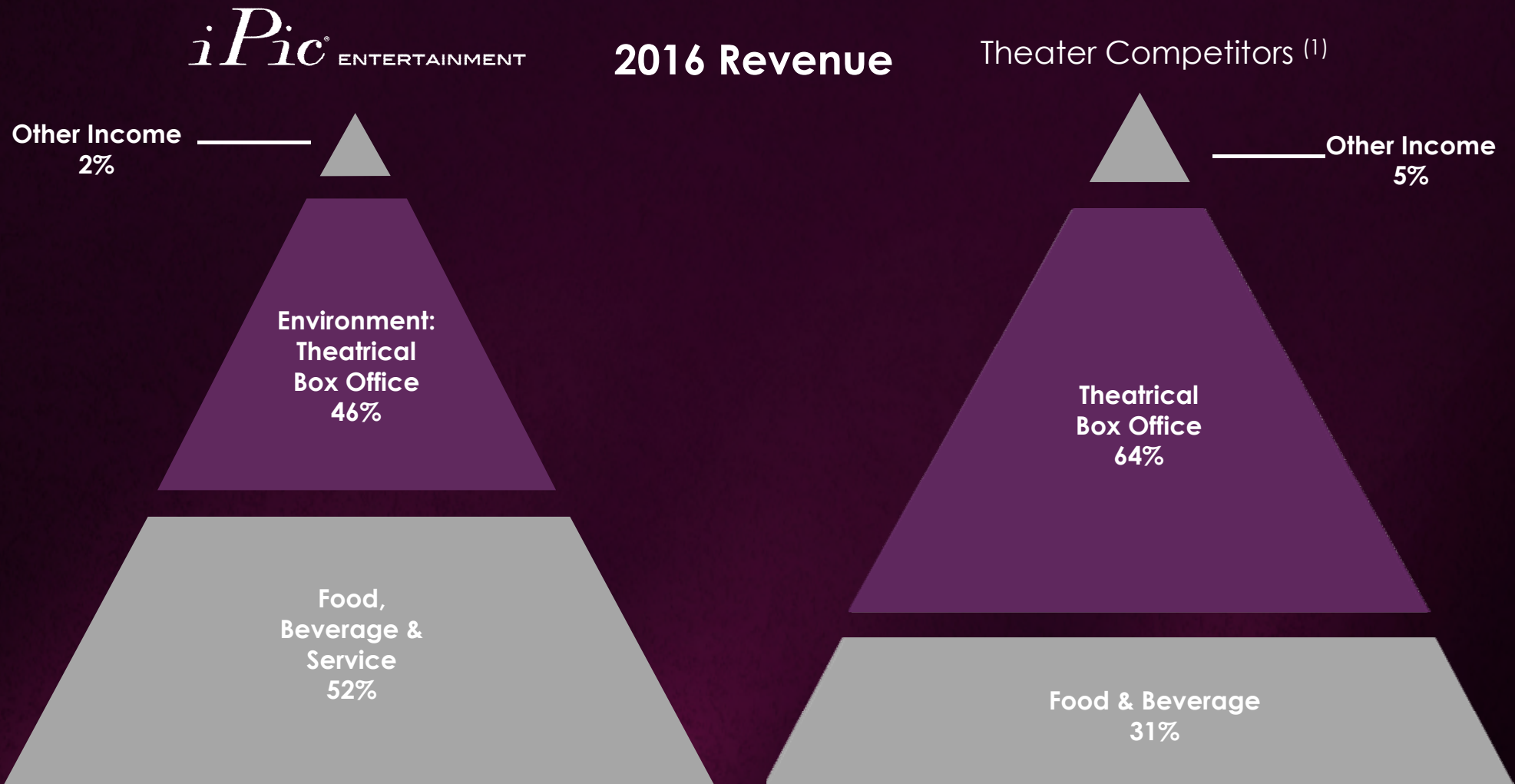
### Ratings Distribution



### Diner Would Recommend



# Our Theaters: Truly Differentiated Theater Experience





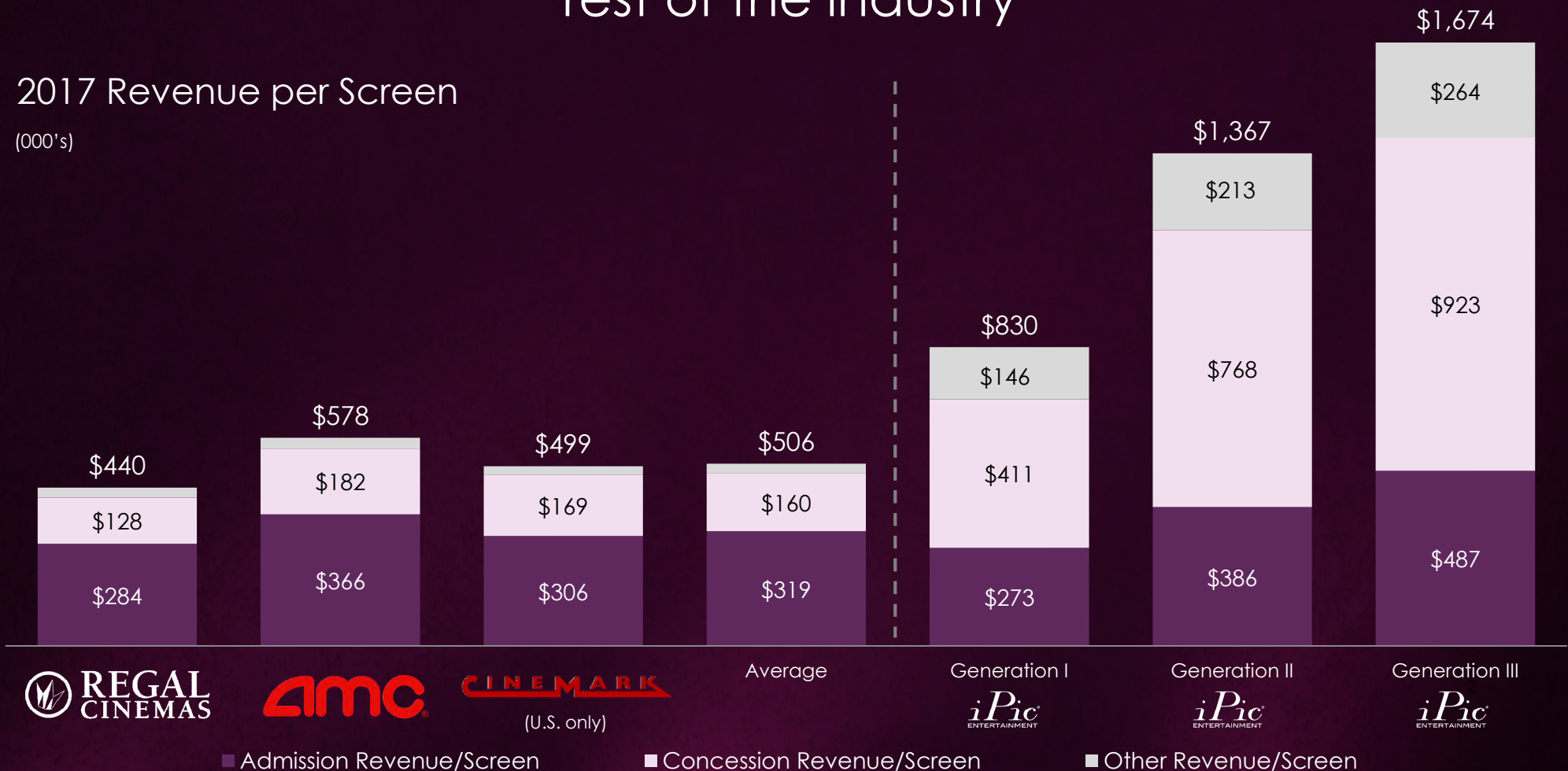
# Our Theaters: Spend

## Other Theater Chains Not Even Close

iPic's average revenue per screen is 135% higher than the rest of the industry<sup>1</sup>

2017 Revenue per Screen

(000's)





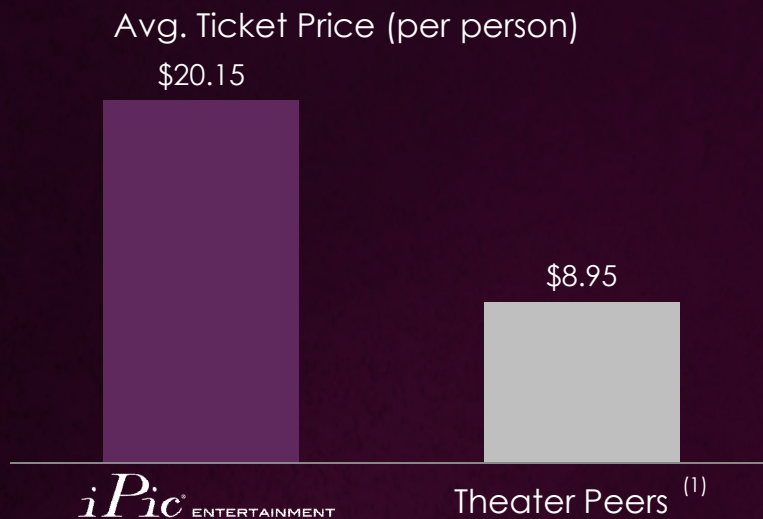
# Our Theaters: Truly Differentiated Theater Experience





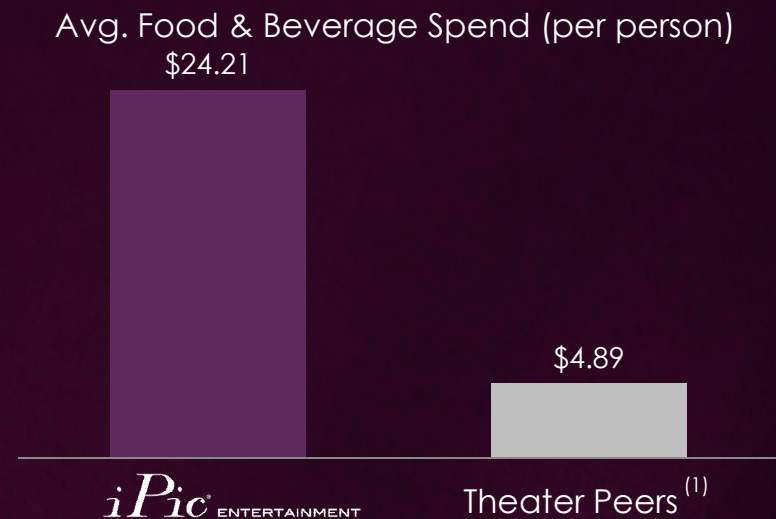
# Our Theaters: Industry-Leading Performance

Meaningfully Higher Ticket Price...



Premium elements of iPic's  
experience drive  
2.3x higher ticket prices

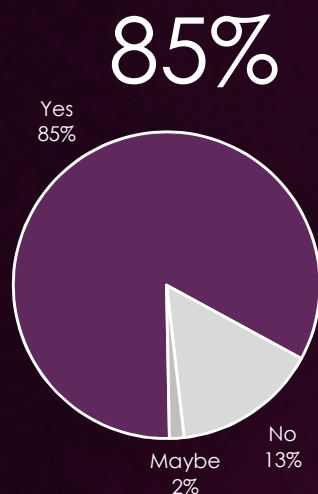
...With Significantly Larger F&B Contribution



iPic's high-end dining &  
concession options drive 5.0x  
higher revenue per person

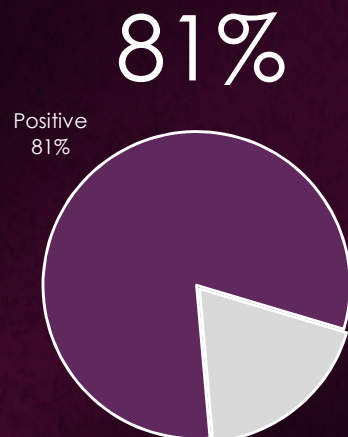
# Our Theaters: Unique Offering Drives Strong Customer Loyalty

## iPic's Loyalty Snapshot - Theaters (1)

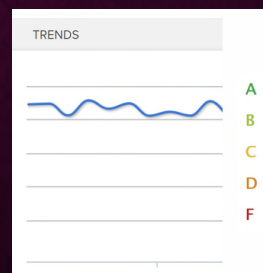


Likely to Recommend

SOURCES		
	YELP	613
	FACEBOOK REVIEWS	396
	TWITTER	102
	TRIP ADVISOR	75



Positive Customer Sentiment



## Our Customers Promote the *iPic* ENTERTAINMENT Brand



"For my 1600th review I have been thinking about what I wanted to write and what place has changed my life and I have to say **iPic has made me really love watching movies again.**"



10/19/2017

"I recently visited iPic and I can truly say it was a **memorable experience**...Not just the food and ambiance, but most of all the service provided was spectacular."



10/20/2017



"Always an amazing time. The atmosphere is great, the service is incredible and the food is insane. **This is by far our favorite place to go out to eat...**we always find any excuse to come here."



11/5/2017

"The **food was delicious**, the **drinks were great**, the staff was very **warm and welcoming**. Our server was great! He continually checked up on us, made sure we had everything we needed, and was funny and polite. It was our first time there, but overall we all had a really great time, and **I have already recommended City Perch-Fort Lee to others.**"



10/28/2017



This is the **best #movie theater experience EVER**  
#iPic

5/14/2017



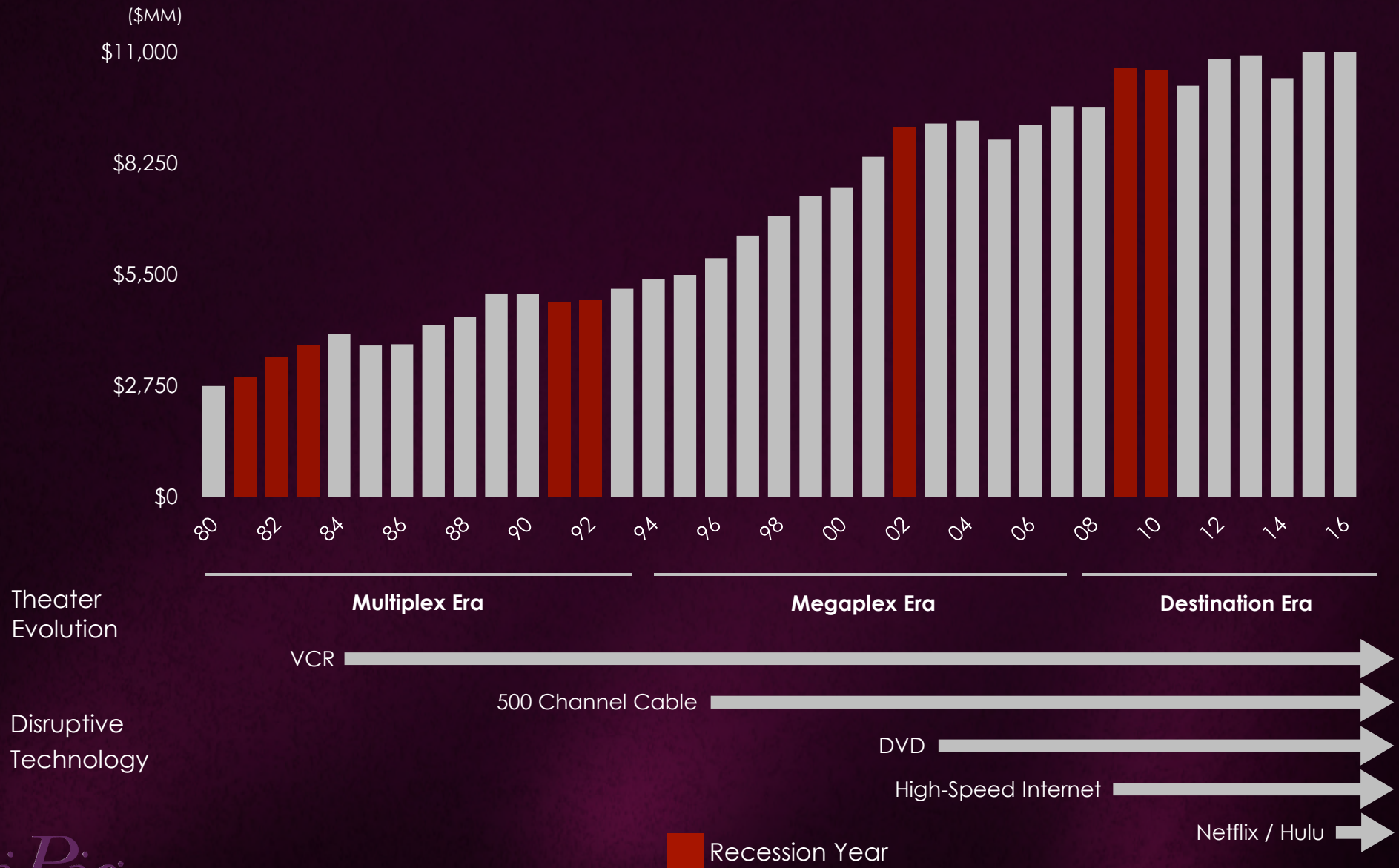
"**Most enjoyable evening I've had in such a long time!** Great company, great food, great movie."

5/5/2017



# Our Theaters: Innovation Drives Stable LT Industry Growth

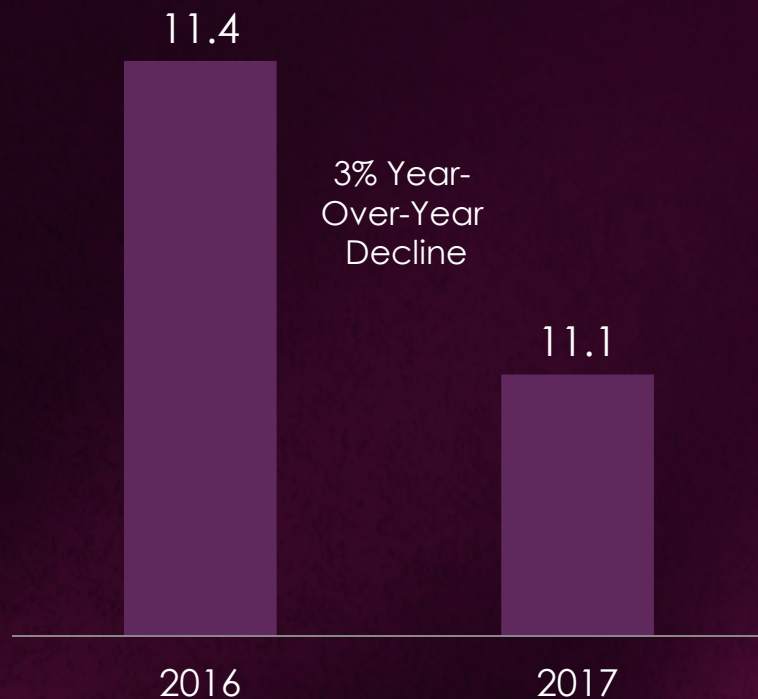
2017 Box Office was 2<sup>nd</sup> highest on record at \$11.1 Bn





# Our Theaters: 2018 Slate Could Drive Strong Box Office Results

Industry Box Office Grosses  
(\$ Billions)



2018 to feature a strong stable of tentpole releases, including:



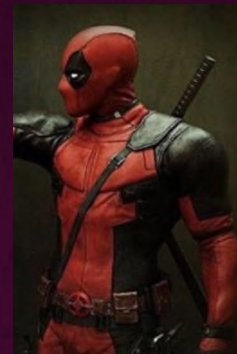
*A Star Wars Story:  
Han Solo*



*Fifty Shades: Freed*



*Jurassic World: Fallen Kingdom*



*Deadpool 2*



*X-Men: The New Mutants*



*Avengers: Infinity War*

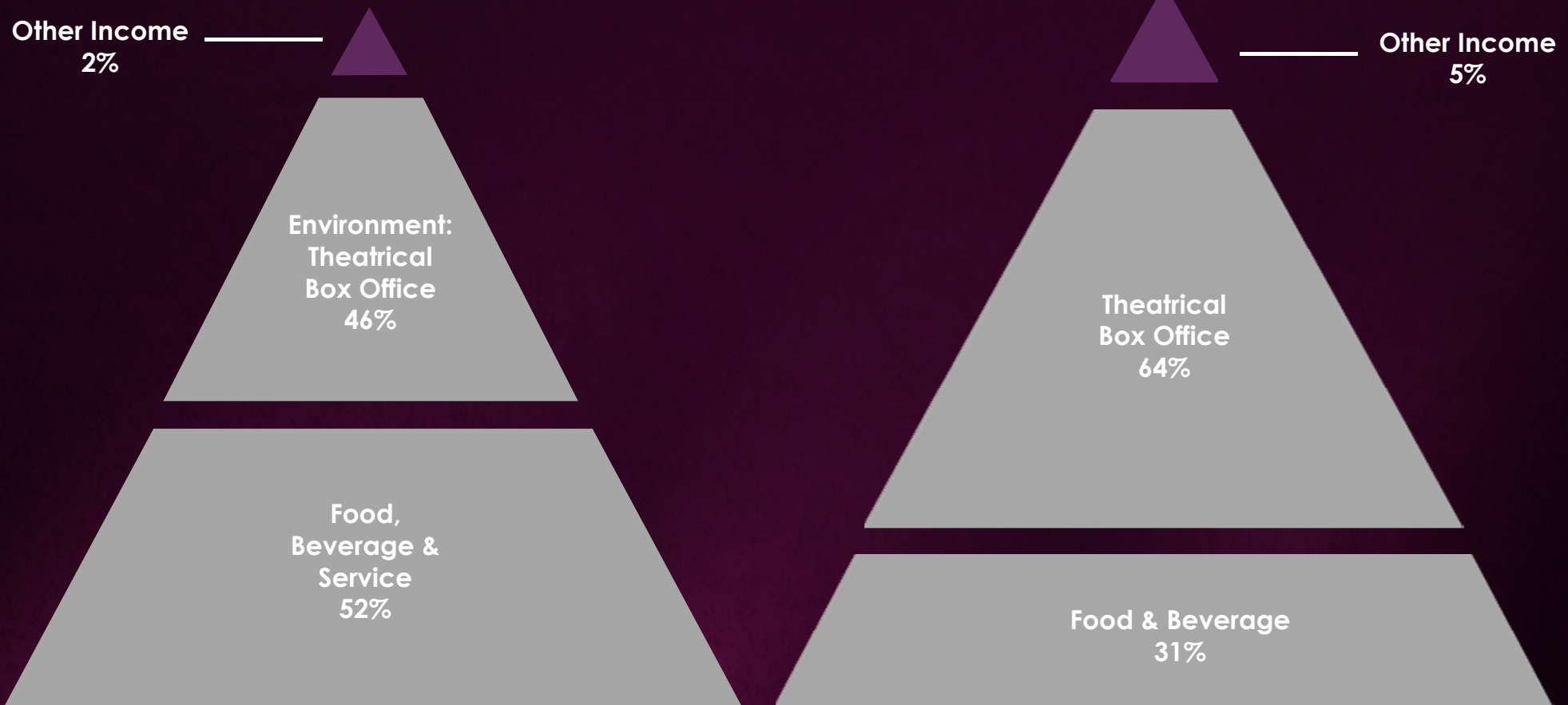
# Our Social Business:

## 3 Sources of Brand-Related Revenue

*iPic* ENTERTAINMENT

2016 Revenue

Theater Competitors (1)





# Our Social Business: Brand Partnerships, Alternative Content & Membership



## • Brand Partnerships

- \$1.8MM in sponsorship income in 2017



## • Alternative Content

- Live performances: magic, comedy, and music
- Exclusive Netflix partnership 
- Video game competitions (Minecraft, League of Legends)
- Private events

## • Membership

The logo for iPic Entertainment, featuring the word "iPic" in a stylized, cursive font with a registered trademark symbol, and the word "ENTERTAINMENT" in a smaller, sans-serif font below it. The logo is centered within a black circle.

# Our Social Business: 3 Sources of Brand-Related Revenue



# Our Social Business: iPic Access Fast-Growing Membership Model

## iPic Access Membership Program

Currently at ~1.8 Million members and growing <sup>(1)</sup>

### Silver Level



- Free to join
- Special pricing on all movie tickets
- Weekly newsletters

### Gold Level



- \$29 per year
- Earn 1 Access point for every dollar spent on qualifying purchases. Points can be redeemed on qualifying iPic and Tuck Hospitality Group items

### Platinum Level



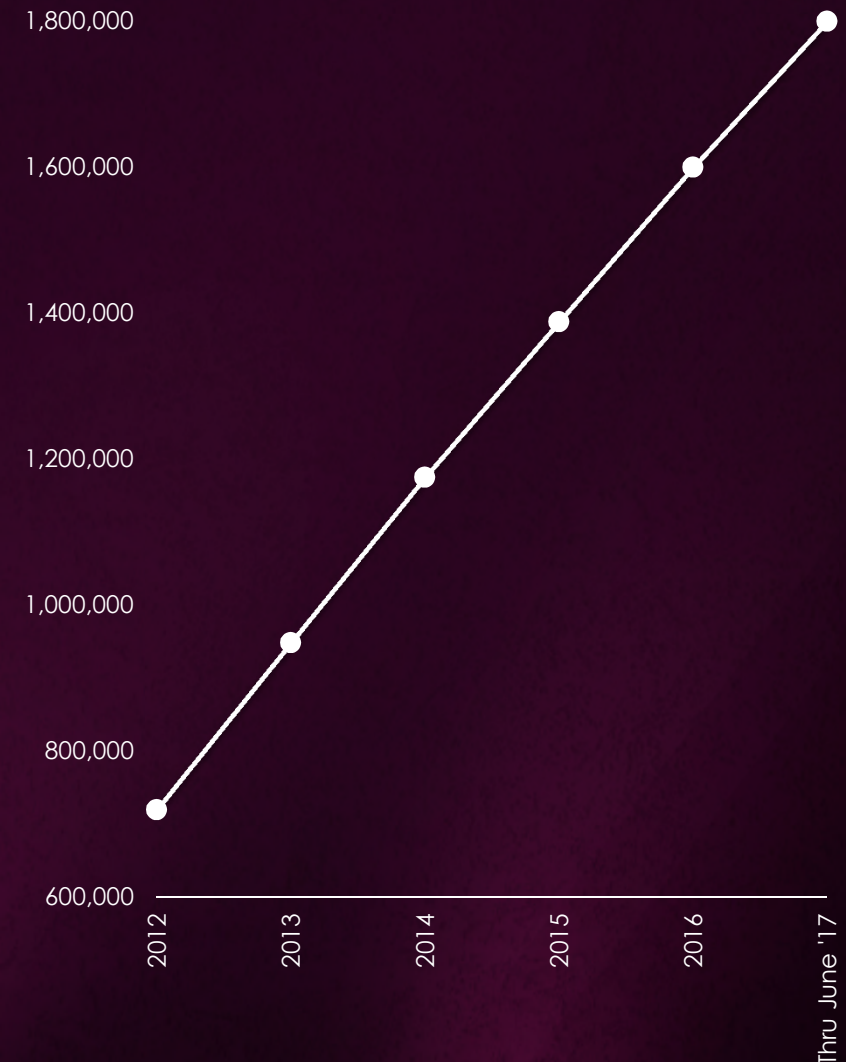
- No additional cost
- Earn 1.5 Access points for every dollar spent on qualifying purchases
- Free birthday ticket gift
- Special access to member events

### Elite Level



- Ultra-Exclusive membership level
- 25% off bottles of wine in all Tuck Hospitality Group restaurants
- Coming Soon: VIP concierge service access

## Member Growth



Company Overview 1

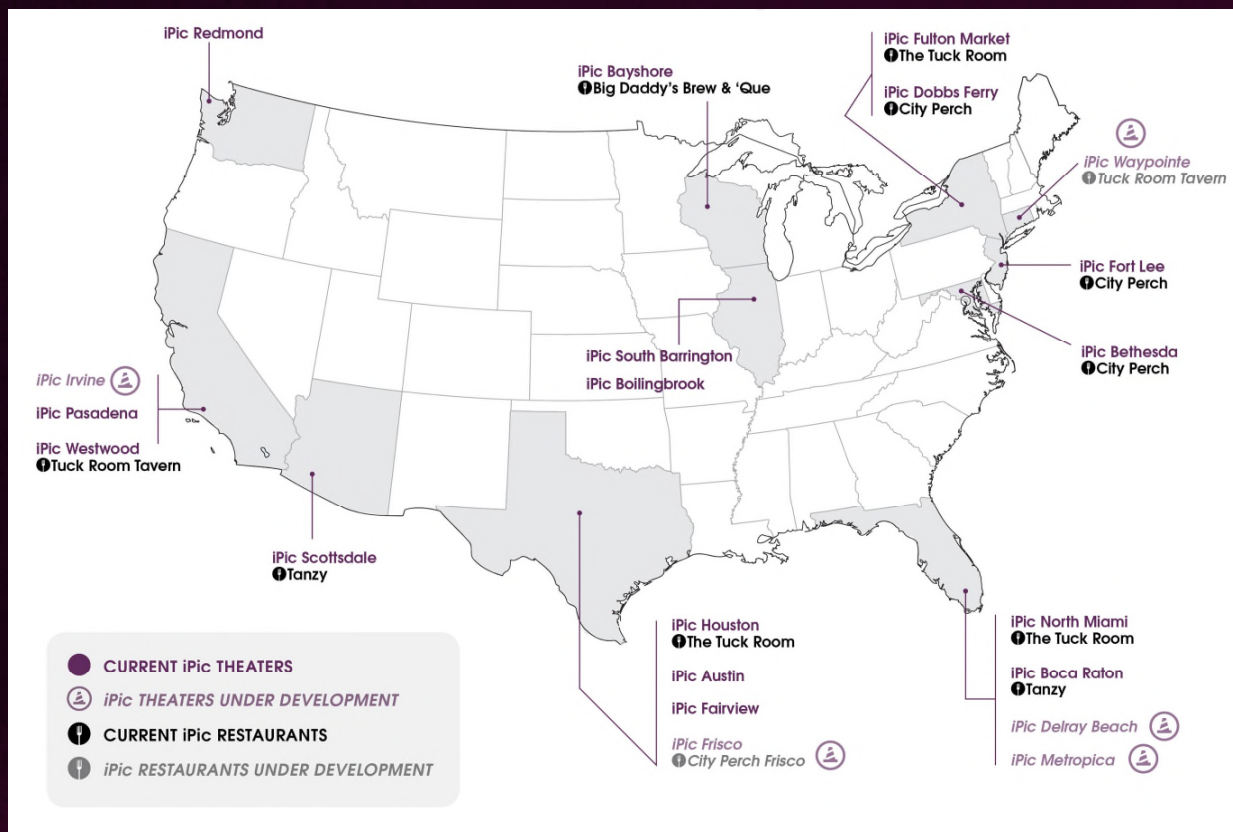
Our Business Model 2

**Investor Metrics 3**

Strategic Positioning 4

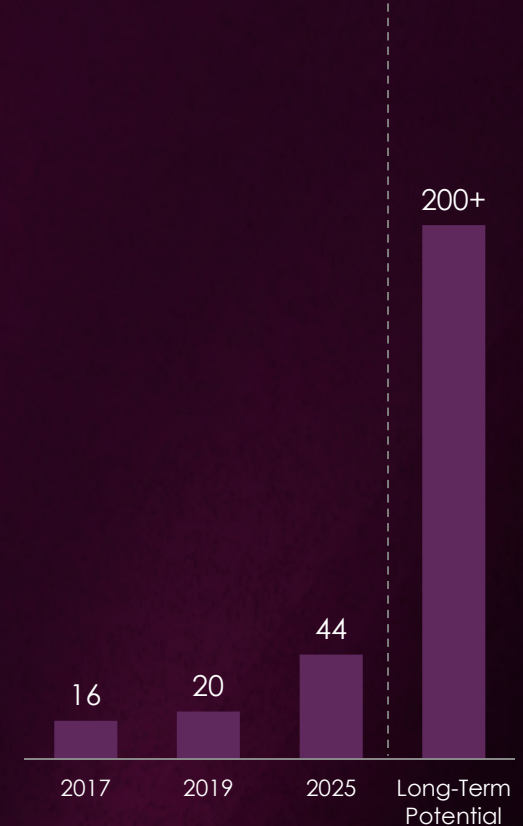
# Growth Objectives: Attractive Whitespace Opportunity

## Significant Upside to Current Pace of New Openings



## Massive Whitespace Potential

# of Units





# Financials: Historical Performance

## Targeted Year-3 Unit Economic Model

### Targeted Unit Economic Model (Year 3)

#### Construction Costs

Leasehold Improvement	\$9.0 – 10.0MM
-----------------------	----------------

FF&E Costs	\$6.0 – 6.5MM
------------	---------------

Soft Costs	~\$2.5MM
------------	----------

<b>Total Development Costs</b>	<b>\$17.5 – 19.0MM</b>
--------------------------------	------------------------

Less: Landlord Tenant Improvement Contribution	\$6.5 – 7.5MM
--	---------------

<b>iPic Investment</b>	<b>\$11.0 – 12MM</b>
------------------------	----------------------

#### Year 3 Operating Performance

Year 3 Revenue	\$14.0 – 15.0MM
----------------	-----------------

Year 3 Unit Level Cash Flow	\$2.5 – 3.0MM
-----------------------------	---------------

<b>Unleveraged Cash on Cash Return</b>	<b>20%+</b>
--	-------------

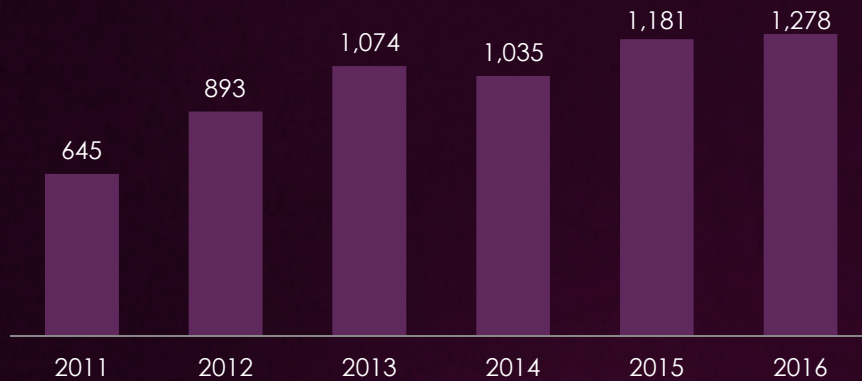


# Financials: Historical Performance

## Targeted Year-3 Unit Economic Model

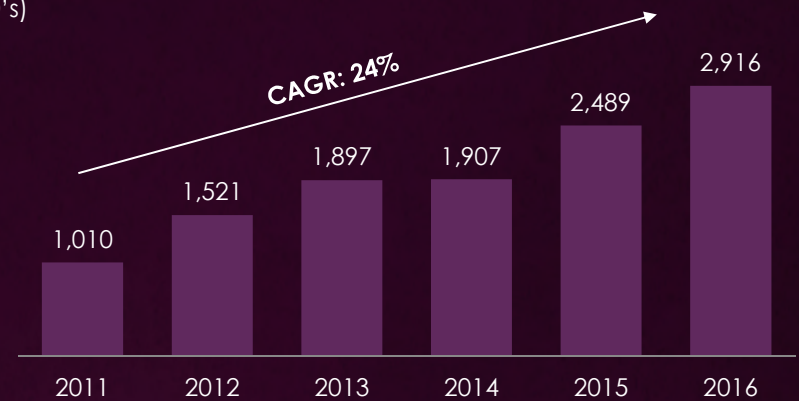
### Increasing Revenue per Screen <sup>(1)</sup>

(\$000's)



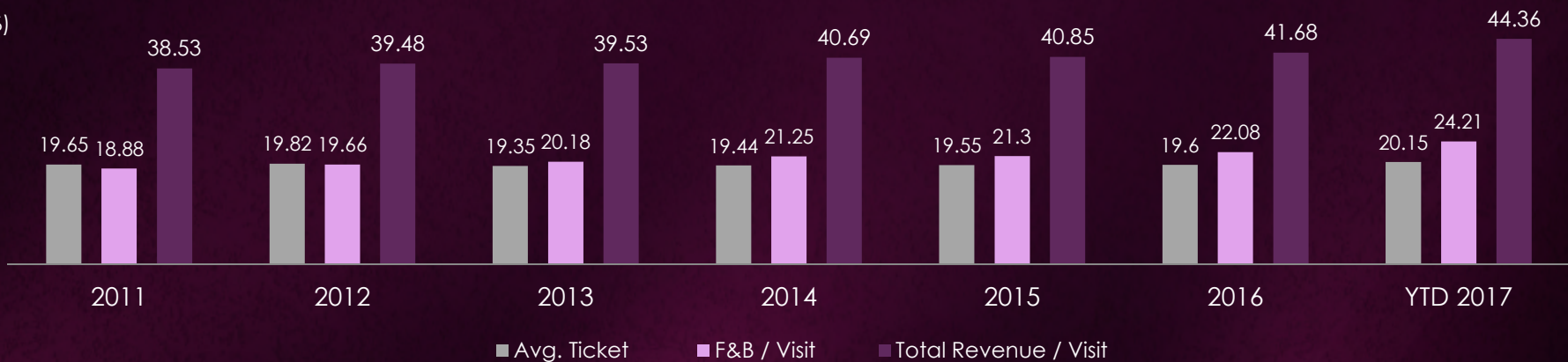
### Rising Attendance

(000's)



### Growing Spend per Visit

(\$)



Company Overview 1

Our Business Model 2

Investor Metrics 3

**Strategic Positioning 4**

**Restaurant Business** + **Lounge Business** + **Theater Business** = **4 Hour Customer Experience**

# 1 New-Age Market Positioning 4

Polished Casual Restaurants



1 + 1 = 4  
Farm-to-Glass Lounges/Bars + Luxury Theater Experience



Entire Night Out in a Single Location

*iPic*®  
ENTERTAINMENT



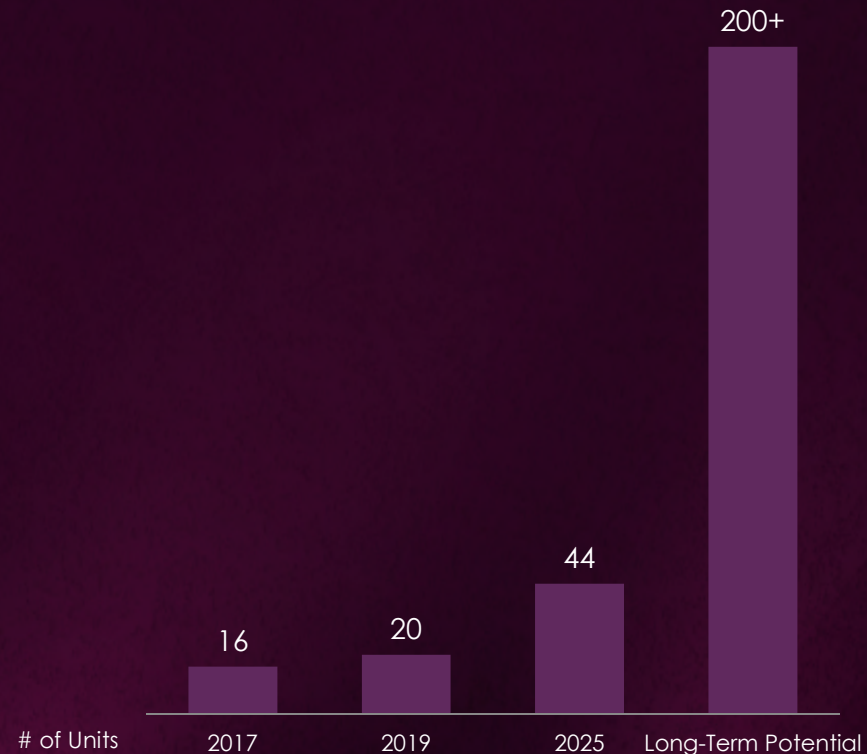
# Big Growth Opportunity For: Eat-ertainment Brand

Given Size and **Composition** of US Full-Service Restaurant Business

\$260 Billion



## US Whitespace Potential

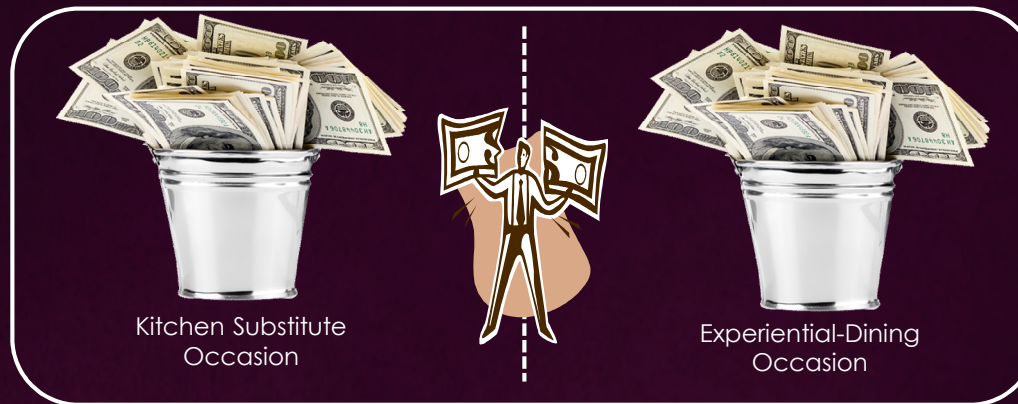




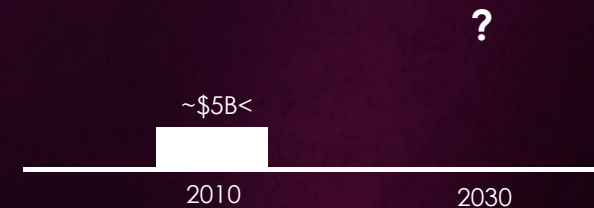
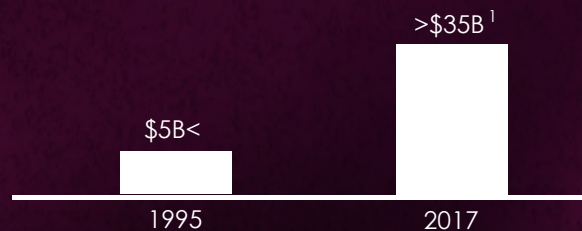
# Big Growth Opportunity For: Eat-ertainment Brand

Given Size and Composition of US Full-Service Restaurant Business

\$260 Billion US Full-Service Restaurant Business

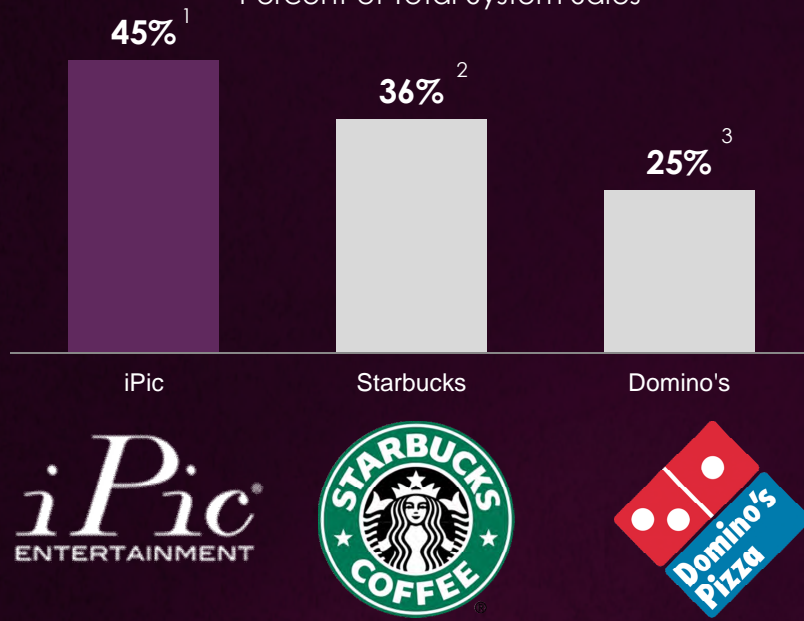


Specialized Business-Models  
and Facilities Focused on  
One of these Two Occasions

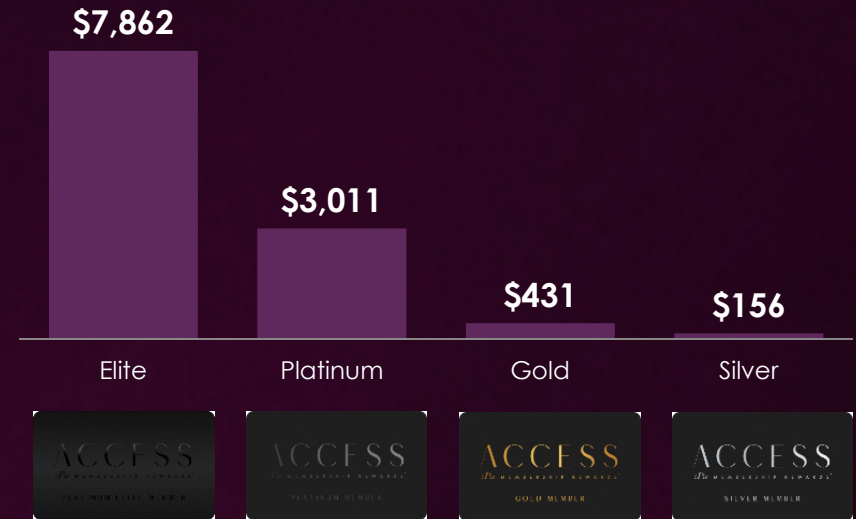


# Our Social Business: iPic is a Membership Model

Membership:  
Percent of Total System Sales



iPic Members:  
Annual Dollar Spend



## • Key Demographic Highlights

- 60% Female, 40% Male
- 34 – 39 median age
- \$119K Average HHI / \$153K Median for Avids
- 90% of guests between the ages of 21 and 54



# Investor Highlights: Strong Ownership Group



## iPic Holdings 37%

- Group of High Net Worth individuals led by Hamid Hashemi
- Management team with unique combination of successful movie exhibition, restaurant, and lounge operational and development experience
- Proven track record of 30 years in exhibition and restaurant business building the most successful theater in North America



## Village Roadshow 27%

- A diversified multinational entertainment company with sales of over \$1B annually
- Co-producer and financier of 89 commercial films with Warner Brothers and Sony Pictures



## ERS & TRS 27%

- Employees' Retirement Systems of Alabama (ERS)
- Teachers' Retirement System of Alabama (TRS)
- Over \$32Bn in assets
- Provides debt facility to iPic for new construction



## Regal Cinemas 7%

- One of the leading and most geographically diverse theatre circuits in the United States
- 7,315 screens in 561 theatres in 43 states



## PVR Cinemas 2%

- The largest and the most premium film and retail entertainment company in India
- 600 screens in 131 locations in 51 cities

# Reg A+ IPO: \$40M

## Selling Agents

**TRIPPOINT**  
GLOBAL EQUITIES, LLC

Lead  
Managing  
Selling Agent



Institutional  
Placement  
Book-Running  
Agent



Co-Manager



# Investor Highlights: **Key Conclusions**



Industry-Leading, Ultimate Entertainment Experience

---



Theater Anchor Tenant of Choice

---



Uniquely Diversified Revenue Base

---



Solid Financial Performance and Unit Economics

---



Strong Growth Potential

---



A-List Management Team and Ownership Group