

February 2023

Marley

Modernizing Weddings and Special Events

Confidential

**Marley revolutionizes
the entire wedding
process by bridging
the technology and
financial gap between
venues and their
dream customers**



The wedding industry at a glance



2 Million

Engaged couples get married each year



\$58 Billion

Spent yearly on weddings in the US



~\$33,000

Average cost per wedding

The special events industry is fragmented & utilizes legacy technologies



Merchants are stuck with legacy software systems

Many wedding venues are stuck in a cycle of struggling to keeping up with invoice cycles and offering inflexible ways to pay



Venues are complex businesses

From supplier management to employee payroll, venues are spending more time manually bookkeeping than growing their business



Limited financing and payment options for couples

Lack of companies offering financing options for weddings and other specialty events

Higher wedding costs are creating an uphill battle for couples

63%

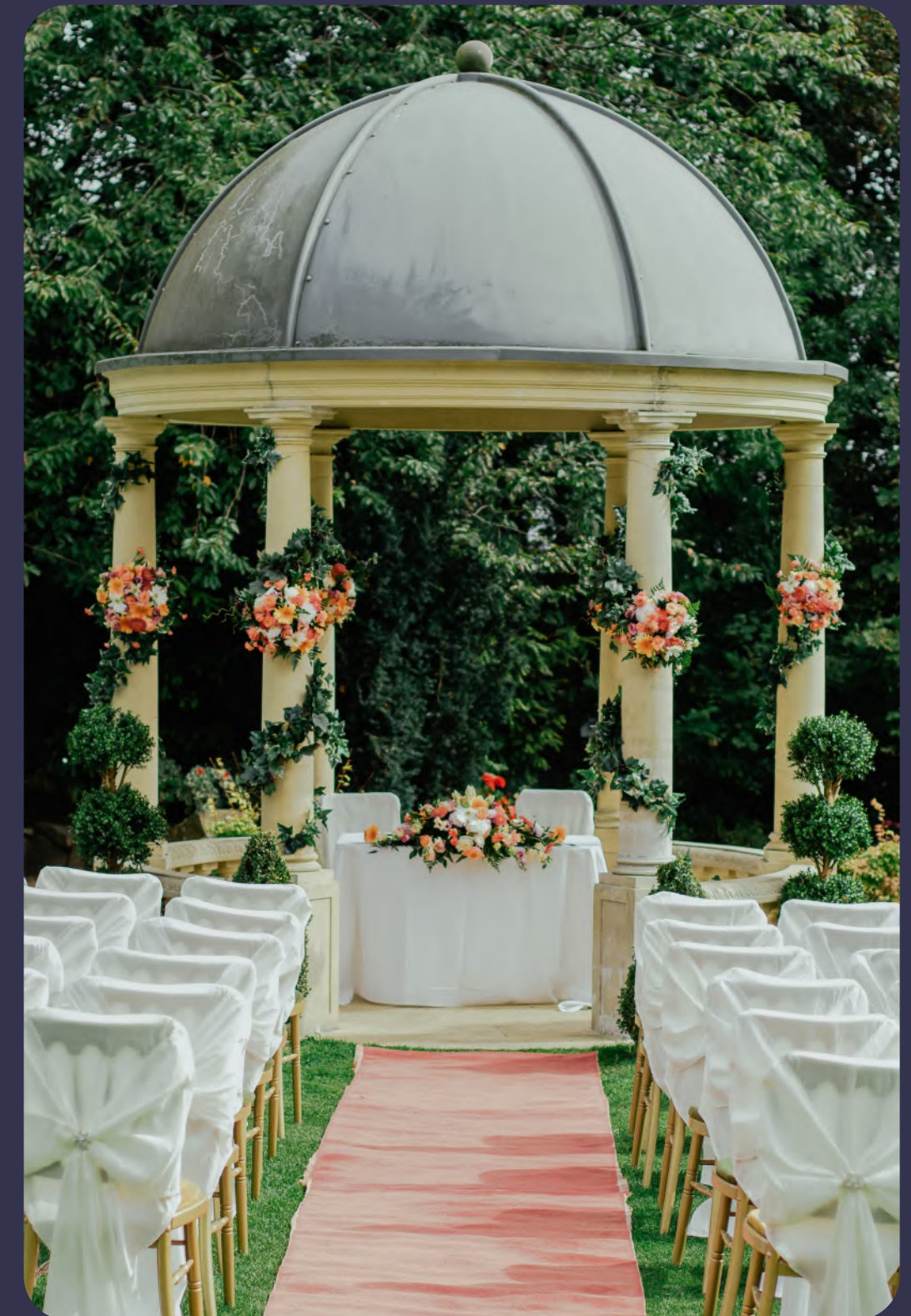
Of engaged couples feel pressure from others to have a big, costly wedding

\$16,000

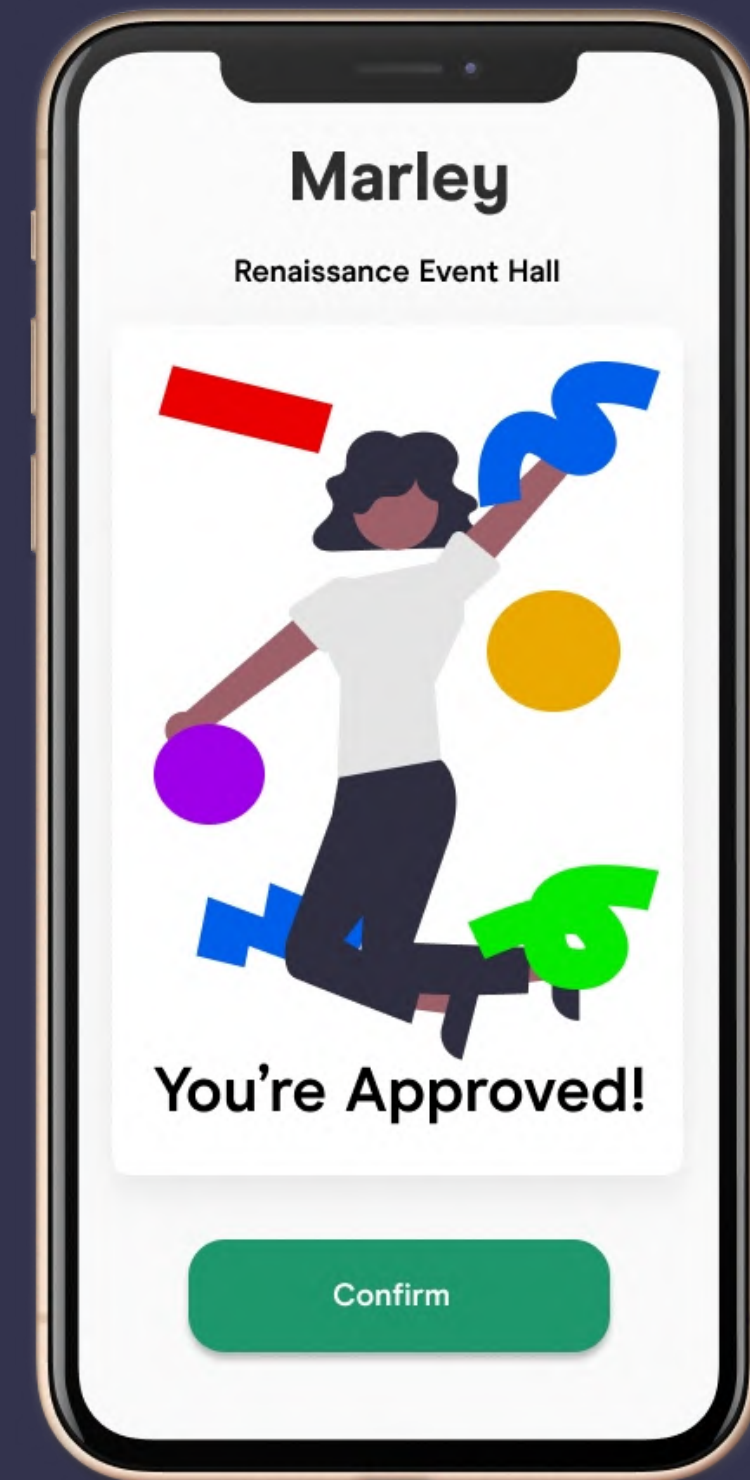
Average amount couples borrow for their wedding

74%

Plan on taking on debt with high-interest personal loans and/or credit cards



**Marley is building
the platform to
modernize
special events
and empower
couples**

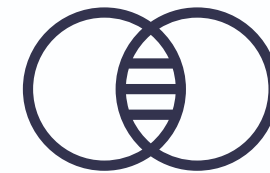


Being a digital-first, cloud-based solution allows Marley to revolutionize the special event industry



End-to-end management platform

Run your venue efficiently with powerful tools while taking out the headaches



Seamless Integrations

Marley's all-in-one venue management platform offers integrations with most widely used softwares



Integrated payments and embedded lending

Accept payments seamlessly and offer flexible-financing options for couples, unlocking significant revenue



Streamlining the back-office

Automate manual back-office bookkeeping and transform invoices into insight

How Marley is able to win venues

1

We're signing up venues, not customers

By signing up with the merchants directly, Marley won't have to spend most of its time and resources on customer acquisition

2

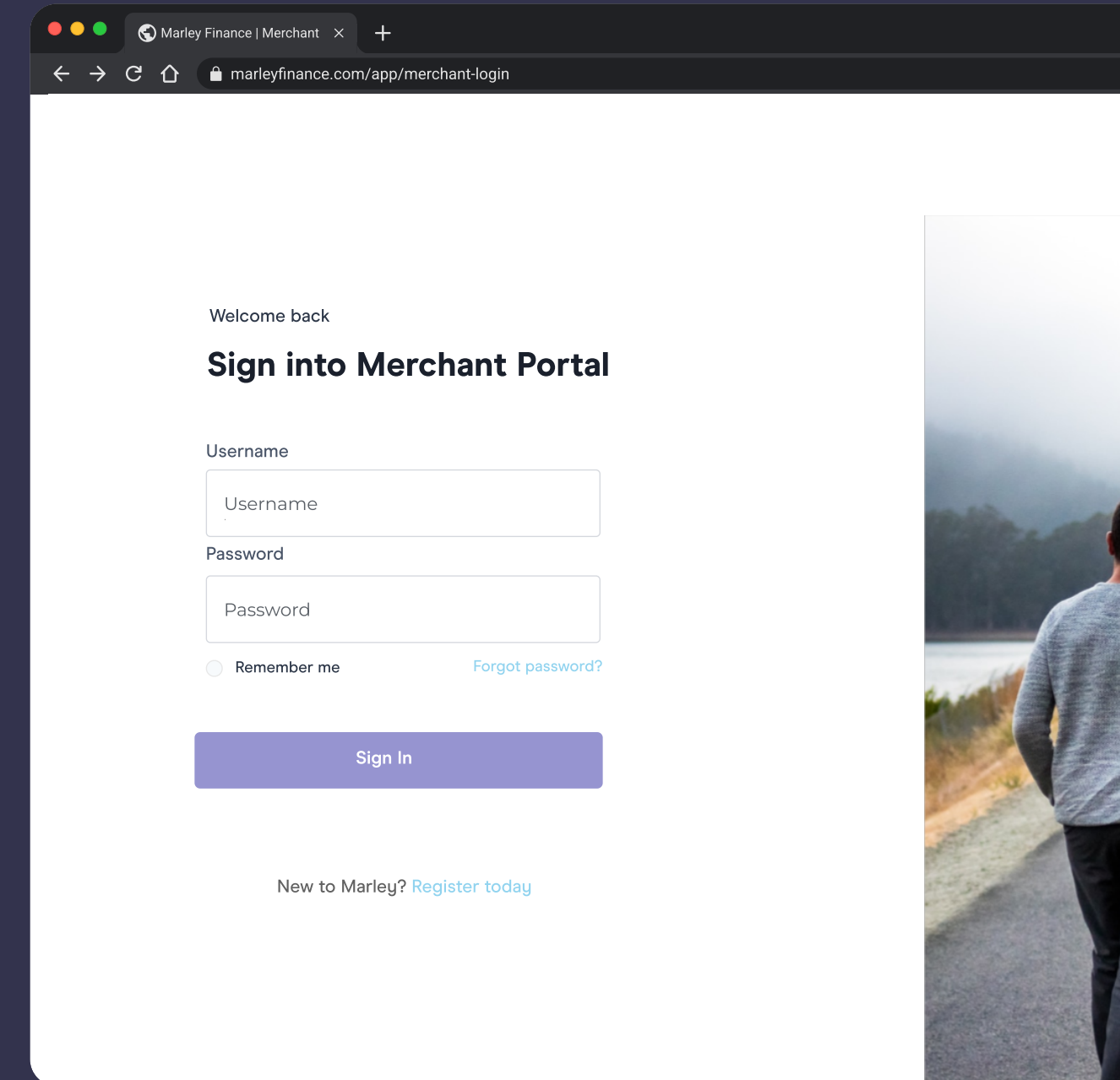
Early venue interest from mid-to-high end wedding venues

From continuous conversations, venues have expressed interest to sign up for Marley. As of Feb. 2023, twelve wedding venues have signed letters of intent go live on Marley's platform

3

Driving spend to unlock value for couples and venues

Our first-of-its-kind POS-financing solution makes Marley the supreme platform and creates a unique competitive advantage for venues



Massive Market Opportunity

\$890B

Global event industry
market value

\$58B

Wedding market in the US

\$31B

Weddings
financed with
credit cards or
loans in the US

Marley's success will expand the Market

- ◆ Average dollar amount spend for weddings will increase as point-of-sale financing allows couples to operate with a higher budget
- ◆ Marley's platform streamlines processes and allows venue managers to focus more time on what's important

Product Strategy and Roadmap

Phase 1

Launch of Marley's
embedded lending and
payments platform

Phase 3

Kickstart product flywheel
with integrations and new
product offerings
(Quickbooks, HubSpot, etc.)

Phase 5

Expand service offerings
to young, high-earning
couples given Marley's
unique customer
acquisition channel

Phase 2

Mass market outreach;
grow merchant acquisition
cycle through existing
channel partnerships

Phase 4

Roll out of MarleyOS, an
end-to-end platform for
vendors in the wedding /
special event industry

Benefits from Joining RevTech

- ◆ **Partnerships**
- ◆ **GTM**
- ◆ **Fundraising**

Elevating Venues to the 21st Century

