



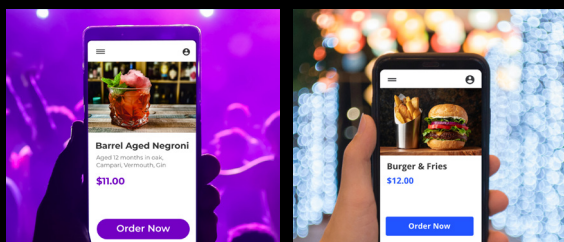
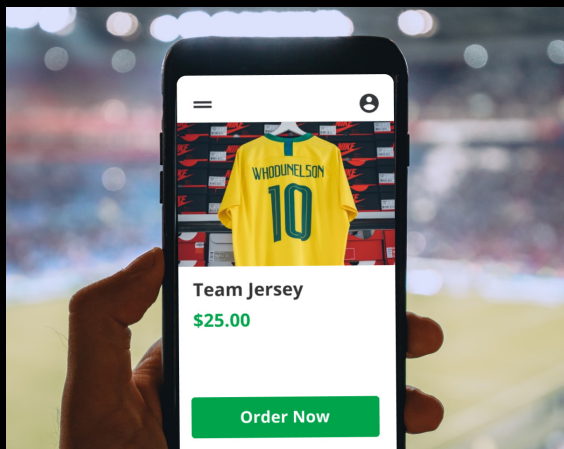
SHIFT④
VENUENEXT ACQUISITION OVERVIEW
MARCH 4, 2021





VENUENEXT

TRANSACTION OVERVIEW



- Shift4 has acquired VenueNext for a total consideration of \$72 million in cash and stock
- The transaction closed on March 3, 2021
- VenueNext is a leader in in-venue mobile commerce, point-of-sale, and loyalty solutions and is used by teams in every major professional sports league, colleges, and other business verticals (amusement parks, corporate campuses, etc.)
- The acquisition significantly expands Shift4's presence in large and growing verticals, adding to recent wins in the sports market, and expanding TAM with entry into entertainment, universities, theme parks, airports, and other verticals
- Uniquely positions Shift4 as the only vertically integrated player combining software (Mobile & POS) + gateway + payment capabilities to run the entire venue ecosystem and reduce customer pain points
- We expect VenueNext to add \$2.5 – \$3 billion in end-to-end payment volume by 2023

Strategic Rationale

4

1

SIGNIFICANT NEW VOLUME OPPORTUNITY

Sports stadiums, entertainment venues, theme parks, and other target verticals represents a massive TAM underserved by multiple vendors, creating unnecessary layers of cost and complexity. This is the Shift4 playbook

2

CONVERSION

Sizeable existing base of customers to cross sell payments; create a customer-friendly bundle that reduces cost and complexity, in line with past strategies

3

TECHNOLOGY

Best-in-class mobile technology adds value across the Shift4 ecosystem including restaurants, hospitality, and more

4

TALENT

Talented management team and developers that can accelerate innovation across the family of Shift4 products

5

ADDITIONAL OPPORTUNITY

VenueNext relationship has already opened opportunities in attractive adjacent markets (i.e., ticketing and regulated gaming)

VenueNext Brings Marquee Customers and Unique Partnerships

SPORTS AND ENTERTAINMENT CUSTOMERS



STRATEGIC CHANNEL PARTNERS

ticketmaster®

VenueNext technology will power Ticketmaster's in-app ordering for food & beverage, merchandise, and experiences which will allow for expedited rollout to hundreds of TM venues

Levy Restaurants

VenueNext is the sole provider of in-suite POS technology for Levy, one of the largest food service companies with a presence in ~200 venues throughout the U.S

SIDEARM SPORTS
A LEARFIELD COMPANY

SIDEARM Sports provides the technology for over 1,000 university websites, mobile apps, and more. VenueNext is the official mobile commerce technology provider for SIDEARM, allowing for rapid rollout to major NCAA venues

shared access

Shared Access is the exclusive reseller of VenueNext technology in Europe, and has enabled distribution to international venues, restaurants, golf courses and airports

SeatGeek

VenueNext has been integrated into the SeatGeek app, allowing venues to enable the VenueNext platform across SeatGeek's client base

AMUSEMENT PARKS / CORPORATE CAMPUS

ORACLE®

PANDORA

Six Flags®

COMPASS GROUP

amazon

State Farm®

INTERNATIONAL

OPTUS STADIUM

M&S BANK ARENA LIVERPOOL

LUTON TOWN FOOTBALL CLUB

89

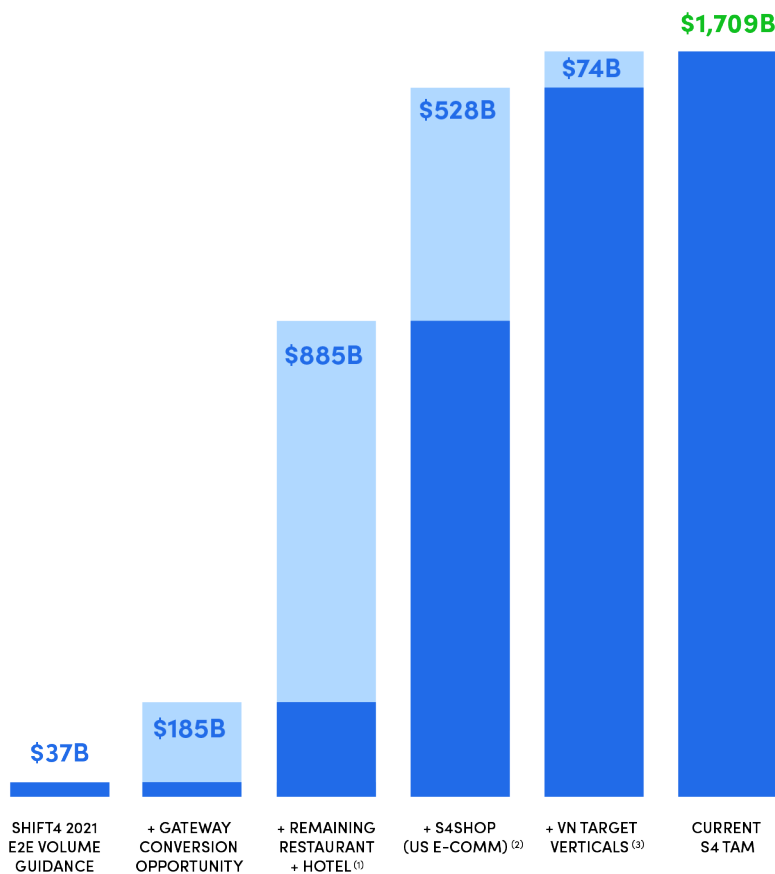
Smoking Joe's

HUGH CAROL'S VEGAN HOME COOKING

Chipsy

VenueNext Acquisition Continues Shift4's Rapid TAM Expansion

SHIFT4 PAYMENT VOLUME TAM EXPANSION



- (1) 2019 US Hotel volume per IBISWorld and US restaurant volume per National Restaurant Association (assumes 80% of current E2E and gateway volume is hotel and restaurant focused).
 (2) Assumes 1.2mm us e-comm merchants per etailing insights and \$251k avg. S4Shop merchant volume.
 (3) Estimates per VN internal forecasts, includes sports and entertainment F&B, merchandise and ticketing volume, and US theme park volume per IBISWorld.

GROWTH OPTIONALITY

EXPANSION INTO ADJACENT VERTICALS

- Significant vertical expansion potential within venues (e.g., in-venue sports books and gambling) and the university ecosystem (e.g., cafeterias, campus stores, etc.)
- Expansion opportunities also exist with other existing VenueNext customers such as airports, theme parks, corporate campuses, healthcare, convention centers, theaters, and more

EXPANSION INTO NEW MARKETS

- VenueNext's mobile commerce software is widely applicable to a variety of new verticals as the switch from traditional POS to mobile commerce accelerates

EXPANSION INTO NEW GEOGRAPHIES

- Shared Access relationship opens up multiple opportunities in Europe and abroad

EXPANSION WITH EXISTING CUSTOMER BASE

- VN's mobile technology can be deployed in various areas within the existing Shift4 portfolio to enhance customer value

Current VenueNext target verticals offer additional \$74 billion payment volume opportunity...with significant expansion potential