

CityCheers Media

CITYCHEERS — EXECUTIVE SUMMARY

THE SOCIAL MEDIA NETWORK FOR BARS AND RESTAURANTS

CityCheers - America's Hospitality Super App

- Register and Claim your Venue to receive your Connect Portal credentials
- Start messaging your guests directly

*Unlike Facebook, Instagram, or Google, CityCheers was built **specifically for hospitality**, combining guest engagement, real-time promotions, and seamless payments - all in one unified Super App.*

The Problem

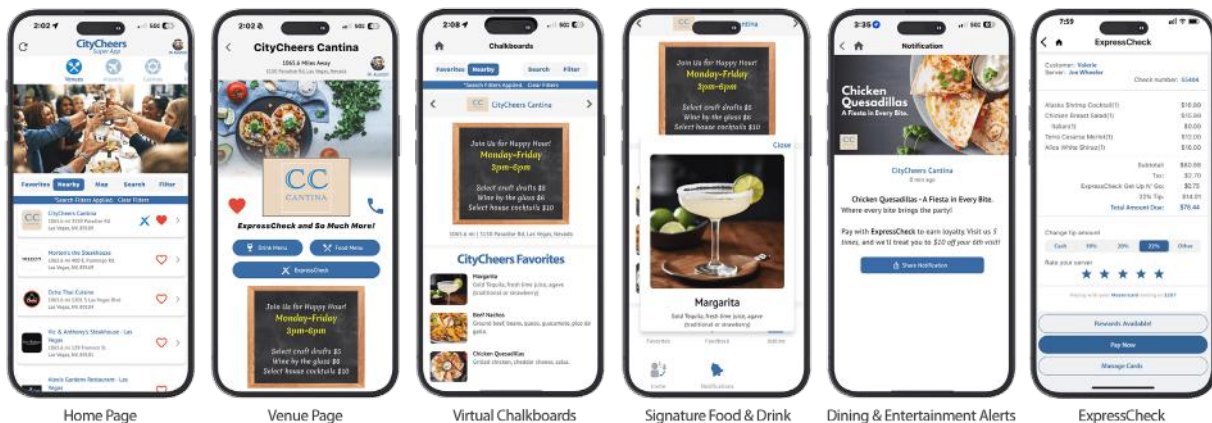
Today, restaurant marketing is fragmented and ineffective:

- Operators can't reach their patrons directly - whenever they want
- Facebook, Instagram, TikTok - were not developed for bars and restaurants
- Facebook, Instagram, TikTok - do not reach the millions of consumers that are not on social media
- Email Filters make it difficult to reach consumers
- Operators are spending more to reach fewer people. There is no app that provides direct access to patrons.
- Credit card payments - printing checks, QR codes, check presenters and mobile payment terminals are clunky

The Solution: The CityCheers Super App

When a venue registers on the CityCheers Super App, they receive their Connect Portal credentials, where they broadcast social media style messaging > that pop up as push notifications

- **Virtual Chalkboards** - venues post their daily specials and events - in real time
- **Influencer Video Reels** - Influencers post venue reviews right on the CityCheers Venue Pages (coming soon)
- **Unlimited Dining & Entertainment Alerts** - that pop-up like news weather and sports alerts - far more effective than social posts
- **Signature Food & Drink Items** - where they promote their most popular drinks, apps and entrees



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CityCheers becomes the **central digital hub for local hospitality**, where consumers discover, follow, and engage with venues - all in one app.

When guests receive venue broadcasts, CityCheers enables them to easily reshare the broadcasts with their friend networks - this is a big deal.

ExpressCheck™ 2-Touch Payment Solution

ExpressCheck™ – patented, Uber-style payment system that automates payments and eliminates friction for staff and guests. Just like uber, credit cards are tokenized and held on the app

- 2 Touch for Bartenders & Servers - bridge the ticket on the POS to the User and the patrons pay on their phones
- 2 Touch for Patrons - they tap OPEN TAB on the app - then, tap PAY when they are ready to go
- Removes the need for staff to manually process cards
- Connects to major POS systems that power ~70% of U.S. venues
- Lets guests open, view, split, and pay their check from their phone
- Eliminates walkouts, chargebacks, and card disputes - patrons can be charged from the POS after then leave
- Speeds up the payment process, turns tables faster and servers earn more tips during each shift

It is a standardized, frictionless payment standard for the hospitality industry.

Distribution Strategy

CityCheers is deploying nationally through high-volume Channel Partners

- earn revenue share activating their networks of bars and restaurants and promoting CityCheers to their followers.

- State Restaurant Associations
- Food Influencers - they promote 25 real life examples of how CityCheers improves the consumer experience
- POS Networks and Dealers
- Merchant Services ISOs
- Beer Distributors
- Airports and Hospitality Networks

These partners can onboard hundreds - and eventually thousands - of venues at scale.

Restaurant Associations - example of ONE DISTRIBUTION CHANNEL:

50 State Restaurant Associations give the CityCheers Super App subscription to 2,000 of their members for free.

50 States X 2,000 venues

100,000 venues

1,333 Monthly ExpressCheck transactions per venue at \$0.75 per transaction

= \$1,000 in revenue per month per venue

100,000 venues X \$1,000/mo. = **\$100 million per month in revenue**

= \$1.2 billion annually

30% profit share will pay shareholders ~2X their total investment annually > **200% annual return on investment**

CityCheers Media

Onboarding, Traction & Validation

- Active Channel Distribution Partnerships
- Channel Distribution Partners ready for national rollouts
- AI-driven onboarding system capable of activating thousands of venues per day
- Proven consumer engagement via Dining and Entertainment Alerts and ExpressCheck usage

CityCheers broadcasts drive repeat traffic exactly 2X more than non-CityCheers patrons

Business Model

CityCheers generates revenue primarily through:

- ExpressCheck transaction fees: \$0.75 per transaction
- Channel Partner revenue shares
- Enterprise and channel programs

At scale, this becomes a high-margin, recurring national payments and engagement network.

Vision

CityCheers Super App to become the **nation's SOCIAL MEDIA NETWORK for every bar and restaurant in America** - where guests discover venues, receive real-time offers, and pay seamlessly.

One app. One network. One payment standard for hospitality.

Raise

\$500,000 Deployment Capital - to fund operations to profitability


\$4,000,000 Growth Capital - to scale nationally (depends on how fast the venue onboarding occurs at scale)

Contact

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Venue Server/Hostess Cards

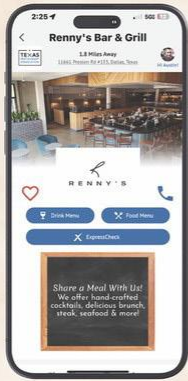


\$5 Welcome Reward!

If you are paying by credit card, use this new app
It's a great way to pay at bars and restaurants

CityCheers
America's Hospitality Super App

No check. No wait.
Pay on the app. Leave when you want.




- The **ExpressCheck** feature automates the payment process:
- Your tab is always on the app
- Just Tip and Pay whenever you're ready to go
- Your server no longer needs to manually charge your card - *it's saved on the app*

Best of all - no more splitting checks
- everyone gets their own tab

It's the safest, fastest, and most private way to pay at bars and restaurants

\$5 Welcome Reward
when you Pay with **ExpressCheck** you earn \$5 Loyalty Rewards on every 6th visit

- ExpressCheck fee: \$0.75
- Your Rewards cover the ExpressCheck fees



Mark Maguire


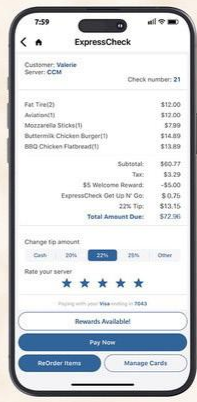
It feels like Dining & Dashing but you're not

Create an account and enter your credit card into the app

Tell the Server your paying on the app when you arrive - checks are split at the beginning of the visit

Your check is on your phone - just tap Pay & get up and Go

No more waiting for checks or handing over credit cards - its automated now!



Scan to get started

CityCheers
America's Hospitality Super App

Legal Disclaimer

The financial projections and return scenarios presented herein are for illustrative purposes only and are based on management's current assumptions and expectations. Actual results may vary materially, and there is no guarantee that CityCheers Media Corporation will achieve the projected revenue, transaction volumes, or investor returns. An investment in CityCheers involves risk, including the possible loss of principal.