

Creating a Sensational **Event Experience**





Building on the 3 years of success with Express Access facial ticketing, the Cleveland Browns expanded the use of Wicket in 2023 to drive revenue and further enhance the fan experience.



THE USE CASES

- **Facial Ticketing** Fast entry for individuals & groups
- Facial Payments Grab and Go for beer and snacks
- Facial Credentialing Controlled entry to sensitive areas
- Facial Access Control Secure access for employees

The fan experience is paramount to our organization. Wicket has proven time and again they are an ally and innovator in our effort to provide our fans the best possible experience.

David Jenkins

Chief Operating Officer

Our fans love using Express Access, and this season we wanted to see where else Wicket could be used to improve the fan experience. Express Beer proved that was possible.

Brandon Covert

VP of Information Technology

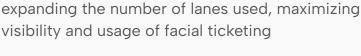
THE RESULTS

The 4th season of Express Access was focused on



Fans opt-in to Express Access through a simple enrollment and are able to breeze through gate entry with a group up to 14 people

Click For Video D



35,859

992

4,176

44%

Of fans used at

more than I game

Total number of enrolled fans

Of all ticketed

12/28/23 game

The Browns rolled out Express Beer in partnership with Wicket as a pilot that allowed fans to buy 2 beers per order, growing from 1 to 6 dedicated kiosks in 2023

fans used at

Average new enrollments game by game

98,438 39,726

Total number Total number of entries of ticket scans

43% 16%

> Of all season ticket holders enrolled

10-12 sec

transaction time

Average

FACIAL PAYMENTS

Fans opt-in to Express Beer by loading their ID for proof of age and a credit card to grab beer and snacks without pulling out a wallet or phone

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Access for credentialed visitors

Total number of access points

5,500

Total number Total number of enrolled fans of orders

17

Average orders per fan per game

2,457

Total number of credentialed entries

713

Total number of credentialed users



Access for employees and staff

Total number of access points

946

Total number of enrolled staff 336,204

Total number of access control entries



4:1

Reduction in ticket scanning lanes needed based on throughput

\$8,000

Average cost savings per **Express Access ticketing** lane per season

171%

ROI in first year of limited Express Beer deployment

Fan ROI

4x

Faster ingress and concessions utilizing **Express solutions**

9.3/10

Express Access ratinghighest rated item in fan survey

1,126

Fan hours saved using Express transactions this season



Both Express Access and Express Beer have multi-year sponsors and are seen by fans as benefiting fan

- Verizon at Express Access
- Bud Light at Express Beer