

INVEST IN VUE





WEDDING & EVENT INDUSTRY —

\$51.2 billion industry

This drives a **\$100B+** domestic ecosystem of:

2.2 million weddings per year (30% surge forecasted, post-covid)

\$33,931 average wedding spend

11 MONTH average pre-book (venue booking to event date)

1ST purchase is venue, controls 50% of spend

318,000 SMBs (small and medium sized businesses)

28,376 event venues

90% women-owned businesses (clientele, too)

No solutions exist for custom, extended payment plans for events.

This “Old Economy”

“Old economy” refers to industries that have not changed significantly despite advances in technology.

\$51.2 BILLION
Revenue

Annual Growth: 2016-2026
1.5%



\$3.1 BILLION
Profit

Annual Growth: 2016-2021
-12.0%



6.1%
Profit Margin

Annual Growth: 2016-2021
-1.2pp



318K
Businesses

Annual Growth: 2016-2026
0.3%



885K
Employment

Annual Growth: 2016-2026
0.3%



\$17.9 BILLION
Wages

Annual Growth: 2016-2026
0.5%



Industry Structure

POSITIVE IMPACT

- Capital Intensity — Low
- Concentration — Low
- Regulation & Policy — Light / Steady
- Industry Globalization — Low / Steady

MIXED IMPACT

- Life Cycle — Mature
- Technology Change — Low / Slow

NEGATIVE IMPACT

- Barriers to Entry — Low / Decreasing
- Industry Assistance — Low / Steady
- Vendor Competition — High / Increasing

STRENGTHS

- Experience Economy
- Low Customer Class Concentration
- Low Capital Requirements
- Low Imports

WEAKNESSES

- Low & Decreasing Barriers to Entry
- Low & Steady Level of Assistance
- Low Profit vs. Sector Average
- Low Revenue per Employee
- Very Low Revenue Growth (2005-2021)

SWOT

OPPORTUNITIES

- Technology Innovation
- Multi-Sector Accessibility of Resources
- Captive Roll-Up
- Post-Pandemic Surge (2021-2023)

THREATS

- Low Revenue Growth (2021-2026)
- Low Performance Drivers
- Marriage Rate



THE CLIENT CHALLENGE

EVENT COUPLES

- We are newly engaged and need to book a venue.
- We haven't saved up for the 30-50% initial payments.
- There aren't options to extend payments.
- We aren't going to ask our parents. This is our event.
- Even if we could get approved for a loan, we don't want debt right when we are getting married.
- **How do we get the event we want? We are stressed!**



THE VENUE CHALLENGE

SMALL BUSINESSES

- I have great leads, but they can't afford the initial payment.
- Clients pay for everything themselves now, with no help.
- I can't be as flexible on payment terms as clients want.
- I spend too much time managing payments & office stuff.
- The pandemic was so painful for business.
- I just want to focus on my clients and their events!
- **How do I keep the lights on, deliver events, and grow?**

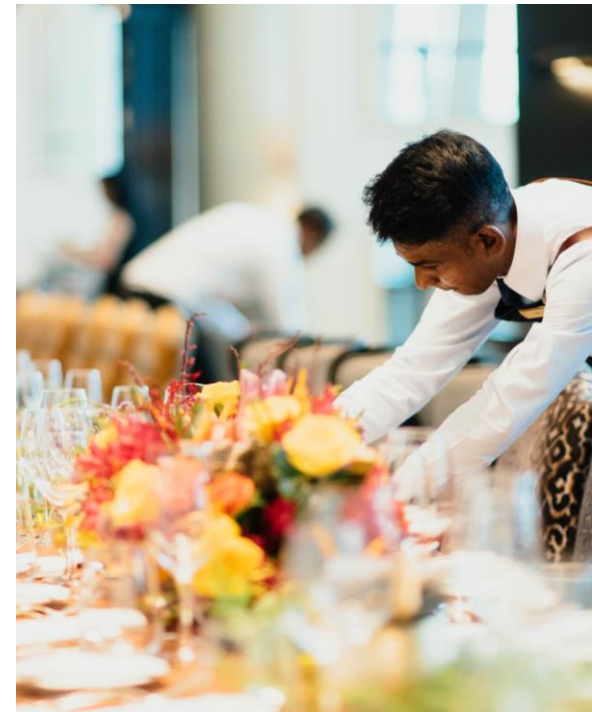
The fragmented wedding industry needs financial innovation.

VUE is an **ALTERNATIVE FINANCING** platform for events.

Consumers now book and pay for their events with our custom monthly payment plans.

We partner with event venues & vendors who bring VUE to their clients.

With VUE, all parties are better resourced and focused on event experiences.



VUE Solution

VUE IS STABILIZING & ADVANCING THE EVENT INDUSTRY THROUGH FINANCIAL INNOVATION

CONSUMERS ACCESS BENEFITS:

- Approachable monthly payment plans
- Lower amount down to book event
- Secure their event vendors sooner
- Funding alternative, not debt
- Entrance to a network of vendors
- Lifetime access to resources, rewards and incentives beyond the event

SMALL BUSINESSES ARE SUPPORTED:

- More event bookings and higher average order \$
- Paid sooner, directly by VUE
- Working capital for growth
- More profitable, stable and growing business
- National purchasing power benefits
- Community resources
- An empowered industry of small businesses

EMPOWER

INNOVATE

**VUE
SOLUTION**

FINANCE

ACCESS



VUE MISSION

EMPOWER event consumers and small businesses with **ACCESS** to innovative financing for **VALUABLE EXPERIENCES.**

CONSUMER SOLUTION — VUE ALTERNATIVE FINANCING

Consumers join VUE to:

- **Secure** their event date for lower upfront costs.
- **Access monthly payments** for an extended term.
- **Eliminate** unapproachable **lump sum** payments.
- **Bundle all event purchases** across multiple vendors.

For partners businesses, VUE **facilitates** quicker commitments, **increases** average order values, **removes** the burden of collections and **accelerates payments** they receive.

Our partners can **focus on** providing the premium wedding **experience** and enhance their business.



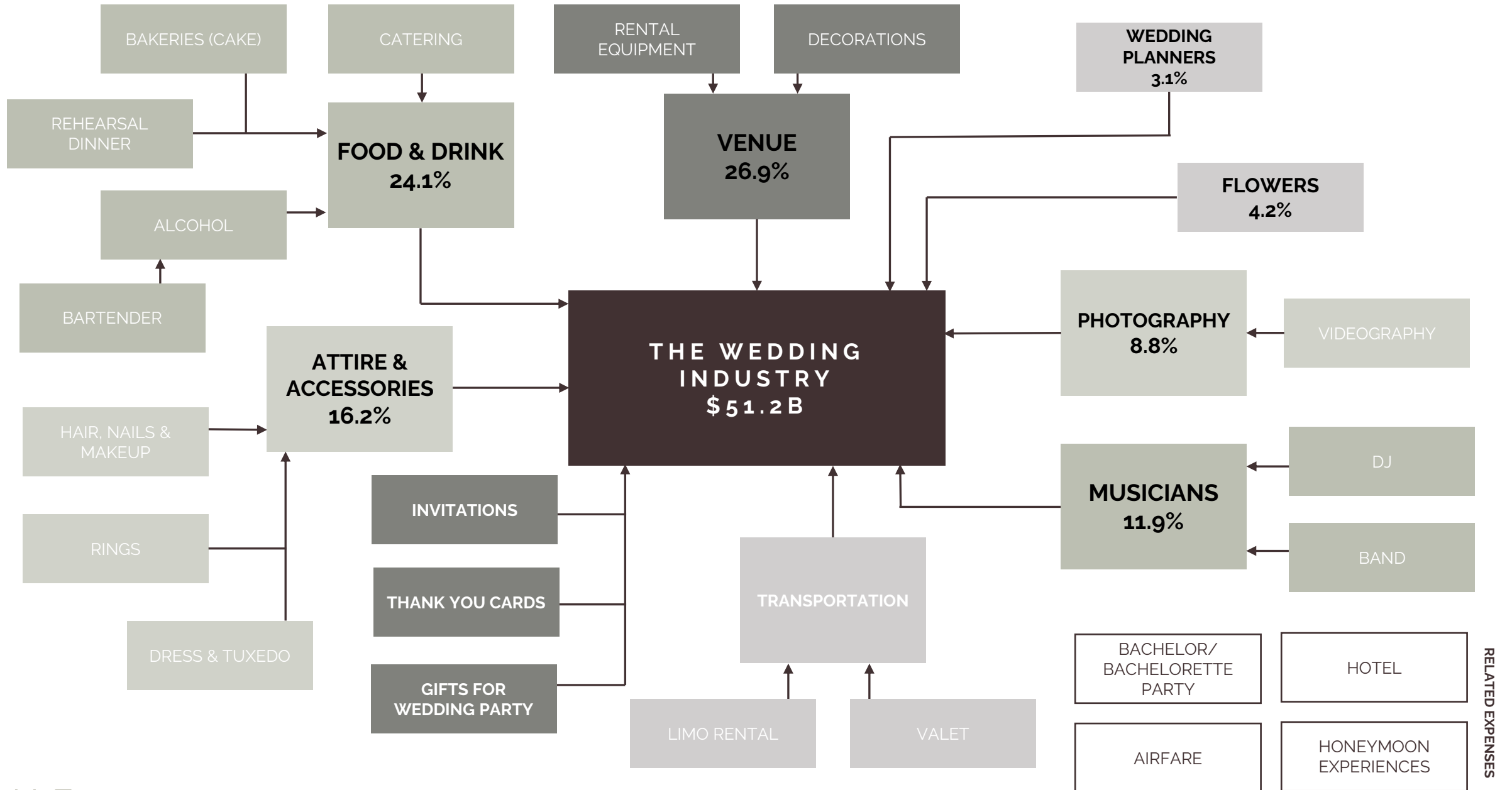
VUE IS A BRIDGE ➤ ACCESSIBILITY

**SMALL BUSINESS SOLUTION —
CONNECT**

VUE connects and resources the 300,000+ small businesses
of the wedding industry ecosystem

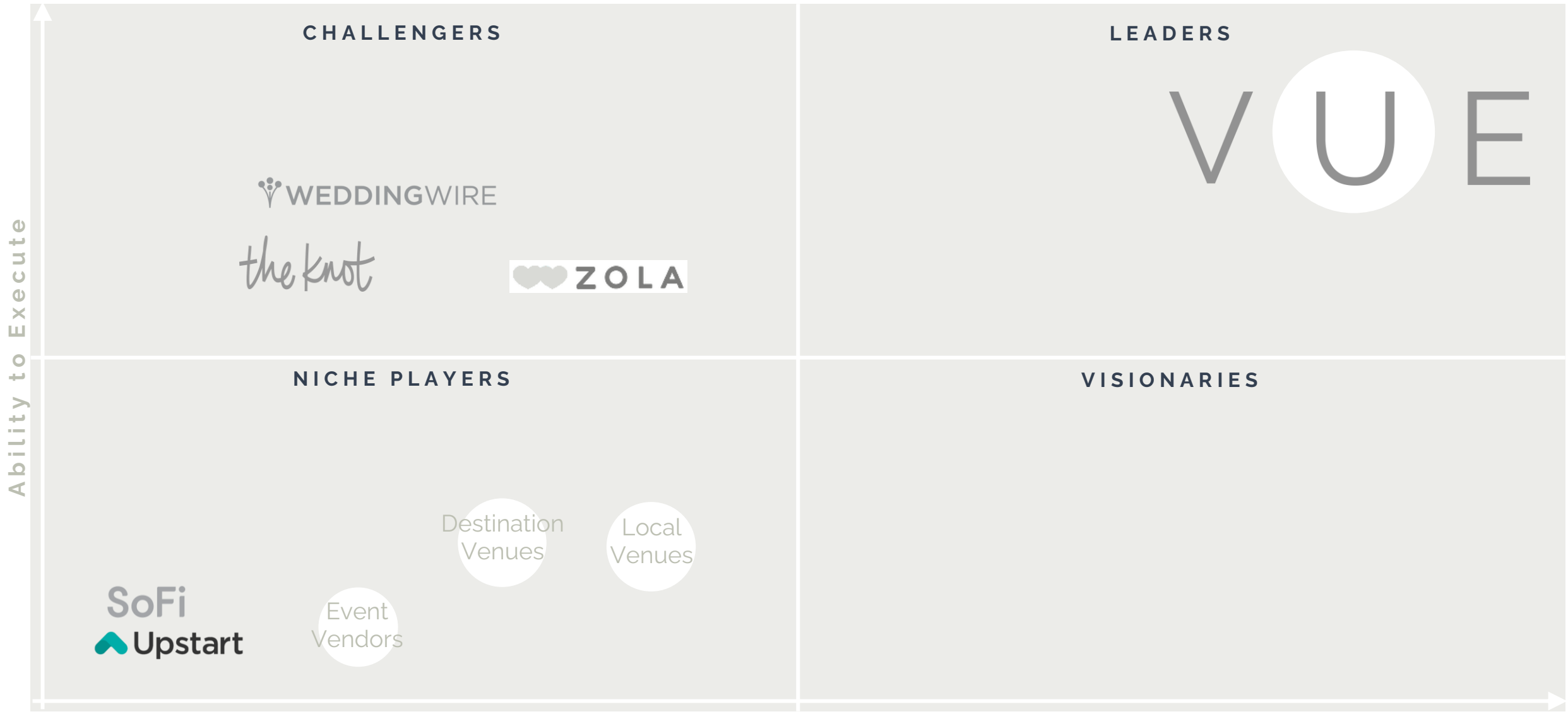
**THE WEDDING
INDUSTRY
\$51.2B**

VUE IS CONNECTING THE ECOSYSTEM

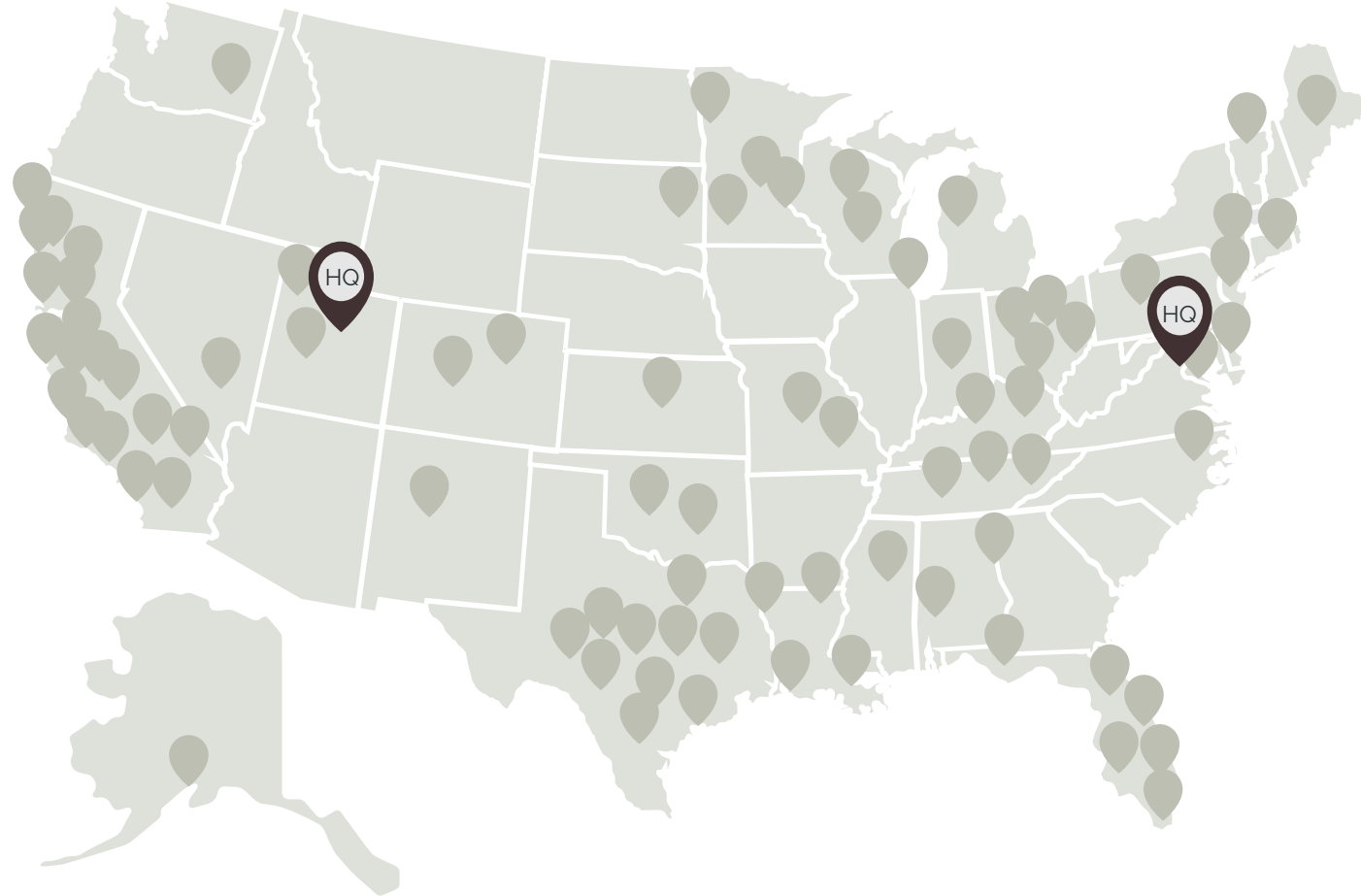


VUE as Industry Leader: Innovative Event Alternative Financing

Gartner Magic Quadrant



VUE is Prepared to Scale



VUE Partner Mix

80% Venues
10% Planners
10% Other Vendors

- ✓ VUE Partners represent over \$50 million in annual sales
- ✓ Exclusive industry sponsorships with 5,000+ partner leads
- ✓ Proprietary VUE XO^S tech system development underway



catersource®



THE
SPECIAL
EVENT®

VUE | Executive Team & Advisors



JILL DEMPSEY

VUE Corp. CEO & Founder

BlueStripe Europe, Inc, CFO
Rocketail, COO & CFO
Manduka Yoga, COO & CFO
Dolphin Capital, General Partner

Uplift EdTech, Board Member
The Huddle, Women CEO Mentor
Guadalupe School, Board Member

Marriott School of Management,
Adjunct Professor

Johns Hopkins University,
Graduate Student



NATHAN SUMBOT

VUE Corp. General Counsel

Firmly Legal, Partner

Deputy General Counsel, State of
Utah, Governor Gary R. Herbert

Emotional Intelligence Ventures, Chief
Legal Officer

Ballard Spahr, Attorney

JD, Brigham Young University
BA, Brigham Young University
American Bar Association



CHRIS LEE

**VUE Corp. Shareholder
Event Industry Pioneer**

ACCESS Destination Services, Founder
& Chairman Emeritus

Association of Destination Management
Executives Intl. (ADMEI), Co-Founder

San Diego State University School of
Hospitality & Tourism Management,
Advisory Board

Young Presidents Organization,
Learning & Events Officer



JASON THELIN

**VUE Corp. Shareholder
Tech Entrepreneur & Investor**

Kahoa, Owner & Founder

Serial Entrepreneur
Angel Investor



JOHNS HOPKINS
UNIVERSITY



manduka



dolphin
capital



BlueStripe



FIRMLY



Emotional
Intelligence
Ventures

ACCESS

KAHOA

BYU

MARRIOTT SCHOOL
OF MANAGEMENT

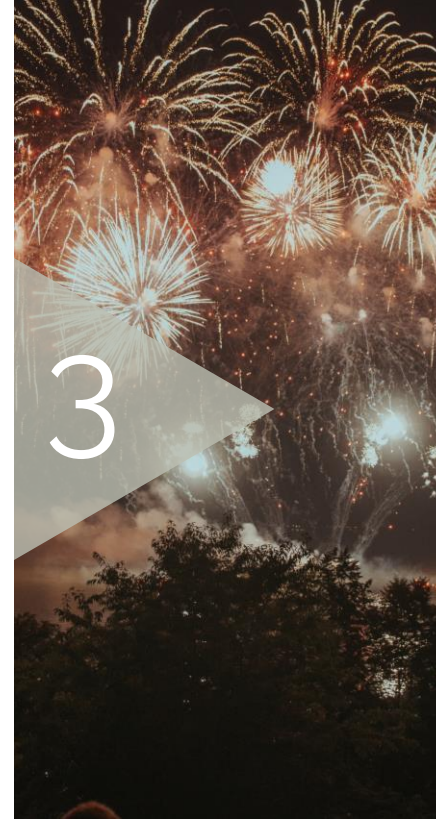
VUE is Leading the Industry with Financial Innovation



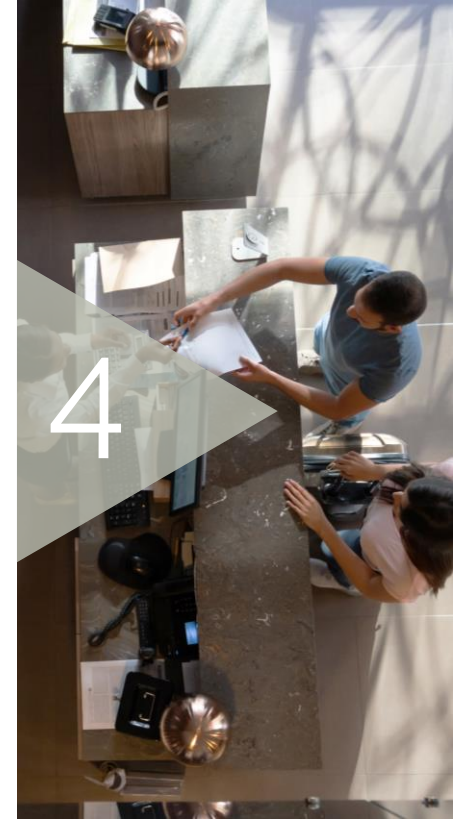
A major life event becomes the access point to new consumers,



Helping them fulfill and finance their eventful lives.



This empowers the “old economy” of underserved small businesses,



With VUE as the foundation to lead the multi billion-dollar industry.



XO,
VUE