

10 YEARS

& BEYOND

TIM RUSE

CEO, ZERO LATENCY

ZERO LATENCY VR



WHAT WE'VE ACHIEVED TOGETHER:

5m

PLAYERS
THRILLED

100+ OPERATORS ACROSS **150+** SITES

30

COUNTRIES

460m

ZOMBIES
SLAYED

3

GENERATIONS
OF TECH

13

EXPERIENCES
CREATED



150,000+

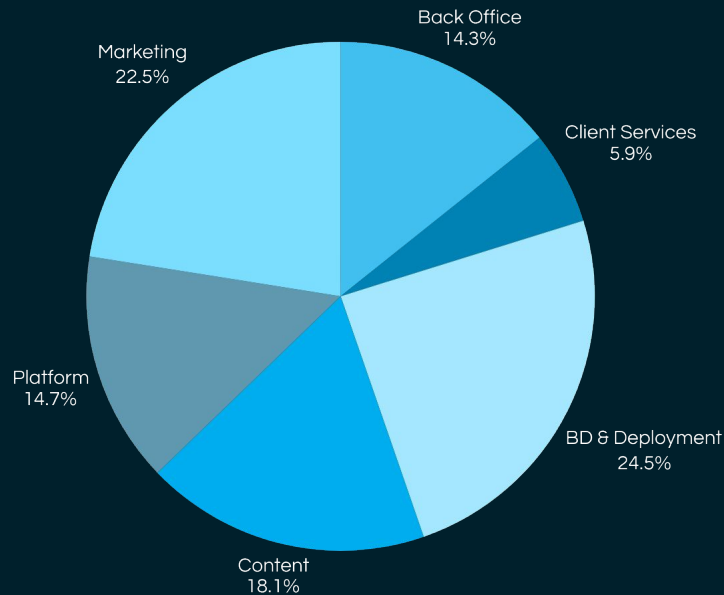
SUPPORT TICKETS
RESOLVED

4.8 STAR GOOGLE RATING

BEHIND THE THRILLS

REINVESTING TO DRIVE REVENUE FOR THE NETWORK

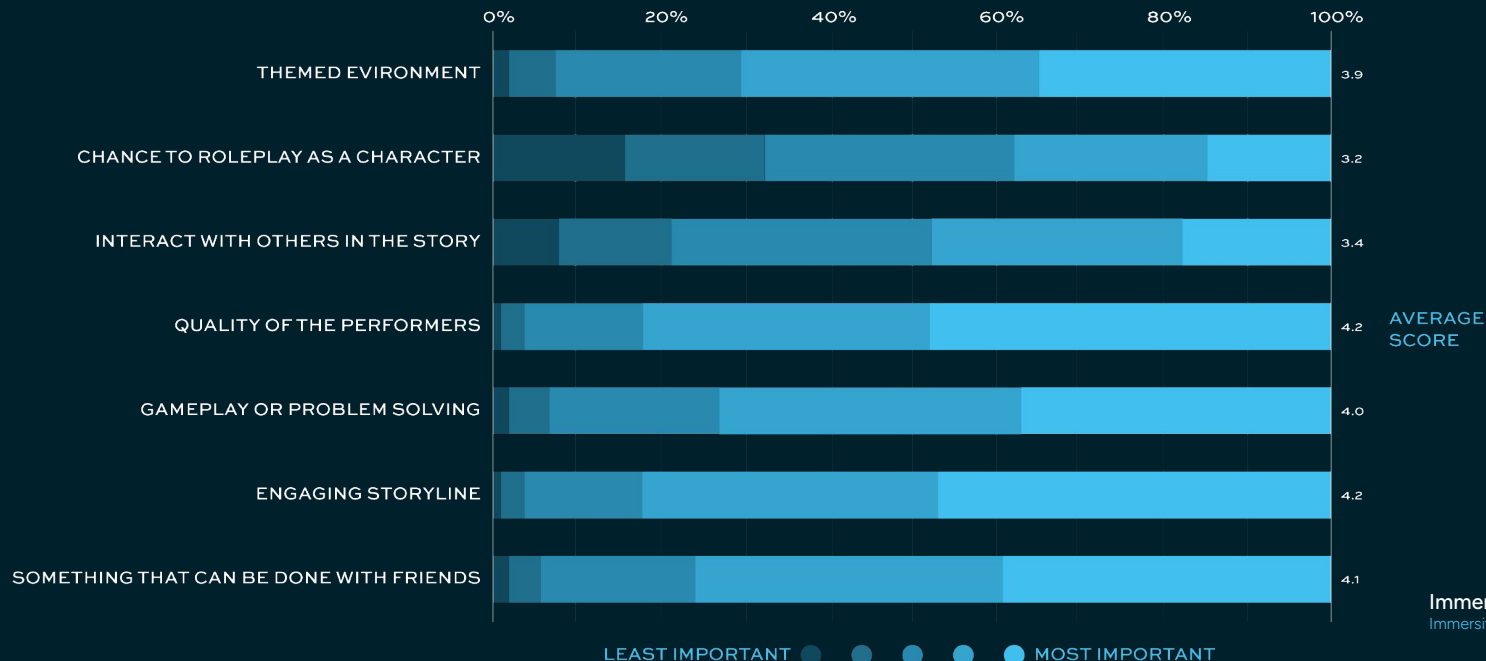
Zero Latency Resource Allocation



MARKET OVERVIEW

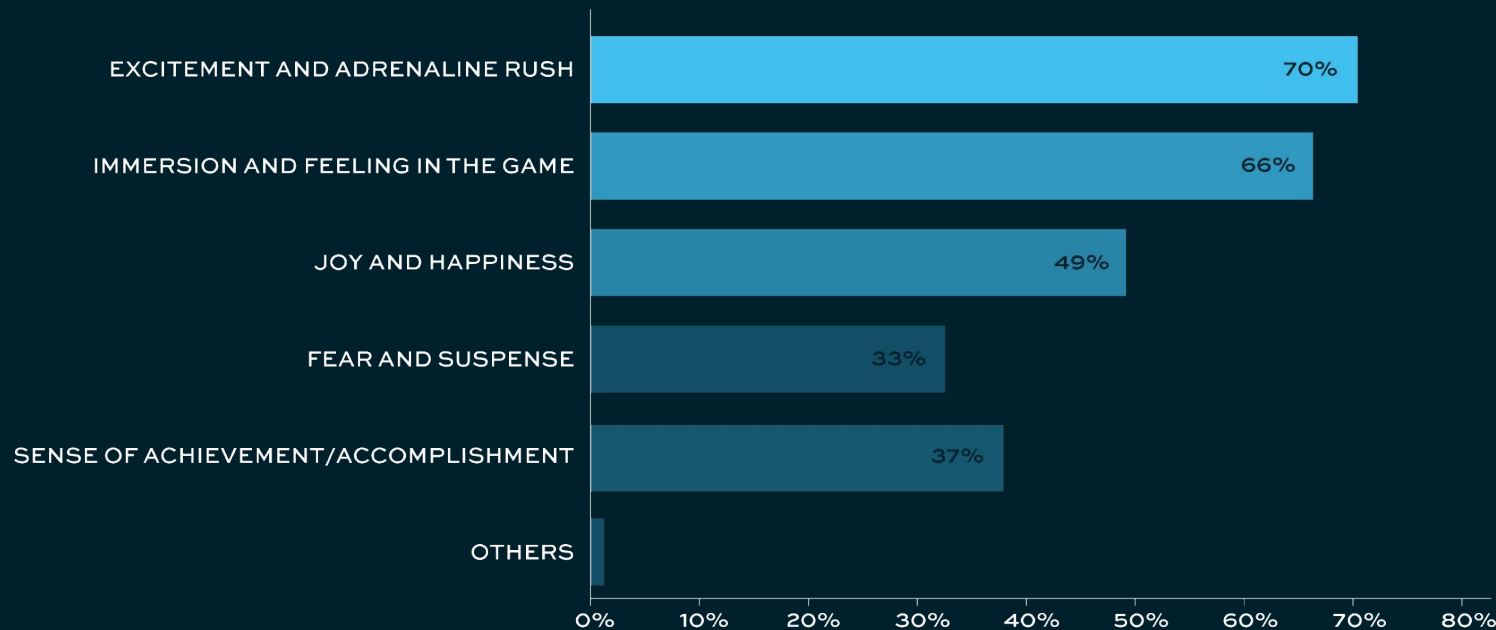
QUALITY IS TOP PRIORITY FOR CONSUMERS

WHAT ARE THE MOST IMPORTANT ASPECTS OF IMMERSIVE EXPERIENCES?



Immersive Experience Network
Immersive Audiences Report 2024

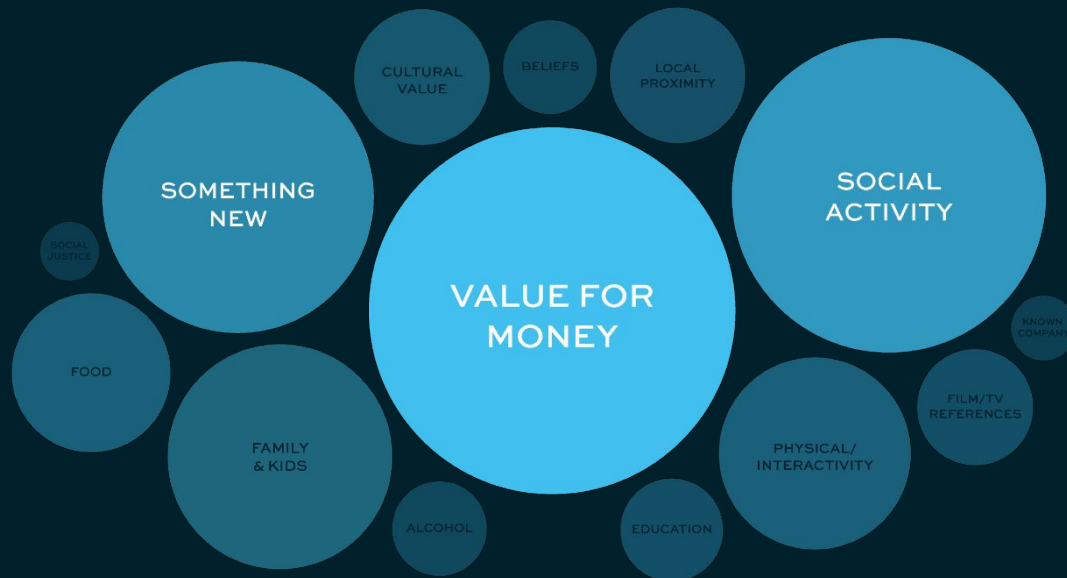
CONSUMERS SEEK **ADRENALINE, JOY** AND **IMMERSION** FROM EXPERIENCES



Source: Zero Latency VR
Zero Latency survey 2023: (n) 2318 respondents

THE VALUE OF **QUALITY** FOR CONSUMERS

WHAT FACTORS ARE IMPORTANT WHEN DECIDING WHAT EXPERIENCES TO SPEND MONEY ON?

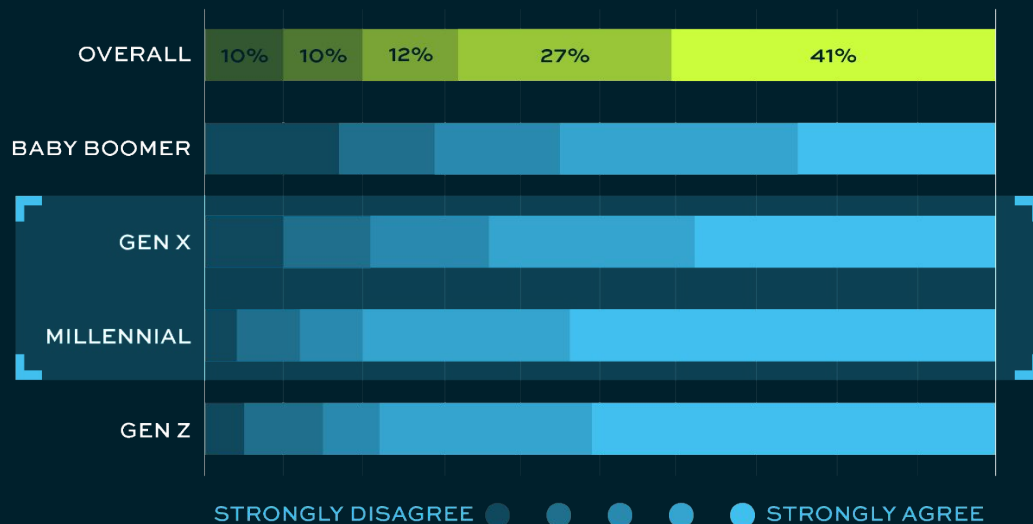


- **Value for money** remains key
- **Quality** over quantity
- Investment in **unique** experiences pays off
- Middle-income consumers are **"squeezed but splurging"**

McKinsey & Company
2024 State of the Consumer report
Immersive Experience Network
Immersive Audiences Report 2024

THE REWARD: CONSUMERS SEE VALUE IN HIGH QUALITY EXPERIENCES

"I AM WILLING TO PAY A PREMIUM FOR HIGH QUALITY EXPERIENCES"



+84%

of millennials and gen z are willing to pay a premium for a **high quality** experience.

JLL's 2024 Global Consumer Experience Survey Insights
<https://www.jll.com.au/content/dam/jll-com/documents/pdf/research/global/jll-experience-matters.pdf>

THE EVOLVING CONSUMER LANDSCAPE

Consumer preferences towards experiences over material items.

+78%

OF MILLENNIALS WOULD RATHER SPEND ON AN EXPERIENCE THAN A PHYSICAL ITEM.

To match the long-term value of a material possession, attractions and experiences must be unforgettable.

THE EVOLVING CONSUMER LANDSCAPE DRIVEN BY TECHNOLOGY

How consumers discover experiences has evolved, driving the need for quality.

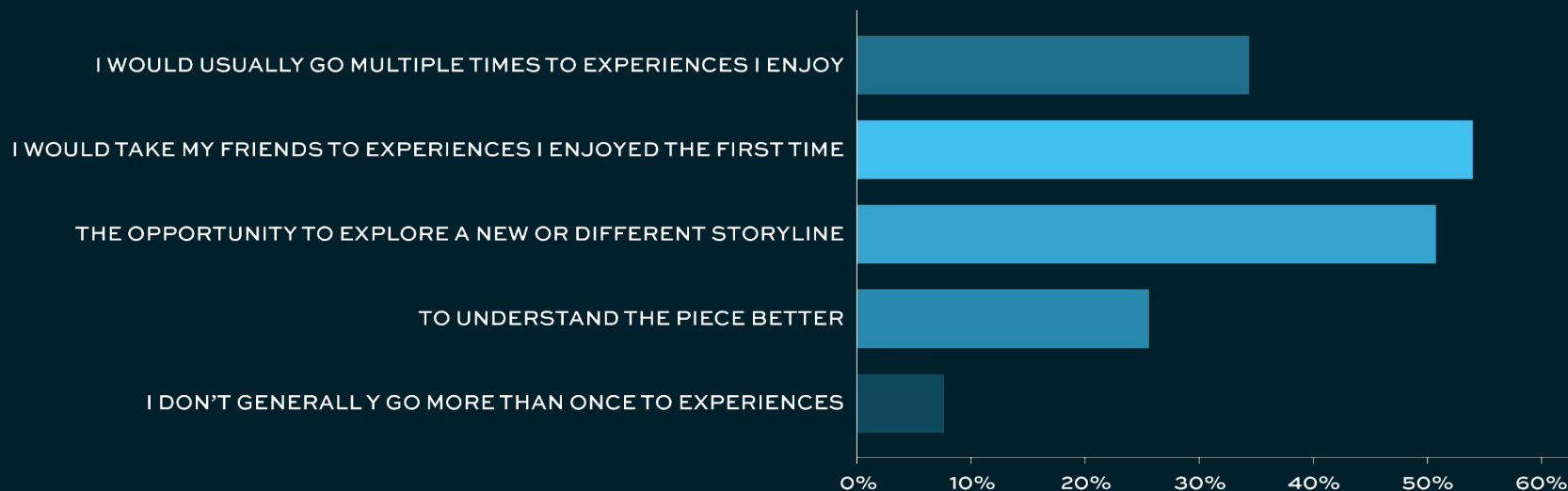
SOCIAL MEDIA

#1 DISCOVERY CHANNEL FOR 16-54 YEAR OLDS



HIGH QUALITY EXPERIENCES UNLOCK REPEAT VISITS AND REFERRALS

“WHAT WOULD MAKE YOU RETURN AGAIN TO THE SAME EXPERIENCE?”



Immersive Experience Network
Immersive Audiences Report 2024

A MATURING MARKET - **WINNERS EMERGING**

- Market - Maturing, no longer sold on novelty
 - Has to be right price, right location, right product
- Some concepts are inherently challenged

Low Quality

- In-home served as LBE
- Cheap VR machines
- Poor quality all-in-one HMD experiences

Hyper Reality

- High IP Cost
- Complex Tech (Fans, Platforms, Static Props)
- Rigid Layout

A MATURING MARKET - CONSOLIDATION PHASE

- **Winners emerging in different segments**
- Capitalise on scale to outgrow competition:
 - Leverage Reputation
 - Bring on IP driven content
 - Lower cost of delivery

All-in-one Room Scale

- Hero Zone
- VRCave

Large Scale Streamed

- Zero Latency VR
- EVA

Streamed Room Scale

- Sandbox VR

A MATURING MARKET - LEARNING FROM COMPETITORS

SANDBOX VR

- Raised \$70m+
- Invested heavily in Brand and Marketing
- Owned stores in tier 1 Mall space
- Resulting in strong awareness, top line revenue and Netflix partnership

Challenges

- High cost technology decisions with a complex kit to maintain
- Still raising debt / notes to fund operations
- High overheads passed on (25% franchise fees on all revenue)
- Small gamespace enables higher throughput and revenue per square metre but more staff required and less "canvas" for new experiences



WHAT IS WORKING FOR ZL

TOP VENUE MARKETING INSIGHTS

1

Awareness: Capturing Attention

- Run always-on paid media
- Driving brand awareness at the local level year-round
- Amplifying key campaign moments to increase visibility when it matters most

2

Consideration: Influencing the Decision

- Partner with marketing experts
- Optimize websites & booking engines for conversion
- Test offers to reduce barriers and attract first-timers

3

Conversion: Turning Interest into Action

- Automated email nurture journeys
- Recovering abandoned carts to capture otherwise lost bookings
- Using seasonal pricing strategies to drive timely decisions and increase volume

4

Retention: Driving Repeat Visits

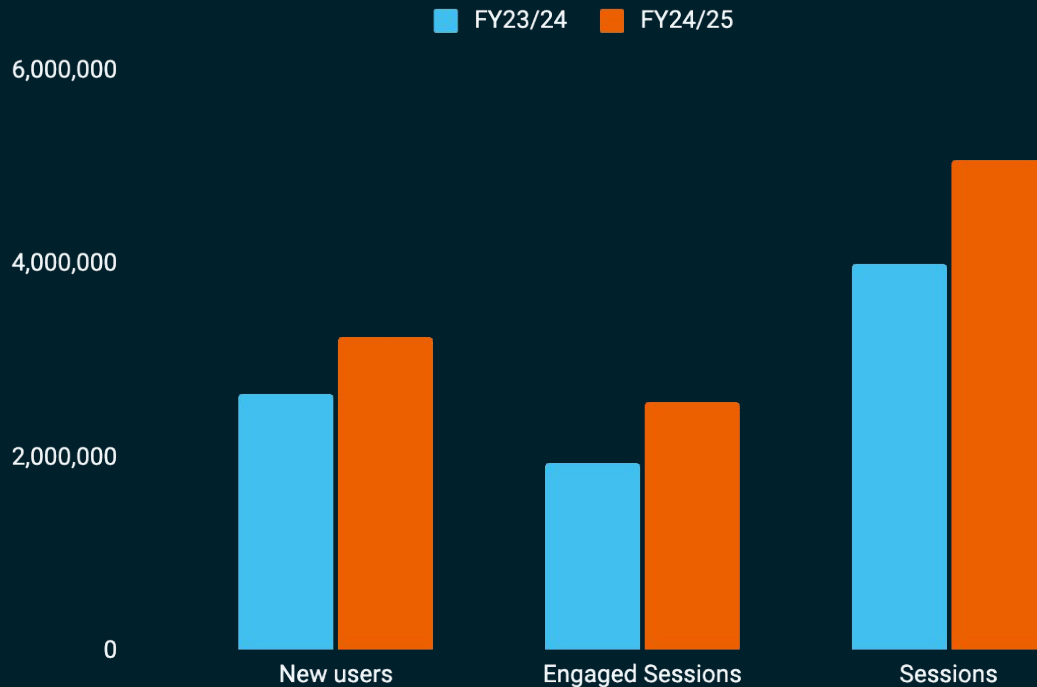
- Driving repeat bookings automatically through smart CRM and remarketing
- Leveraging data and performance insights
- In-venue tactics and customer experience

**+20% YoY Growth for venues in DMP, Cohort, or Pricing Programs
vs. +5% for non-participants**
(Per venue, Qtr ended 31 Aug 2025)

WEBSITE TRAFFIC TRENDS: FY24/25 vs FY23/24

It's not just about **traffic**...
It's about attracting the **right audience** and **turning visits into bookings**, and bookings into **repeat customers**

This data shows our HQ marketing and owned channels are working towards **our short and long term strategy**



BRAZE - INCREASING CONVERSION AND LTV

Nearly Half a Million in Sales, With min Local Effort

Through smarter automated journeys and personalized email campaigns, we've driven **\$478K USD** in ticket sale revenue in less than 12 months, all centrally managed, with no cost or effort at the venue level.

Program Highlights

Abandoned Cart Recovery

- \$106K+ in sales recovered
- 9% conversion rate, nearly double industry average

Welcome Offers

- \$321K in sales from first-time players
- Reduced time to first booking by 46%

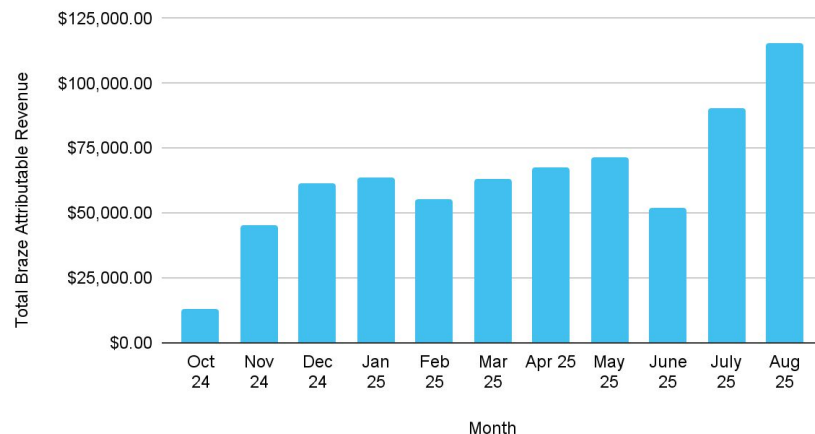
Global Newsletters

- \$50K+ attributed via email (likely under-reported)
- Revenue spikes with fresh, relevant content

New lifecycle journeys implemented

- Birthday & Next Best Action now live
- Revenue expected to grow as these scale

Total Braze Attributable Revenue



DMP - CENTRALISED DIGITAL MARKETING PROGRAM

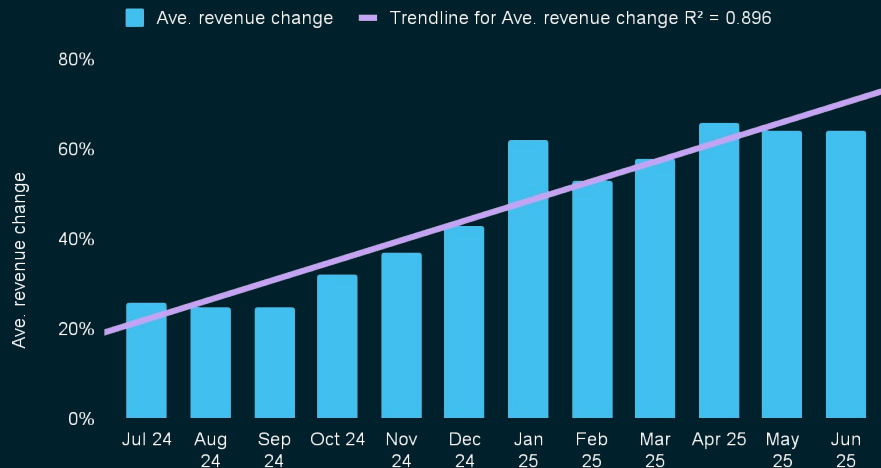
→ Centralized Paid Media program managed by HQ with 33 venues globally (Pay to Play)

Learnings:

- Greater success in English speaking countries
- Languages nuances challenging in EU

Expanding the program

- Increased headcount to invite more venues into program
- Preferred Partner Program - Locating digital in market to support venues locally
- Overseen by HQ providing insights to agencies with our strategy and assets to win



+46%
DMP vs. pre-DMP
revenue MoM average

GLOBAL PROMOTIONS - CULTURAL & CREATED BEATS

→ Strategic promotional discounts and offers, including the new Gift Voucher discount, are effective tactical mechanics

Learnings:

- Venues that commit fully to promos (run ads, post social content, display posters etc) generally see higher results

2024 BLACK FRIDAY PROMO

+97%

YOY **revenue increase** during the offer period at participating venues.

2025 BIRTHDAY PROMO

+91%

Increase in **gift voucher** sales at participating venues.

ZL HAS ROOM TO GROW

Opportunities to unlock:

- Strong core audience, but web traffic shows broader appeal (% Females not converting)
- Female players, families & corporates are underrepresented. Opportunity to diversify content and expand reach.

This comes with risk:

- Shooters lead performance — proven and scalable
- Existing family friendly titles account for <20% of plays.



REGARDLESS OF GENRE, HOW WE CREATE SETS US APART

Core Principles for Every New Experience

- **Unmatched quality** - Visually stunning, story-driven environments and gameplay.
- **Adventure at the Core** - Players aren't just observers, they're heroes on a journey.
- **Player Agency** and social engagement
- **Leverage owned and third-party IP** to Amplify Reach
 - Strong IPs, well-known or open-source worlds
- **Customer-centric** — Build on proven experiences and successful foundations, adding new twists.

KEEP EVOLVING OUR METHODS AND DELIVER MORE CONTENT MORE OFTEN

Hero, Hub, Hygiene content strategy

Hero

- Premium, in-house experiences (12-month dev cycle)
- Third-party IPs take 15–18 months, with external approvals
- Currently working on 3 major IPs to secure future pipeline

Hub & Hygiene Content

- Fast-turnaround, MVP experiences e.g. Haunted
- New takes on existing experiences e.g. Threat Lethal
- Designed to expand reach and shorten delivery timelines

Our development team has been restructured to support this strategy.

CONTENT ROADMAP - MORE EPIC ADVENTURES AHEAD



H2 25

HAUNTED
September 2025



H1 26

SLAY SEASON
October 2025



H2 26

OUTBREAK 2
November 2025



IN-HOUSE IP
October 2026



H1 27

ICONIC IP
Early 2027

Roadmap to be updated once exciting IP's finalised.

MARKETING - ALIGNMENT FOR GROWTH & COLLABORATION



1

Build Awareness That Drives consideration and booking

HQ runs global PR, social, email & web to bring more traffic globally. This work is to compliment your local marketing efforts not replace.



2

Deliver High-Quality Marketing Assets via marketing calendar

We provide campaigns, content, and a marketing calendar you can plug into, optimised to convert (English only unless in DMP)



3

Enable Local Success Through Trusted Partners

Access to vetted paid partner programs and marketing tools. Venues to work closely with partners to drive real outcomes with HQ support



4

Grow Together as a Global ZL Community

We're building shared spaces to connect, with on-demand content, webinars, and best-practice sharing across the network. Sharing learnings is key for global success and partnership

More bookings, stronger brand, and the tools + community to succeed together.

HOW DO WE WIN GLOBALLY...

Align our global marketing activities more closely with key seasonal opportunities, with the goal of amplifying peak periods and minimizing low periods for more consistent, sustainable performance year-round.



SCHOOL HOLIDAY REVENUE SPIKES

Our biggest uptick outside of Xmas.



JAN-JUNE "NEW NEWS" LULL

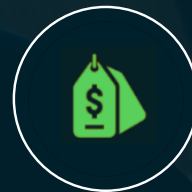
Historically we haven't had any news' despite peaks:

- APAC = Jan
- Americas = March
- Europe = Jan to April



DIFFERENT REGIONS, DIFFERENT TASTES

Product releases aren't driving revenue across 2 of 3 markets due to differing preferences.



PRICE PROMOTION TO BOOST DEMAND

Short-term price promos to minimise low periods driven by seasonally or economy etc.



CULTURAL EVENTS DRIVE REVENUE PEAKS

Revenue spikes during cultural events when customers are seeking entertainment activities.

BUILDING ON SUCCESS - OUR GOALS FOR NEXT 3 YEARS

Content Development

- More experiences
- More Diverse

Marketing

- Refined Calendar
- Regular Campaigns & Assets
- Focus on Launches and cultural moments

Consumer

- More player research and testing
- Secure High impact IPs
- 2-3 Year content roadmap

Technology

- Invest in tech to stay leader
- Ensure no End Of Life issues
- Streamline operations

Venue Support

- Sharing best practices
- Preferred Partners
- Focus on delivery at scale

Revenue Growth

- Awareness and Conversion
- Upsells
- Automation