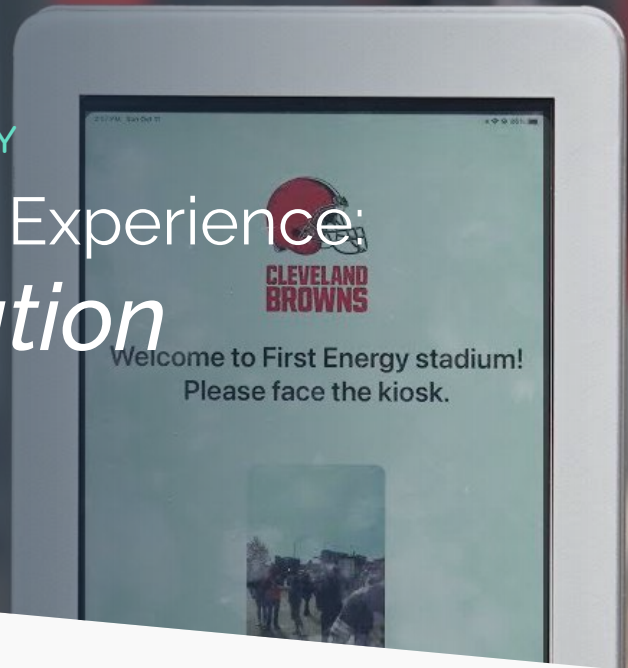


2022 CLEVELAND BROWNS CASE STUDY

Revolutionizing the Fan Experience: Facial Authentication



COMPANY PROFILE

Wicket is a computer vision AI company that reduces friction, enhances customer experience, and empowers facility and staff in sports and entertainment, retail, and enterprises by enabling facial ticketing, facial access control, age verification and payments.

FOCUS

Facial Ticketing
Payments
Employee Access Control

CONTACT

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OBJECTIVE

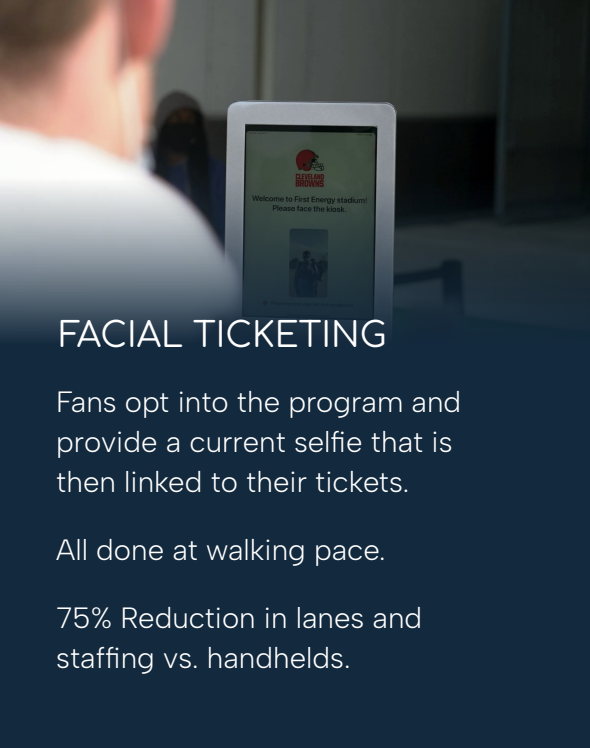
The Cleveland Browns partnered with Wicket in advance of the 2020 NFL season to enhance the game day experience and engage every fan like a VIP.

The implementation of Express Access has provided fans with a best in class experience. Following the addition of age verification and mobile order pickup, fans opted into an experience they couldn't get anywhere else in the NFL. Our fans who used Express Access had entry satisfaction ratings of 9.6 versus traditional mobile ticketing methods where scores averaged 8.5 on the season.

BRANDON COVERT
VP Technology

During the past two years, Wicket's technology has helped significantly improve ingress at FirstEnergy Stadium, both for Browns fans and our stadium operations team. They provided integral contributions that led our team to have one of its best performances to date for wait times and safe, efficient stadium access in 2022. We expect even greater results as we expand our use of Wicket's innovative systems in the future to continually enhance all fans' gameday and event experience.

DAVID JENKINS
COO



FACIAL TICKETING

Fans opt into the program and provide a current selfie that is then linked to their tickets.

All done at walking pace.

75% Reduction in lanes and staffing vs. handhelds.

2022 SEASON RESULTS

FirstEnergy Stadium Facial Ticketing Performance Metrics from 7/30/2022 to 12/24/2022

19,835

Entries Using Express Access

23,666

Number of Fans Registered

<2s

Average Entry Time per Ticket

40,456

Total Number of Tickets Redeemed using Facial Ticketing

83%

Of users have regular seating vs 17% who have premium (Club/suite)



EMPLOYEE ACCESS

Using FA for a back-of-house entry eliminates shareable credentials and can be used by employees, players and contractors 365 days per year

Cleveland Browns Berea Facility and FirstEnergy Stadium Employee Access Control Metrics for 2022

114,929

Total Number of Granted Decisions for Access Control

20

Access Control Sensors (Doors/Entry Points)

598

Staff Members Enrolled in Access Control

FIELD-LEVEL CREDENTIALING

Using FA to protect valuable player and playing surface assets

4

Credentialing Sensors (Entry Points)

366

Registered Credentials

1,758

Entries using Facial Credentialing

NEXT STEPS

With Wicket, The Cleveland Browns have drastically improved fan ingress and cleared their gates on average 10 minutes faster. Together we will deliver new solutions such as facial payments and age verification to continue to create a best in class fan experience.

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2022 WICKET ROI

By analyzing hours of line data and directly comparing traditional lanes and Wicket Express Access lanes from the 2022 season, Wicket has proven the following:



TIME & COST SAVINGS



4:1

Reduction in Ticket Scanning Lanes



75%

Reduction of space needed for ticketing ingress operations



\$8,000

Average cost savings per Wicket Ticketing Lane per season



FAN RECEPTION & USAGE IN 2022

25%

Of all Browns Season Ticket Holders (STH) enrolled

7%

Fans who received a ticket transfer, opted into Express Access

55%

Enrolled Browns STH's used Express Access 5 games or more

40%

Enrolled Browns Non-STH's used Express Access 2 games or more

9.5

Fans who used Express Entry had a fan exp. survey score average of 9.5 vs. 8.7 for those who used traditional entry methods

HARD FACTS

23,600+

Registrations, of which 5,500 are STH and 17,000 are non-STH

49

The average age of the Express Access program users

90%

Of fans said they would like the program expanded

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