# EDGE STRING

Next-generation String Pinspotter Technology for the Next Revolution in Bowling

# Take Control of Your Business with EDGE String

✓ Slash operational costs and complexity

✓ Boost profitability and your bowling business

✓ Improve the guest experience



*The Amazingly Simple Way to Offer Bowling*

# Take Control of Your Business with EDGE String

**Only EDGE String delivers...**

1) A pinspotter _**any member of your staff**_ can operate

2) An innovative smartphone app that notifies & guides staff...making operation even easier

3) An amazing bowling experience for your guests

# Join the EDGE String Revolution

- Over the last 3 years, **90%** of QubicaAMF new installations in the USA have chosen string  pinspotters

- Over this same period, **100%** of QubicaAMF customers that chose string pinspotters have done so again in their next center development

- **5 of the world's largest bowling entertainment chains** are exclusively using QubicaAMF string pinspotters and EDGE String

The Most Successful Bowling Chains use QubicaAMF

# EDGE String is EVERYWHERE!
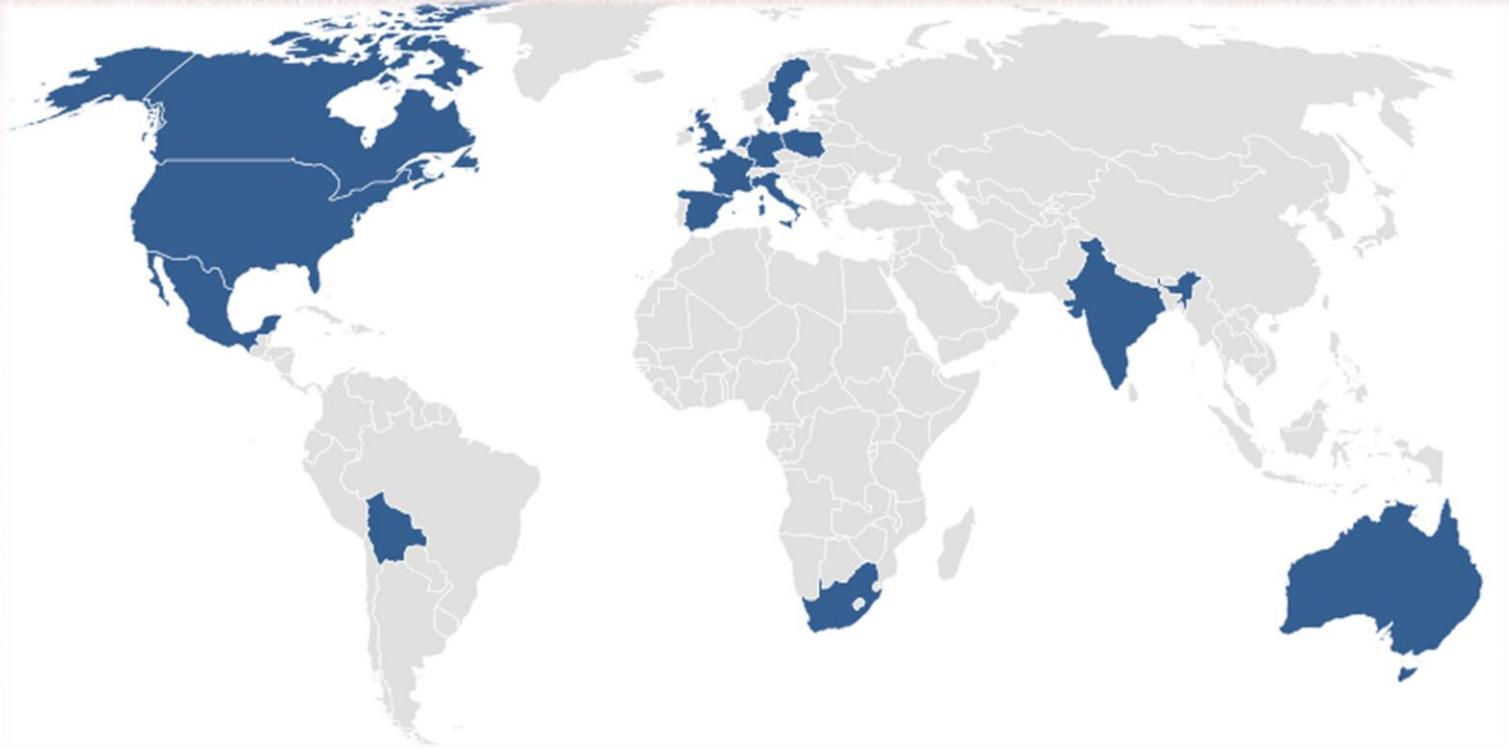


**51** Centers          **1,103** Lanes          **15** Countries

**EVERYDAY, more operators are discovering that
EDGE String is a game-changer!**

# GET MORE FOR LESS

- ✓ Reduced training time

- ✓ Fewer parts to buy

- ✓ Low energy costs

- ✓ Less labor to maintain

**EDGE String Delivers a Lower Total Cost of Ownership**

# Cost Savings versus Free-Fall Pinspotters

**EDGE String provides a real operational cost reduction—**

- ✓ **Labor** Cost Savings

- ✓ **Parts** Cost Savings

- ✓ **Energy** Cost Savings

- ✓ **Working Capital** Reduction (cash tied up in parts inventory)

- ✓ **Technician Hiring & Training Cost Savings** (plus fewer headaches)

**TIP:** Older free-fall pinspotters require a lot of labor time and good, experienced pinspotter technicians—which are increasingly harder to find with each passing year. EDGE String needs very little labor attention and anyone can learn to operate it in about an hour.

# Cost Savings versus Free-Fall Pinspotters

**EDGE String can save a typical center**

## $2,500 – $4,000/lane/year
### in Labor, Parts & Energy

| QubicaAMF String Pinspotter Customer | Annual Per Lane Operational Cost Savings Opportunity |
|---|---|
| 16-Lane FEC | $3,800 |
| Chain #1 | $4,100 - $4,700 |
| Chain #2 | $3,000 |
| Chain #3 | $3,400 |
| Chain #4 | $2,200 - $2,900 |

Annual per lane operational cost savings information listed above was calculated with QubicaAMF customers who replaced their free-fall pinspotters with string pinspotters using the center's actual results, savings opportunity published in center's IPO prospectus or based on analysis with customers using customer data.

# Fewer Parts. Fewer Expenses. Fewer Headaches

## EDGE String conserves working capital—

- The typical free-fall center has **$400 - $600** of pinspotter spare parts per lane tied up in inventory

- Parts needed to support EDGE String are significantly less than free-fall



*Typical EDGE String workstation*

# Anyone Can Operate EDGE String

**You'll save major time and money in hiring and training.**

| Typical Training Time | |
|---|---|
| **Old Free-Fall Pinspotters** | **EDGE String** |
| **8-12 Months** | **About One Hour!** |

Plus, the EDGE String Tech Wizard app makes training even easier!

Resolve operational issues faster with real time alerts
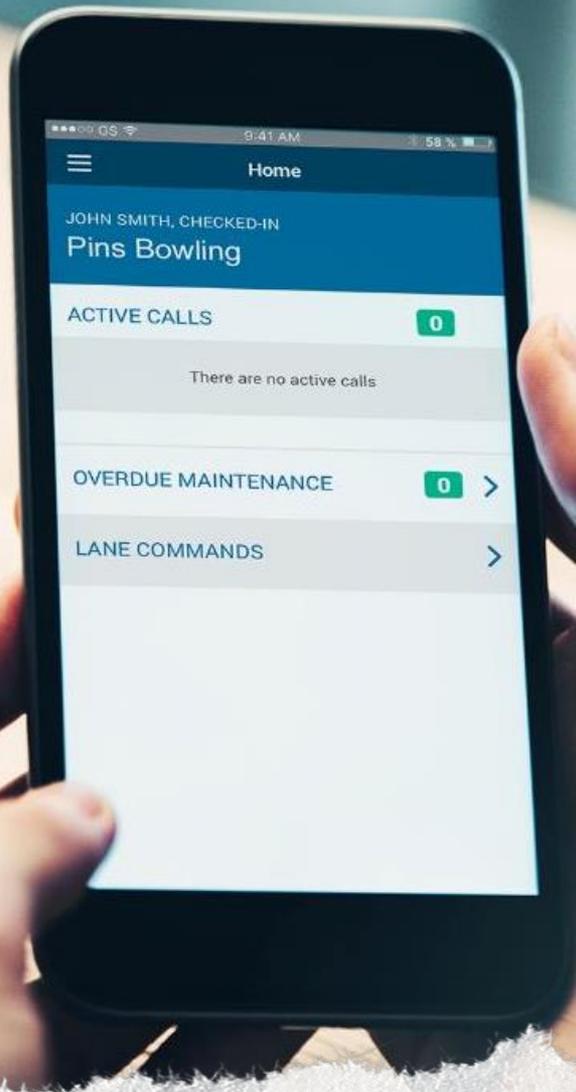
Proactively maintain machines with notification, instruction & guidance

Tech ★ Wizard

Replace pin

Open the machine rear cover

-01:16

Get staff up to speed quickly with built-in instructional video content

Cloud-based management tools put data and reporting capabilities at your fingertips

**EDGE String: for a Best-in-Bowling Guest Experience**

# Take Control of Your Business

**Here's the Challenge with Old Free-Fall Pinspotters**

- Poor performance hurts the guest experience

- Revenue lost as guests turned away when lanes are down

- Bad experiences urge customers toward other centers or recreational pursuits

**Take Control of Your Business and Experience A String of Success—**

A String of Business Success:
Center Success Stories

# Case Study: Bowl N' Bounce



The situation—

**Key Driver: Finding Labor & Operational Costs**

- 16-lane FEC in Lake Wylie, SC

- Attractions: bowling, arcade games, laser tag, bounce attractions & built-in play structure

- Opened in 2012 with used 82-90 free-fall pinspotters

- Bowling accounts for about 30% of total revenue

- 90% of bowling revenue is recreational, 10% leagues

# The Bowl N' Bounce Challenge

Their Challenges—

- **Hard finding good technicians** to maintain pinspotters
- **Machines ran poorly, the guest experience suffered**
- Customers often turned away with **lanes down in peak periods**
- Precious **revenue lost** due to pinspotters
- Pinspotter drew **50% of total maintenance costs**

# Bowl N' Bounce Success

**Since installing EDGE String this center has enjoyed—**

- **$45K in parts and labor savings** projected annually

- **4% boost in bowling revenue** due to less lane downtime

- **Labor optimization**: manager and staff now cover all equipment, including bowling

- **Operational savings** resulting in more employee rewards and investment in business growth

# Case Study: Woodlawn Bowl

Key Driver: Customer Experience

The situation—

- 24-lane Center in Ontario, Canada

- Opened in 1992 with Brunswick GS Series pinsetters

- Predominately league-focused center

- Includes a 7,000-square-foot redemption area, sports bar and full-service kitchen

- Bowling accounts for 50% of revenue and 20% of the overall facility cost

# The Woodlawn Bowl Challenge

Their Challenges—

- Low pinspotter **reliability**

- Resulting **poor guest experience** amplified on social media

- Owner rightfully concerned about **losing customers**

- **High labor allocation** for the pinsetters (1 full-time and 5 part-time mechanics)

- Pinsetter **safety concerns**

# Woodlawn Bowl Success

**Since installing EDGE String this center has enjoyed—**

- **23% increase in bowling revenue**

- **95% lower operational costs**

- **Scoring in line with free-fall**; league averages have increased only 1.75 pins

- **Faster league play** (finishing 4 games in 2 hours!)

- **Improved social media review ratings**

**EDGE STRING**

Put Your Center on the Leading EDGE!

See what bowlers are saying... **Watch Video**

www.qubicaamf.com