

EXHIBIT PX0592 A

From: Jordan Zachary [/o=ExchangeLabs/ou=Exchange Administrative Group (FYDIBOHF23SPDLT)/cn=Recipients/cn=59325f6d651b4d4fac7f5dded1875a2a-Jordan Zach]
Sent: 7/25/2022 3:52:39 AM
To: Bob Roux [bobroux@livenation.com]
Subject: Deck For Jonny Morris
Attachments: LN_National_Overview.pptx

Have this off the shelf which we can use Thursday. A few updates to make but think it sets table well. I would add a slide or two on Talent from our Austin deck. Let me know your thoughts.

Ex. No
PX0592
1:24-cv-03973



LIVE NATION®



THE CONCERT PROMOTER IN THE WORLD



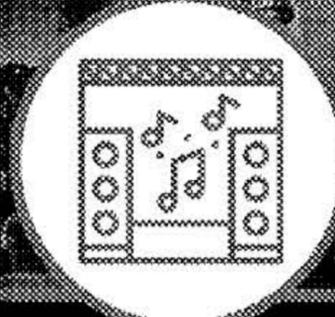
**PEOPLE ATTENDED
LIVE NATION
EVENTS**



**OWNED OR
OPERATED VENUES,
AND GROWING**



**ARTISTS
SHOWCASED**

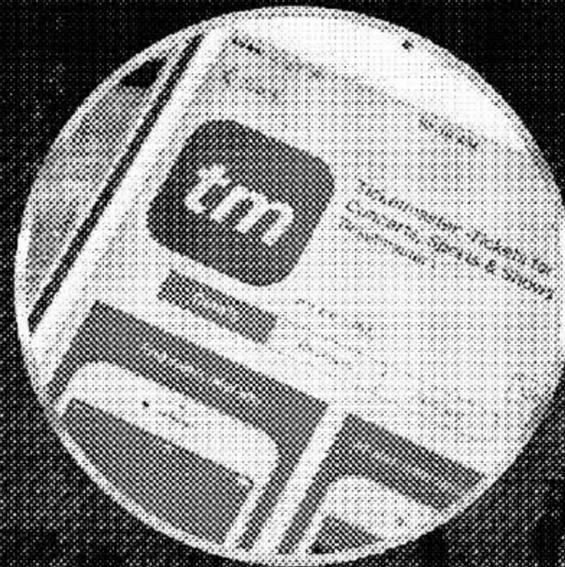


**FESTIVALS
GLOBALLY**

Live Nation Overview



- Largest Promoter in the World with 93 Million Attendees and 35,000 Events
- 250 Owned or Operated Venues
- 100+ Festivals Globally
- 4,500+ Artists Showcased



- Ticketmaster is One of the Top 10 e-commerce Sites in the World Across All Industries
- 570 Million Tickets Processed
- Serve More than 12,000 Clients Worldwide



- Leading Provider of Music Marketing Solution for Brands
- Top Live Music Media Company – Streams Live Concerts and Creates Original Video Content
- Sold \$445M in Sponsorships to 1,000+ Corporate Partners



- One of the Largest Music Artist Management Companies in the World
- 400+ Artists Across All Genres
- 110 Managers
- Home of Maverick Management and Roc Nation

TOP AMPHITHEATERS



VAST MAJORITY OF TOP AMPHITHEATERS

As shown by Pollstar, the concert industry publication that ranks the top venues, shows and artists, Live Nation owns, leases, operates and/or exclusively books 62 of the top (most attended/popular) amphitheaters in the world. No other organization has more than 1 amphitheater in the top 1000. Live Nation entertains over thirteen million fans in those 62 amphitheaters.

YEAR END Worldwide Ticket Sales TOP 100 AMPHITHEATRE VENUES

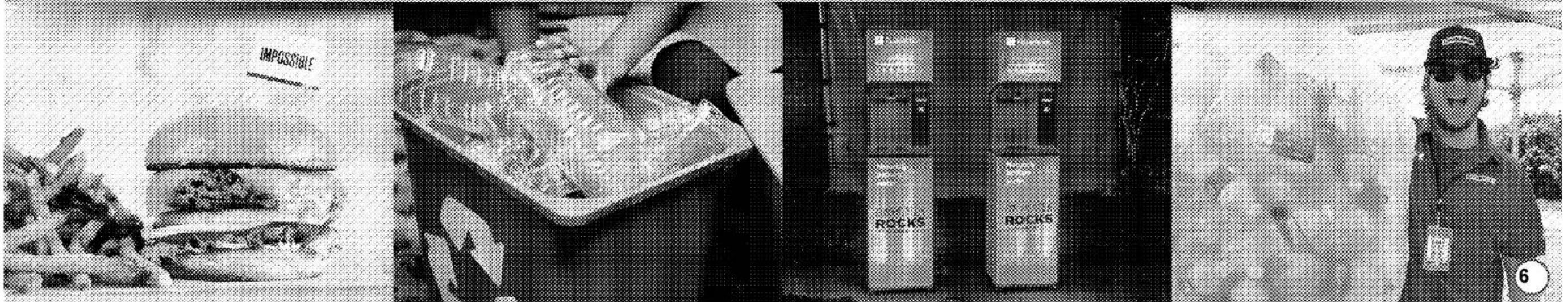
Rank	Venue	City	Country
1	Red Rocks Amphitheatre	Denver	US
2	Shoreline Amphitheatre	San Jose	US
3	Forest Hills Music Center	London	UK
4	Rockwell Music Center	London	UK
5	Wembley Arena	London	UK
6	Widnes Sports Ground	Widnes	UK
7	Widnes Sports Ground	Widnes	UK
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100	Widnes Sports Ground	Widnes	UK

PROPOSED SUSTAINABILITY

**SUSTAINABILITY
ROCKS**
AT **LIVE NATION** VENUES

LIVE NATION IS WORKING TOWARD CREATING MORE SUSTAINABLE CONCERT VENUES

- KEY WASTE PROGRAMS IMPLEMENTED IN 14 VENUES WITH THE ULTIMATE GOAL OF WORKING TOWARD ZERO WASTE
- 912 TONS OF WASTE GENERATED FROM FAN, ARTIST + BAND MEMBERS ACROSS 14 VENUES DIVERTED FROM LANDFILLS



FOOD & BEVERAGE

ARTISAN PIZZA

BBO

ARTBIRD FRIED CHICKEN

LIVE NATION WORKS WITH OUR CONCESSION PARTNERS TO MAXIMIZE REVENUE STREAMS BY IMPLEMENTING BEST PRACTICES ACQUIRED FROM DATA COLLECTION AND BENCHMARKING ACROSS U.S. AMPHITHEATERS.

TREJO'S

DOCHAU'S

CHEF NATION

BAND MEMBERS

OVER 28,000

Locally Sourced In-House Employees
Hired & Trained by Live Nation

VENUE GENERAL MANAGERS OPERATIONS PRODUCTION PREMIUM SEAT SALES BOX OFFICE VENUES MARKETING



SERVICE STANDARDS

SAFETY/CARE/ENCORE/EFFICIENCY

CORE PRINCIPLES OF LIVE NATION IN-HOUSE STAFF
TRAINING FOR BOTH BACK & FRONT OF HOUSE



VENUE TECHNOLOGY



Food delivered
to your seat!

POWERED BY
BUDLIGHT

Get the
LIVE NATION APP

DOWNLOAD BY TEXTING LNAPP TO 404040

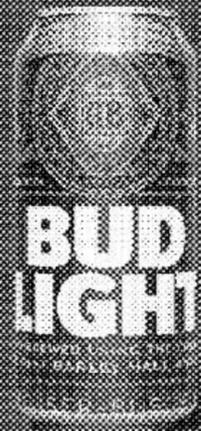


BEER DELIVERED
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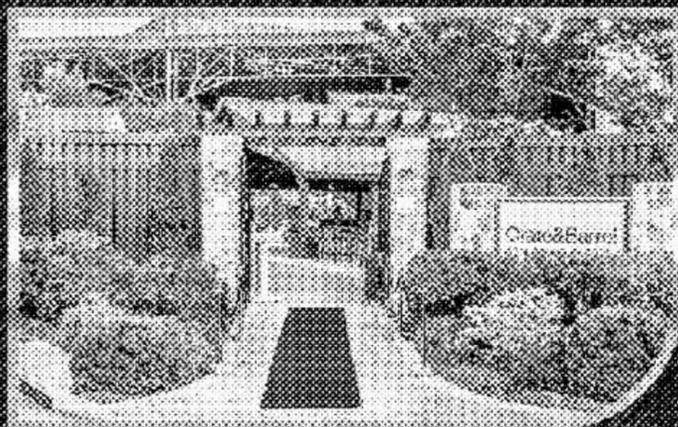


PREMIUM SEATS & BOXES

A DOOR TO DOOR VIP CONCERT ENTERTAINMENT EXPERIENCE



VIP PARKING ONLY STEPS FROM THE VENUE



QUICK ENTRANCE INTO THE VENUE



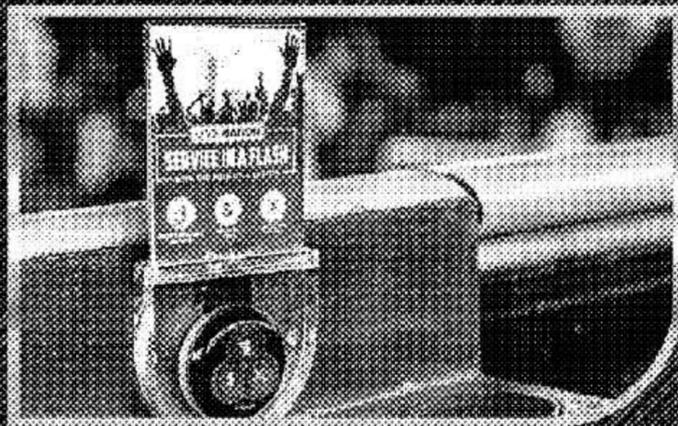
VIP CLUB ACCESS WITH ELEVATED FOOD & BEVERAGE



PRIVATE BOXES • COMMUNAL SPACES • PRIVATE SUITES



PRIVATE BOXES HAVE GREAT VIEWS AND LOCATIONS



IN-SEAT PUSH BUTTON FOOD & BEVERAGE ORDERING



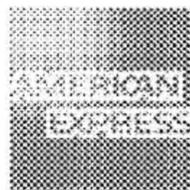
PRIVATE AND CLEAN RESTROOMS



EASY OUT ACCESS TO YOUR CAR

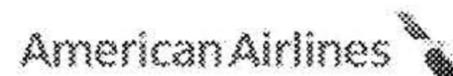
SPONSORSHIP

LIVE NATION IS BEST QUALIFIED TO MAXIMIZE SPONSORSHIP & NAME IN TITLE PARTNERSHIPS



Hotels.com

SAMSUNG



NORDSTROM

Booking.com

BOSE

Neiman Marcus



ESTÉE LAUDER



100

NATIONAL SPONSORSHIP EMPLOYEES

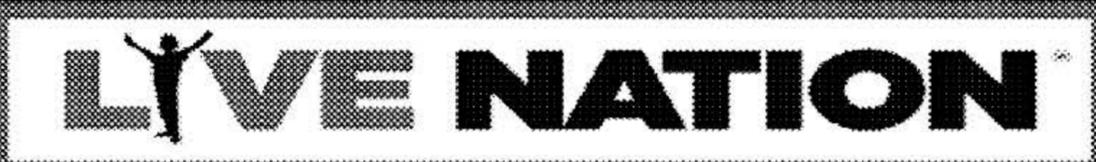
1,000+

LOCAL PARTNERS

900

TOTAL SPONSORSHIP EXPERTS

WHAT DID WE LEARN AND HOW DID WE PIVOT IN 2021?



ATTENTION

YOU ARE ENTERING A CASHLESS FACILITY

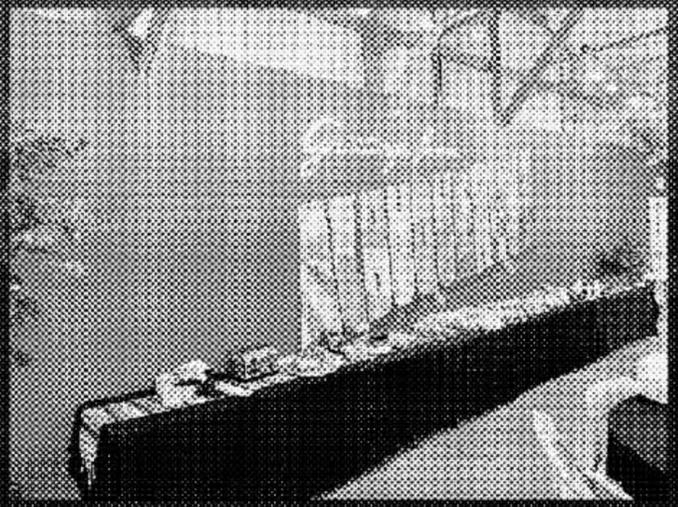
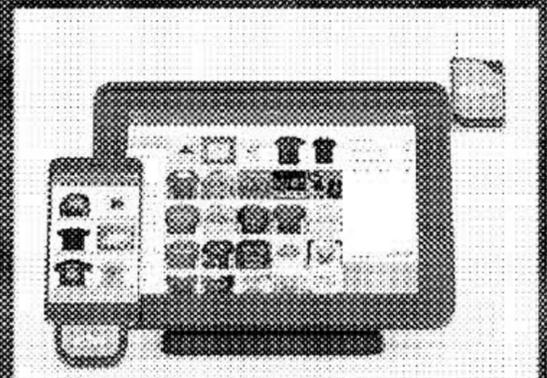


All points of sale will only accept credit, debit, or mobile pay.

Pay Pay

GOT CASH?

Convert your cash, dollar for dollar, with no charges, to a prepaid debit card at our cash-to-card kiosk.



7:14

Bank of New Hampshire Pavilion

A LIVE NATION VENUE

WELCOME TO Bank of New Hampshire Pavilion

Like Chen

LIVE NATION VENUE

Save time, order online!

- Food & Drink**
View menu and order ahead for easy pickup.
- Artist Merchandise**
View clothing and other items for a easy pickup.
- Upgrade Your Experience**
Some are at regular, Premium Parking, VIP Club, Suite, Floor Club Entry, and more.
- Exclusive Ticket Offers**
Check out exciting offers and tips at your favorite venue.

Leave your keys at home, ride with Uber to

Home Search My Venue My Order My Account

LIVE NATION

ticketmaster[®]

LIVE NATION

AMPHITHEATERS

Advanced Marketing Capabilities Through Ticketing

MEASURING MARKETING SUCCESS



302M

MONTHLY WEBSITE VISITORS TO LN AFFILIATED WEBSITES IN NORTH AMERICA



45M

YEARLY TRANSACTIONS



117M

CUSTOMERS IN THE NORTH AMERICAN E-MAIL DATABASE



220M

COOKIES IN OUR DIGITAL MONITORING PRODUCTS (DMP)



Ticket Pricing & Yield Management

DYNAMIC PRICING & OPTIMIZATION

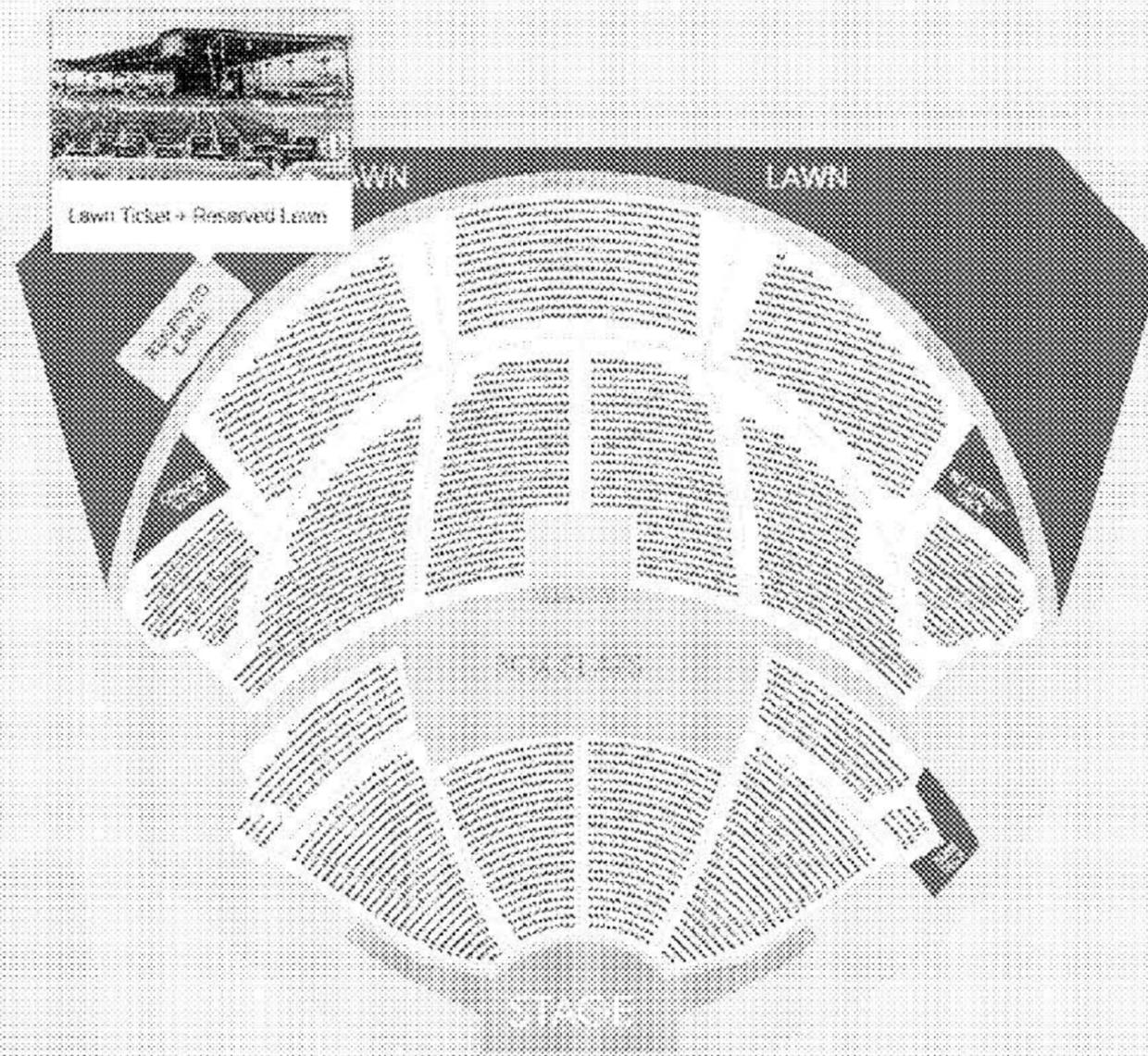
- **Drives incremental revenue per show for comparable markets**

INVENTORY MANAGEMENT

- **Aisle Seat Program – Commands premium price**
- **Platinum - Enables market-based pricing (adjusting prices according to supply and demand) for live event tickets, similar to how airline tickets and hotel rooms are sold**

UPSELLS & ADD-ONS

- **Add VIP club, Premier parking, Reserved Lawn, other, at ticket checkout**



Precision Marketing with Ticket Data

PAST PURCHASERS OF ARTIST

VISITS TO ADP / EDP

ARTIST WEB TRAFFIC

OFFICIAL EVENT RSVPS

AFFINITY ARTISTS

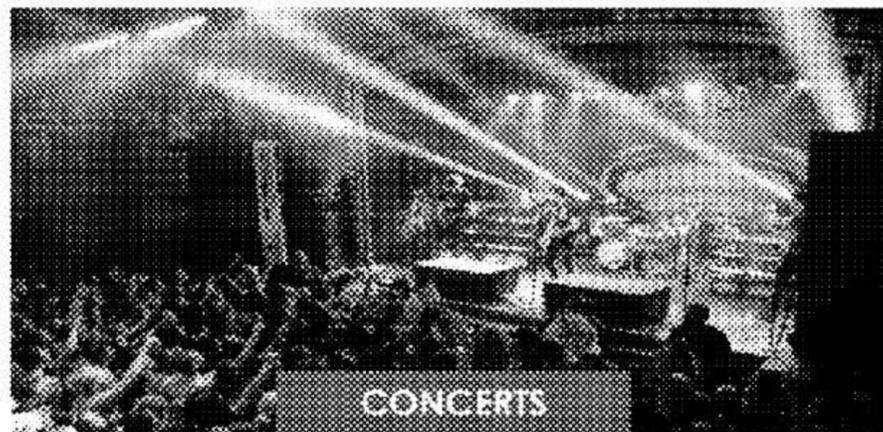
GENRE TARGETING

PURCHASER LOOK-A-LIKES

PROSPECTING

SLICING AND DICING OUR MASSIVE ONLINE & OFFLINE DATABASE TO IDENTIFY ARTIST CORE FANS & FAN PROSPECTS TO INCREASE TICKET SALES AND OVERALL PROFITABILITY

LIVE NATION SPECIAL EVENT CAPABILITIES





LIVE NATION

**THE LARGEST CONCERT PROMOTER
IN THE WORLD**

Icon	Statistic
Rock hand gesture	93M PEOPLE ATTENDED 35,000 LIVE NATION EVENTS
Stadium	250 OWNED OR OPERATED VENUES, AND GROWING
Star	4,500+ ARTISTS SHOWCASED
Calendar	100+ FESTIVALS GLOBALLY

2

Live Nation Overview

LIVE NATION CONCERTS	ticketmaster®	LIVE NATION MEDIA & SPONSORSHIPS	ARTIST NATION
			
<ul style="list-style-type: none">• Largest Promoter in the World with 93 Million Attendees and 35,000 Events• 250 Owned or Operated Venues• 100+ Festivals Globally• 4,500+ Artists Showcased	<ul style="list-style-type: none">• Ticketmaster is One of the Top 10 e-commerce Sites in the World Across All Industries• 570 Million Tickets Processed• Serve More than 12,000 Clients Worldwide	<ul style="list-style-type: none">• Leading Provider of Music Marketing Solution for Brands• Top Live Music Media Company – Streams Live Concerts and Creates Original Video Content• Sold \$445M in Sponsorships to 1,000+ Corporate Partners	<ul style="list-style-type: none">• One of the Largest Music Artist Management Companies in the World• 400+ Artists Across All Genres• 133 Managers• Home of Mavenck Management and Roc Nation

TOP AMPHITHEATERS



VAST MAJORITY OF TOP AMPHITHEATERS

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**YEAR-END
TOP 100 AMPHITHEATRE VENUES**

Rank	Venue	City	Organization
1	Red Bull Arena	Columbus, OH	Live Nation
2	Barclays Center	Brooklyn, NY	Live Nation
3	United Center	Chicago, IL	Live Nation
4	Scotiabank Arena	Toronto, ON	Live Nation
5	Madison Square Garden	New York, NY	Live Nation
6	Climate Pledge Arena	Seattle, WA	Live Nation
7	Ball Arena	Denver, CO	Live Nation
8	State Farm Arena	Atlanta, GA	Live Nation
9	TD Garden	Boston, MA	Live Nation
10	Scotiabank Arena	Winnipeg, MB	Live Nation
11	Scotiabank Arena	Edmonton, AB	Live Nation
12	Scotiabank Arena	Calgary, AB	Live Nation
13	Scotiabank Arena	Regina, SK	Live Nation
14	Scotiabank Arena	Saskatoon, SK	Live Nation
15	Scotiabank Arena	Windsor, ON	Live Nation
16	Scotiabank Arena	Hamilton, ON	Live Nation
17	Scotiabank Arena	London, ON	Live Nation
18	Scotiabank Arena	Mississauga, ON	Live Nation
19	Scotiabank Arena	Markham, ON	Live Nation
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21	Scotiabank Arena	Brampton, ON	Live Nation
22	Scotiabank Arena	Oakville, ON	Live Nation
23	Scotiabank Arena	North York, ON	Live Nation
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PROPOSED SUSTAINABILITY

SUSTAINABILITY ROCKS
AT LIVE NATION VENUES

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FOOD & BEVERAGE

ARTISAN PIZZA

BBQ

FRIED FRIED CHICKEN

LIVE NATION WORKS WITH OUR CONCESSION PARTNERS TO **MAXIMIZE REVENUE STREAMS** BY IMPLEMENTING BEST PRACTICES ACQUIRED FROM DATA COLLECTION AND BENCHMARKING ACROSS U.S. AMPHITHEATERS.

TREXO'S

CHIEF NATION

BAND MEMBERS

OVER 28,000 Locally Sourced In-House Employees
Hired & Trained by Live Nation

VENUE GENERAL MANAGERS / OPERATIONS / PRODUCTION / PREMIUM SEAT SALES / BOX OFFICE / VENUES MARKETING



A group of six employees, three men and three women, are standing outdoors in a row. They are all wearing red polo shirts with a white stripe on the sleeve and a Live Nation logo on the chest. They are also wearing lanyards with ID badges. The background shows a building and some trees. The overall image has a dark red border.

SERVICE STANDARDS

SAFETY/CARE/ENCORE/EFFICIENCY

CORE PRINCIPLES OF LIVE NATION IN-HOUSE STAFF
TRAINING FOR BOTH BACK & FRONT OF HOUSE

SERVICE STANDARDS
CREATED WITH
Disney
INSTITUTE



1