



events.com

Investor Presentation

AUGUST 2024

Disclaimer

This presentation (“Presentation”) is with respect to the proposed business combination (the “Proposed Transaction”) between Concord Acquisition Corp II (“Concord”) and Events.com, Inc. (the “Company”).

The Company and Concord disclaim all warranties, whether express, implied or statutory, with respect to this Presentation. The Presentation discusses trends and markets that the leadership teams of Concord and the Company, industry and market data used have been obtained from third party industry publications and sources as well as from research reports prepared for other purposes. Neither the Company nor Concord have independently verified the data obtained from these sources and cannot assure you of the data’s accuracy or completeness. This data is subject to change. Nothing in this Presentation imposes on the Company or Concord or their advisors or representatives any

Forward-Looking Statements

This Presentation includes ‘forward-looking statements’. Forward-looking statements may be identified by the use of words such as “estimate,” “plan,” “project,” “forecast,” “Intend,” “would,” “should,” “will,” “expect,” “anticipate,” “believe,” “seek, or other similar expressions that predict or indicate future events or trends or that are not statements of historical matters. “Forward-looking statements” include, without limitation, all statements about the Company’s future plans and performance and Concord’s and the Company’s expectations with respect to the Proposed Transaction, including statements regarding the benefits of the Proposed Transaction, the anticipated timing of the Proposed Transaction, the enterprise valuation of the Company or the combined company, market opportunities for the Company’s products and services, and anticipated industry trends, in each case regardless of whether the foregoing expressions are used to identify them.

These statements are based on various assumptions, whether or not identified in this Presentation, and on the current expectations of the Company’s and Concord’s management teams and are not predictions of actual performance. These forward-looking statements are provided for illustrative purposes only and are not intended to serve as and must not be relied on by any investor as, a guarantee, an assurance, a prediction or a definitive statement of fact or probability. Actual events and circumstances are difficult or impossible to predict and will differ from assumptions. Many actual events and circumstances are beyond the control of the Company and Concord. These forward-looking statements are subject to a number of risks and uncertainties, including the early stage nature of the Company’s business and its past and projected future losses; the effectiveness of the Company’s marketing and growth strategies; the inability of the parties to successfully or timely consummate the Proposed Transaction, including the risk that any required regulatory approvals are not obtained, are delayed or are subject to unanticipated conditions that could adversely affect the combined company or the expected benefits of the Proposed Transaction or that the approval of the stockholders of the Company or Concord is not obtained; the risk that the Proposed Transaction may fail to meet the expectations of investors or securities analysts; the Company’s inability to protect its intellectual property rights from unauthorized use by third parties; the Company’s need for and the availability of additional capital; cybersecurity risks; the dual class structure of the combined company’s common stock, which will limit other investors’ ability to influence corporate matters; the amount of redemption requests made by Concord’s public stockholders; the ability of Concord or the combined company to issue equity or equity-linked securities or to otherwise obtain financing in connection with the Proposed Transaction or in the future; costs related to the Proposed Transaction; the outcome of any legal proceedings that may be instituted against the Company or Concord following the announcement of the Proposed Transaction; the inability to meet and maintain the listing of Concord or the combined company on the NYSE American; and other risks and uncertainties to be discussed in the registration statement on Form S-4 to be filed by Concord in connection with the Proposed Transaction (the “Form S-4”), and in Concord’s other filings with the Securities and Exchange Commission (the “SEC”), including its most recent annual report on Form 10-K, under the heading “Risk Factors”. If any of these risks materialize or if assumptions prove incorrect, actual results could differ materially from the results implied by these forward-looking statements. There may be additional risks that are not presently known to the Company or Concord or that the Company or Concord currently believe are immaterial that could also cause actual results to differ from those contained in the forward-looking statements. In addition, forward-looking statements reflect the Company’s and/or Concord’s expectations, plans or forecasts of future events and views as of the date of this Presentation. The Company and Concord anticipates that subsequent events and developments will cause the Company’s and/or Concord’s assessments to change. However, while the Company and/or Concord may elect to update these forward-looking statements at some point in the future, the Company and Concord each specifically disclaims any obligation to do so. These forward-looking statements should not be relied upon as representing the Company’s or Concord’s assessments as of any date subsequent to the date of this Presentation. Accordingly, undue reliance should not be placed upon the forward-looking statements.

Additional Information about the Proposed Transaction and Where to Find It

In connection with the proposed business combination, the Form S-4 is expected to be filed by Concord with the SEC. The Form S-4 will include a preliminary proxy statement for the stockholders of Concord that will also constitute a preliminary prospectus. When available, the definitive proxy statement/prospectus will be distributed to holders of Concord’s common stock in connection with Concord’s solicitation for proxies for the vote by Concord’s stockholders in connection with the Proposed Transaction and other matters to be described in the Form S-4. Concord urges investors, stockholders and other interested persons to read, when available, the Form S-4, including the proxy statement/prospectus contained therein, as well as other documents filed with the SEC in connection with the Proposed Transaction, as these materials will contain important information about the Company, Concord, and the Proposed Transaction. Interested parties will also be able to obtain free copies of such documents filed with the SEC (once available) at the SEC’s website located at www.sec.gov, or security holders may direct a request to Concord Acquisition Corp II, Attn: Corporate Secretary, 477 Madison Avenue, 22nd Floor, New York, NY 10022.

Concord, the Company and their respective directors, executive officers and other members of their management and employees, under SEC rules, may be deemed to be participants in the solicitation of proxies of Concord’s security holders in connection with the Proposed Transaction. Investors and security holders may obtain more detailed information regarding the names, affiliations and interests of Concord’s directors and executive officers in its filings with the SEC, including Concord’s Annual Report on Form 10-K for the fiscal year ended December 31, 2023, filed with the SEC on March 31, 2024. Information regarding the persons who may, under SEC rules, be deemed participants in the solicitation of proxies of Concord’s security holders in connection with the Proposed Transaction will be set forth in the Form S-4, along with information concerning the interests of Concord’s and the Company’s participants in the solicitation. Such interests may, in some cases, be different from those of Concord’s or the Company’s equity holders generally.

No Offer or Solicitation

The Presentation does not constitute an offer to sell or the solicitation of an offer to buy any securities, or a solicitation of any vote or approval, nor shall there be any sale of securities in any jurisdiction in which such offer. Solicitation or sale would be unlawful prior to registration or qualification under the securities laws of any such jurisdiction. Investment in any securities described herein has not been approved or disapproved by the SEC or any other regulatory authority nor has any authority passed upon or endorsed the merits of the offering or the accuracy or adequacy of the information contained herein. Any representation to the contrary is a criminal offense.

Trademarks

This Presentation contains trademarks, service marks, trade names and copyrights of the Company and other companies, which are the property of their respective owners.

Today's Presenters

events.com



Mitch Thrower

CEO, Chairman & Co-Founder



Stephen Partridge

COO, President & Co-Founder



Bob Bellack

CRO



Paul Brown

CFO



Bob Diamond

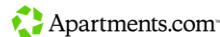
Chairman



Jeff Tuder

CEO

Select Company Experience



Select Company Experience



ATLAS MERCHANT CAPITAL



CONCORD ACQUISITION



Overview of Concord Acquisition Corp II



Extensive Operating & Investing Experience

- Differentiated and diverse global operating and investment experiences
- Deep domain expertise within technology and tech enabled services



Deep Experience & Success in Fundraising

- Strong relationships with leading institutional investors
- \$3B of capital raise for Atlas funds and co-investments since inception



Global Network of Executives & Investors

- Comprehensive network of industry relationships in U.S and Europe
- Well-connected team including former financial services founders, bankers, academics and government officials



Partnership Approach

- Collaborative, partnership-focused culture
- Thorough understanding of levers to create long-term shareholder value for all public company stakeholders



▶ **Bob Diamond**
Chairman

- Founding Partner and CEO of Atlas Merchant Capital
- Previously, CEO of Barclays



▶ **Jeff Tuder**
CEO

- Operating Partner of Atlas Merchant Capital
- CEO of Concord I and III until De-SPAC

Built to spark
human
connection
through **shared
experiences**



events.com

We help passionate people create, promote, discover, and make the most of **every event**



WONDERFRONT
MUSIC & ARTS FESTIVAL



TEMECULA VALLEY
BALLOON & WINE FESTIVAL
- EST. 1983 -

Key Investment Highlights

events.com



Proprietary Software Platform & Multi-sided Marketplace



Category Defining Domain Name, \$1.8T TAM



Continued Acquisition & Integration Opportunities



Attractive Market Strategy



Experienced Management Team

Category Defining Domain Name

.com



- Trillions of dollars invested in the .com phenomenon
- .com is the world's most popular top level domain and it carries elevated status and legitimacy
- In June 2020, the **Supreme Court allowed the trademarking of a generic term associated with a domain name**⁽¹⁾



- Events is one of only approximately 171k words in "current use" in English⁽²⁾, and one of only approximately 1,025,109 words in the English Dictionary⁽³⁾
- "Owning the .com is like owning the word globally."
- Gannett acquired the Cars.com business at an enterprise valuation of \$2.5B and valued the **Cars.com domain name at \$872M**⁽⁴⁾

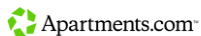
events.com

- Like Hotels.com, people perceive Events.com as a marketplace for Event Organizers, Event Goers and Sponsors
- The Brand enjoys significant "mindshare" before the company's products & services have been exposed to the consumer
- People naturally bestow incumbency status as a **successful and large brand globally**

Domain Name Purchase Price (\$M)⁽⁵⁾



\$872M
2014



\$585M⁽⁶⁾
2014



\$350M
2007



\$50M
2010



\$36M
2010



\$35M
2007



\$30M
2012



\$18M
2009



\$11M
2011

(1) CNN (2) Word Counter (3) National Grammar Day (4) Smart Branding (5) Publicly available information (6) Refers to purchase price of entire Apartments.com entity

Transaction Overview

events.com



CONCORD ACQUISITION

Business Combination

- Concord Acquisition Corp II (“Concord II”, “CNDA”) intends to complete a business combination with Events.com, Inc. (the “Business Combination”)
- The Business Combination is targeted to close in Q1 2025, subject to the satisfaction of customary closing conditions

Valuation Overview

- The Business Combination implies a pro forma enterprise value of approximately \$399M⁽¹⁾
- Existing Events.com shareholders will roll 100% of their equity as part of the Business Combination and own approximately 72% of the pro forma company

Capital Structure

- SPAC Sponsor intends to help the Company raise up to \$50M through a mix of cash in trust and PIPE financing

(1) Assumes a \$434M pro forma equity value at closing, based on 43.4M shares outstanding, and \$35M of pro forma net cash

A person's hands are shown in silhouette, forming a heart shape. The hands are positioned in the center of the frame, with fingers interlaced. The background is a warm, golden sunset or sunrise, with a bright sun partially obscured by the hands. A solid blue circle is placed in the center of the heart shape. The entire image is overlaid with several concentric white circles. The text "Company Overview" is written in a bold, black, sans-serif font across the lower portion of the image.

Company Overview



The Problem

Event **creators** globally are using multiple disparate systems that don't play well together

Event **goers** need a better way to discover and connect with the right events for them



The Solution

A single, unified, multi-lingual, multi-currency platform that helps event creators save time and make more money and helps attendees connect with more events they love:

Events.com

The all-in-one platform designed to manage the full event cycle **operating globally** in multiple currencies and languages

**WONDERFRONT
MUSIC FESTIVAL**
136,000
Attendees⁽¹⁾



(1) Cumulative attendees for Wonderfront music festival

Events.com Positioning

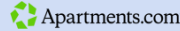
events.com

Similar to

Business Model



Iconic Domain



Marketplaces



MarTech



Ticketing



Events.com at a Glance



Company Background

2009
Founded

105
Full Time Employees (FTEs)

La Jolla, CA
Headquarters

Key Business Metrics

1.7M
Total Events

45M
Tickets & Registrations
Processed

128
Total Countries
Served

Combined Historical Data

50,000+
Event Creators

200M+
Experiences

60M+
Event Goers

Note: Data reflective of combined entities that Events.com has acquired since inception of these entities

Experienced Management Team

Events.com has assembled an impressive management team comprised of accomplished individuals in the software and financial industries



Mitch Thrower
CEO, Founder
and Chairman

- Co-Founder **Active.com** (Active Network Sold @ \$1.05B)
- CEO & Co-Founder **Active Europe**
- Chief Interactive Officer, **Competitor Group** (Sold \$220M)
- Chairman and Owner of **Triathlete Magazine**



Stephen Partridge
COO, Founder
and President

- CEO, **EventsOnline.ca & BibNumbers.com** (foundational assets)
- Board, **StartUp Canada**, (4 yr term)
- GM, **AgDealer.com** (leading Ag Equipment database and magazine)
- On the cover of **Ottawa Life Magazine's** Top People to Watch



Bob Bellack
Chief Revenue Officer

- Co-Founder, CFO **Apartments.com** (Acq. for \$585M by CoStar)
- Co-Founder, CFO **Cars.com** (Acq. for \$1.8B by Gannett)
- Portfolio Board Member, **Dragon Global**
- President of Digital Media, **Los Angeles Times**



Paul Brown
Chief Financial Officer

- Seasoned M&A business executive with 12+ sales and acquisitions from start-ups to large companies
- Previously at **Hybrid Apparel** and **Villeroy & Boch USA, Inc.**



Jeff Cameron
Chief Technology Officer

- CTO, **Verint Systems**
- CTO, **Kiran Analytics** (Acquired by Verint)
- CTO, **Exametric**
- Industrial and Systems Engineering Consultant, **Kiran Consulting Group**



Cami Winding
VP, Marketing

- Led digital brand growth on the consumer marketing team at **Pinterest**
- Implemented acquisition marketing strategy at **Oracle Marketing Cloud**
- Marketing professional with vast experience in B2B and consumer technology at large corporations



Paolo Privitera
Corporate
Development

- CEO and co-founder of **Evensi**, the world's largest events discovery and promotion network
- Mentor at **500 Startups, Google Launchpad**, China Accelerator, Alchemist, Start-Up Chile, Health Wildcatters, Future Food

Supported by Network of High-Impact Investors and Advisors



Bill Trzos
CEO & Managing Partner,
Cypress Ascendant



Eric Schmidt
Former Chairman, **Google**
(Alphabet)



Dr. Bernice King
CEO, **Martin Luther King Jr.**
Center for Nonviolence



Harry Copperman
CEO, **HDC Ventures**
Fmr. Board of Directors, **AOL**



Doug Harrison
CEO, **The Rise Club**
Fmr. President U.S., **YouGov**



Alex Helm
VP, **Gabelli Partners**
CEO, **Acumen Capital**



Marco Landi
Fmr. COO & President, **Apple**



Jonathan Spalter
CEO, **U.S. Telecom**
Chair, **Mobile Future**
Assoc. & CIO, **U.S. Information Agency**



Tony Hawk
Founder, **Tony Hawk Inc.**



Calvin Johnson
Hall of Fame Wide Receiver, **NFL**



Pamela Moellenhoff
Early Investor, **Salesforce**
VP, **Merrill Lynch**



Giacomo Marini
President & CEO,
Noventi Ventures
Founder, **Logitech**



Conrad Riggs
Fmr. Head of Television Business,
Amazon



Billy Gerber
Fmr. President, **Warner Bros**
Chairman, **Gerber Pictures**



Victoria Lennox
President & CEO,
Lennox Innovations
Co-Founder, **Startup Canada**



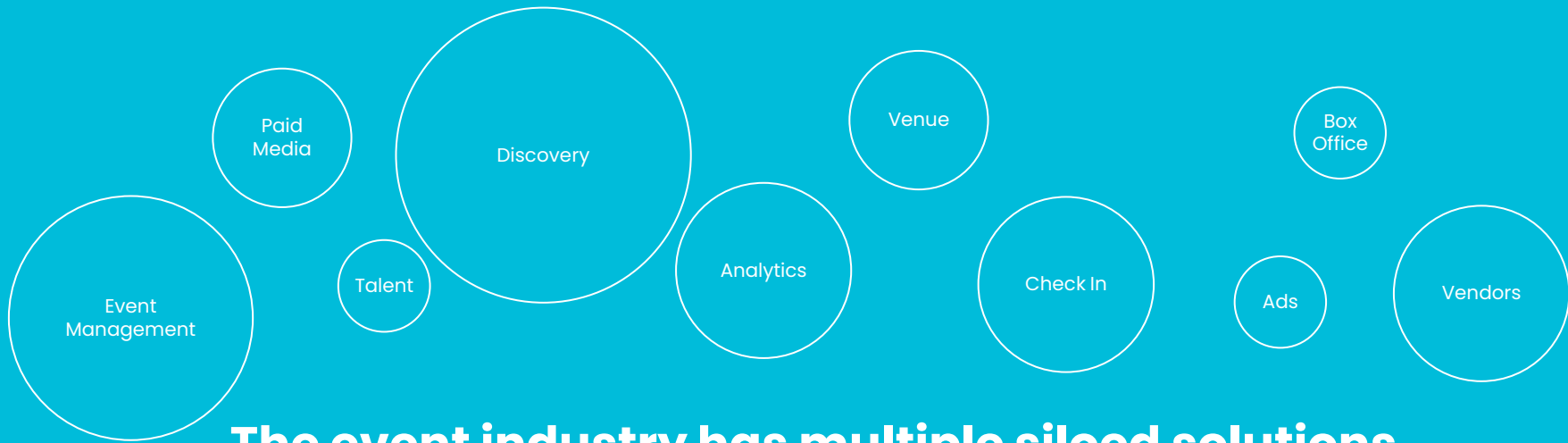
Terry Moore
Managing Partner & Founder,
Moore Venture Partners and
the **MVP Funds**



John Hoegger
Fmr. Ex Machine Learning,
Microsoft

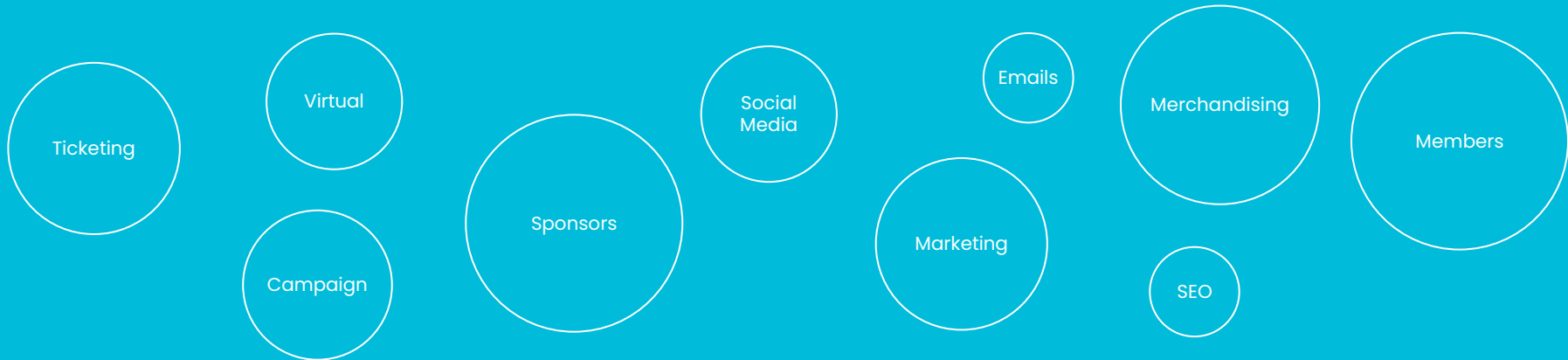


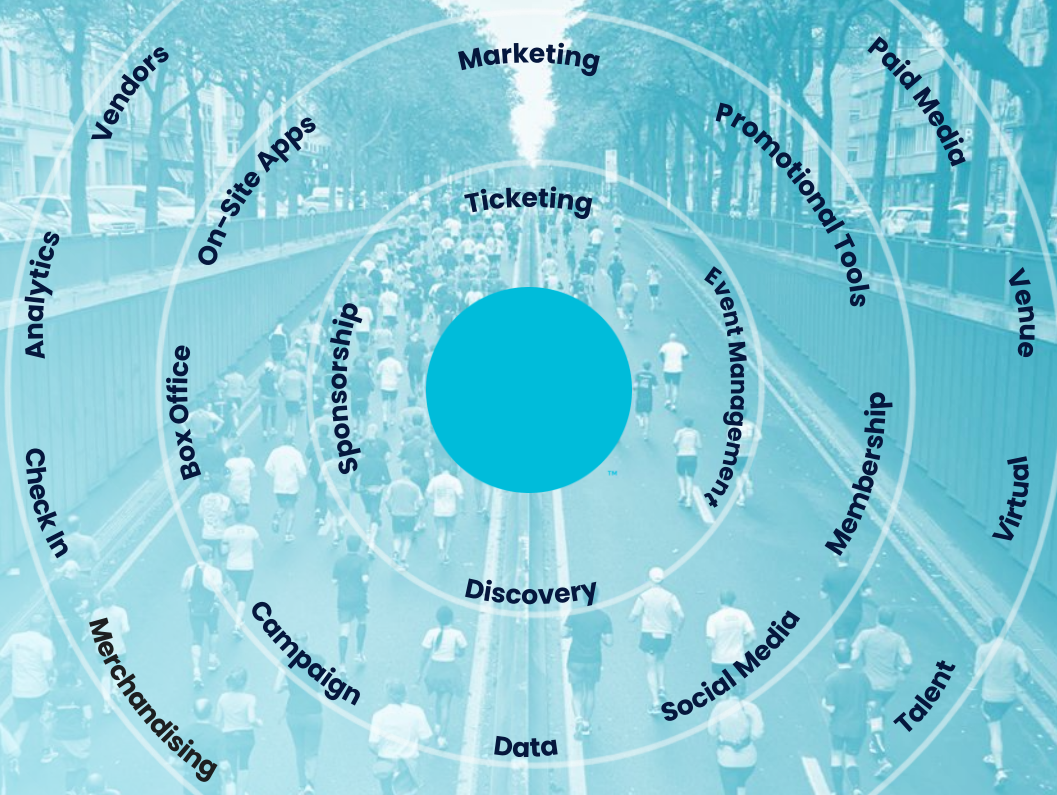
Raj Doshi
Pres. & COO, **April**
Fmr. Head of Strategy, **Google Americas**



The event industry has multiple siloed solutions

Fragmented, costly and time consuming to manage



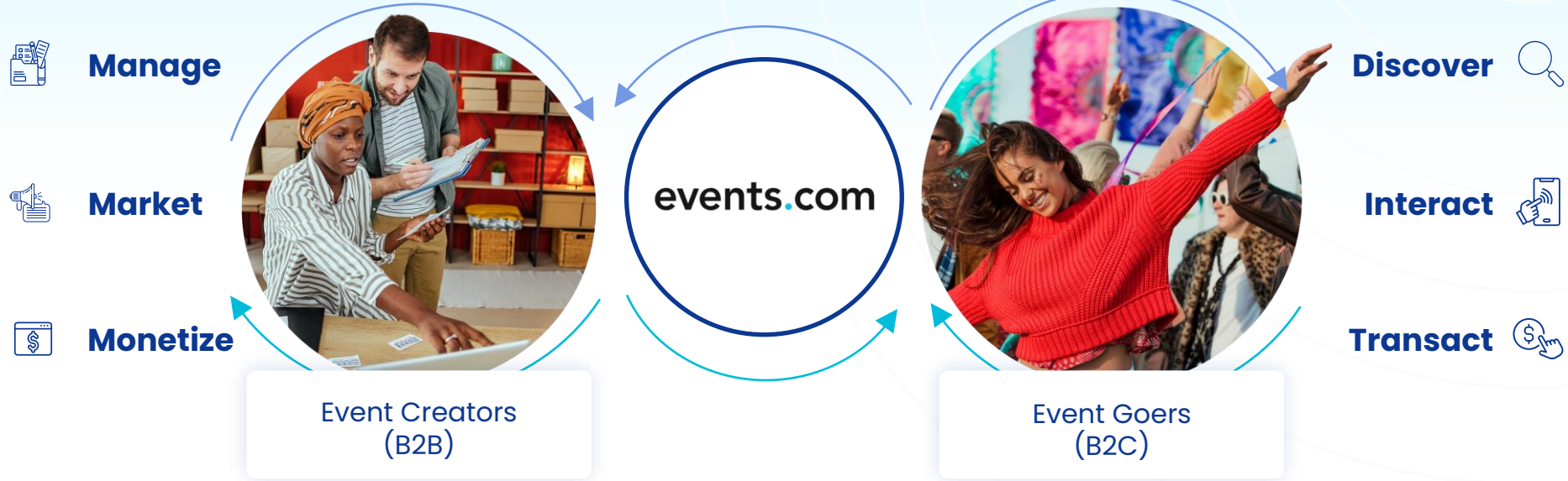


Events.com brings them together

A single, modular, and unified solution that helps event creators **save time** and **make more money**

Note: Limited listings of current and future offerings

“The Airbnb and Salesforce of the Events Space”



A multi-sided marketplace powering the expansive event ecosystem

Events.com Product Offerings

Events.com is a **single, unified** software and service solution built to allow **Event Creators** to save time and generate more revenue and allow **Event Goers** to discover and transact with their favorite events

events.com

Event Creators (Create)



Sell

Management & sales



Sponsor

Sponsorship & brand activation



Promote

Marketing & promotion



Execute

Execution & onsite tools



Insights

Data & management tools

Event Goers (Discover)⁽¹⁾



Explore

Event search and discovery



Find

Event match & recommendations



Buy

One-click register & transactions



Share

Social attendance



Belong

Find events with your friends

(1) V2 planned to launch out of stealth in 2025

Sell more tickets, save more time, make more money

Key Highlights

- Build fully branded event ticketing pages
- Create multiple different ticket types with inventory management and price changes
- Add custom email confirmations with QR codes by product type and support multiple languages
- Add custom and conditional form questions with e-sign capabilities
- Allow split payments for attendees
- Build robust % or \$ off promotions and create multi-quantity discounts

The image displays two examples of event ticketing pages. The top page is for 'Cycling For Charity UK', featuring a photo of bicycles and the event details: Saturday, July 9, 2022 07:00 AM - 04:00 PM GMT, Blackburn. The bottom page is for 'Summer Festival', featuring a photo of people at a festival and the event details: Friday, May 20, 2022 07:00 PM - 10:00 PM GMT, North Greenwich Station, 6610 W Kellogg Dr, Wichita, KS 67209, USA. Below the event details is a 'TICKETS' section with a table of ticket types and prices, and a 'GET TICKETS' button.

TICKETS			
Adult	€130.00 EUR	-	+
Children	€80.00 EUR	-	+

By clicking 'GET TICKETS' you are agreeing to the Events.com [Terms of Use and Privacy Policy](#).

GET TICKETS 0

Helping organizers reach the right participants, faster

Key Highlights

- Increase brand awareness by adding your event to our network of online calendars for free and automated event media network
- Launch automated digital marketing campaigns on 10+ channels in just a few minutes with your event listing details
- Choose your advertising budget and the social media channels where you wish to promote
- Increase ticket sales through digital marketing ads optimized for events

events.com
promote

Market your events now with Events.com Promote

Advertise your event on 10+ marketing channels, in one click. Save time and money, reach a wider targeted audience

SE|NYFW September 08, 2023 - New York
Rise NYFW
Your event on events.com

Suggested Campaign Timing

- 1 Set up your campaign**
Select days and locations for this campaign, additional campaigns can be added later
- 2 Promote on Events.com and Partner Calendars**
Target key regions and city calendars to reach millions of engaged and profiled event goers
- 3 Start your campaigns**
Click Promote Now to proceed

Promotions start: Aug 28, 2023
Promotions end: Sep 8, 2023
Campaign duration: 12 days - From August 28, 2023 to September 08, 2023

Target key cities for this campaign
Add cities (max 15) + Add
Powered by Google
New York Remove

Estimated people reached 51,429 - 64,287
VERY HIGH

Events.com Network promotion

Events.com Browse:	\$ 6000
Calendar boost:	\$ 6000

Advertising channels
100% ad budget is invested

Instagram Ads:	\$ 2000
Facebook Ads:	\$ 2000
Google Ads:	\$ 2000
Twitter Ads:	\$ 4000
LinkedIn Ads:	\$ 4000
Snapchat Ads:	\$ 2000
Pinterest Ads:	\$ 2000

Order subtotal: \$ 30000
10% service fee: \$ 3000

Total USD 330.00

Promote Now

Automated Targeting

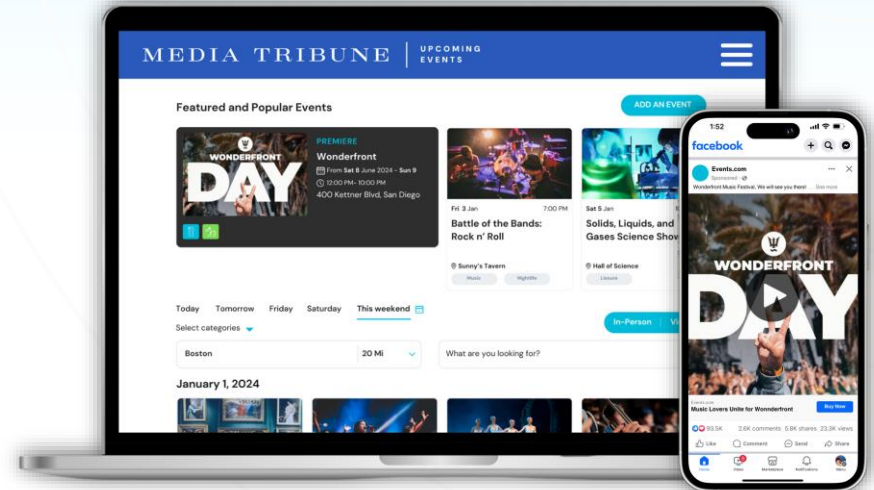
Optimized Campaign Spend

Events.com Ad Exchange Media Network & Calendar

Fast, scalable reach from local to global

Key Highlights

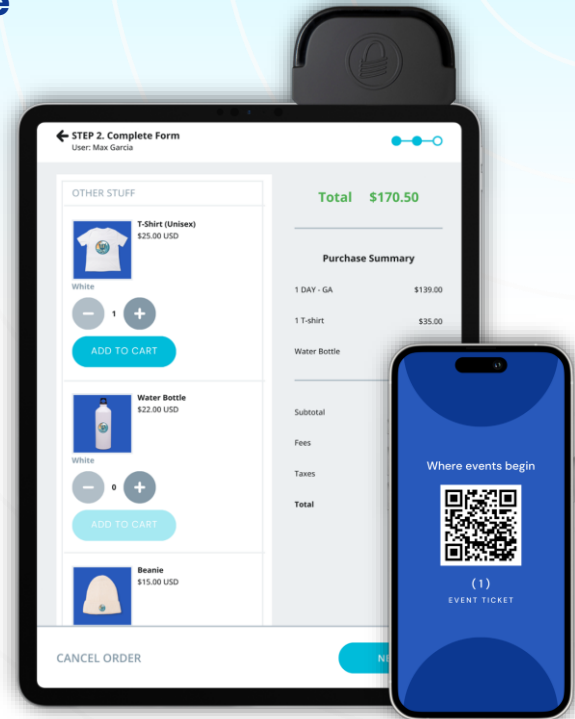
- Powered event calendars on thousands of media and entertainment websites
- Monetizable marketing inventory
- Automated event ad impressions across Google, Facebook and the Events Network
- Recurring and scalable revenue
- High-quality lead generation for Events.com platform



Helping organizers save time

Key Highlights

- Check-in attendees and manage your event's access points with a seamless mobile check-in app
- Rent tablets, chargers, backup batteries and hotspots
- Enable fast entry using QR codes or voice-recognition technology
- Get real-time reporting on check-in stats
- Sell tickets, registrations, and merchandise on-site with our Point of Sale Kit, which includes tablets, card readers, charging cables, tablet stands, receipt printers, and more



All the data you need at your fingertips

Key Highlights

- Generate custom reports and access valuable insights to make better, faster decisions without spending money on additional analytics tools
- Access real-time data for your event sales
- Detailed analytics and marketing reports for calendar listings and advertising campaigns within the same platform you're using for your event listings
- Monitor your affiliate program efforts and track comprehensive promo codes in real time

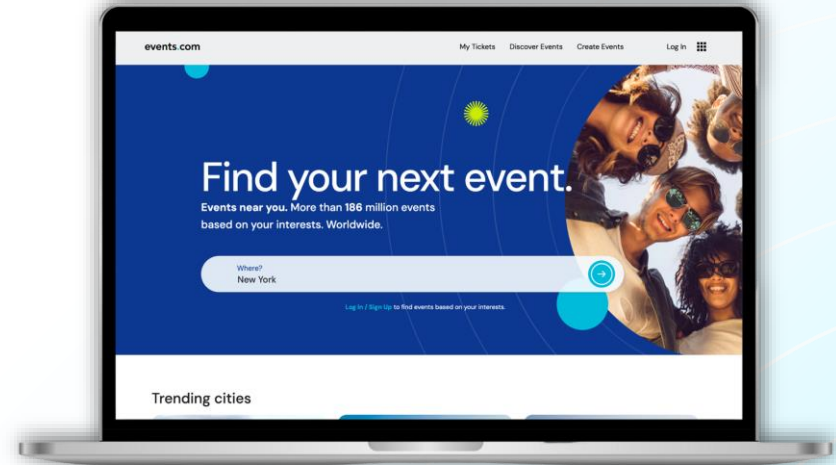


Events.com Discover

(V2 planned to launch out of stealth in 2025)

- Millions of events
- Curated suggestions
- Participant engagement
- Notifications
- Interest based matching

Events.com Discover recommends events based on our database of event goer information and by analyzing past event preferences and through friend and interest data



The platform uses event goers' past preferences, friends and current trends to recommend future events. *Beta launch shown

Events.com Discover Is Key To Our Flywheel Opportunity



No one truly “owns” the event consumer
Events.com has the opportunity to become *the* home for the event world

More Event Creators

Event creators know they can connect to their audience on Events.com



More Events

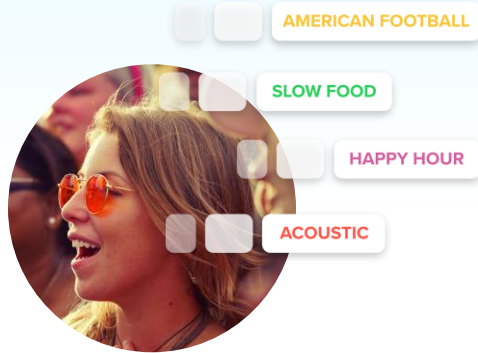
If you're a hotel, you're on hotels.com...if you're an event, you're on events.com

More Event Goers

Events.com – first to mind for consumers to find events

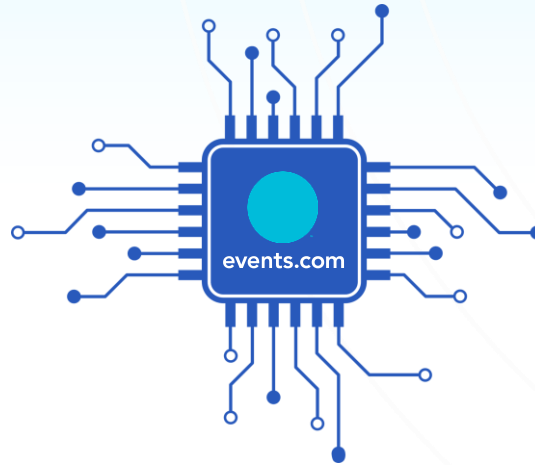
Utilizing The Rapidly Evolving AI Landscape

The Events.com platform's Intuitive User Interface and User Experience enables the seamless search for events based on one's interest, past behavior and location, with 100+ event categories to explore



Your Interests

Events.com's AI engine learns from each user's individual interests, demographic, behaviors and locations



Our Events

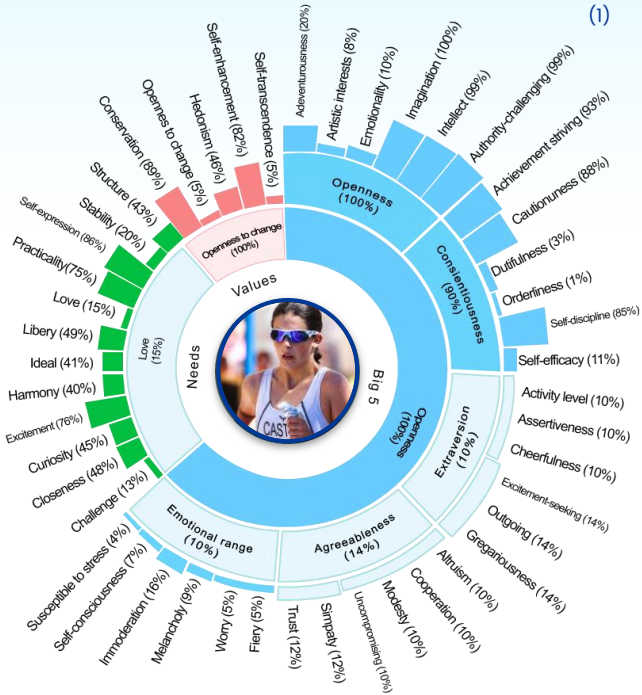
Then the AI analyzes the data collected and identifies the best matches with events for every occasion

UTILIZING AI & ML TO LEARN YOUR SPECIFIC INTERESTS AND CONNECT YOU WITH THE BEST EVENTS⁽²⁾

⁽¹⁾ Source: Company data
⁽²⁾ V2 planned to launch out of stealth in 2025

Aggregating A Robust Data Set of Experiences

Globally distributed, diverse interest matrix with millions of users & billions of data points



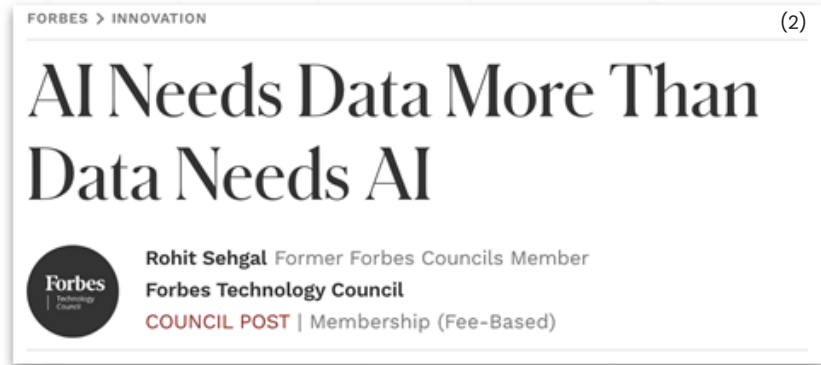
Data From Over⁽¹⁾:

50K+
Event Creators

60M+
Event Goers

200M+
Experiences

128
Countries



(1) Data screen from Pick1 in partnership with IBM Watson, which was acquired by Evensi, which was acquired by Events.com
 (2) Forbes, October 5, 2023

Historical Flow of Integrated M&A

Events.com is led by a highly experienced team with a multitude of acquisitions completed and planned in the industry

Platform Expansion → Client Growth → Increase "ARPU"

events.com



Note: "ARPU" refers to average revenue per user

(1) Acquisition is currently in progress



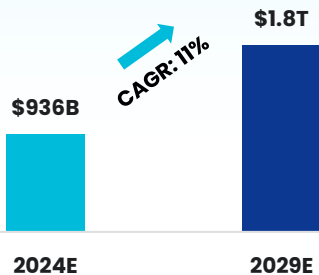
Market Overview

The Global Experience Economy is Massive

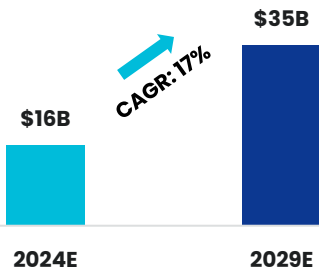
Events.com connects and powers the global experience ecosystem

Large and Growing Market

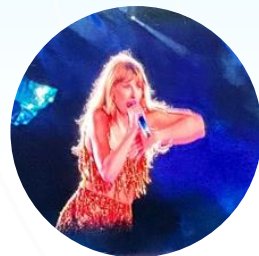
Global Event Management is a Large Opportunity ⁽¹⁾



Event Management Software is a High Growth Industry ⁽²⁾



Key Trends



\$95B ⁽³⁾

2023 US Live Entertainment Spending

74% ⁽⁴⁾

Of Consumers Are Likely to Buy Based on Experiences Alone



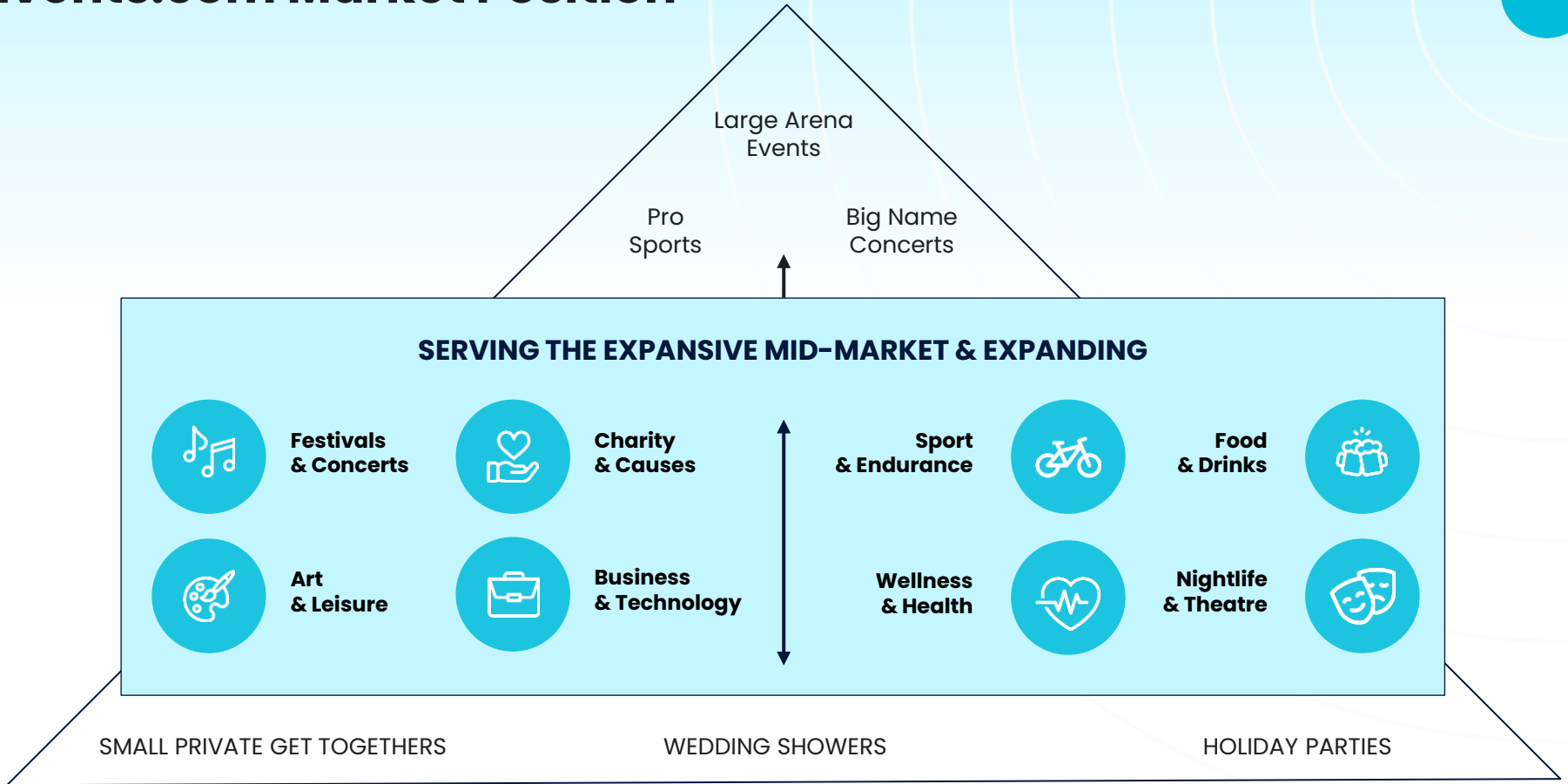
23% ⁽⁵⁾

Increase in Live Event Spending in 2023



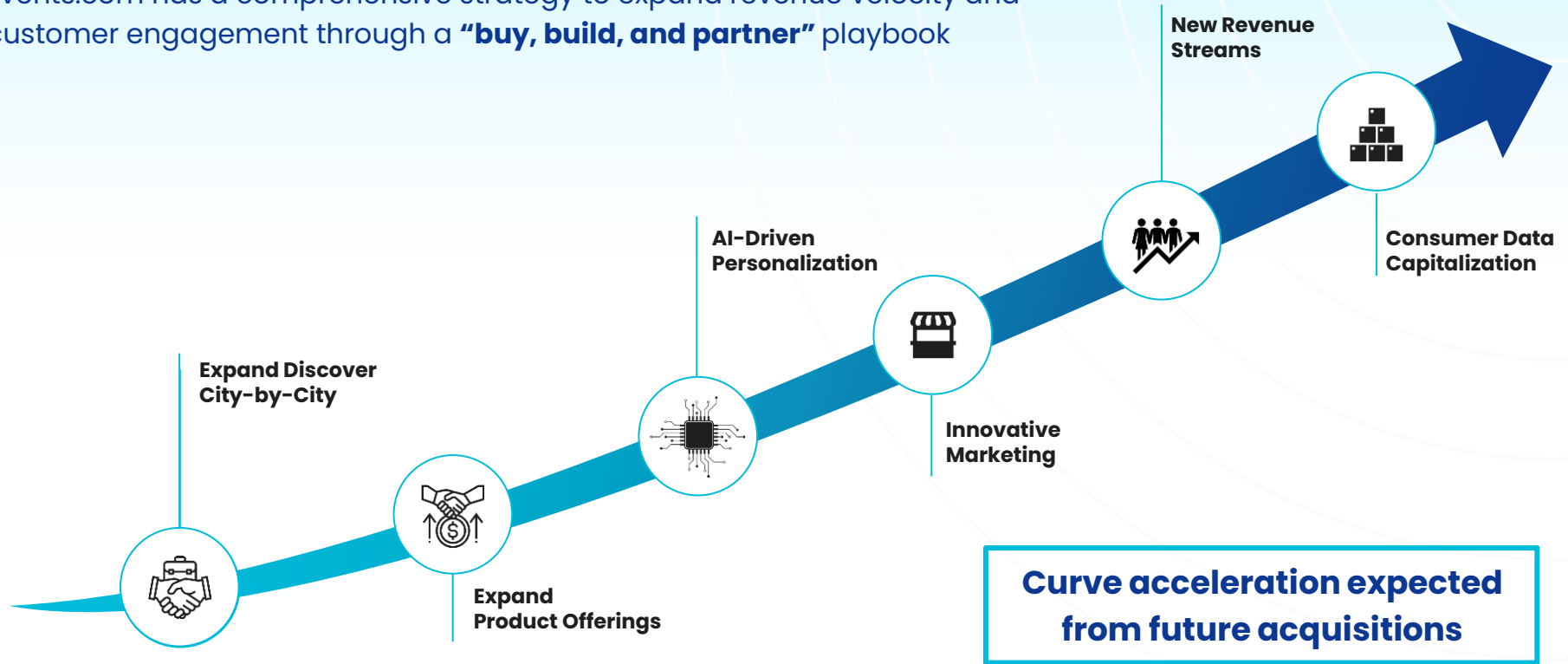
(1) Arizton, March 2024
(2) Markets and Markets, April 2024
(3) U.S. Bureau of Economic Analysis
(4) Contentserv
(5) Marketplace, October 19, 2023

Events.com Market Position



Levers for Growth

Events.com has a comprehensive strategy to expand revenue velocity and customer engagement through a **“buy, build, and partner”** playbook





Key Business Metrics

How We Make Money

We help event creators save time and make more money through a diverse set of current and future offerings

Reliable, renewable, high-margin, low-maintenance revenue streams that aggregate data at scale

Transactions

We charge attendees a processing fee as a % of the **Gross Merchandise Value (GMV)** for all transactions occurring on the platform, such as tickets, merchandise, parking, and more

Subscription

We charge **monthly subscriptions** for utilizing premium solutions, such as sponsorship management, and more

Services

We charge organizers for **custom solutions and services**, such as sponsor procurement, premium marketing, and more

Key Business Metrics

We serve a wide variety of events across diverse industries, from intimate gatherings to massive stadium spectacles

Self-Serve⁽¹⁾

Allows event organizers to create and run their events autonomously

Smaller Events

~225 Attendees

Average Event Size

More Free Events

~65%

Percent of Events with Paid Transaction

Lower Entry Price

~\$40⁽²⁾

Average Ticket Price

GMV / Event

~\$7.5k

Dollars Processed per Event

Managed⁽¹⁾

End-to-end dedicated Events.com support for event organizers

Larger Events

~5,500 Attendees

Average Event Size

More Paid Events

~94%

Percent of events with Paid Transaction

Higher Entry Price

~\$80⁽²⁾

Average Ticket Price

GMV / Event

~\$25k

Dollars Processed per Event

⁽¹⁾ Does not include Discover
⁽²⁾ Average ticket price includes free events

A wide-angle photograph of a large stadium filled with spectators, viewed from an elevated position. The stadium is filled with people, and the field is visible in the center. The image is overlaid with a semi-transparent blue filter. A large, solid blue circle is centered in the upper half of the image. Several white, thin-lined circles of varying radii are also centered on the same point, creating a target-like pattern. The text "Transaction Overview" is written in a bold, black, sans-serif font across the lower portion of the image.

Transaction Overview

SPAC Transaction Overview

Transaction Highlights⁽¹⁾

Valuation

- \$399M pro forma enterprise value of combined company
- Implied pre-money market capitalization of \$314M
 - Excludes value of 4M earnout shares available to Events.com shareholders subject to share price targets

Financing

- Transaction expected to provide gross proceeds of up to \$50M, through a PIPE or alternative financing and Cash in Trust after final redemptions

Deal Structure

- Events.com shareholders rolling 100% of their equity, expected to own ~72.4% of the combined entity

Pro Forma Valuation at Close⁽¹⁾

PF Shares Outstanding (M)	43.4
Share Price (\$)	\$10.00
PF Equity Value (\$M)	\$434
(-) PF Net Cash (\$M)	(\$35)
PF Enterprise Value (\$M)	\$399

⁽¹⁾ Assumptions:

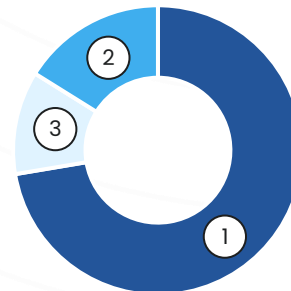
- Assumes no cash or debt on the balance sheet prior to the transaction
- Excludes the impact of certain Events.com convertible securities on the capitalization of the combined company
- 43.4M pro forma shares outstanding at \$10.00 per common share
- Assumes \$50.0M from a combination of cash retained in trust post extension and financing raised; SPAC cash amount is subject to change depending on the actual interest earned in the trust.
- All charts and tables exclude 5.4M sponsor warrants and 9.3M public warrants; all warrants have a strike price of \$11.50 per common share
- SPAC sponsor shares includes 1M sponsor shares to be "transferred" to Events.com at close
- Excludes 4M earnout shares that will equally vest at each of the following price thresholds if the volume-weighted average price ("VWAP") of the Surviving PubCo Common Stock exceeds \$12.50, \$15.00, \$17.50, and \$20.0 for at least 20 trading days during any 30 consecutive trading day period

Sources and Uses⁽¹⁾

Sources	(\$M)	Uses	(\$M)
Events.com Rollover Equity	\$314	Equity to Events.com	\$314
Cash in Trust / PIPE	\$50	Cash to Balance Sheet	\$35
		Transaction Expenses	\$15
Total	\$364	Total	\$364

Pro Forma Ownership at Close⁽¹⁾

	Shares (M)	% Own.
1 Events.com Equity	31.4	72.4%
2 SPAC Sponsor	7.0	16.1%
3 SPAC Public Shareholders / Other	5.0	11.5%



Risk Factors

All references to the “Company,” “Events.com,” “we,” “us” and “our” refer to Events.com, Inc. prior to the consummation of the Proposed Transaction, and the combined company following the consummation of the Proposed Transaction. The risks presented below are certain of the general risks related to the Company’s business, industry and ownership structure and are not exhaustive. The list below is qualified in its entirety by disclosures contained in future filings by the Company, or by third parties (including Concord Acquisition Corp II) with respect to the Company, with the SEC. These risks speak only as of the date of this Presentation and neither the Company nor Concord makes any commitment to update such disclosures. The risks highlighted in future filings with the SEC may differ significantly from and will be more extensive than those presented below.

- We are an early-stage company with a history of losses, and expect to incur significant losses for the foreseeable future.
- We may not be able to achieve our expected business milestones or launch products on our anticipated timelines.
- The COVID-19 pandemic has had a material negative impact on our business and operating results and any re-occurrence or similar pandemics could materially affect our business.
- Our business is dependent on the continued occurrence of sporting events, concerts and theater shows and on relationships with buyers, sellers and distribution partners and any change in such occurrence or relationships could adversely affect our business.
- Changes in Internet search engine algorithms or changes in marketplace rules could have a negative impact on traffic for our sites and ultimately, our business and results of operations.
- We face intense competition in the event space.
- If we do not continue to maintain and improve our platform and brand or develop successful new solutions and enhancements or improve existing ones, our business will suffer.
- We may be adversely affected by the occurrence of extraordinary events or factors affecting concert, sporting and theater events.
- We may be unsuccessful in potential future acquisition endeavors and we may not be successful in integrating past acquisitions into our business.
- The failure to retain, motivate or integrate any of our senior management team or other skilled personnel could have an adverse effect on our business, financial condition or results of operations.
- The processing, storage, use and disclosure of personal data could give rise to liabilities as a result of governmental regulation, conflicting legal requirements or applications of privacy regulations.
- Unfavorable legislative outcomes, or outcomes in legal proceedings in which we may be involved, may adversely affect our business and operating results.
- System interruption and the lack of integration and redundancy in our systems and infrastructure may have an adverse impact on our business, financial condition and results of operations.
- Cyber security risks, data loss or other breaches of our network security could materially harm our business and results of operations.
- We may fail to adequately protect or enforce our intellectual property rights or face potential liability and expense for legal claims alleging that the operation of our business infringes intellectual property rights of third parties.
- Our payments system depends on third-party providers.
- The announcement of the Proposed Transaction could disrupt Events.com’s business.
- The dual class structure of our Common Stock has the effect of concentrating voting control with our co-founders. This will limit or preclude your ability to influence corporate matters, including the outcome of important transactions, including a change in control.
- Directors and officers of Concord have potential conflicts of interest in recommending that stockholders vote in favor of approval of the Proposed Transaction.
- Concord stockholders will have a reduced ownership and voting interest after the Proposed Transaction and will exercise less influence over management.
- The ability of Concord stockholders to exercise redemption rights with respect to a large number of shares could deplete Concord’s trust account prior to the Proposed Transaction and thereby diminish the amount of working capital of the combined company after the Proposed Transaction (the “Combined Company”).
- Concord’s initial stockholders, directors, officers, advisors, and their affiliates may purchase shares or public warrants from public stockholders, which may reduce the public “float” of Concord’s Class A common stock.
- The Proposed Transaction may not be completed by Concord’s business combination deadline in its organizational documents, as amended to date, and Concord may fail to obtain an extension of the business combination deadline.
- There can be no assurance that the Proposed Transaction will achieve the Company’s objectives of providing the Company with sufficient capital, and if the Company requires additional capital to fund its operations or expected growth, there can be no assurance that the Company will be able to obtain such funds on attractive terms or at all, and the Combined Company’s stockholders may experience dilution as a result.
- The Company and Concord have incurred and will incur substantial costs in connection with the Proposed Transaction and related transactions, such as legal, accounting, consulting, and financial advisory fees.
- While the Company and Concord work to complete the Proposed Transaction, management’s focus and resources may be diverted from operational matters and other strategic opportunities.
- If PIPE financing is not identified by the Company and Concord, or if identified, is consummated on different terms than those currently contemplated or fails to close and sufficient stockholders exercise their redemption rights in connection with the Proposed Transaction, Concord may lack sufficient funds to consummate the Proposed Transaction.
- The Company’s operations may be restricted during the pendency of the Proposed Transaction pursuant to terms of the merger agreement for the Proposed Transaction.
- The announcement of the Proposed Transaction could disrupt the Company’s relationships with its customers, suppliers and others, as well as its operating results and business generally.
- Uncertainty about the effect of the Proposed Transaction may affect the Company’s ability to retain key employees and integrate management structures and may negatively impact its management, strategy and results of operations.

Risk Factors

- The consummation of the Proposed Transaction is subject to a number of conditions and if those conditions are not satisfied or waived, the merger agreement for the Proposed Transaction may be terminated in accordance with its terms and the Proposed Transaction may not be completed.
- The Combined Company may incur successor liabilities due to conduct arising prior to the completion of the Proposed Transaction.
- Subsequent to the completion of the Proposed Transaction, the Combined Company may be exposed to unknown or contingent liabilities and may be required to take write-downs or write-offs, restructuring and impairment or other charges that could have a significant negative effect on its financial condition, results of operations and the price of its securities.
- The obligations associated with being a public company will involve significant expenses and will require significant resources and management attention, which may divert from the Combined Company's business operations.
- The Company's management and current resources may not successfully or effectively manage the transition to a public company.
- Future sales of common stock after the consummation of the Proposed Transaction may cause the market price of the Combined Company's common stock to drop significantly, even if the Company's business is doing well.
- Following the Proposed Transaction, outstanding warrants will become exercisable for the Combined Company's common stock, which would increase the number of shares eligible for future resale in the public market and result in dilution to the Combined Company's stockholders.
- The Combined Company does not intend to pay cash dividends for the foreseeable future.
- The Combined Company may not meet the NYSE American's initial listing criteria, and even if it does, the NYSE American may not continue to list the Combined Company's securities on its exchange, which could limit the ability of investors in the Combined Company to make transactions in the Combined Company's securities and subject the Combined Company to additional trading restrictions.
- If the Proposed Transaction's benefits do not meet the expectations of investors or securities analysts, the market price of Concord's securities or, following the consummation of the Proposed Transaction, the Combined Company's securities, may decline.
- If securities or industry analysts do not publish research, or publish inaccurate or unfavorable research, about the Combined Company's business, the price and trading volume of its securities could decline.
- There has been no prior public market for the Company's securities. The stock price of the Combined Company's common stock may be volatile or may decline regardless of its operating performance.
- Legal proceedings may be instituted against the Proposed Transaction, which could delay or prevent or otherwise adversely impact the Proposed Transaction.



events.com