



THE P REEMINENT VENUE &  
LIVE EXPERIENCES COMPANY





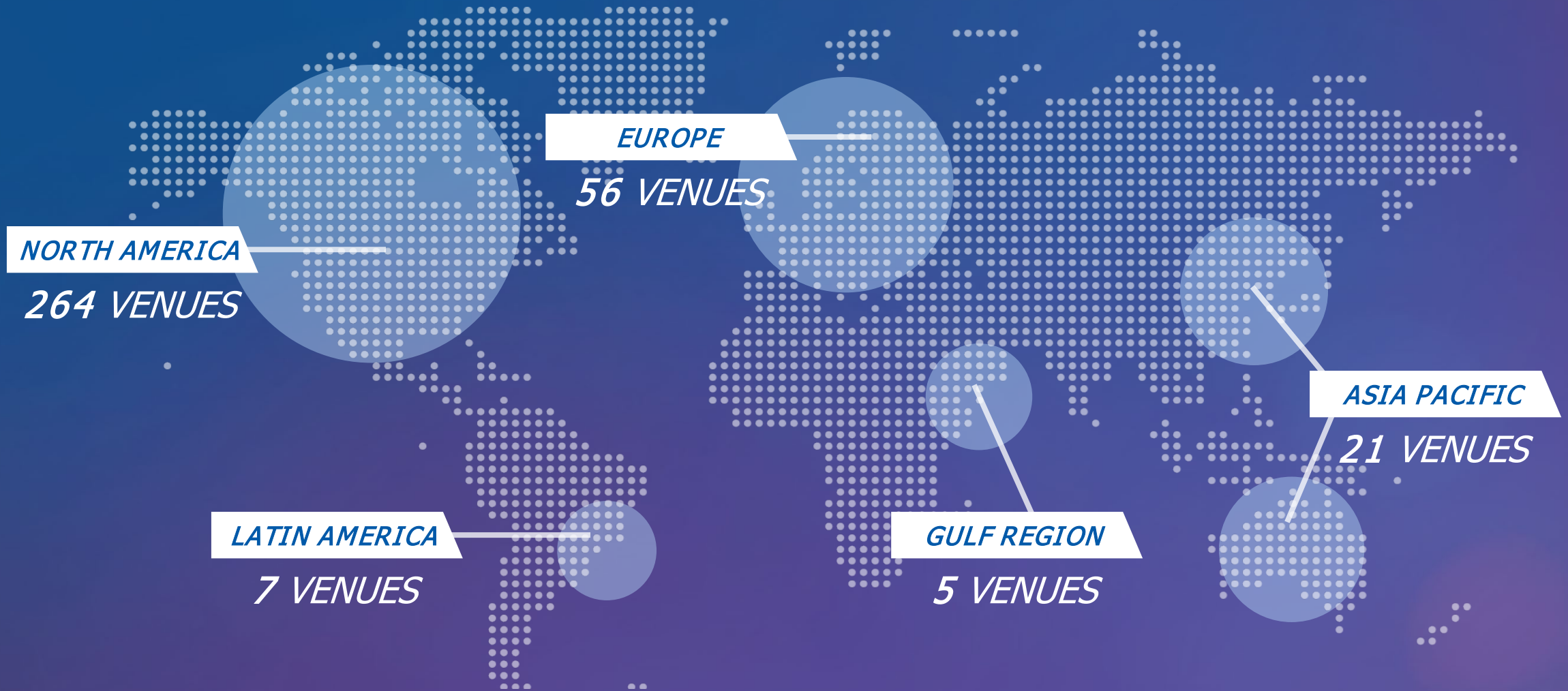
With over **350+** premier venues **worldwide**, we operate and invest in the world's most important stadiums, arenas, convention centers, and theaters.

We are also the world's leading venue management company and producer of live event experiences.

No one else offers the benefits of global scale and best-in-class local operational execution to create value and drive profitability.



# GLOBAL PRESENCE & REACH PROVIDES UNLIMITED OPPORTUNITY



INTEGRATED NETWORK OF VENUES ACROSS 5 CONTINENTS:

*27 STADIUMS | 116 ARENAS | 98 CONVENTION CENTERS | 84 THEATERS | 28 MUNICIPAL & SPECIAL USE*



# MEETINGS & CONVENTIONS

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Our ASM Global Convention Center division leverages global business intelligence and industry trends to drive revenue across the world's most important venues and events.

- **EXPERIENCES** – making memorable experiences for organizers, exhibitors, and visitors through a commitment to excellence
- **PEOPLE** – creating diverse talented teams, known for their expertise, creativity, and leadership and recognized as the pinnacle of the industry
- **IMPACT** – maximizing positive business impact through strategic partnerships and associations
- **CONFIDENCE** – delivering on the promise of first-class experience and safe and secure venues.

**OUR PORTFOLIO IS A CATALYST FOR ROTATIONAL BUSINESS**



 Maritz  
Global Events®

 Reed Exhibitions®

 MARKETPLACE  
EVENTS

 EMERALD  
EXPOSITIONS

# THE POWER OF SAVOR...

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ASM Global's culinary arm, SAVOR, delivers unparalleled culinary services driving profitability along with 360° solutions.

- Proven to drive revenue by implementing cashless mobile ordering systems and new menu concepts
- On-going commitment to sustainability ranging from rooftop urban gardens, waste management programs, to shared community crops
- Enhancing culinary communities via in-market partnerships and lending opportunities, showcasing local flavors and brands

***ENRICHING THE GUEST EXPERIENCE,  
ENHANCING THE BOTTOM LINE***





# VENUESHIELD® – THE NEW STANDARD

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We proudly work with an industry leading proprietary program, VenueShield®, allowing over 164 million annual guests access to venues.

Developed in strict accordance with **international healthcare guidelines** from the CDC, NHS, PHAA, and WHO.

ADDITIONAL EXPERTISE LEVERAGED BY:

**Honeywell**



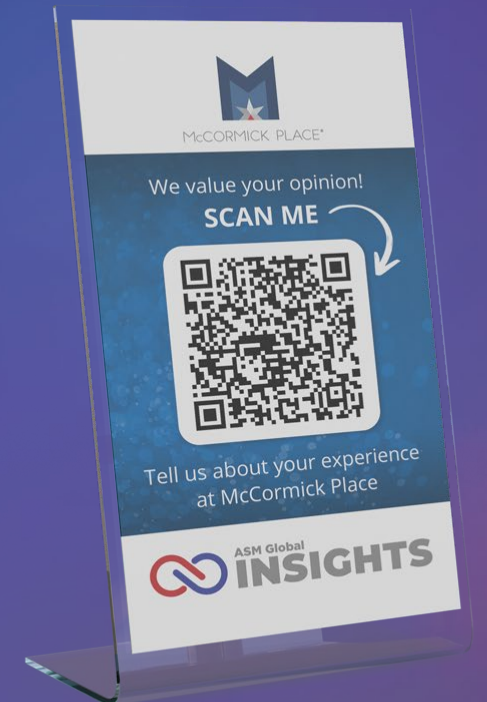
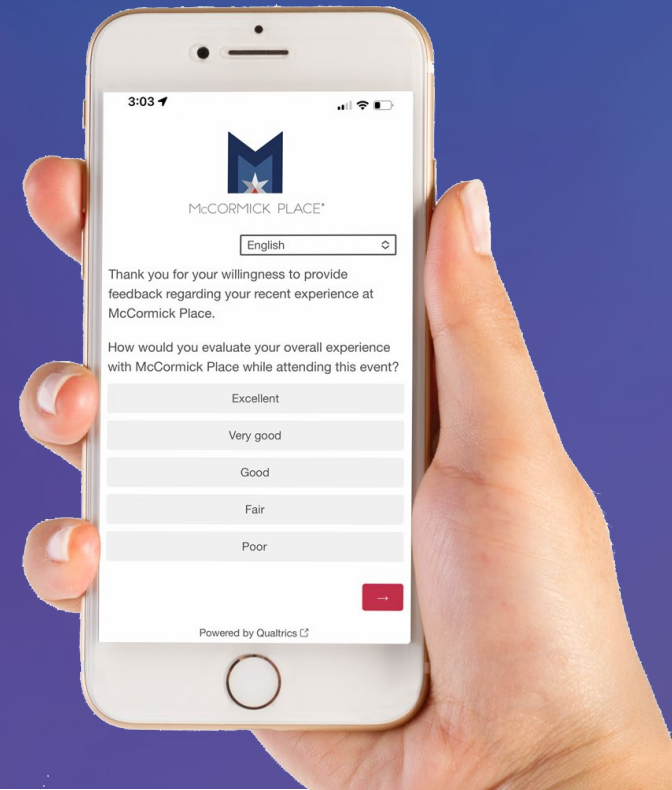
LEADING THE INDUSTRY THROUGH INNOVATION



# ASM GLOBAL INSIGHTS & REAL TIME METRICS

## DATA IS CRITICAL TO THE CUSTOMER EXPERIENCE

- Secured a partnership with Qualtrics, the leader and creator of the Experience Management (XM) category
- Introduced across our Convention Center portfolio of 98 different venues to be complete by end of 2022
- ASM Global & Event Organizers receive unprecedented access to guest feedback, including the full customer journey from planning, contract event services, security, and food & beverage
- Includes in the moment feedback from planners, show organizers, exhibitors and attendees
- Largest guest experience database on the planet





# ASM Global **Acts** EMPOWERING COMMUNITY

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## *INVEST IN PEOPLE*

- Creating an environment of inclusion and gender equity across our organization
- Growing the diversity of our business partners around the world
- Enabling opportunities for our current and future workforce

## *PROTECT THE ENVIRONMENT*

- Reducing waste from the guest experience across our venues
- Enhancing facility efficiency through capital investments
- Protecting and preserving resources in and around our communities

## *STRENGTHEN OUR COMMUNITIES*

- Engaging in improving the vitality of our communities
- Increasing philanthropic support through meaningful efforts
- Enhancing the health and well-being of our co-workers, clients, and guests

## *PRIORITIZING OUR LOCAL COMMUNITIES*

- **ASM Global Acts Foundation** to support philanthropic and community-based endeavors guided by its sustainability and diversity pillars
- **ASM Global Acts Scholarship** will focus on serving diverse and under-resourced communities with educational and career-development opportunities



# COMMITMENT TO SUSTAINABILITY

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## *A CORNERSTONE OF OUR CSR*

Success Through Partnerships:

- Honeycomb Strategies (US)
  - Implementing Venue Sustainability Roadmaps

Additional Programs:

- Minimize waste and emissions
- Energy use reduction



# PEOPLE & CULTURE

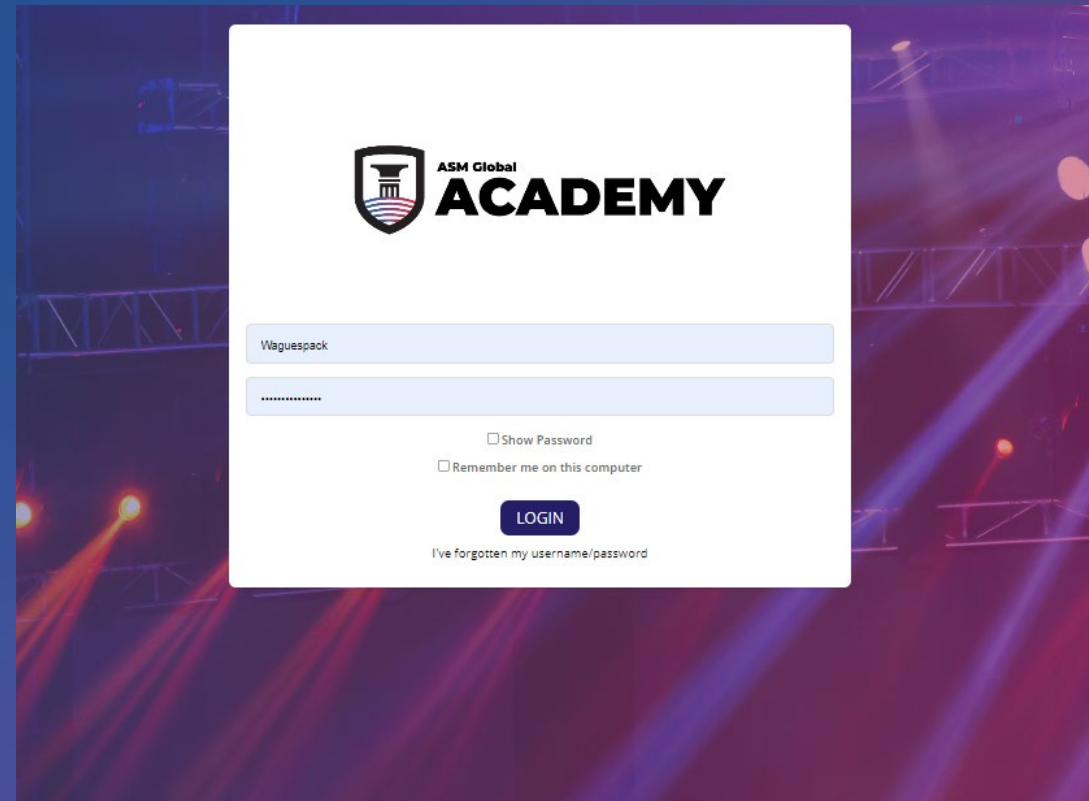
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## Diversity

- Continued significant progress in increasing diversity across the workforce with particular focus on manager level and above.

## ASM Global Academy

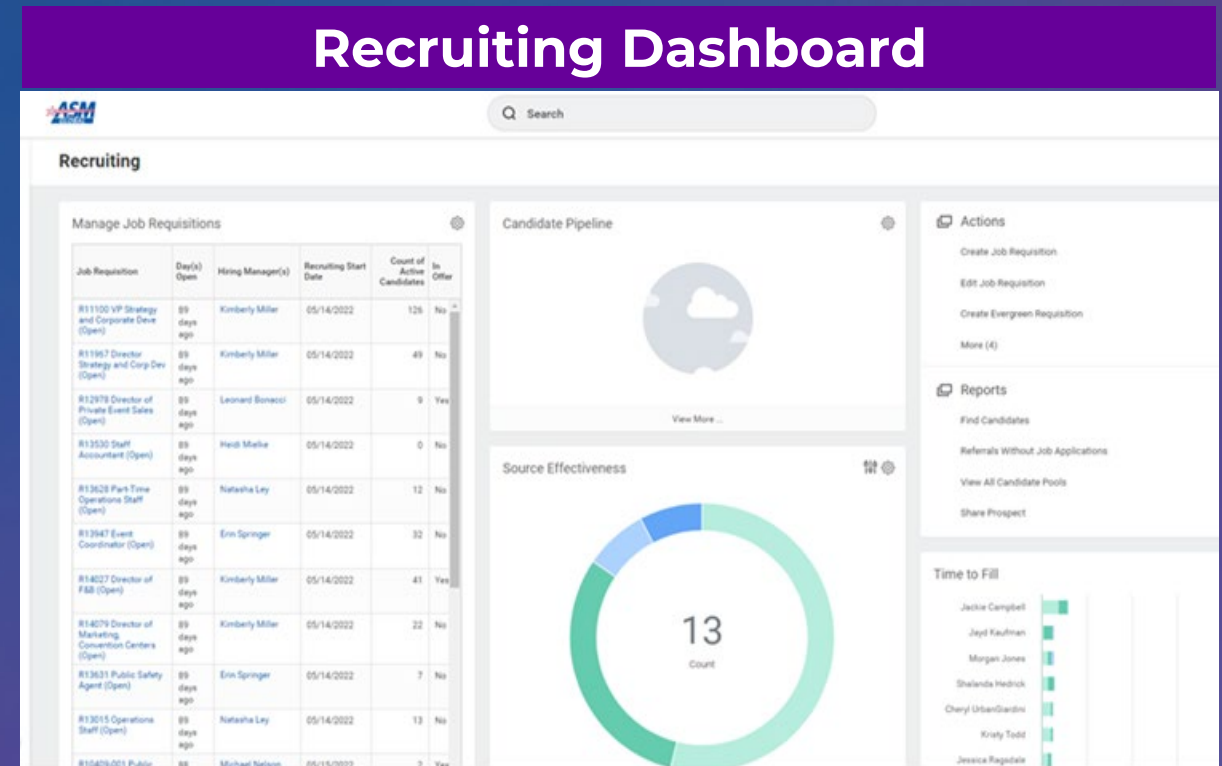
- Activated globally and multilingual
- **50,000 courses taken** by team members over the last year
- **+1800 Courses available** to team members with ASM Global custom course subject matter including
  - Diversity, Equity, and Inclusion
  - Operations
  - Safety
  - Leadership
  - Guest Services
  - Food Safety
  - Sales





# ATTRACT AND RETAIN TALENT

- Investment in Workday - Human Capital Management functionality live across North America
- Workday Payroll go live for North America targeted Jan 1, 2023
- ASM Global company wide job fair



# WHAT'S NEXT IN THE CONVENTION INDUSTRY

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- Business Confidence is Growing
- Face-to-Face Value has been Confirmed, Hybrid is supplemental
- CEIR (Center for Exhibition Industry Research) reported convention center business continues to improve.
  - Q2 was down 25% to 2019 while Q1 was down 38%
  - 2023 is down only 10% to 2019
  - 2024 is up 3.5% to 2019



# KEY CUSTOMER FOCUS

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- Safety and Security
- Customer Experience
- Technology



# WHAT'S NEXT FOR IRVING

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- Irving is ahead of the curve (Bleisure)
- Rebound in Event Revenue to 2019 levels

	2019	2022 (prelim)
Rental	1,359,744	1,467,136
AGI	5,464,151	5,385,595
Catering	3,269,263	2,709,421
Concessions	178,899	229,760
Other Income	500,377	790,999







**ASCM**  
**ASIM**  
**GLOBAL**

The logo features a stylized white star with four points on the left, followed by the text 'ASCM' in a large, bold, white sans-serif font. Below this, 'ASIM' is written in a similar bold font, with a horizontal line passing through the middle of the letters. At the bottom, the word 'GLOBAL' is written in a smaller, bold, white sans-serif font, all contained within a white rectangular background.