

CityCheers Media

Revolutionizing the Hospitality Industry

CityCheers is poised to transform the \$900 billion hospitality industry with its revolutionary **Super App**, designed specifically for bars and restaurants. By consolidating essential tools into one seamless platform, CityCheers offers a comprehensive solution that connects venues with their patrons in ways never before imagined. We are giving every bar and restaurant in the nation a free iOS and Android app, hosted on the CityCheers Super App, enabling them to engage customers, streamline operations, and drive revenue—all at no cost to operators.

What Makes CityCheers Unique?

The **CityCheers Super App** combines a powerful core feature set with integrations to external applications, creating a one-stop ecosystem for the hospitality industry:

- **Unlimited Patron Messaging:** Direct, cost-free communication with customers.
- **Virtual Chalkboards:** Dynamic updates for daily specials, events, and promotions.
- **Loyalty & Rewards Programs:** Build customer retention with ease.
- **ExpressCheck One-Touch Payments:** Fully automates the payment process, eliminating QR codes, terminals, credit card handling, and receipts.
- **Big Data Opportunity:** Real-time access to consumer purchase behavior and venue performance metrics.

ExpressCheck is integrated with all major POS networks, its One touch payment process positions it to become the **new payment standard** at bars and restaurants.

Revenue Model and Profitability

CityCheers generates revenue through scalable, recurring income streams:

1. **ExpressCheck Fees:** \$0.75 per transaction
~\$1,000/month per venue with 1,334 transactions
2. **Managed Services:** \$165/month per venue for content management.
3. **Brand Advertising:** \$250/month per venue for beer and spirits brands.
4. **Mobile Ordering Fees:** \$1 per order.
5. **JobLine:** Job seekers pay \$5/month to register and apply for jobs
6. **Instant Gifting:** CityCheers earns 5% of all gifting transactions.

Path to Profitability: With just **200-300 active venues**, CityCheers is set to become profitable in the next 2-3 months.

Market Opportunity

The U.S. bar and restaurant market has **1.3 million venues**, creating a massive revenue opportunity. With a conservative 6%-12% market penetration:

- 100,000 venues x \$1,000/month = \$100M/month in revenue.
- \$100M/month x 12 months = \$1.2 Billion annually.

At a Platform-as-a-Service (PaaS) multiplier of 10x revenue, this equates to a potential valuation of **\$12 billion with a 7.8% market penetration**.

Investor ROI

With 30% quarterly profit distributions to shareholders, investors are projected to recoup their initial investment within the first year. For those investing now, the opportunity for **100x to 200x returns** is within reach as CityCheers scales nationally.

Scalable Deployment Through Strategic Partnerships

Seven distribution channels allow for rapid national deployment:

- **POS Vendors and Dealers:** 22 vendors, 53 dealers.
- **Merchant Services:** hundreds of resellers
- **Anheuser-Busch Distributors:** distributors deploying the Super App nationwide
- **National Restaurant Chains:** initial outreach to begin to hundreds of chains
- **Airport Concessionaires:** Partnering with airport concessionaires, 115 airports
- **Direct Marketing:** hundreds of independent sales reps
- **50 State Restaurant Associations:** 2,000 apps in each state = 100,000 apps

CityCheers expects to generate **\$1,000 per site/mo. = \$100 million/mo. in revenue**

Executive Summary

Management Team

Our experienced leadership team is equipped to execute this ambitious vision:

- **Winston Jaeb, CEO/Founder:** 30 years in hospitality marketing
- **Jodi Marciano, VP Operations:** Finance, HR and order processing
- **Chad Chastain, SVP Sales:** formerly with Nike / developed CC Sales Channels
- **DJ La Forge, EVP Technology:** Company Founder / created CityCheers tech stack
- **Chris Windle, VP Technology:** Security Expert, network systems architect
- **Mia Vigen, VP Customer Success:** created CC venue onboarding systems

CityCheers Super App is position for immediate national deployment.

Investment Opportunity

- **Current Valuation:** \$84 million.
- **Amount Raised to Date:** \$25 million over 8.5 years.
- **Current Raise:** \$6 million at \$4 per share for national deployment.
- **Use of Funds:** Integrations, operations, and channel partner deployment.

With all major POS integrations complete and a proven channel partner strategy in place, CityCheers is positioned to become the dominant hospitality Super App, delivering unparalleled returns for early investors.

CityCheers is not just a Super App - it's a transformative new platform for the hospitality industry - it connects all the industry technology players on ONE OPEN PLATFORM. CityCheers is poised to redefine how venues and patrons connect, communicate engage and pay.

Winston Jaeb

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Key Updates:

- **Financial Focus:** Highlights profitability timeline and potential returns.
- **Investor ROI:** Clearly outlines 100x to 200x opportunity.
- **Market Dominance:** Emphasizes CityCheers' unique position and scalability.

