

In the startup world, much like Chinese mythology, "unicorns" are rare - they are companies that surpass a billion-dollar valuation at a rapid pace.

What does it take to become a unicorn?

Disruptive innovation paired with major barriers to entry creates certain competitive advantages. Being the first-to-market with patented, hard to replicate technology is also essential.

When these elements align – shareholders position themselves for extraordinary returns.

CityCheers Super App

CityCheers Super App

America's Hospitality App

CC Offering Objectives

- a. CC Super App helps bar and restaurant operators generate more revenue
- b. National Distribution at tens of thousands of venues via Channel Partners
- c. Why fintech hospitality solutions with BIG DATA - fetch 10X revenue multiples
- d. What has to happen for investors to earn 150X Return on their Investments

CityCheers | Back Story



Winston S. Jaeb - CEO/Founder
Silicon Valley & Dallas

CEO / Founder – Winston S. Jaeb

His first 27 years were spent operating a regional brand marketing agency. His clients were Anheuser-Busch, MillerCoors, Crown Imports, Diageo, Pernod Ricard, Jim Beam Brands and Brown-Forman.

While working with the bar and restaurant operators - he recognized the constant struggles that bar and restaurant operators have using email blasts, websites & apps and social media to promote their daily specials, game times and events to their local audiences - their regulars. This Super App solves this problem.



How bar and restaurant operators communicate with their patrons

Email



Websites



Social Media



facebook



X - twitter



snapchat

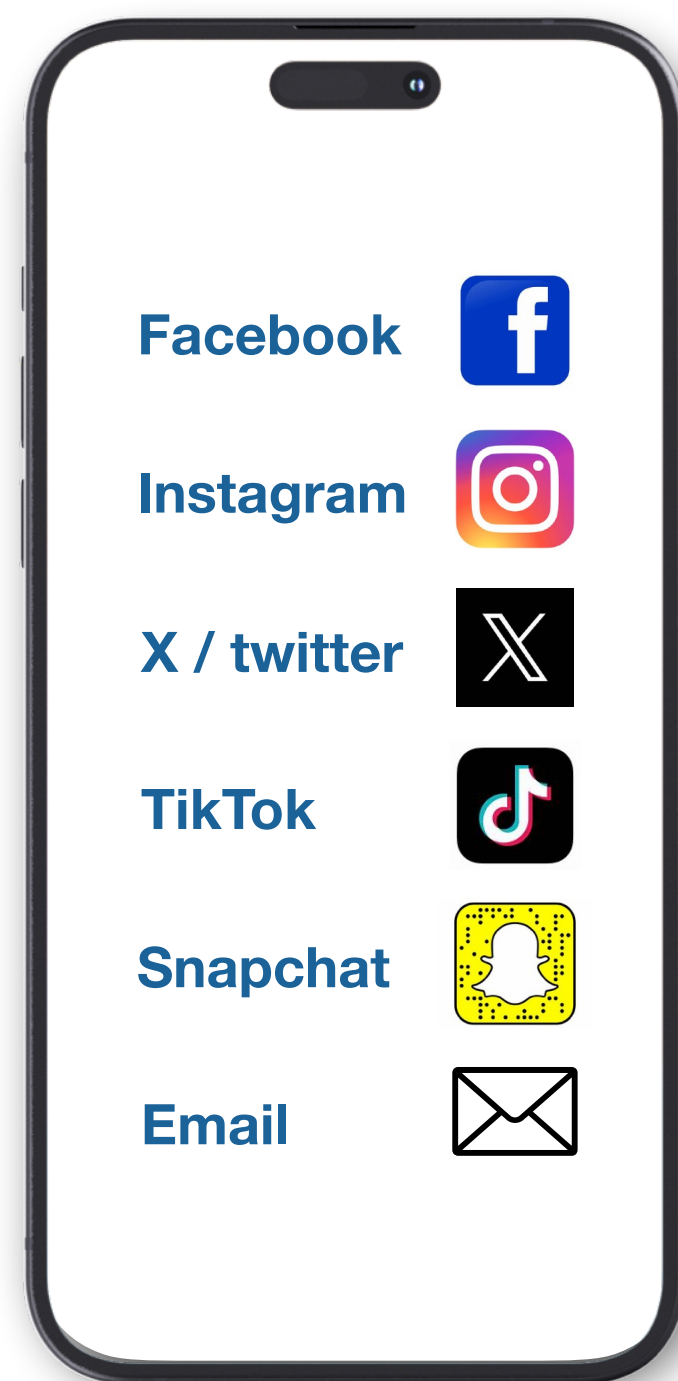


instagram



tictok

6 platforms = fragmented communications



America's Hospitality Sector

1.3 Million Bars and Restaurants



When was the last time someone said...
“lets jump on facebook to find a good lunch spot.”

There are millions of posts on all the social media networks - everyday
Its virtually impossible to send a message directly to regular customers - on social media

INTRODUCING...

CityCheers SuperApp

A Free, Open Platform for hospitality technology players to connect and engage

One Super App for every bar and restaurant in the country

Consumers don't want to
download an app
every time they visit
another bar or restaurant



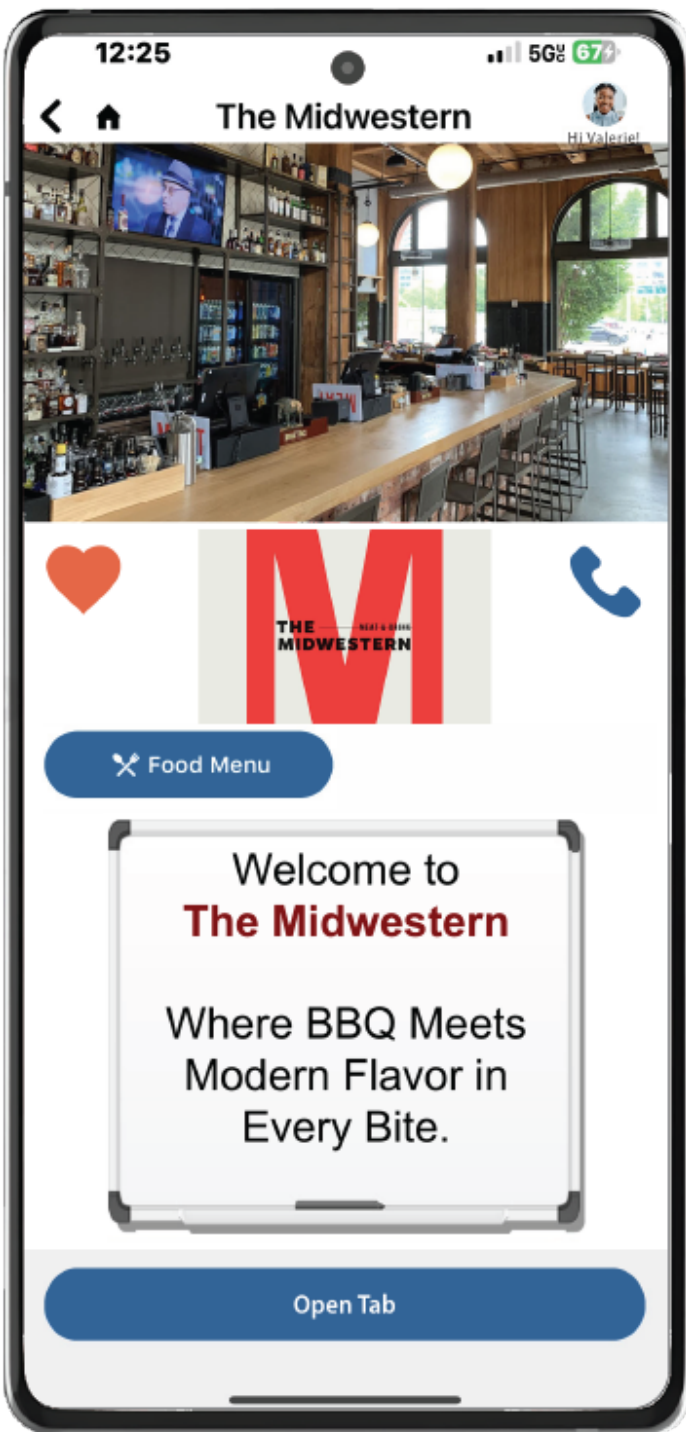
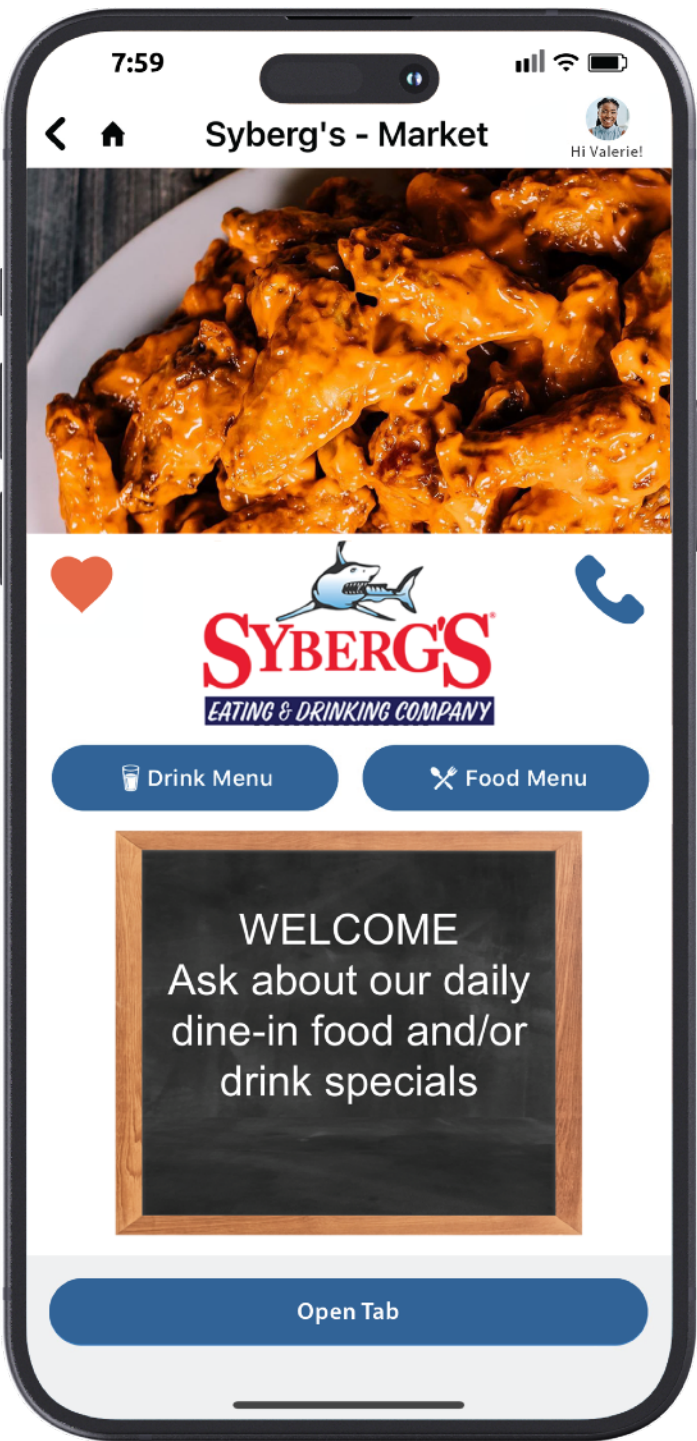
For the first time ever...

A Super App that hosts all
the Menus and Chalkboards
with the daily specials,
game times events
- for every venue in town

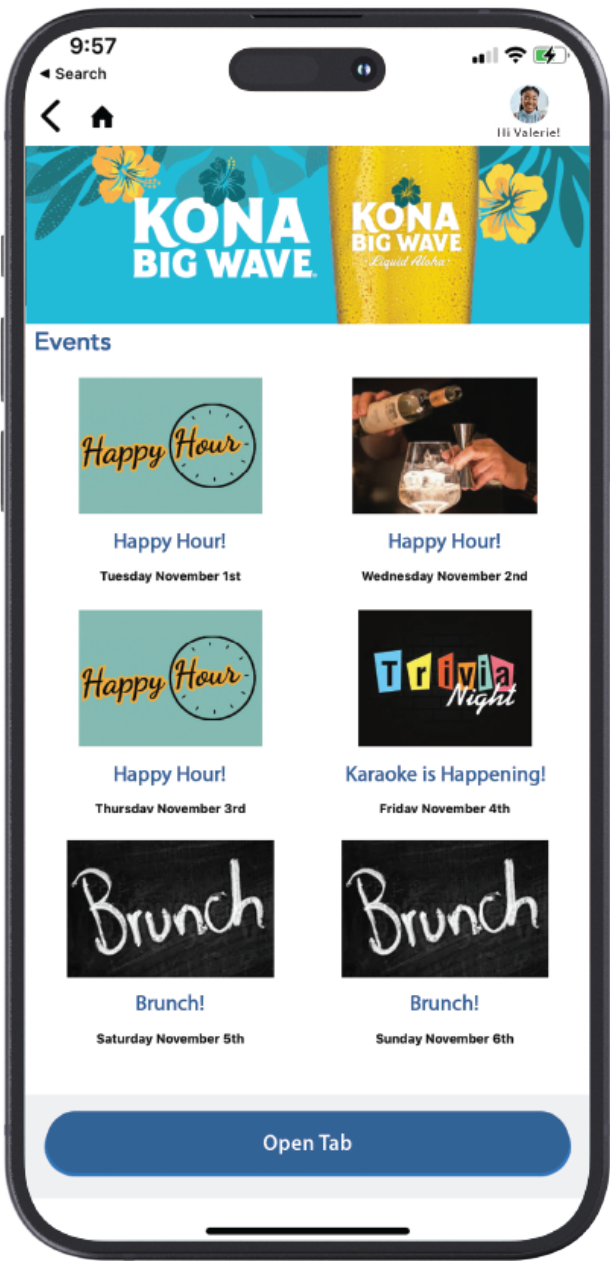
CityCheers is providing every bar and restaurant in America iOS and Android apps and hosting them on one Super App



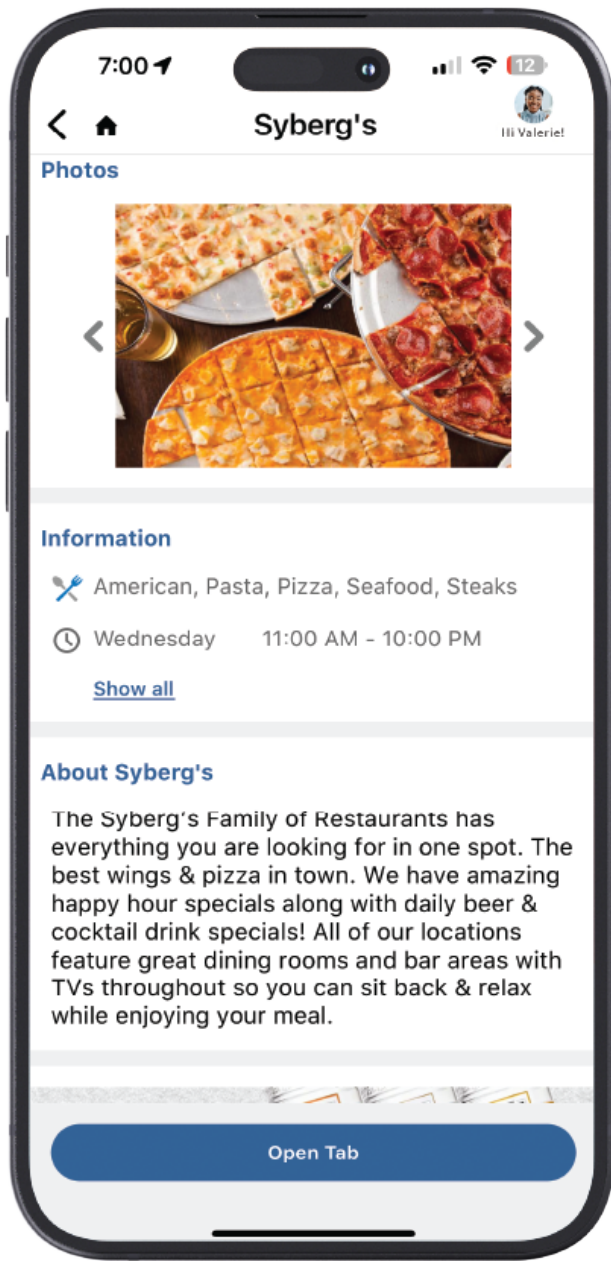
everything is included...



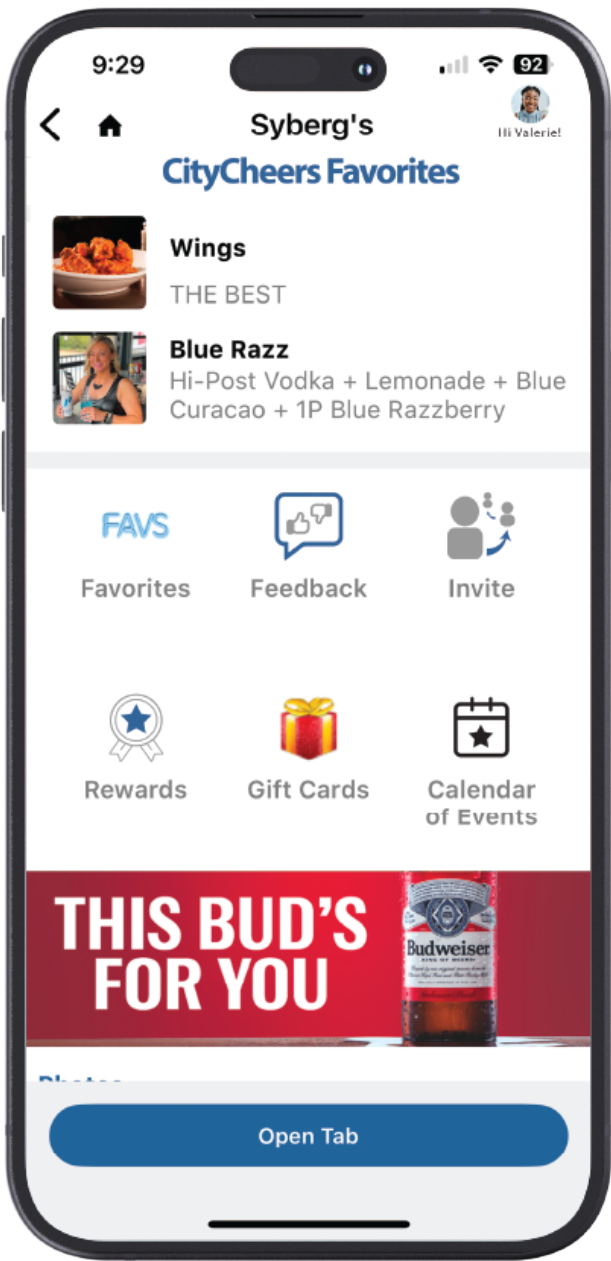
Food & Drink
Menus



Calendars

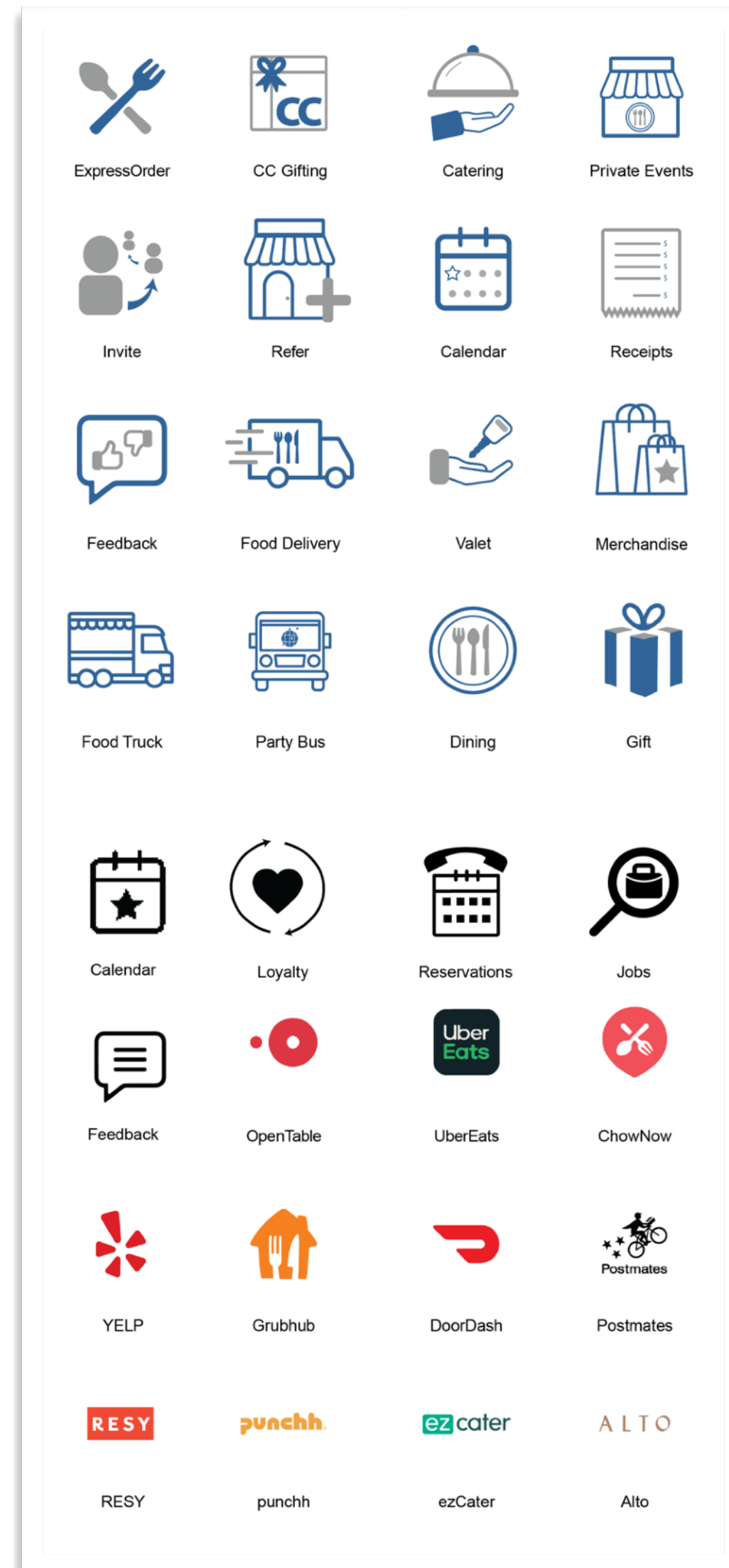


Photos / About



Custom Widgets

CityCheers Super App | Custom Widgets



Widgets redirect your Patrons to your custom features



with links to 3rd party technology solutions

- **WaitList** - free interface on the ConnectPortal
- **Instant Gifting** - for any venue in the country
- **Rewards** - keeps all your Rewards in one place
- **Calendars** - post your special events
- **Private Events** - contact / info. / scheduling
- **Catering** - contact / info. / scheduling
- **Feedback** - sent to management
- **Receipts** - keeps all your receipts in one place
- **Loyalty & Rewards providers**
- **Food Delivery providers**
- **Reservations and Wait List solutions**

CityCheers Super App | JobLine

One national platform for Bar and Restaurant Jobs



JobLine

- **Bar and Restaurant Operators**
 - Post Job Openings
- **Employment Candidates**
 - can apply to one venue
 - or apply to
 - all the venues in town



CityCheers Super App | Instant Gifting

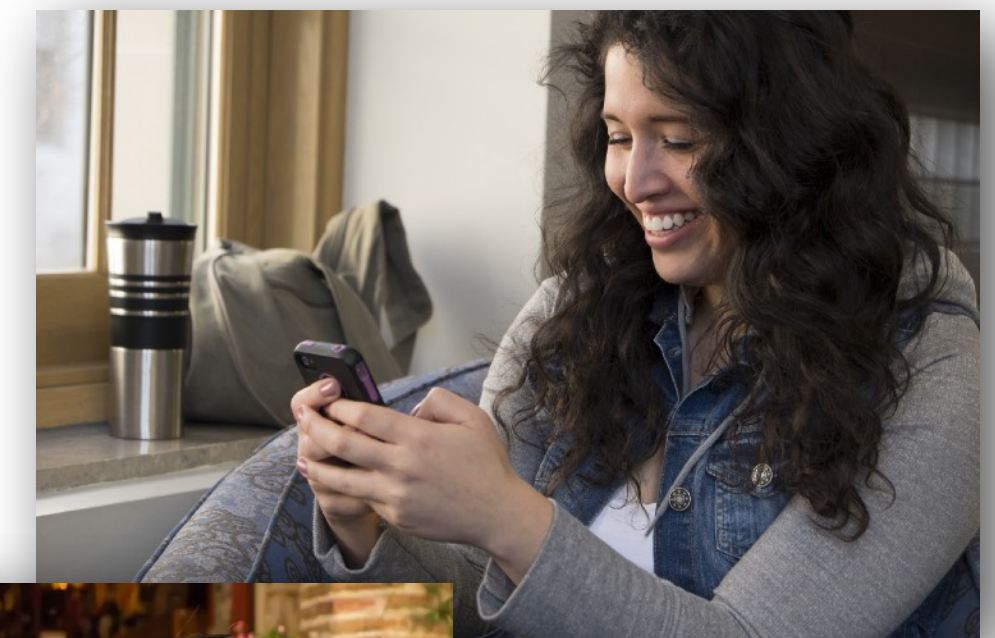
One national platform for Gifting



Instant Gifting

Gift credits can be purchase for family and friends - even when they are at a venue... anywhere in the country

Works just like Gift Cards
- and its done instantly - online



CityCheers Super App | Purpose & Function

Every account gets the regulars...

- that live or work in their community -
to **Favorite** their venue on the CityCheers App



When patrons pay on the app
they automatically **Favorite** your venue

- if they want to UnFavorite a venue - they just tap the Heart again

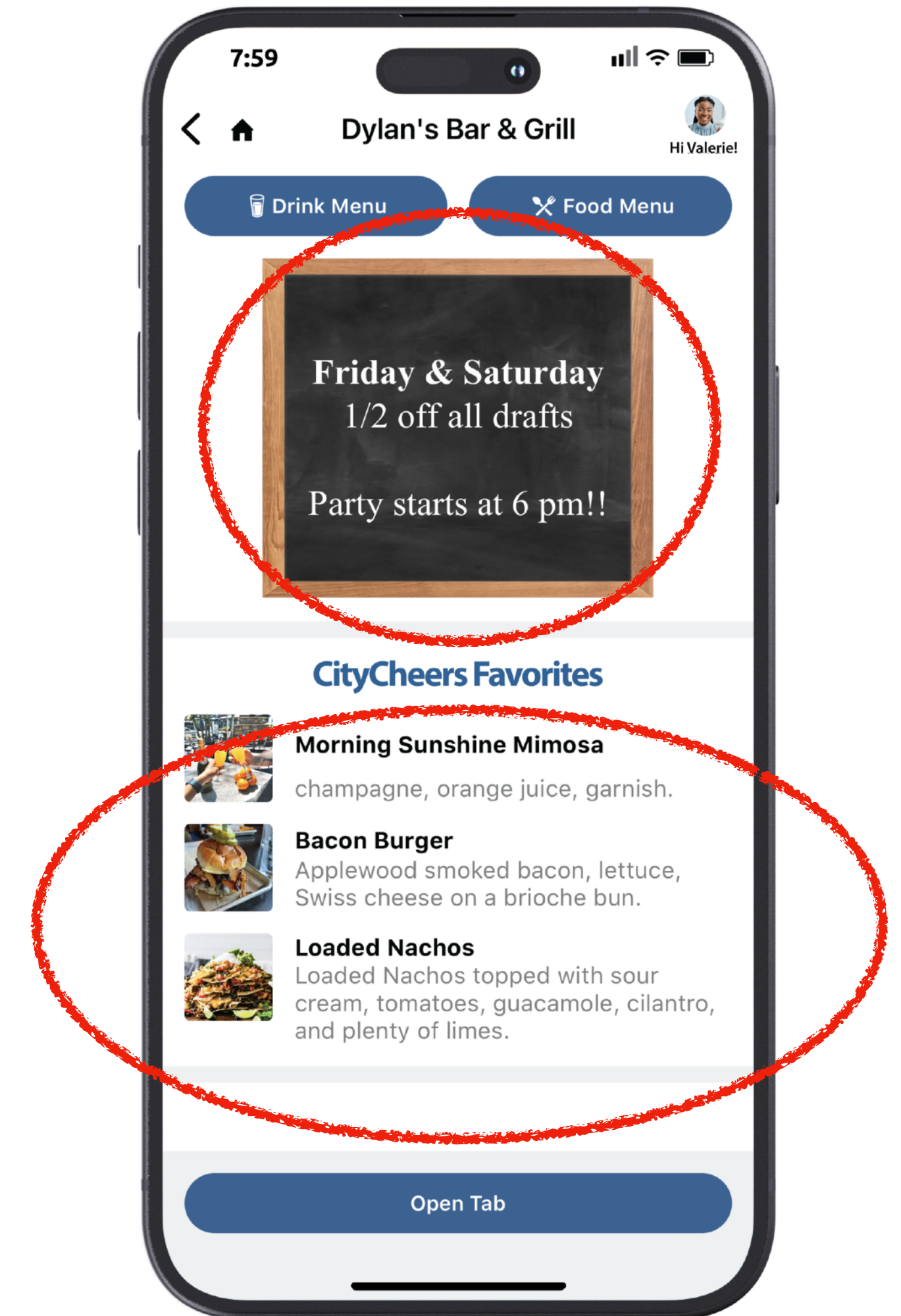
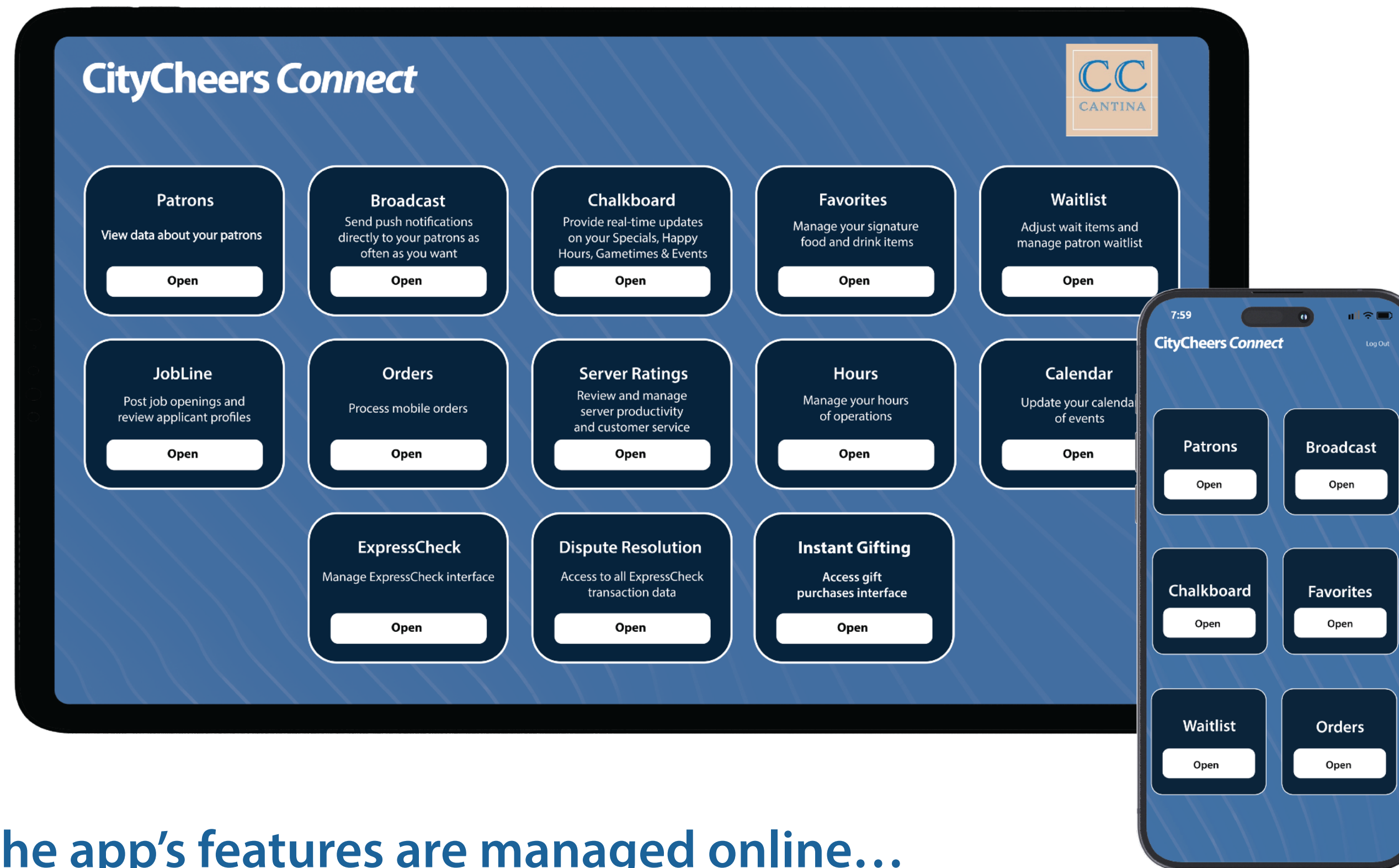
When patrons tap the Heart...

1. The Venue's App is added to Favorites List
2. Patrons can now receive their Alerts

Retailers broadcast their daily specials,
game times and events directly to their patrons
and post them on their app's live streaming
Chalkboards, Signature Items and Calendars

**This is how we get the regulars at
each venue to return more often
and bring their friends**

CityCheers Connect Portal



All the app's features are managed online...

Send unlimited - Dining and Entertainment Alerts

Live Streaming Chalkboards • Signature Food/Drinks • Events Calendars

WaitList • JobLine • Mobile Orders • Patron Data • Server Data • Dispute Resolution

CityCheers Connect Portal | Broadcasts

Every operator can send unlimited Dining and Entertainment Alerts

Home

Patrons

Broadcast

Chalkboard

Favorites

WaitList

JobLine

Orders

Calendar

Server Ratings

Hours of Operation

ExpressCh...

Dispute Resolution

Log Out

Broadcast

Send a Cheer to your patrons!

Send Via:

Email (22 patrons)

Push (22 patrons)

Who do you want to reach?

All

Message Subject *

Taco Tuesday!

Message content:

B

U

Lane's Oak'd BBQ - BUD LIGHT BUCKET NIGHT!!!
Stop in this Saturday for a cold bucket of Bud Light!!
Bring your friends.... THE PARTY STARTS HERE!!

Broadcast Expires

Upload Image

Screenshot 2024-02-01 at 5

Attach a Reward

Send It!

Pops up on for 3 seconds

if not opened creates a badge

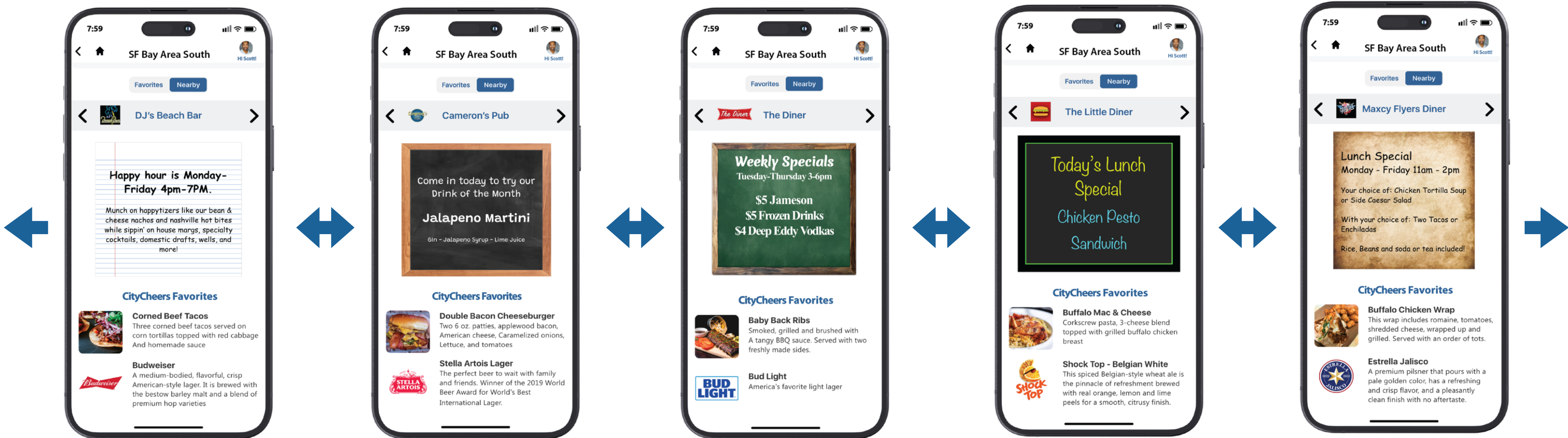
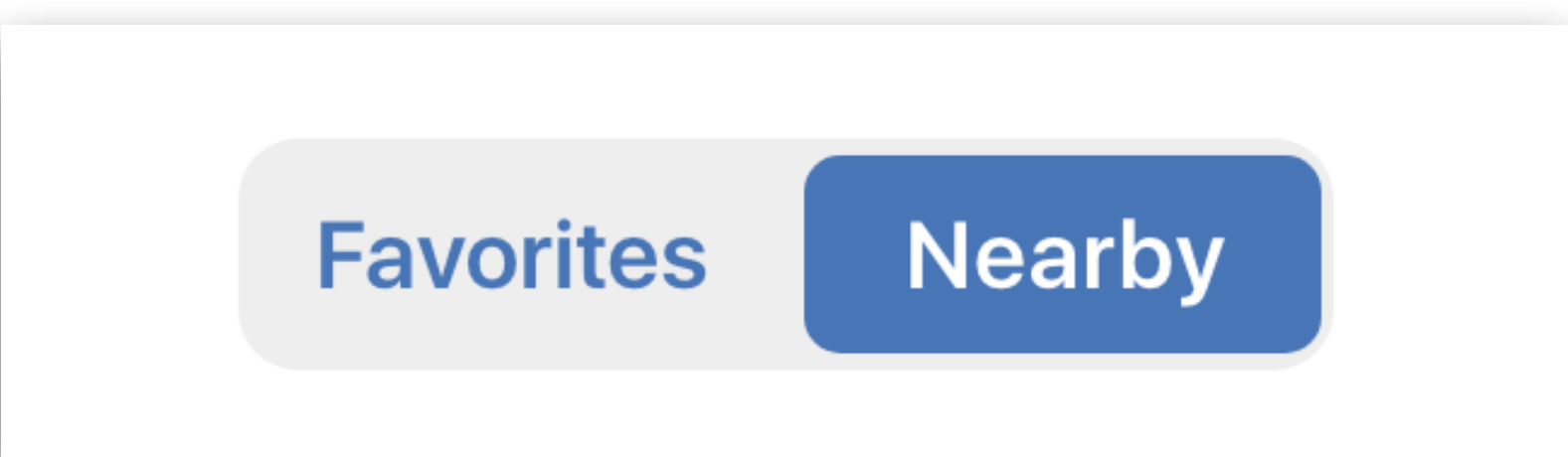
Your best customers can tap the SHARE button to invite their friend groups to your specials and events - making them your influencers

ConnectPortal - accessible from any web browser

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CityCheers Super App

Live Streaming Chalkboards & Signature Items



Users can **SWIPE LEFT** or **SWIPE RIGHT** to see live streaming Chalkboards and Signature Items

CityCheers Managed Services - optional

Retailer's pay CityCheers **\$165** a month to manage and update their CityCheers Listing



- Retailers Listing - CC manages their content
- Food and Drink Menus - CC updates their menus
- Chalkboards - CC posts their daily specials and events
- Calendar of Events - Post upcoming events, sports games and live music
- Weekly Event Broadcasts - CC sends broadcasts

CityCheers Content Managers pair their beer distributor's brands on the venue apps in their territory

Content Management

Schedule broadcasts for their Dining & Entertainment Alerts



CityCheers manages their campaigns

- Weekly Events
- One-Time Events
- Favorites
- Signature Items



Helen Fitzgerald's / St. Louis, MO

CityCheers

Weekly Events

Sunday

Stella Artois Steak and Prime Rib Night

Monday

Bud Light Monday Night Football - \$5 Drafts

Tuesday

Estrella Jalisco Taco Tuesday - all-you-can-eat

Wednesday

Michelob Ultra Lunch Special – Cabo Cobb Salad
Wednesday Happy Hour – Wings and Sliders

Thursday

\$5 Dollar Natty Light Pint Night – Join the Mug Club

Friday

\$4 Budweiser Draft Happy Hour
Join us for Live Bands (starts at 7:30pm)

Saturday

NCAA College Football - \$4 Bud Light

Favorites

Jackson Mule

Tito's Vodka, Simple Syrup,
Lime and Ginger Beer

Volcanic Rock Shrimp

Volcano Sauced Spiced
Peanuts, Scallions

Signature Items

Ahi Poke Tacos

Crispy Wonton Taco Wheels, Ahi
Tuna, Green Onions, Poke Sauce,
Creamy Sriracha Aioli

Mai Tai

White Rum, Orange Curacao,
Dark Rum, Lime, Mint

Broadcast

What would you like for us to broadcast?

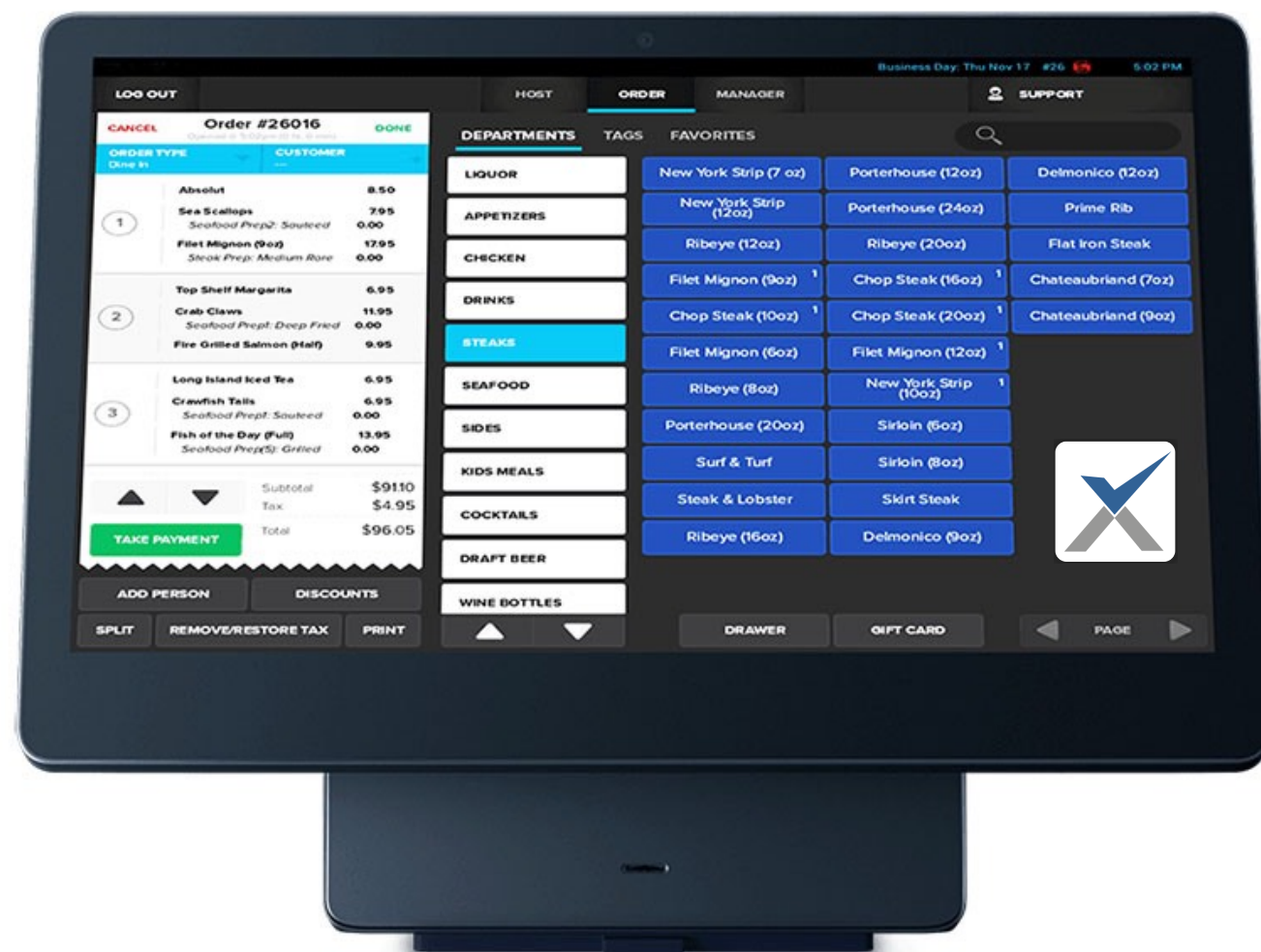
Send broadcasts for all
Monday and Friday events

One-Time Events

MLB World Series Games Sponsored by Bud Light
Budweiser Daytona 500

EXPRESSCHECK | Two Touch Payments

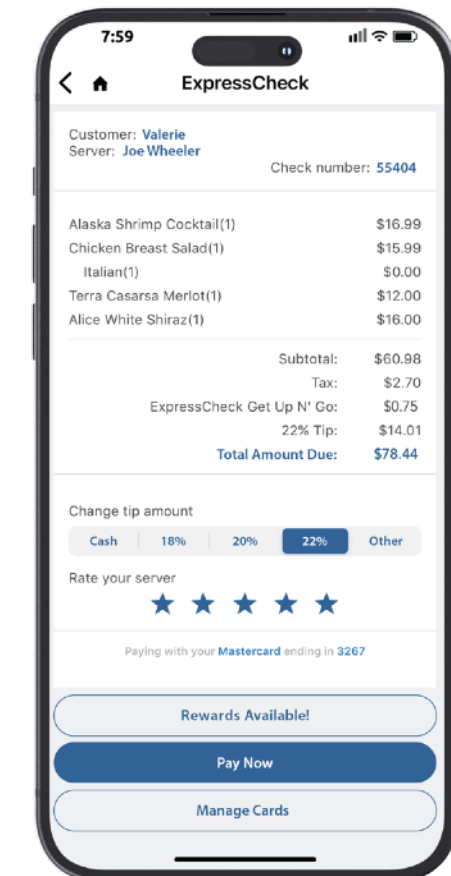
COMPLETELY AUTOMATES THE PAYMENT PROCESS AT BARS AND RESTAURANTS



ExpressCheck software pushes the orders on the POS to patron mobile devices



Completely automates the payment process

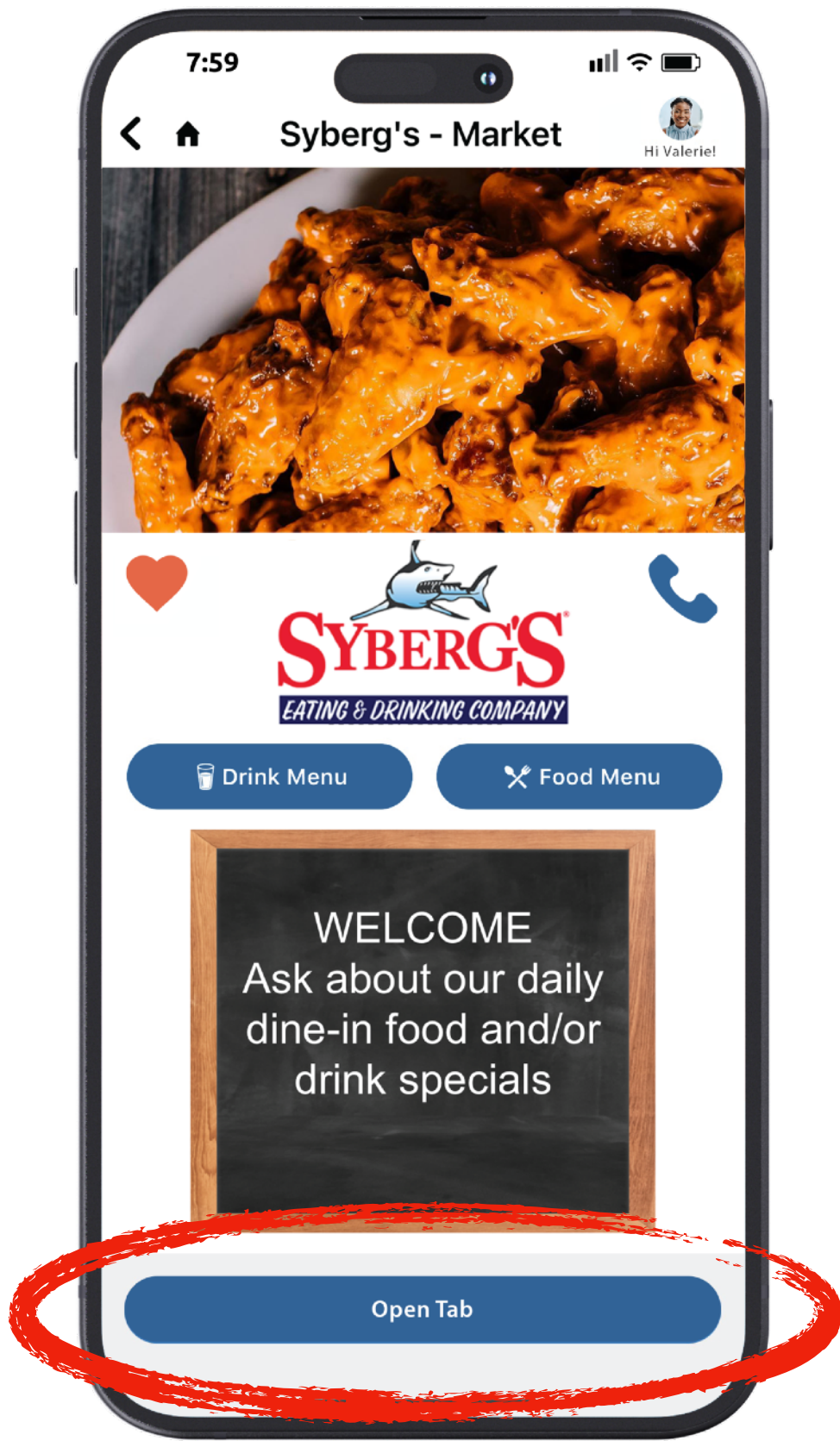


Patrons Tip, Pay & Go

- no need for servers to process credit cards

EXPRESSCHECK | Two Touch for Patrons

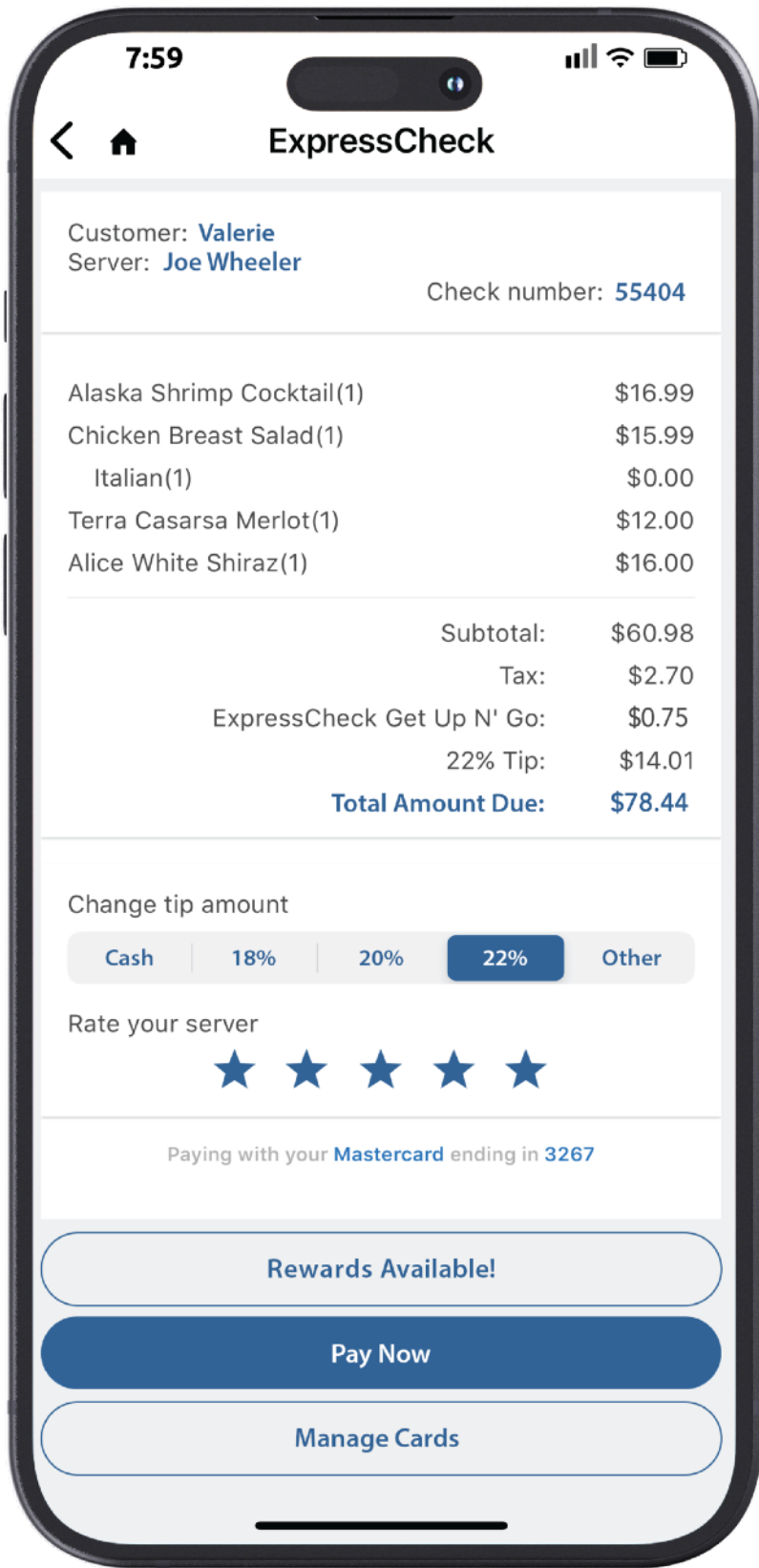
Touch 1



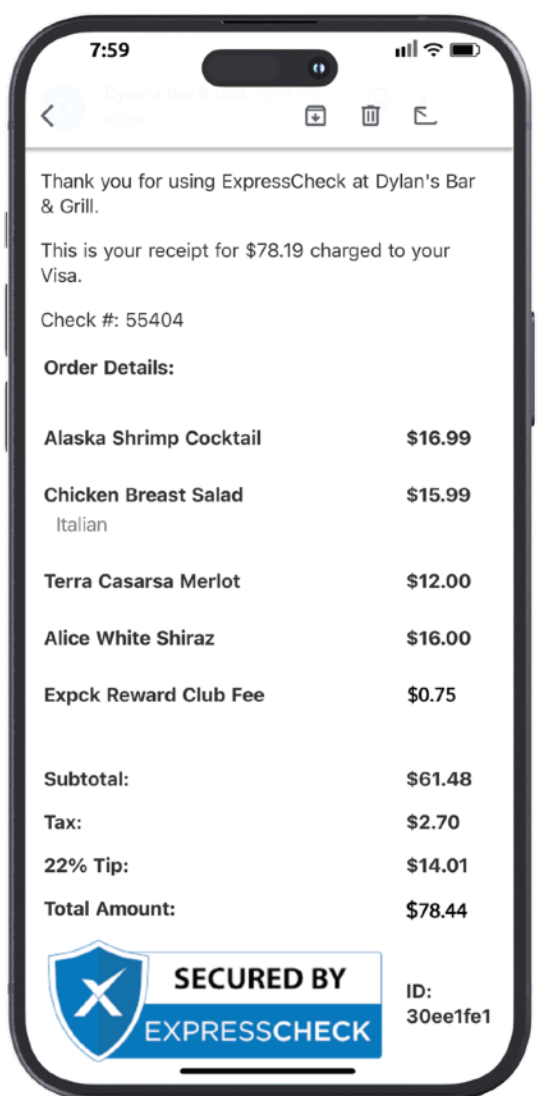
Patron taps Open Tab on the app
- tells the server their name

As soon as the order is
entered into the POS
it shows up in the app

Touch 2



Patron taps Pay Now
the ticket is closed

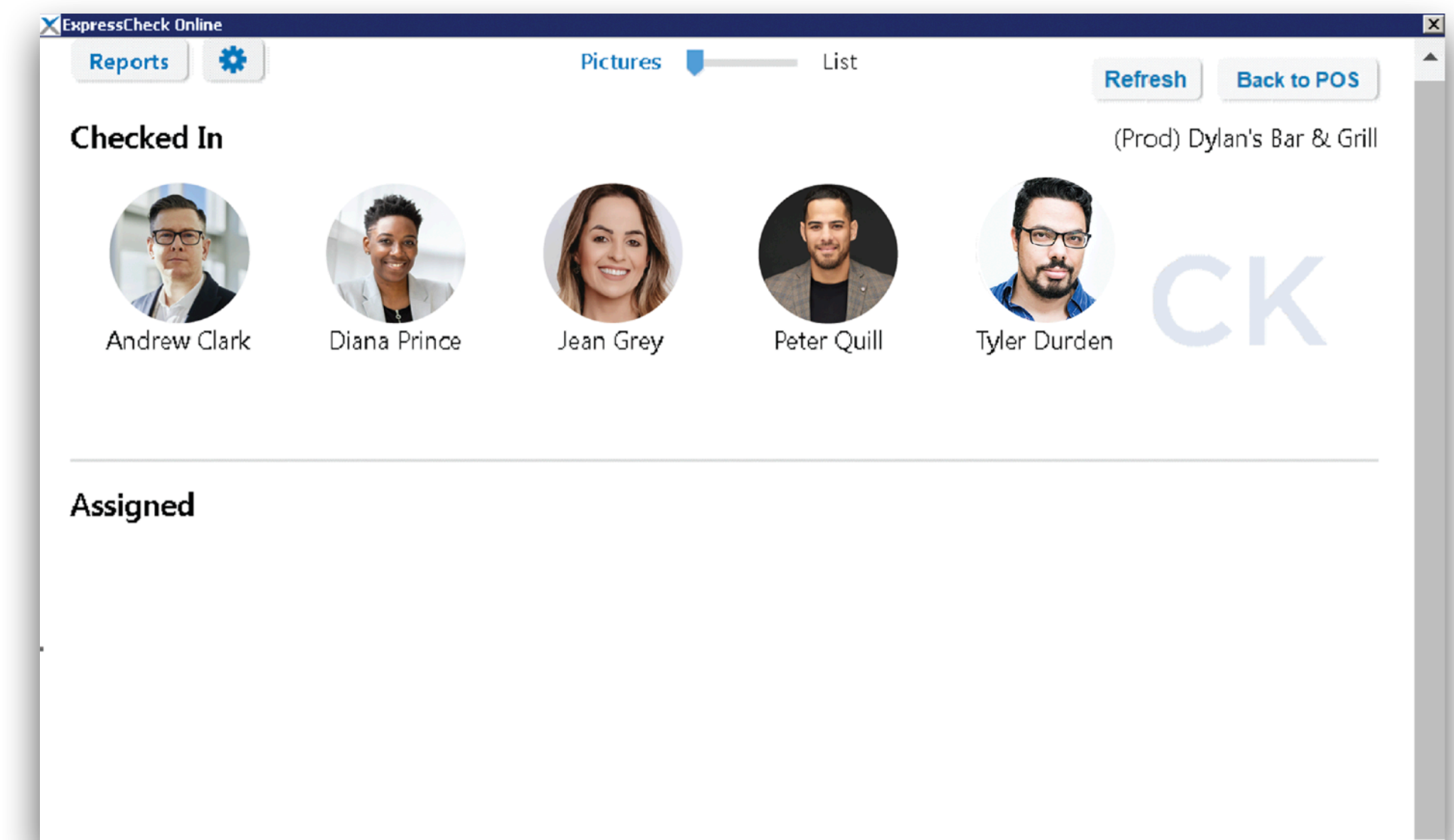


Receipt is archived on the app
and emailed to the patron

EXPRESSCHECK | Two Touch for Servers

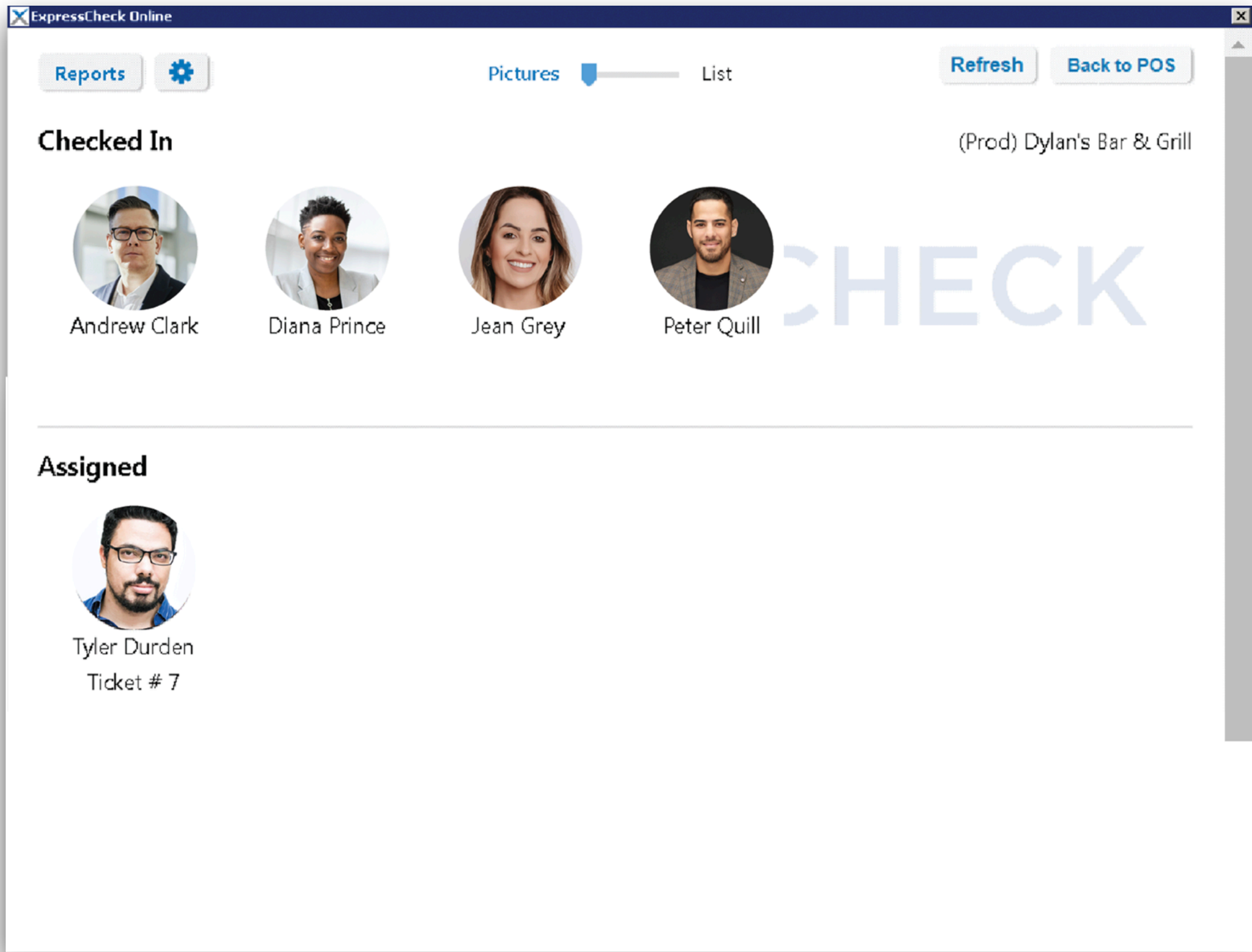
When the Server creates the ticket
they tap the ExpressCheck button

Then taps on the patrons face
to assign the ticket to the user

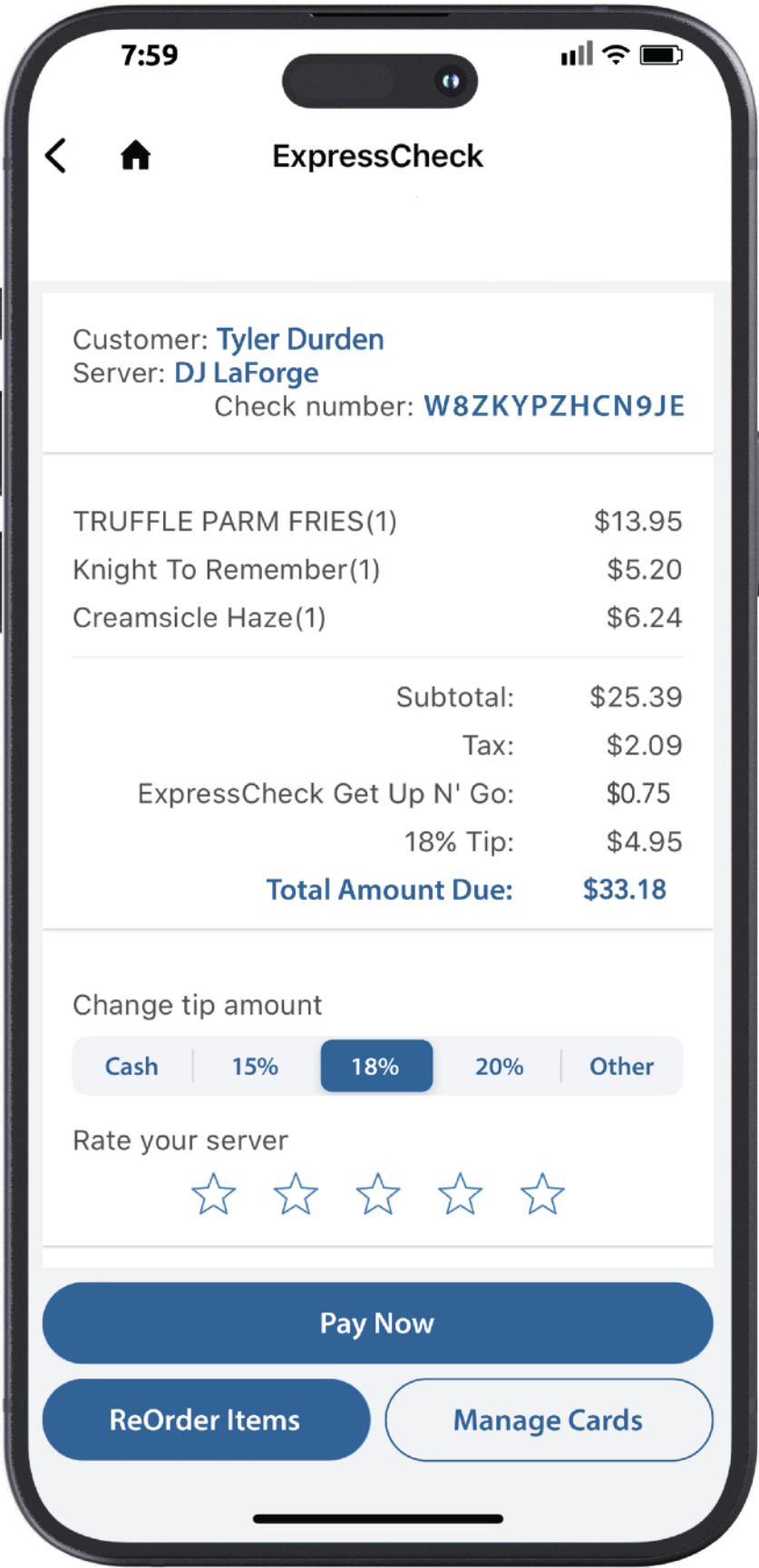


EXPRESSCHECK | Server Assigns the Check

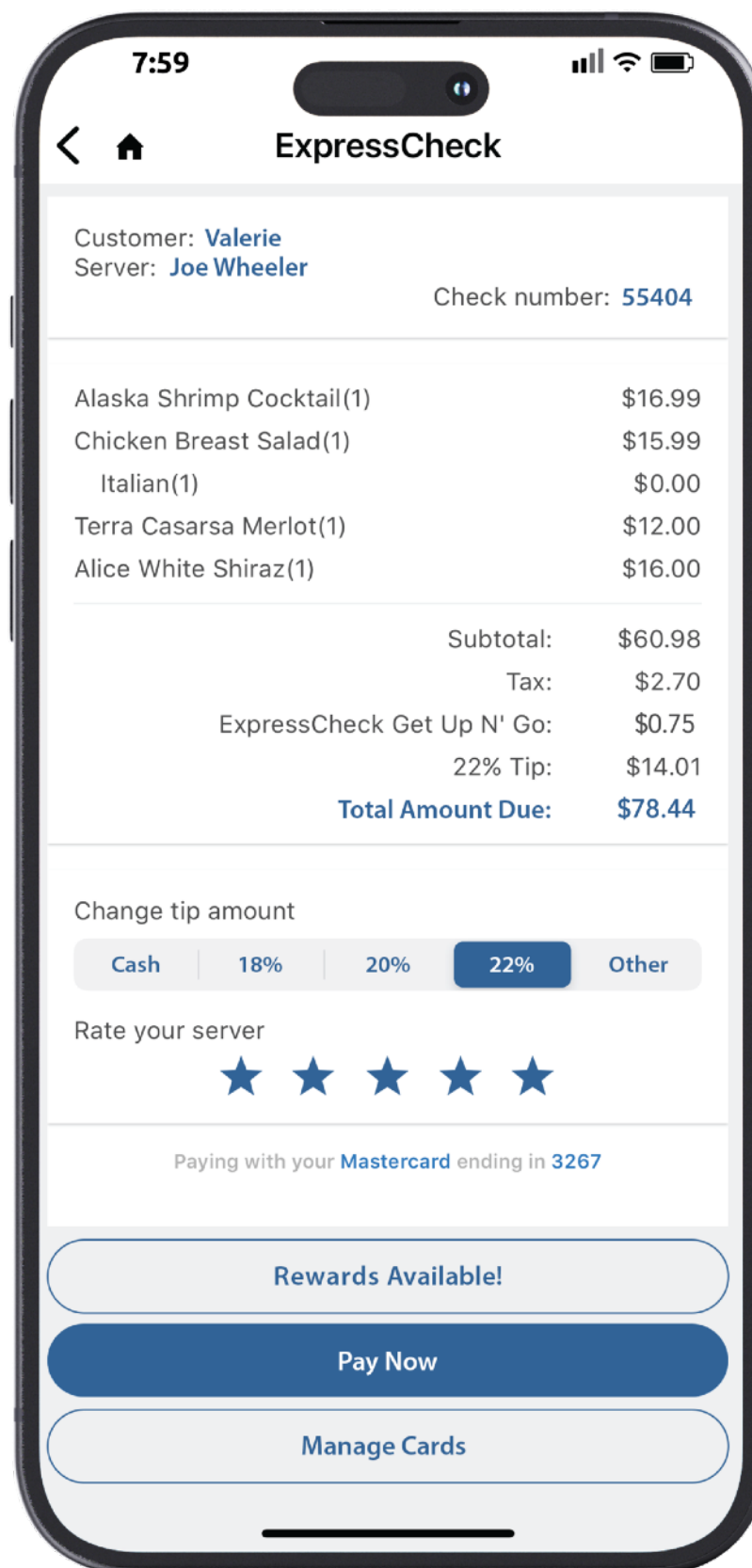
The patron moves from **Checked-In**
to **Assigned on the Portal**



the order shows up on
the patron's phone
- every new item
shows up instantly

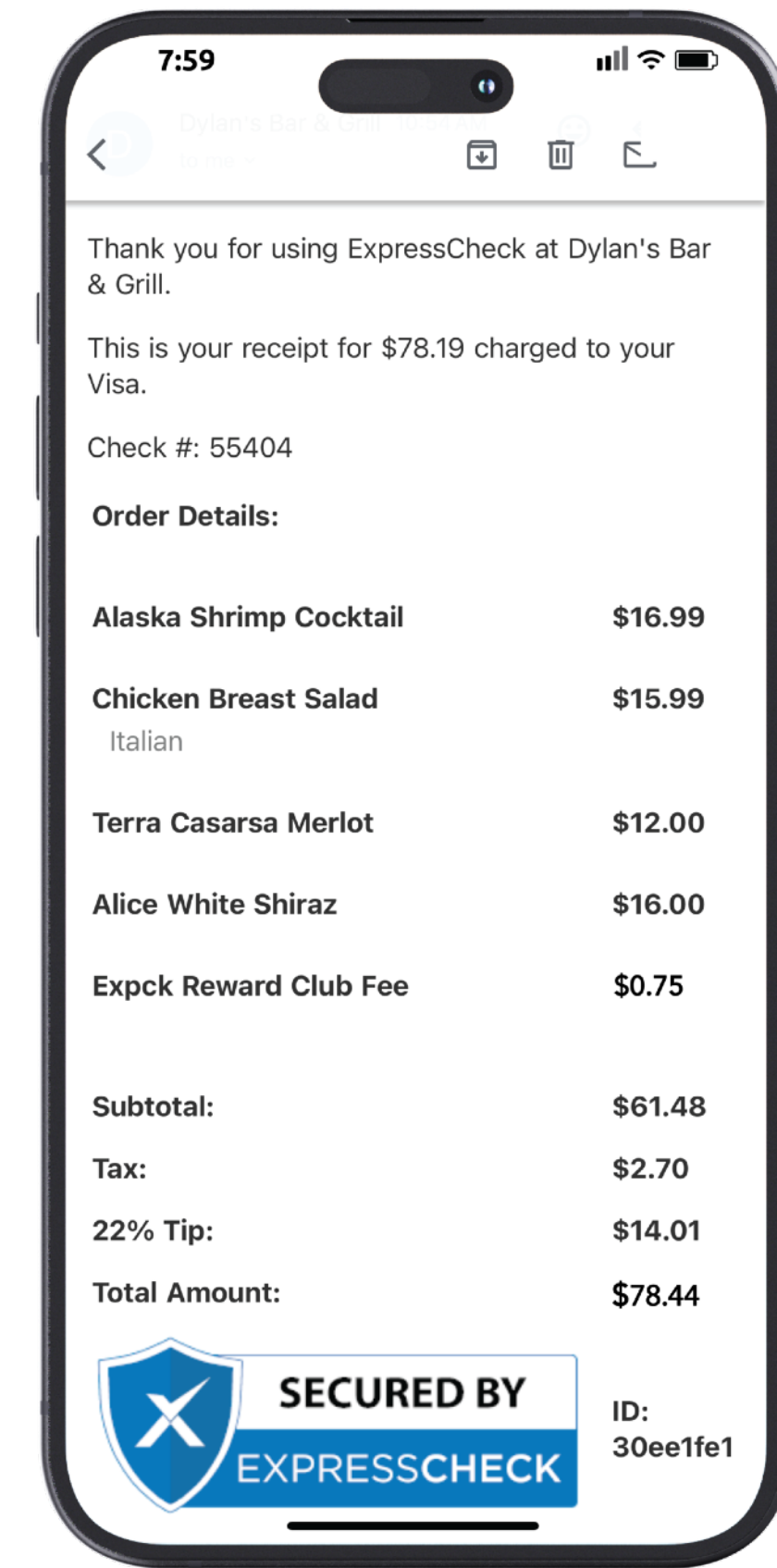


EXPRESSCHECK | Patron Closes the Check



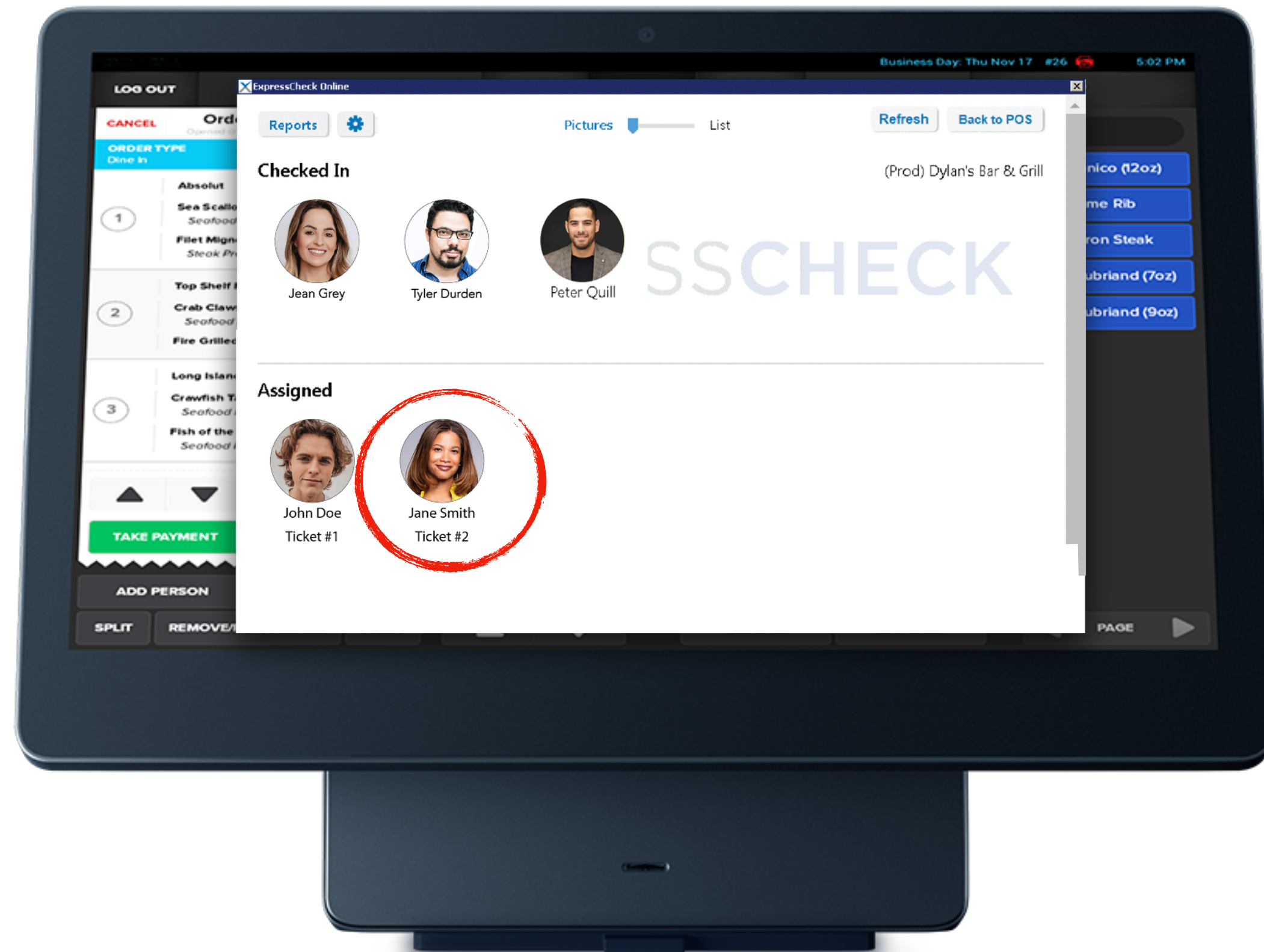
When the Patrons tap PAY NOW...

- the payment is processed with your processor
- the tip is injected into the POS
- the ticket is closed on the POS
- the receipt is archived on the app and emailed to the patron
- all in 3 seconds

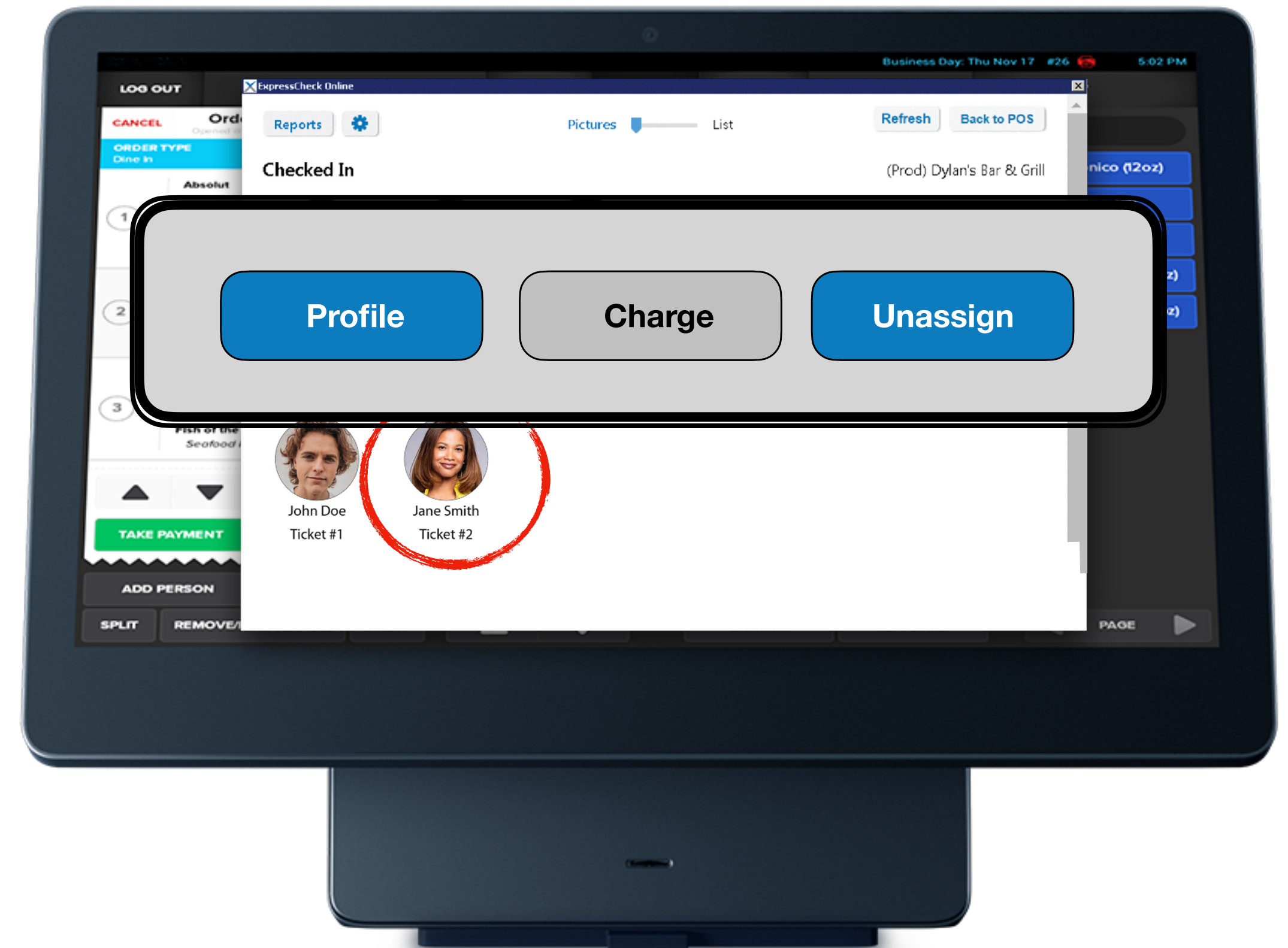


EXPRESSCHECK | Charging Walkouts

Tap on the User



Tap Charge



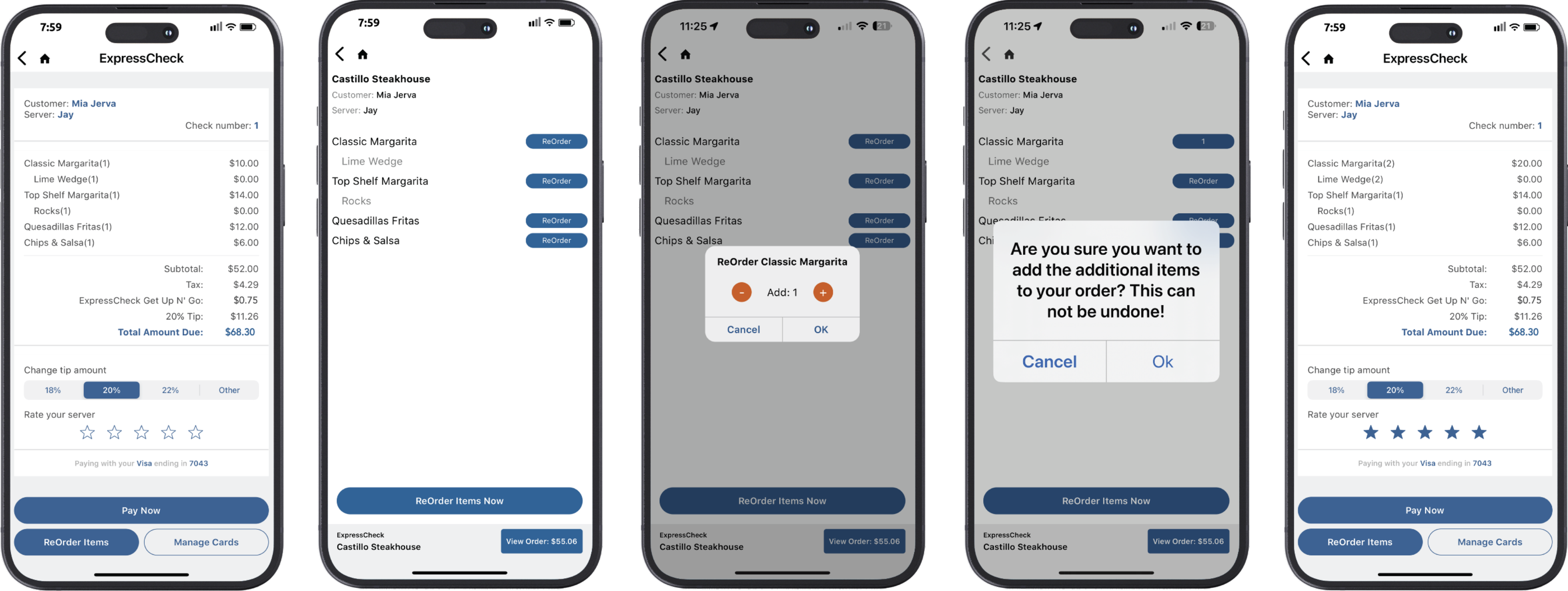
20% tip is added to the checks when the patrons leave and don't close their own tabs

- per the CityCheers User Agreement

When a POS system is connected to a Super App that holds patron credit card data - they gain new many new features and functionality

1. **Two-Touch Payments:** Servers tap the patron's name on the POS and they're done
- the rest of the payment process is automated - patrons just tap Pay on the app
2. **With ExpressCheck:** Bartenders no longer need to process credit cards - and they can pour more drinks
3. **Closing Tabs at the Bar:** Patrons quickly pay at the bar - rather than transferring a tab to the table
4. **Bartenders no longer need to hold credit cards to OPEN TABS** - Since patrons have their TAB on the app
5. **Tables turns faster:** When patrons can pay their tabs and leave - servers can cover 2 to 3 more tables per shift
6. **No more adjusting Tips:** ExpressCheck automatically injects the tips into the POS
7. **ReOrders:** Patrons can't order on the app - but they can ReOrder anything that was already ordered
8. **Protects against Walkouts:** Patron tabs can be closed on the POS - even after the patrons leave
- the 20% tip is automatically added to the tickets - per the user agreement
9. **Power outages or POS network issues...** No Problem - Patrons can still tap pay on the CityCheers app
10. **Digital Receipts:** No more printing receipts - they are saved on the app and emailed too
11. **ExpressCheck Dispute Resolution:** Patrons can't perform chargebacks on this app
12. **Drives repeat business:** The CityCheers App gets the regulars to return more often and bring their friends

EXPRESSCHECK | ReOrdering items



More Revenue

Drives repeat business

- The CityCheers App gets the regulars to return more often and bring their friends

Every ExpressCheck table - turns faster

When Patrons can pay and go on their own

- Saves 5 to 10 mins on each table
- Servers get to serve 2 to 3 more tables per shift

When the payment process is automated

When bartenders no longer need to process credit cards - they can pour many more drinks

Completely eliminates the payment process

- No need to hold cards to OPEN a TAB



Better Security

Protects against Walkouts

- Servers are able to charge the patrons
- plus a 20% tip

Protects against Chargebacks

- It is very difficult to perform a chargeback

Protects Against Employee Theft

- Servers never see the patron's credit card

Drive Thru, Phone Orders, Catering are paid in advance

- Patrons can see the orders on their phone and just tap Pay

CityCheers Payments are Processed via the App

Credit cards are no longer needed to OPEN a TAB - they are saved on the app



No more credit cards left behind

Customer information

Check in Certificate
Biometric customer authentication token
Location validation token

Visit Log (2e71d2e6)

Patron information



Name: Winston Jaeb
Email address: wj@citycheers.com
Phone number: 4086906906
Zip code: 75240

Phone and user validated via Multifactor Authentication
Date of validation: 12/31/2022 6:00 PM

Venue information

Name: Lane's Oak'd BBQ
Phone number: 2142428671
Address: 4525 Belt Line Rd
City: Addison
State: TX
Zip code: 75001
Venue location: 32.95, -96.84



Venue information

3

Visit Log (2e71d2e6)

Open tab

Name: Lane's Oak'd BBQ
Patron selected open a tab at the venue at: 12/06/2023 5:48 PM
Phone location: 32.95, -96.84

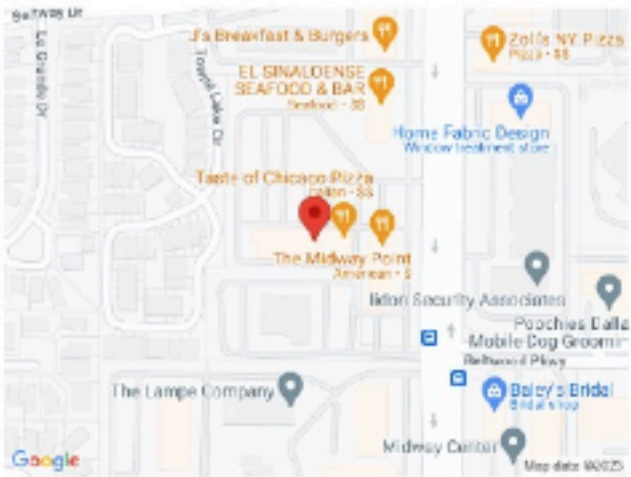
Patron validated via phone biometrics at: 12/06/2023 5:48 PM
Biometric Authentication type: Face ID
Biometric token: 9a79d83f0ba37787d611abc318ec99d5cab02ca959726948d8cd4d38d408730



Pay tab

Name: Lane's Oak'd BBQ
Patron selected Pay tab at the venue at: 12/06/2023 7:08 PM
Server Name: PM Bartender
Check: #ccf8137f-96f9-14df-83a6-cb56f2095818
Tip selection: Percent
Tip amount: \$ 10.82
Check total: \$ 65.44
Transaction completed date and time: 12/06/2023 7:08 PM
Card: American Express, ****2004
Auth code: 120785
Phone location: 32.95, -96.84

Patron validated via phone biometrics at: 12/06/2023 7:08 PM
Biometric Authentication type: Face ID
Biometric token: e90cb42fcd4d26beee7554f9d55118e7b53b6f1cd505dba1d45ad41051b965fb



4

Visit Log (2e71d2e6)

From: Lane's Oak'd BBQ <noreply@citycheers.com>
To: Winston Jaeb <>wj@citycheers.com>
Subject: ExpressCheck receipt from Lane's Oak'd BBQ on 12/06/2023 19:08:55

Thank you for using ExpressCheck at Lane's Oak'd BBQ.

This is your receipt for \$65.44 charged to your American Express ending in 2004

Check #: 78

Order Details:

Blantons (2) \$50.00
Expek Reward Club Fee \$0.50

Subtotal: \$50.50
Tax: \$4.12
20% Tip: \$10.82
Total Amount: \$65.44



ID: 2e71d2e6

We hope you enjoyed your visit!

ExpressCheck Dispute Resolution
software authenticates all payments.

Payment Certificate
Biometric customer authentication token
Location validation token
Payment approval (intent)
Approved amounts

The users face and phone are certified to be at the same position as the Venue location at the moment of purchase.

EXPRESSCHECK | POS Integrations

CityCheers is connecting our ExpressCheck software to 34 Point of Sale systems in America

Completed Integrations - 65% Market Share



**Other Integrations
25% Market Share**



10% Market Share



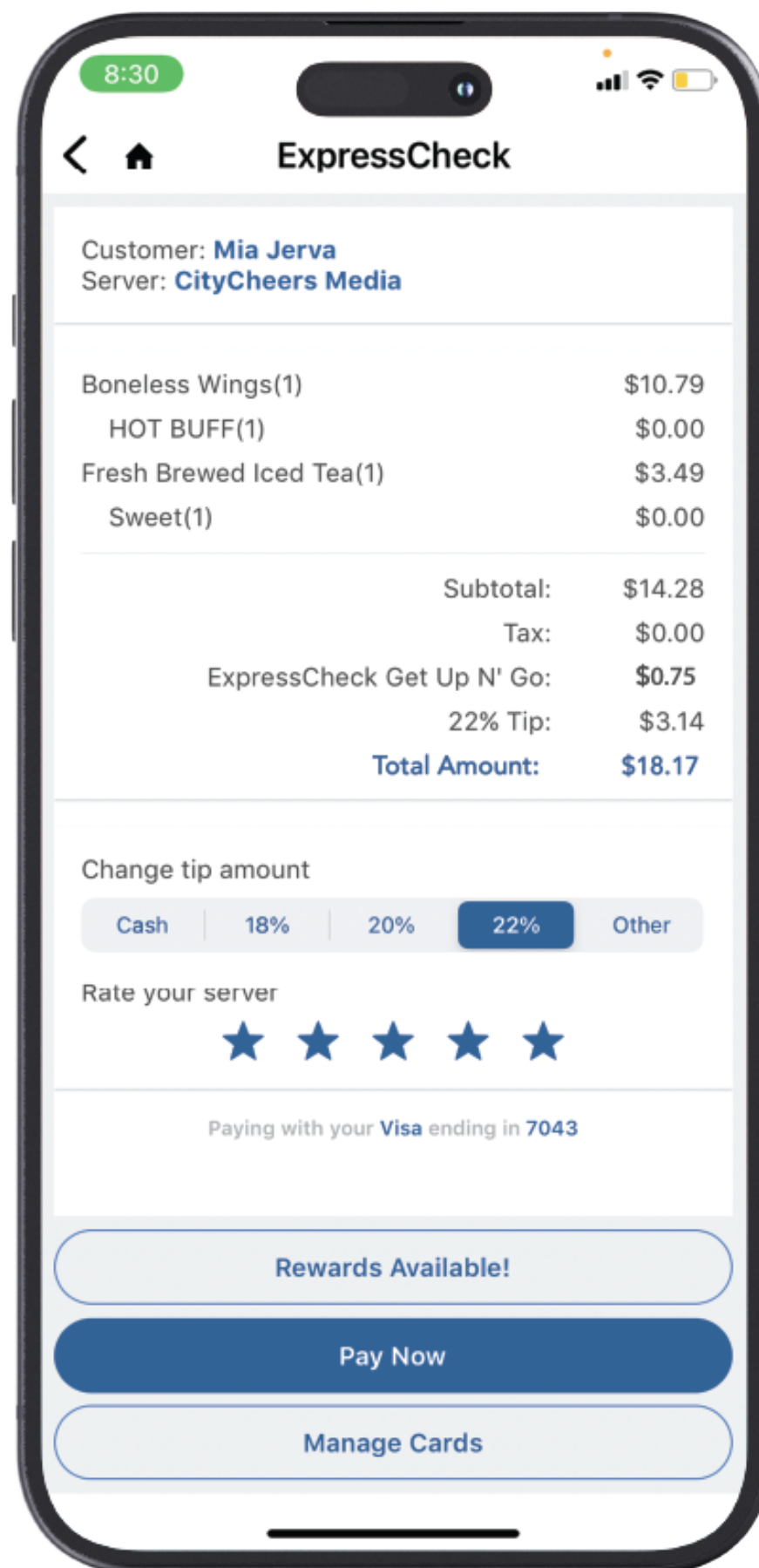
One App to pay at any restaurant or bar in America

EXPRESSCHECK | Processor Integrations



The CityCheers App connects to all of the major credit card processors
Payments are sent to the merchant's existing card processing statement

EXPRESSCHECK | Patron Benefits



- Access to streaming daily specials and events
- Credit cards are entered once – to pay any where
- Opening Tabs, Splitting Checks and Paying are a snap
- No more waiting for checks - or - handing over credit cards
- Every venue gives their patrons a \$5 credit
 - Pays for first six trans - at 75 cents/trans
- Credit cards are 100% protected
 - never come in contact with servers or POS systems

Patron Onboarding



- CityCheers trains Shift Managers how they make more money when they hand out the Server Cards
- \$5 Welcome Reward Pays ExpressCheck \$.75 fee for 6 visits at every venue

We are now on CityCheers
America's Hospitality Super App

- Rewards & Loyalty features
- Live-Streaming Chalkboards with Daily Specials & Events
- Menus, Signature Food & Drinks

- The ExpressCheck feature displays your check on your phone
 - So you can Tip and Pay whenever you're ready to go

*Never wait for a check again - it's on your phone
It's the safest, fastest and most secure way to pay*

Favorite our app to stay updated with us!
The Super App for food, drinks, and good times

See how it works →

We are asking you to use the CityCheers app to pay here from now on
- it completely automates the payment process

Once you pay with ExpressCheck you'll never hand over your credit card again

Register and enter your credit card - one time - to pay anywhere

How to pay with ExpressCheck...

- 1 Open a Tab** at this venue
- 2 Give your name** when you order
- your order shows up on your phone
- 3 Tip and Pay**
- whenever you're ready to go

- No need to split checks
- everyone gets their own tab
- Receipts are archived on the app

\$5 Welcome Reward
Pays \$.75 ExpressCheck Fee for 6 visits at every venue

Register and enter your credit card on the app

Your Success is Our Success!

Next Steps

- Sign the Referral Agreement
- CityCheers builds the Apps for your ONP accounts
- CC onboarding team will come to your offices introduce the CC Super App to your sales team and explain the retailer referral process

CityCheers

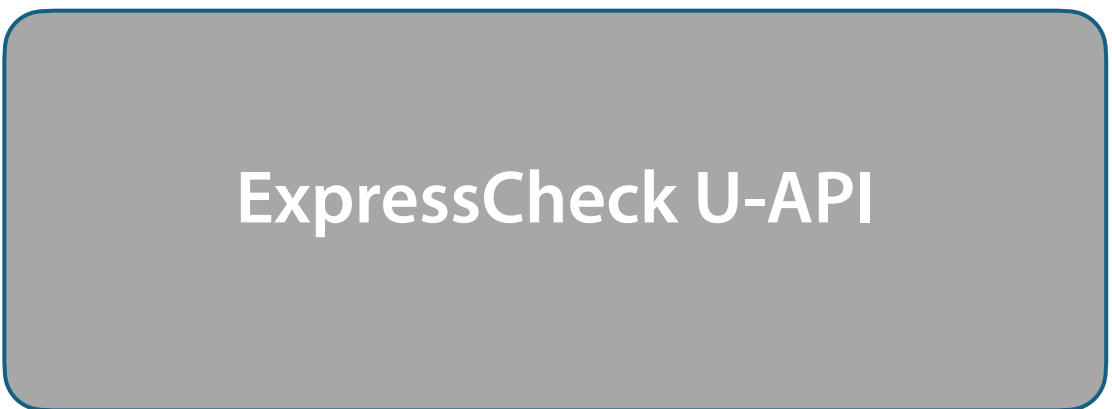
Channel Director - Chad Chastain
chad@citycheers.net
773-456-1517

CEO - Winston Jaeb
wsj@citycheers.net
408-690-6906

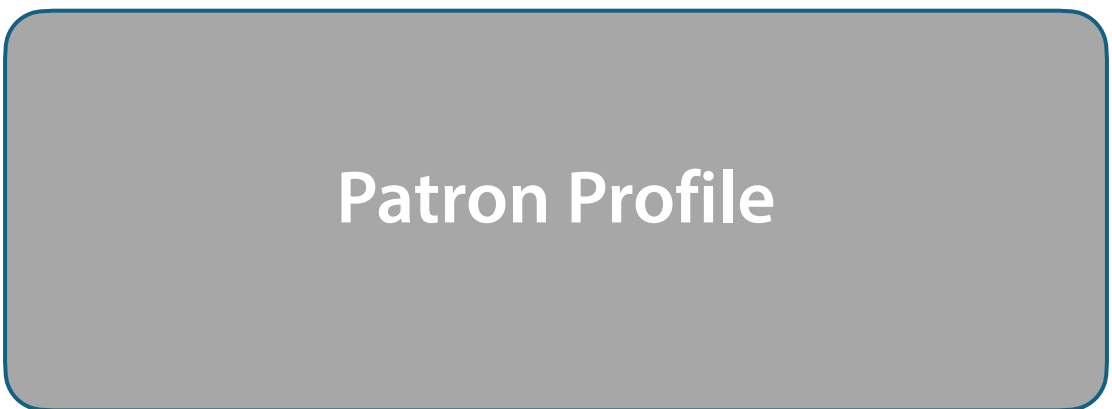
EXPRESSCHECK | Processing Engine



Patron Check-In



Check Assignment
Check Details



Patron ID
Patron Data



Pre-auth
Payment Approval
Payment Details



Ticket Details
Payment Transaction Details
Uses Venue's Processor