

STATS COMPILATION – F2FEC 2019 IMAGINE

The following stats are compiled from F2F registration and the data collected through our on-site polling. Presented at the bottom are comparison stats from 2016 10X Better, San Diego – 2019 IMAGINE, Colorado Springs. There was no on-site polling in 2015.

Registration Stats

Professional Attendees In The Room™ 236
Unique Facilities 112
Number of States Represented 37
Canadian Provinces 2

States with the most facilities attending F2 IMAGINE – Top Five

| | |
|---------------|-------------|
| California 23 | Michigan 17 |
| Florida 21 | Colorado 15 |
| Texas 19 | |

Geography (Every demographic analytic region across the USA is represented)

| | |
|-------------------|----------------|
| Pacific Northwest | Upper Midwest |
| West | Midwest |
| South West | Gulf Coast |
| Mountain States | Atlantic Coast |
| Plains | Canada |

Investment Spending by facility owners among just the F2F Alliance Partners in 2018:

\$342,157,000

Poll Everywhere Stats

How many facilities do you or your company have in total?

Total number of facilities represented in the room: 827

What is your total annual revenue for all facilities or centers combined?

Total Revenue: \$3,419,422,750.00

How many full-time staff members do you employ?

Total fulltime staff members: 14,735

What is your total number of employees during peak seasonal months?

Total “peak” seasonal staff members: 54,099

What is your average starting wage?

\$10.75 per hour (low \$7.50/hour, High \$17.50/hour)

How much did you invest in capital improvements throughout 2018?

Total capital investment in 2018: \$497,360,002.00

In one or two words what are you planning to invest in this year, 2019?

In the order of most mentioned. Arcade and Attractions topped the list.

| | | |
|--------------|------------|-----------|
| Arcade | Other | Go Karts |
| Attractions | Water | Dark Ride |
| Renovations | Laser Tag | VR |
| New Location | Trampoline | Coaster |
| POS | E-sports | Escape |
| Bowling | Employees | |

COMPARISON STATS. 2016 – 2019. Note – that not all questions were asked in each of the previous years

| <u>Questions</u> | <u>2016</u> | <u>2017</u> | <u>2018</u> | <u>2019</u> |
|---|---------------------|------------------|------------------|------------------|
| Total revenue in the room | \$ 1,006,815,000.00 | \$ 1,879,580,000 | \$ 2,515,600,000 | \$ 3,419,422,750 |
| Total number of employees | 21,674 | 22,037 | 56,820 | 54,099 |
| Total full time employees | 7,713 | 5,603 | 14,848 | 14,735 |
| Total number of facilities | 699 | 570 | 618.5 | 827 |
| Average Starting Salary | NA | NA | \$10.87 | \$10.75 |
| Average rev per ctr in the room | \$ 1,440,364.81 | \$ 3,297,508.77 | \$ 4,067,259.50 | \$ 4,134,731.26 |
| Revenue per employee total | \$ 130,534.81 | \$ 335,459.58 | \$ 169,423.49 | \$ 232,061.27 |
| Revenue per employee full time | \$ 46,452.66 | \$ 85,292.01 | \$ 44,273.14 | \$ 63,206.76 |
| Invested in Previous Year | \$ 168,444,002 | \$ 148,076,100 | \$ 238,220,000 | \$ 497,360,002 |
| Percent of revenue previous year | 17% | 8% | 9% | 15% |
| Plan to Invest this Year | \$ - | \$ - | \$ - | \$ 401,685,000 |
| Percent of revenue this year | 0% | 0% | 0% | 12% |

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