

## PREMIER SITES SERVICES DOCUMENT

### I. SUMMARY OF BENEFITS

- Allows website to display **Instant Download** on the venue map (ticket listing) page as well as at checkout.
- Uses a modern, **best-in-industry** checkout that has a responsive design and increases checkout conversion rate about 20%. Websites also have the option of adding additional payment methods, such as PayPal and Apple Pay.
- Uses new, re-designed, responsive, and interactive SeatGuru venue maps that work on non-flash devices and were built with mobile in mind.
- Allows retail customers to create individualized accounts for access to E-tickets for download, order shipment tracking, managing preferences, and storing shipping/payment information.
- Access to \$100 MM+ worth of inventory from brokers who have blocked their tickets from other sites.
- Access to TicketNetwork's white-label E-mail Marketing Program INCLUDING cart abandonment e-mails!
- Monthly revenue share with site owner equal to **50% of all Broker Sell Fees** collected on their website orders.
- **Save processing time & prevent NLA tickets** by not having to manually fill orders and contact brokers by phone.
- Access to all **future improvements** to C3, UA, Maps, etc. as they are made public to Private Label websites.
- Allows **automated delivery for E-tickets** uploaded by holding ticket brokers, sending customers to an individually-branded MyTicketTracker.com page.
- Allows website to **act as Merchant of Record** (MOR) and charge their customer via their merchant account.
- Ability for retail customers to pay via **PayPal, PayPal Credit, and Apple Pay** on site.
- Allows website to process orders through their TicketNetwork **Point-of-Sale** alongside their broker transactions.
- Access to TicketNetwork's proprietary **risk management solution**, which flags high-risk orders. This includes a big data algorithm of 100+ data points as well as a team manual review specialists with custom-built tools.

Feature / Option	Private Label Site	Premier Broker Site	Classic Broker Site
Instant Download Available	•	•	
Uses New Checkout (> conversion)	•	•	
Access to User Accounts (customer sign-in)	•	•	
Advanced Pricing Rules (custom markups)	•	•	
Alternate Payment Methods (i.e. PayPal)	•	•	
Automated PDF Delivery via Ticket Vault	•	•	
Access to Additional <i>Exclusive</i> Inventory	•	•	
Automated Cart Abandonment E-mails	•	•	
Branded E-mail Marketing (All E-mail Types)	•	•	•
New Responsive (non-flash) Venue Maps	•	•	•
Highlight site owners' tickets	•	•	•
Proprietary Fraud scoring & review	•	•	•
Site Owner is merchant of record (MOR)		•	•
Orders processed in TN Point-of-Sale (POS)		•	•
Access to purchase via Mercury Auto-Fill			•
Ability to Source Orders with Your Tickets			•
Set Custom Shipping Methods			•
Site Owner Keeps Shipping Charge			•

TN's Call Center Handles Customer Service	•		
<b>Base website fee (i.e. website retain %)</b>	<b>3%</b>	<b>0%</b>	<b>3%</b>
<b>Site Owner Rebate (requires TND Direct)</b>	<b>0%</b>	<b>3%<sup>1</sup></b>	<b>3%</b>

## II. PROGRAM SERVICES

- A. **Premier Broker Site** – TicketNetwork will setup a custom TND website that will allow you to be the merchant of record on all transactions and build your own brand! We support multiple website types including:
- i. **TN Signature Site** – TicketNetwork will setup either a standard or premium TN Signature Site for you. You can select from a range of templates and customize the site through your own dedicated CMS. TN will help get you started with a branded header, checkout, customer login, and transactional e-mails.
  - ii. **Web Inventory APIs** – If you want to host your own website (or work with a third-party service provider to use one of their website templates), TicketNetwork will grant you access to our Web Inventory APIs which allow you access to our marketplace catalog of events, performers, venues, and ticket groups all via API.
- B. **Standard Services** – Your Premier Broker Site will be powered by TicketNetwork's core infrastructure that supports thousands of white-label websites and allows you to tap into what makes us a powerful exchange:
- i. **TN Exchange** – Your site has access to approximately 100,000 unique events with \$5 Billion worth of inventory including \$100+ Million worth of exclusive tickets that are not available to our Classic Broker Sites and not available on some competing marketplaces such as Vivid Seats.
  - ii. **TicketNetwork Point-of-Sale Client** – Industry-leading point-of-sale system that allows you to manage your full business including uploading to other marketplaces, managing inventory, running reporting, and charging credit cards. It supports your wholesale AND retail business, giving you visibility into your website orders for your tickets and automating the B2B transactions to buy other brokers' tickets to fulfill orders. iii. **Technical Support** – Access to TN's specialized Technical Support team that is available via phone, e-mail and support request seven days per week. They are very familiar with how to use the TicketNetwork Pointof-Sale and are available for training and/or troubleshooting issues.
- C. **Industry-Leading Retail Technology** – Premier Broker Sites include (at no additional cost) industry-leading retail technology including our venue maps, web checkout, and customer account log-in technology:
- i. **Seatics Interactive Venue Map Plugin** – Free unlimited access to interactive venue maps. These newly re-designed maps are fully responsive and were built with mobile in mind. Results so far have shown buy-button conversion increase when compared to competing maps products.
  - ii. **TicketNetwork Checkout Client** – Our e-commerce checkout has been rated best-in-industry by a significant margin through an independent third party committee report for customer usability. Some of the first sites who adopted it reported dramatic increases in checkout conversion, as high as a 20% to 30% increase. We support payment via all major credit card brands as well as PayPal, PayPal Credit, and Apple Pay. We are also investigating adding additional payment methods.
  - iii. **TicketNetwork Universal Accounts** – This is a customer log-in platform that allows customers to create an account unique to your retail site. From this account they can view order history, track FedEx packages, download E-tickets, note orders, manage their personal preferences, and store their shipping address, billing address, and credit card number. Credit card information is securely stored by TicketNetwork in a PCI level 1 compliant environment.

<sup>1</sup> Rebate for Premier Broker Sites is a 50% revenue share. TN will rebate back 50% of what it collects in broker rebate fees. Assuming the average fees collected are approx. 6%, the estimate is that Premier Broker Site owner will net a rebate of approx. 3%.

- D. **Optional Enhancements** – You may elect to participate in additional services to grow your retail business. Take advantage of being a part of one of the largest online ticketing exchanges by using any of these services:
- i. **Shipping Program** – Access to TicketNetwork’s enterprise FedEx account to create labels that TicketNetwork will pay for. In addition to the one label per order that TicketNetwork pays for by collecting the retail shipping fees, you have access to create additional shipping labels at a significant discount. You can use this to ship items not directly associated with TicketNetwork transactions and still benefit from the discount.
  - ii. **TN Payments** – We created a program that allows site owners to offer alternate payment options such as PayPal. Because we have negotiated a competitive rate and undergone the underwriting, we are able to charge a competitive flat rate to site owners and take on all merchant of record chargeback risk as well.
  - iii. **Website E-mail Marketing Program** – TicketNetwork has developed a comprehensive white-label e-mail program for re-marketing including newsletters, on-sale reminders, holiday e-mails, welcome e-mails, and – perhaps most importantly – cart abandonment e-mails, which attempt to regain and convert lost visitors with event-specific targeted e-mails on a timer.
  - iv. **TicketNetwork Risk Management Solution** – As the merchant, risk of fraud and chargebacks is ever-present. TicketNetwork has developed a proprietary risk-management solution that takes into account industryspecific variables like time to event, delivery method, performer risk profiles, etc., as well as standard data elements like age of e-mail, IP address, pre-authorization credit card results, etc., topped off with a manual review process that is staffed seven days per week and almost never delays your order more than 10-15 minutes. Anything that we’re not able to confirm is safe is sent through with a “need review” indicator so your system won’t automatically purchase tickets from another broker or deliver your own inventory to the retail customer.

### III. TICKETNETWORK OBLIGATIONS AND RIGHTS

- A. **Holding ticket broker Payment.** TicketNetwork is responsible for issuing payment to any holding ticket broker for an Accepted B2B order where they have provided tickets to the site owner or the site owner’s customer. Payment will be issued in accordance with TicketNetwork policies and in line with TicketNetwork’s regular payment scheduling (i.e. varies depending on participation in the TN Direct program or Fulfillment program).
- B. **Guarantee.** TicketNetwork guarantees that once a B2B order is accepted, it will be delivered in time for the event and all tickets delivered will be valid. There is a one-hundred percent (100%) money-back guarantee subject to site owner providing verifiable third party proof of TicketNetwork’s failure to comply with this guarantee.

### IV. SITE OWNER OBLIGATIONS

- A. **Merchant Responsibilities.** The site owner will act as Merchant of Record (MOR) on all transactions placed through their Premier Broker Site. While TicketNetwork’s technology and services attempt to make the responsibilities of the Merchant as manageable as possible, as the Merchant, the site owner is solely responsible for all of the following:
  - i. Charging the retail customer (i.e. collecting payment);
  - ii. Reviewing the order for risk/fraud;
  - iii. Responding to any chargebacks placed by the retail customer;
  - iv. Paying any taxes as needed (to any known authority) based on their exposure as merchant; and
  - v. Refunding customers for any unfilled orders, cancelled events, lost disputes, etc.

- B. **Fulfiller Responsibilities.** The site owner will act as the Fulfiller on all transactions placed through their Premier Broker Site. While TicketNetwork's technology and services attempt to make the responsibilities of Fulfiller as manageable as possible, as Fulfiller, the site owner is solely responsible for all of the following:
- i. Monitoring orders to ensure proper processing by the holding ticket broker (i.e. make sure it is "Accepted");
  - ii. Sourcing alternate tickets for any customer order where the holding ticket broker has rejected the B2B request;
  - iii. Addressing any customer service inquiries; iv. Any proactive customer communications regarding order delivery and/or pick-up; and
  - v. Coordinating with any holding ticket brokers regarding alternate tickets, alternate deliveries, or customer requests.

## V. PAYMENT OF FEES AND COMMISSION

- A. **MORTix Fees.** There is no re-occurring cost to participate in the Premier Broker Site Program as outlined within this overview. However, there is a transactional charge on any Accepted Sale through site owner's Premier Broker Site where the holding ticket broker is **not** the site owner. For these transactions, TicketNetwork will invoice the site owner weekly via the MORTix Invoice. The site owner will be invoiced the Wholesale Price of the tickets plus a MORTix fee. The MORTix fee is a percentage of the Broker Wholesale Price for the transaction. The default MORTix fee is currently 0.00%.
- B. **TND Invoice Fees.** Accepted Sales through site owner's Premier Broker Site where the site owner is also the holding ticket broker will be treated as standard TND Direct transactions. These transactions will appear in the site owner's TND Invoice and where it normally charges the holding ticket broker for website markup and service fees, those will be \$0, as the holding ticket broker is also the site owner. Instead, the holding ticket broker (who is also the site owner in this case) will **only** be invoiced their TND Rebate (sell fee) for such transactions.
- C. **Delivery Fees.** In most cases, Premier Broker Sites will charge their customers pre-set amounts for TND Delivery Methods similar to all TND websites. These prices vary by delivery method and are subject to change by TicketNetwork. The site owner will see these charges in their TND Shipping Invoice, sent weekly. Orders where a FedEx label needs to be created and shipped will be invoiced after event date and/or package delivery date, whichever occurs first. Special delivery methods, such as E-ticket, Will Call, Local Pickup, and Last Minute Delivery, will be invoiced the week following the Accepted Order creation. In the event that the site owner decides to offer customers discounted pricing vs. TicketNetwork's default TND pricing for some or all delivery methods, the site owner will agree to pay the discounted amount (i.e. if they want to offer E-tickets at \$4.00 per order instead of the standard \$7.95, they will be charged \$3.95 separately by TicketNetwork). For a list of all TND Delivery Methods and pricing, please contact [BrokerSites@ticketnetwork.com](mailto:BrokerSites@ticketnetwork.com).
- D. **TN Payments Fees.** TN Payments is an optional program offered for Premier Broker Sites. Participating in this program will allow additional payment methods to be offered at checkout to a site owner's customers, such as PayPal, PayPal Credit, Apple Pay, etc. For transactions where these alternate payment methods are selected by the customer, TicketNetwork will charge the customer (i.e. account charges will appear as "My Ticket Tracker") and remit payment to the site owner the week following the transaction and the order will be recorded in the site owner's TN Payments Remittance. If the site owner is also the holding ticket broker, they will be remitted the Wholesale Price minus their TND Rebate fee plus the website markup and service fees. If the site owner is not the holding ticket broker, they will only be remitted the website markup and service fees. Whenever the site owner is also the holding ticket broker for a TN Payments transaction, they will also have to pay the TN

Payments fee. The TN Payments fee is a percentage of the entire Retail Price of the order. The default TN Payments fee is currently 2.75%. For TN Payments transactions, TicketNetwork Fulfillment team will also handle responding to disputes, inquiries, and customer service claims that come through the merchant contact (site owner will still be the Fulfiller on orders).

- E. **E-mail Program Fees.** TicketNetwork's Email Program is an optional program for Premier Broker Sites. If the site owner participates in this program, TicketNetwork will create branded marketing e-mails to send to their existing customers. The program includes pre-event e-mails, weekly newsletters, special announcements, etc. TicketNetwork will also send e-mail messages to try and draw customers back to the site owner's website. If a visitor abandons a checkout containing tickets without making a purchase, TN will typically send up to two (2) reminder e-mails to the customer ("Cart Abandonment E-mails"). The second cart abandonment e-mail may include a promotional code (which is decided upon by the site owner) for a discount off of a future purchase (or to complete that purchase) with an expiration date. Any transaction where the customer uses a promotion code associated with a cart abandonment e-mail or the transaction was placed by the customer clicking on a link in a TN generated marketing e-mail through this program will count as an E-mail Program transaction. TN will invoice the site owner monthly for fees associated with E-mail Program transactions. The E-mail fees will be three percent (3%) of the Broker Wholesale Price minus any discounts associated with cart abandonment e-mails. Site owners may elect to participate in either cart abandonment e-mails **only** or in all marketing e-mails.
- F. **Client Commission (Revenue Share).** TicketNetwork will remit a monthly commission payment equal to fifty percent (50%) of the Seller Fees collected from holding ticket brokers on Accepted Sales through site owner's Premier Broker Site in the previous calendar month (this includes 50% of the seller fees for the site owner's own inventory as well). Typically this averages about 2.5% to 3.0% of other broker's wholesale prices (will vary from seller to seller, and is subject to change).