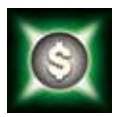




QUBICAAMF

CONQUEROR X

CONQUEROR X – THE HEART OF THE EVER-GROWING BOWLING
AND ENTERTAINMENT ECOSYSTEM



CONQUEROR
POS



CONQUEROR
QPAD



CONQUEROR
WEB



CONQUEROR
MMS

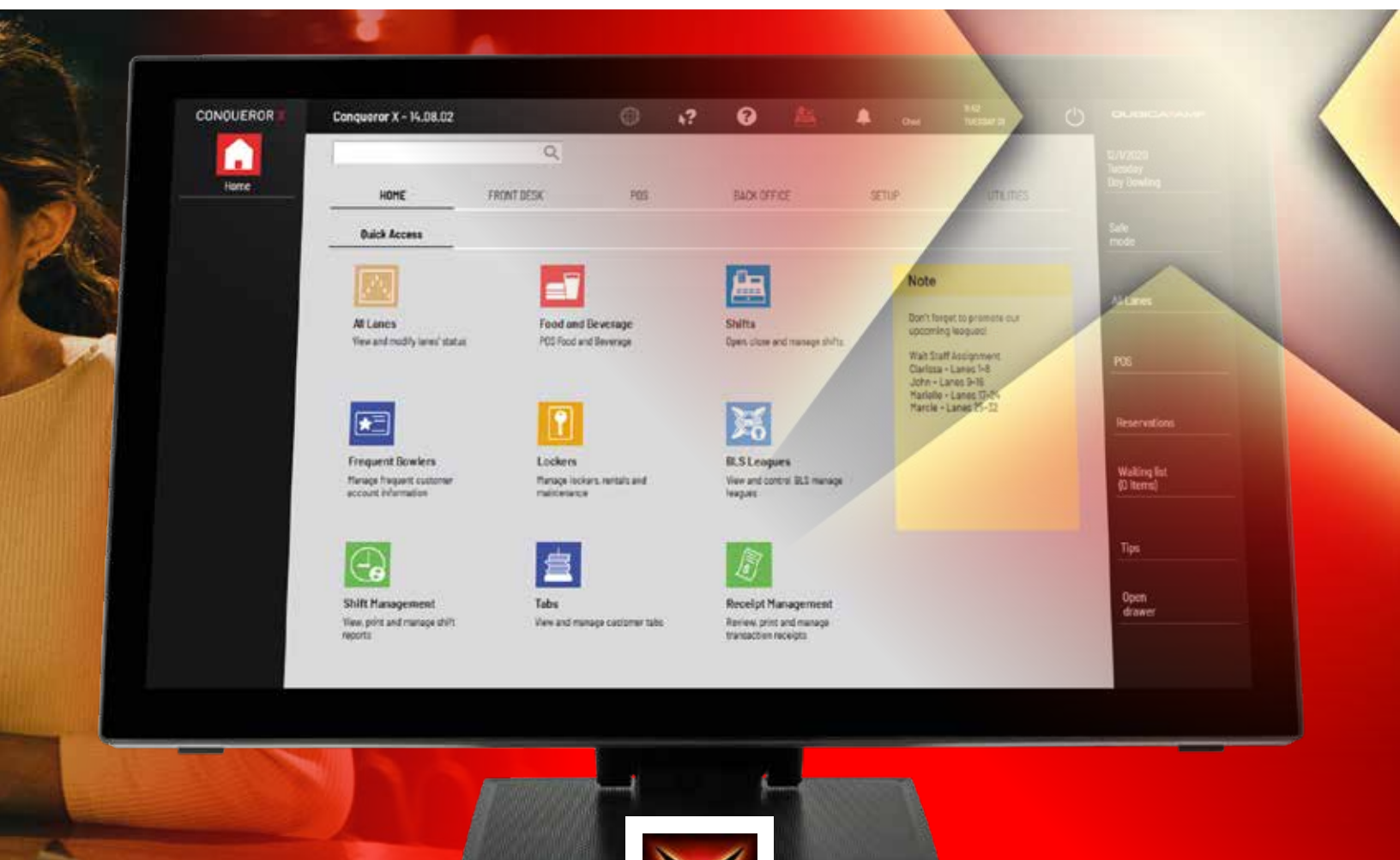


CONQUEROR
CLOUD



CONQUEROR
MAXIMIZATION
PROGRAM





CONQUEROR^X

THE HEART OF THE EVER-GROWING BOWLING AND ENTERTAINMENT ECOSYSTEM

Conqueror X has a truly **superb product market fit**. It aligns better than any other system to both your business needs and consumer expectations, improving operational efficiency, delivering an amazing consumer experience and ultimately driving more revenue and profitability through more visits and bigger spend.

It's **always growing, always evolving**. It's the only platform that not only consistently expands on its feature set to keep things fresh and respond to market needs, but is also at the core of an endless stream of entirely new game-changing products, modules and supporting services.

All because Conqueror X is **powered by the most experienced R&D team in the industry** – with the unmatched ability to create software and technologies that work seamlessly together, are easy to put to work for your center and are truly intuitive and easy to use.

With Conqueror X, you have the most powerful management and POS system ever available that drives an entire ecosystem of modules and products— providing an unmatched feature set and flexible, robust functionality. Conqueror X is designed to **improve your operational efficiency and drive profitability** while allowing you to deliver the **ultimate bowler experience**.



TOTAL MANAGEMENT

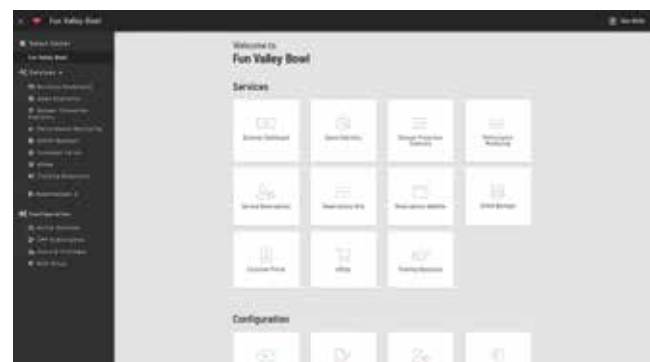
Conqueror X delivers Total Management that is built for bowling and entertainment operations to be flexible to the wide array of business models and needs and provides secure and intelligent control to run your business, your way.

- Conqueror X is **one complete system** where everything works together with a modern, user-friendly interface. Expansive center, terminal and security settings ensure not only is everything secure, but that **everything runs the way you want** in your business. All of this comes together to allow your staff to stay focused on what matters – delivering for your guests.



- Drive all types of bowling formats including tenpin, duckpin, mini-bowling and more, even side by side, with **Lane Management** as your command center. **Lane Options** let you configure every aspect of the on-lane experience to ensure a perfect visit for each and every guest. Use **Bowling Modes** as your “set it and forget it” templates for consistent and automated operations.
- Add the **Conqueror QPad** and extend the power of Conqueror X throughout your facility bringing service and control to wherever you need it. Manage the waitlist and reduce lines, control scoring and lanes, conduct bowling and F&B transactions anywhere. It’s the power of a front desk, back office and POS in your hand.
- Manage your leagues with the best competitive software, the legendary **Bowling League Secretary (BLS)** from CDE. Together with Conqueror X they handle everything from setup, to standings to payments and prize fund management. Host even the most complex tournaments with the integrated **Tournament Manager** – the reliable system of choice by sport associations.





- Technical operations are made easy with Conqueror X and the **Tech Wizard** expert system mobile app that notifies and provides guidance when needed. Alongside with the **Performance Monitoring** dashboard, you'll have a complete overview of your pinspotter operations at your fingertips.
- Stay on top of revenues and financials from anywhere with real-time results on the **Business Dashboard**. The Conqueror X reporting suite includes comprehensive tools for staff and shift reporting, historical analysis and comparisons, operations statistics and more.
- The **QPortal** is the online command center to access Conqueror Cloud-based tools including the data-rich dashboards, secure online backup, user management and more. It's also the hub to access and manage a growing array of advanced modules and key services.



COMPLETE POINT OF SALE

Conqueror X delivers a Complete Point of Sale that fits the broad needs of even the most complex food & beverage operations that is easy for your staff to use to deliver service that is seamless and maximizes convenience for your guests at every interaction.

- Everything in Conqueror POS is built around managing **seamless transactions** with your guests. Provide them with **one bill** at checkout that covers all their activities and purchases during their visit. It's one system throughout Conqueror with one **easy-to-use-interface** that is fully integrated to every module.



- Conqueror POS is built to match up with food and beverage operations big and small. Terminals are **highly configurable** so that your staff has access to the right functions in the right place. **Customize the layout** and display of categories and price key buttons and ensure quick, accurate transactions. Make things easy on your staff and fast for customers.
- Dynamic pricing** automatically adjusts based on the time of day, day of the week and holidays – saving you time and ensuring you are maximizing profits. **Comprehensive modifiers** options make it easy to handle complex menus and orders, whether charged or not. And easily handle **mixed packages** to combine bowling and any POS elements including food and beverage and beyond.
- Advanced **order management** tools ensure that everything gets to where it is supposed to go. Conqueror POS takes orders from staff on terminals and QPads, from guests on lanes via On-Lane Ordering and from the Advanced Reservation system for web booking and events. **Flexible remote printers** and an optional **Kitchen Display System** route order items for preparation and expedited readiness for your guests.





- Fast and flexible **tab and check management** puts your staff in control of service for your guests. Keep tabs for individuals, groups, tables, lanes and events. Simple views make it easy for servers to create, edit, split tabs, generate bills and receipts and more.
- Securely accept **credit, debit cards and contactless** for pre-authorization and final payments at traditional POS terminals and via wireless terminals anywhere needed in the center. Conqueror X systems are **EMV-compliant** and fully compliant with the latest guidelines from the PCI Security Standards Council regarding credit card data processing.
- Conqueror POS is interfaced with **cashless control systems** for those centers looking for the flexibility of using game cards throughout their operation. Add stored value, use value for POS purchases and more with InterCard, Embed, Sacoa or Cointech systems.
- Interfaces with optional **beverage control systems** by Berg and Azbar give centers extra protection and staff accountability when managing bar operations.
- Complete **tax management** makes it easy to accommodate your accounting needs. Conqueror POS brings support for both added and included taxes and easy handling of tax exemption and special circumstances. Plus, Conqueror X is a **fiscally compliant** solution in a number of worldwide markets.
- Flexible and **comprehensive reporting** lets you generate per-employee or per-shift reports, with details such as tips, incomes, suspect activities and more. Review statistics such as hourly sales and see hot items at a glance. Monitor **results in real-time** on the Business Dashboard, run ad hoc reports, automatically generate exports to Quickbooks and interface with optional Dasso for advanced accounting needs – Conqueror X supports it all.





INTELLIGENT MARKETING

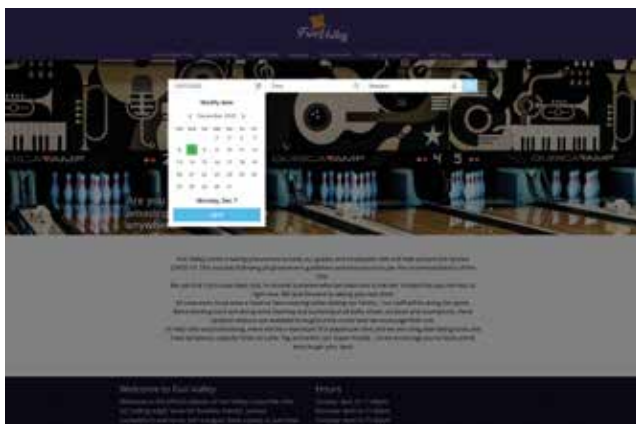
Conqueror X delivers Intelligent Marketing that empowers you to create the Ultimate Consumer Journey through your business, influence consumer behavior, engender fierce loyalty, drive more visits, and increase spending throughout.

- Conqueror X **Advanced Reservations** is the complete and flexible booking management tool, and the only one with real-time interaction with the lanes so you can manage events, web bookings and walk-ins simultaneously and without conflict. Manage event deposits, food and beverage orders, lane and bowler options and more.



- Have complete management of your customers and their activities and know their detailed purchase history and play habits with the **Frequent Bowler Tracker** customer database. Powerful and flexible reports and tools help to identify those segments to promote and communicate to.
- With the **Players Club**, you can allow members to earn points and pay with those points, promoting repeat visits and **customer loyalty**. Manage special promotions to increase earn and drive additional play. And leverage loyalty tiers to reward your most important customers.





- **COMING SOON** to Conqueror X, the **Conqueror Web** module is the only booking tool designed to drive bowling entertainment and help nudge guests to spend more in your center. At the core of the new system, you can create web offers that **feature unique bowling content**, packages, bundled activities and more. Far beyond simple booking, guests can see all your programs making it **easy for them to buy-up** by finding their perfect bowling experience.

- Conqueror Web makes it easy to **showcase food and beverage, activities and non-bowling extras**. You can even tailor add-on options to match with web offers, so guests can quickly find complementary items that add to their average spend before they've even walked in the door.
- To meet the needs of a wide array of bowling and entertainment businesses, Conqueror Web is **highly customizable**. Centers can select from a variety of visual themes that can be tailored to match their existing website and brand. Elements in the booking flow can be turned on or off depending on what you want to sell online. And smart lane groups, automatic lane assignment, automatic blocking of turnover time, and optional service fees and deposits all ensure **alignment with your business** and operational needs.



AMAZING GUEST EXPERIENCE

Conqueror X helps you deliver an Amazing Guest Experience that leverages your bowling anchor and delights your guests by driving the unique products and elements across an ever-growing bowling and entertainment ecosystem.

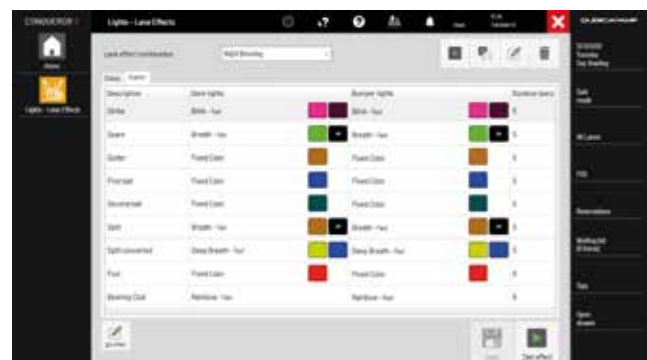
- The **BES X scoring is the biggest evolution in the history of automatic scoring** and more than just a scoring system – it's a Bowler Entertainment System. And it's the only system designed help you deliver truly unique on-lane entertainment to everyone with an **endless collection of choices for your guests**. Conqueror X puts you in complete control to leverage and manage every aspect of the system ensuring you can delight every customer segment that visits your center.



- **HyperBowling** is the revolutionary new bowling-based attraction that takes bowling to the next level. It's an exciting and engaging fast paced game that's like playing a **physical video game on a bowling lane!** Players face challenging moving color targets, progressive levels and score multipliers, where everyone can get in on the game and win big. From Conqueror X you can manage the business side of the game – including an intelligent **Bumper Protection System** that monitors play and helps protect your investment.
- With BES X and HyperBowling, you have a lot of compelling content and ways to play for your guests! **BES X Experiences** can make it easy for guests to pick something right for them, your staff to seamlessly deliver and your center to **make more money**. Conqueror X brings the advanced controls to design each Experience and let the system dynamically control the pricing, availability and display.



WAITING LIST	BOWLERS	MESSAGE
Brian, Mark	2	Go to Lane 1
Katy's Birthday	6	Go to Lanes 3 and 4
St. John School	4	Please, go to front desk!
Sandra	4	Waiting
Vivian Family	5	Waiting
JBC	3	Waiting
Prebowl League	4	Waiting
Bill, Martha, JB	3	Waiting
Antony	9	Waiting
Lopez Family	10	Waiting
Adam - Bennett - Casey - Darren	4	Waiting



- The **Multi-Media System (MMS)** makes it easy to communicate with your customers – automatically. You can display advertising and promotion, dynamic price lists, waiting lists, live scoring and more throughout your center. Everything can be **configured and scheduled** within Conqueror X to show the right content in the right place at the right time.



- CenterPunch** is the only intelligent lighting collection that gives you the power to create and conduct coordinated lighting displays in your center. Fully controlled through Conqueror X, it makes it easy for your staff to create powerful, **coordinated lighting shows** using both pin deck lighting and capping lighting that are fully automated. Not only is the control smart, but it is incredibly powerful!





CONQUEROR MAXIMIZATION PROGRAM

Conqueror X is backed by the **Conqueror Maximization Program**, the complete center operations software, cloud and services maintenance plan that provides everything you need to get the most out of your investment in Conqueror X and your entire technology product ecosystem. Get the peace of mind that comes with frequent updates and improvements, business-building features and services, access to experts, readiness for the future and avoidance of unexpected expenses for software and support.



The program includes:

- **Automatic and continuous software updates** for all products you own in the ecosystem including scoring, core management system, POS, marketing tools and more. New content keeps the **entertainment fresh** for guests. New features help **drive more revenue** and keep **operations at peak efficiency** and staff focused on maximizing the experience for your customers.
- **Conqueror Cloud** services include access to the **QPortal** tools and the platform for **business-building marketing, web and mobile features**. Drive your business today and be fully ready for exciting future products and capabilities.
- Technical support services and **unlimited access to QubicaAMF experts** via phone and e-mail for all of Conqueror X, POS, scorings systems and all technology products in the ecosystem. Conqueror Cloud tools make it easier to remotely troubleshoot in case of issues and work to get a fast resolution.
- Training services including an **extensive resource library** with guides and videos, access to live **virtual training sessions** on a wide array of Conqueror X and technology

products hosted by experts, and consultation with a training specialist. Ensure that you and your staff are configuring, using and **getting the most out of your software and systems** and be ready to tackle your daily operations.

- Marketing services featuring an extensive library of **turn-key campaigns and collateral**, Marketing Kits for key products with images, videos and templates, access to the exclusive and interactive BES Xtras blog and consultation with a marketing specialist. **Unlock the full potential** of the bowling and entertainment ecosystem and drive more business and revenues.



CONQUEROR MAXIMIZATION PROGRAM

BUSINESS PREFERRED

BUSINESS ESSENTIALS

BASICS

ARCADE / RESIDENTIAL

Includes automatic and continuous software updates, including new features and improvements, for all products in the ecosystem:

Core Conqueror X management system updates	Included	Included	Included	Included
BES X scoring system content, new games and graphics updates	Included	Included	Included	Included
Point of Sale updates	Included	Included	Included	---
HyperBowling, Multi-Media System, BES X Experiences and other technology product updates	Optional	Optional	Optional	Optional

Includes Conqueror Cloud services required for the following modules and features:

Tech Wizard smartphone application	Included	Included	Included	Included
SMS Text Messaging for Waiting List*	Included	Included	---	---
Online Scoring*	Included	---	---	---
Fiscal interface (EFSTA FR)Δ*	Included	---	---	---
Conqueror XRM Experience Relationship Manager	Optional	---	---	---
Conqueror Web	Optional	---	---	---
Dassle Suite interface	Optional	Optional	Optional	---
Fiscal interface (EFSTA DE)Δ*	Optional	Optional	---	---

Includes tools and dashboards through QPortal online center management:

Business Results dashboard	Included	Included	Included	Included
Performance Monitoring dashboard	Included	Included	Included	Included
Game Statistics dashboard	Included	Included	Included	Included
Secure Online Backup	Included	Included	Included	Included
Cloud feature setup, configuration, roles and user management	Included	Included	Included	Included
HyperBumper Protection System dashboard	Optional	Optional	Optional	---

Includes the following Technical Support Services:**

Support for Conqueror X, POS, scoring system and other technology products	Included	Included	Included	Included
Support for QubicaAMF pinspotters	Included	Included	Included	Included
Remote troubleshooting in case of issues at the center	Included	Included	Included	Included
Remote installation support for selected add-on products and modules	Included	Optional	Optional	Optional

Includes the following Training Services:***

Training Resource Library	Included	Included	Included	Included
Live Virtual Training Sessions	Included	Included	Included	Included
One-to-one training consultation with a MaxTraining specialist	Included	Optional	Optional	Optional

Includes the following Marketing Services:***

Marketing Campaign and Collateral Library	Included	Included	Included	Included
Product Marketing Kits	Included	Included	Included	Included
Exclusive BES Xtras blog	Included	Included	Included	Included
Access to custom print solutions for marketing materials	Included	Included	Included	Included
One-to-one marketing consultation with a Virtual Marketing specialist	Included	Optional	Optional	Optional

Δ - Available only in selected countries.

* - Feature is included and available to activate upon request through the QubicaAMF Technical Support team.

** - QubicaAMF Technical Support for direct markets. Some territories will be 2nd level support through local Distribution Partners.

*** - Not available in all markets outside of the US. Some content available in English only.

“Optional” features may require additional purchases or equipment.



CONQUERORX	BUSINESS PREFERRED	BUSINESS ESSENTIALS	BASICS	ARCADE / RESIDENTIAL
Bowling, scoring and lane management	Included	Included	Included	Included
Business automation, Bowling Modes, calendars	Advanced	Advanced	Basic	Basic
Security, roles and user management	Advanced	Advanced	Basic	---
Shift management, financial, historical and statistical reporting	Advanced	Advanced	Basic	---
QuickBooks interface	Included	Included	Included	---
Waiting List management	Included	Included	Included	---
League management	Included	Included	Included	---
CDE BLS, BTM and T-Brac interfaces	Included	Included	Included	---
Swedish & Danish league management Δ*	Included	Included	---	---
Tournament management	Included	Included	---	---
Time games management	Included	Included	---	---
Lockers management	Included	Included	---	---
Time tracking	Included	Included	---	---
Point of Sale	Advanced	Advanced	Basic	---
Seamless transactions and tab management	Included	Included	---	---
Integrated customer-present credit and debit card processing Δ*	Included	Included	---	---
Cashless systems (Standard interface: InterCard, Embed, CoinTech, Sacoa)*	Included	---	---	---
Beverage control systems interface (Berg, Azbar)*	Included	Included	---	---
Kitchen display system interface (MicroPlus) Δ*	Included	Included	---	---
Fiscal interfaces (WinTic IT, WinTic RO) Δ*	Included	Included	---	---
Booking system, Advanced Reservations and event management	Advanced	Basic	---	---
Customer database management, Frequent Bowler Tracker (FBT)	Advanced	Basic	---	---
Players Club loyalty program	Included	---	---	---
Lanetalk interface*	Included	Included	---	---
BowlGames interface Δ*	Included	Included	---	---

Includes software management and support for the following OPTIONAL purchases:

HyperBowling	Optional	Optional	Optional	---
CenterPunch Deck Lighting	Optional	Optional	Optional	Optional
CenterPunch Capping Lighting	Optional	Optional	Optional	Optional
Intercom	Optional	Optional	Optional	Optional
Automatic bumpers	Optional	Optional	Optional	Optional
Foul detection system	Optional	Optional	Optional	Optional
Conqueror QPad	Optional	Optional	---	---
Multi-Media System	Optional	Optional	---	---
BES X Experiences	Optional	Optional	---	---
Time games controller (Favero)	Optional	Optional	---	---
Conqueror Training Station	Optional	Optional	Optional	Optional
Conqueror Remote Terminal	Optional	---	---	---

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