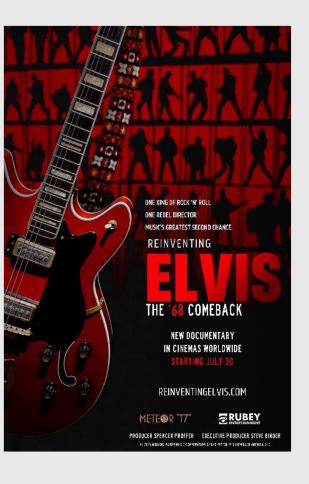
2023 Special Events Recap

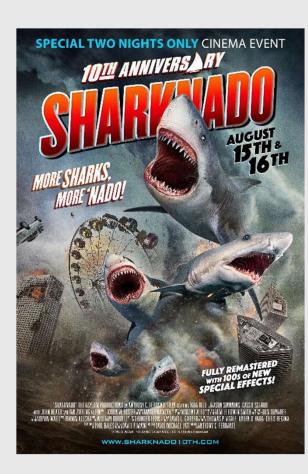


HIGHLIGHTS

Intl Distribution –18 Countries

Theatre Count - 1,250 across North America and Europe, Australia

USD 7.2m Media Impact from:
 Movie Tailers
 Online Marketing
 Theatre Affinity Emails
 Social Media
 Website
 Press
 Radio Promotions



PROOF OF CONCEPT PROJECT LIVE CINEMA VIEWING PARTIES OVERIVEW & REACH

≧/enezuela







PROMOTION HIGHLIGHTS:

- Largest live global E-Sports competition distributed to cinemas in 34 countries.
- · 600 cinemas, Paid attendance exceeded 60,000, avg of 100+ paid per screen, over \$950,000 in box office revenue.
- Localized cinema casts in nine languages
- Enhanced technology included broadband delivery, enhanced quality picture and sound, Premium Large Screen Formats (PLF), Centralized worldwide monitoring, quality control and troubleshooting
- Features for fans: Thundersticks for each attendee for in-cinema use. Digital capsules, Hextech Chests and Limited-edition skins for in-game use.
- 81 million total promotional impressions, valued at \$1.3M USD, using Cinema Trailers, Event Website, Newsletters, PR & Publicity, Entribe, Halo and Riot in-client ads.







North

Pacific

ONE NIGHT ONLY

Southern Ocean



OnePlus Music Festival Recap

HIGHLIGHTS

3-month PR campaign worth 4
million USD
7.2m livestream audience in India
a record tune in to date
USD 450K SM spend
65.2m organic impressions
17m organic reach
22,000 gathering

November 19, 2019
DY Patil Stadium
Mumbai India

