ABOUT THE CAVALIERS OPERATING COMPANY, LLC.

WEB PROPERTIES:
- Cavs.com
- LakeErieMonsters.com
- ClevelandGladiators.com
  - CantonCharge.com
  - TheQArena.com

SOCIAL PROPERTIES:
- Facebook
- Twitter
- Instagram
- Vine
- Google+
- Snapchat
- Spotify
- Pinterest
- Reddit
- Dubsmash

- All web properties built on fully responsive web templates built on HTML5, CSS3
- All web properties feature a federated SSO OAuth platform *
  - Unifies user login to understand how our fans cross-pollinate across properties
  - Allows business intelligence group (BIG) to round out schema tied to Fan’s uniqueID

* To be completed by start of 15-16 seasons
CAVS DIGITAL ORGANIZATIONAL CHART

15 FTEs | 1 SEASONAL | TEAM HAS GROWN 450 PERCENT OVER PAST 5 YEARS

CAVS DIGITAL IS AN AGILE METHODOLOGY SHOP
THE LEBRON JAMES EFFECT
ANALYZING IMPACT OF LEBRON JAMES’ RETURN TO CLEVELAND ON WEB KPIs 7/1/14-5/20/15

- **Page Views**: Total 56,947,106, 181% YoY Increase
- **Unique Visitors**: Total 14,200,178, 252% YoY Increase
- **Visits**: Total 23,070,721, 620% YoY Increase
- **Time Spent Per Visit**: Average 6.0
- **Page Views Per Unique Visitor**: Average 4.6
- **Video Streams**: Total 10,271,237, 623% YoY Increase
THE LEBRON JAMES EFFECT

ANALYZING IMPACT OF LEBRON JAMES’ RETURN TO CLEVELAND ON SOCIAL KPIs 7/1/14-5/20/15

Facebook
- Jul-14: 1,937,679
- May-15: 3,685,565
- % Growth: 90%

Twitter
- Jul-14: 411,300
- May-15: 762,000
- % Growth: 85%

Instagram
- Jul-14: 345,135
- May-15: 1,000,000
- % Growth: 190%
BUILDING LOYALTY THROUGH WINE & GOLD UNITED

• Official club exclusively for Cavaliers season ticket holders
  • 6,800 members in 14-15, scaling to 7,100 in 15-16
• Year-round access empowering fans with a voice in organization
  • Members only entrances
  • Team Shop discounts
  • Special concession stand items
  • Exclusive content in Cavs app

^ cavs.com/united ^

< Cavaliers Mobile Application

^ WGUnited on Social ^
BUILDING LOYALTY THROUGH SOCIAL MEDIA

- 1st organization in sports to feature real-time social media in-bowl for entirety of event
- Social Zone built on concourse for testing appetite for larger build-out in future years
  - Fans incentivized to check-in at Q on FB to redeem item of game
- Exclusive in-venue hashtags used for tracking engagement and reach throughout season
- Social sentiment/activity tracked and applied to fan’s unique profile
- Surprise and delight campaigns bolster following and engagement
- Sweepstakes featuring behind-the-ropes experiences aid in driving engagement
BUILDING LOYALTY THROUGH PROXIMITY MARKETING

- Partnered with Gimbal and Yinzcam to Deploy 100 in-venue beacons this season
  - Using a mixture of Series 10, 20 and 21 beacons
  - Leveraging Gimbal’s geo-based messaging tools for out-of-venue messaging
- Fans can customize what type of alerts they’d like to receive and can update at any time
- Using geo-services as a utility for potential partnership opportunities