



SECURE STORAGE. | SHARED SUCCESS.

ADDITIONAL COMMERCIAL AND OPERATIONAL FACTORS FOR GAINSHARE SUCCESS

A practical guide for venues evaluating how commercial, operational and customer-journey factors influence locker utilisation, revenue performance and operational value.



NO CAPITAL
INVESTMENT



100%
RISK-FREE



RECURRING
REVENUE



SHARED
SUCCESS



BETTER FOR
VISITORS



STRONGER TOGETHER.

A partnership that creates value for both Vpod and your venue.

GainShare Is More Than a Locker Installation

A successful GainShare deployment depends on more than placing lockers at a venue and making them available on event days.



The commercial model is strongest when locker storage is integrated into the complete fan journey.

Venues considering GainShare should therefore assess not only where lockers will be installed, but how customers will discover, book, pay for and use them.



FOUR FACTORS HAVE THE GREATEST EFFECT ON REVENUE, UTILISATION AND OPERATIONAL VALUE

1



TICKETING & PRE-BOOKING

Locker booking should be integrated into the fan purchase journey.

2



LOCKER LOCATION

Internal and external lockers create different demand, seasonality and operational outcomes.

3



INGRESS & SECURITY

External lockers can reduce bag-search pressure and support faster venue entry.

4



MERCHANDISE CLICK & COLLECT

Lockers can increase retail efficiency and sales by enabling self-service collection.



HIGHER
UTILISATION



STRONGER
REVENUE



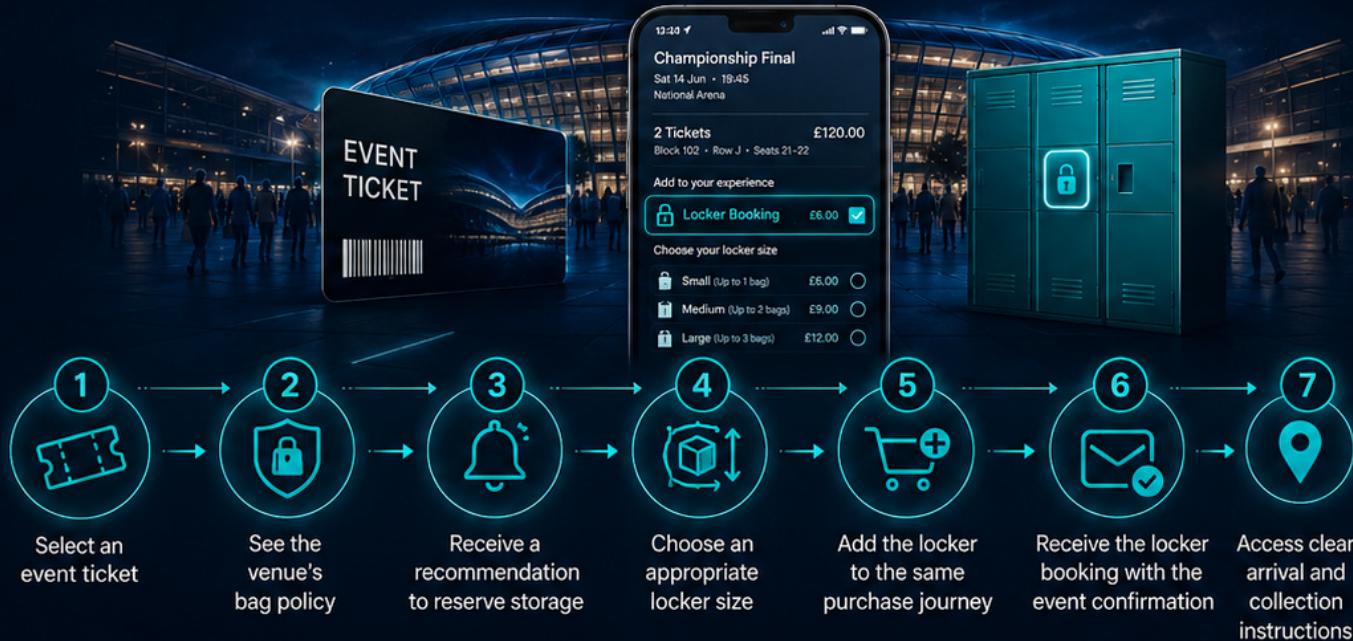
BETTER VISITOR
EXPERIENCE



OPERATIONAL
EFFICIENCY

Recommended Booking Journey

Integrate locker booking into the fan purchase experience for better utilisation, forecasting and revenue confidence.



This creates a more natural and convenient purchase process than expecting customers to discover lockers only after arriving at the venue.



Higher occupancy

More pre-bookings, less empty lockers.



Better forecasting

Accurate demand insights drive smarter planning.



More predictable revenue

Stronger income visibility and growth.



Better fan experience

Seamless, convenient and stress-free.

Why Ticketing Integration Matters

Without integration into the fan purchase experience, locker revenue depends heavily on:



On-site signage



Staff promotion



Walk-up demand



Last-minute customer awareness



Weather conditions



Customers arriving with unsuitable bags



Queues at the locker location

These factors make income less predictable and can result in lower occupancy.



Integrated. Intelligent. Profitable.



Seamless ticketing integration



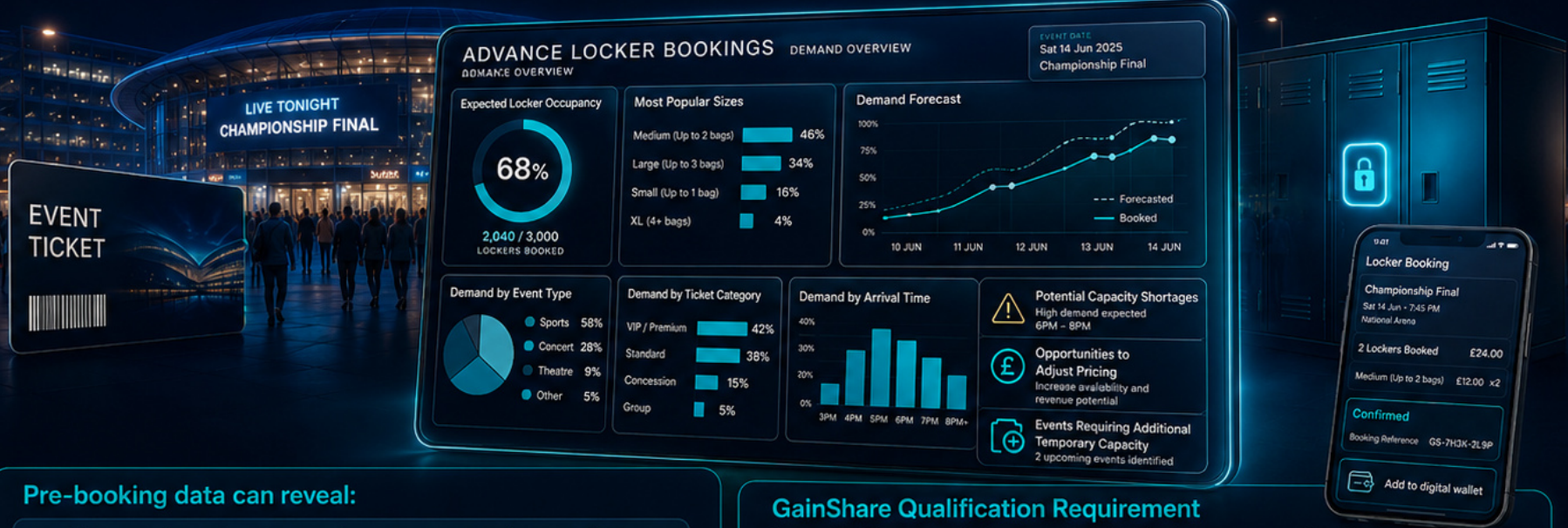
Secure, flexible storage options



Better data. Better decisions.

Advance Booking Creates Demand Visibility

Pre-booking helps Vpod and the venue understand demand before the event begins.



Pre-booking data can reveal:

- Expected locker occupancy
- Most popular compartment sizes
- Demand by event type
- Demand by ticket category
- Demand by arrival time
- Potential capacity shortages
- Opportunities to adjust pricing
- Events requiring additional temporary capacity

GainShare Qualification Requirement

A venue should be prepared to incorporate locker booking into one or more of the following:

- | | | | | |
|---|---|--|---|---|
| 
Ticket checkout | 
Ticket confirmation emails | 
Event reminder emails | 
Venue mobile application | 
Online event guide |
| 
Customer account portal | 
Pre-arrival SMS messages | 
Digital-wallet ticket information | 
Merchandise checkout | 
Parking or travel booking journeys |



Integrated pre-booking improves forecasting, pricing, capacity planning and commercial confidence.



Better forecasting

See demand before it happens.



Higher utilisation

Maximise locker capacity.



Smarter pricing

Optimise revenue potential.



More commercial confidence

Data-led decisions, better outcomes.

Internal Lockers Can Experience Seasonal Demand

Inside-the-venue lockers improve customer experience, but demand can vary by season, weather and event type.



Internal smart lockers are located after security—enhancing the experience once fans are inside the venue.

Seasonal Demand Snapshot



AUTUMN / WINTER

High Demand

More outerwear, wet weather gear and personal items.



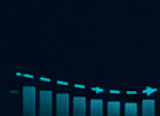
HIGH



SPRING / SUMMER

Lower Demand

Lighter clothing, fewer items to store.



LOW

JAN FEB MAR APR MAY JUN JUL AUG SEP OCT NOV DEC

1 What influences internal locker demand?



Cold weather



Coats and jackets



Wet-weather clothing



Scarves, hats and umbrellas



Seasonal shopping



Event merchandise



Personal belongings visitors do not want to carry



Event length and type

2 Internal locker advantages



Improve comfort during the event



Reduce belongings carried through seating and hospitality areas



Support coat storage



Reduce items placed beneath seats



Provide repeated access during an event



Improve experience for premium and hospitality guests



Support merchandise purchases



Reduce pressure on staffed cloakrooms

3 Important limitation



Internal lockers are positioned after security.



They improve the experience after entry.



They do not usually reduce the number of initial bag checks.



They do not solve all entrance-security and ingress pressures.

4 Forecasting guidance



Model winter demand



Model summer demand



Separate indoor and outdoor events



Compare day and evening events



Compare concerts and sporting events



Compare premium and general-admission audiences



Consider event duration



Include weather sensitivity



Avoid one occupancy assumption across the whole year



Internal lockers enhance the experience inside the venue. For forecast accuracy, reflect real-world demand drivers and seasonal variability.



Internal lockers can deliver strong customer-service value, but revenue forecasts should reflect seasonal demand patterns.



External Lockers Can Increase Revenue and Improve Event Ingress

Positioned before security screening, external lockers can create stronger demand, reduce pressure on bag-search lanes and support faster event entry.



Before security



1



Higher potential locker demand

More visitors need storage when lockers are available before security.

2



Fewer bags entering security-search lanes

Visitors store items early, reducing the number of bags reaching screening.

3



Faster and more efficient event ingress

Less congestion, shorter queues and smoother flow into the venue.

Who external lockers serve

-  Visitors with bags larger than the permitted size
-  Work bags or backpacks
-  People arriving directly from work
-  Public-transport travellers
-  Motorcycle helmet users
-  Hotel-checkout luggage users
-  Shopping-bag carriers
-  Visitors with prohibited or inconvenient items
-  Visitors without a nearby car or hotel

Revenue opportunity

-  Stronger immediate need for storage
-  Higher occupancy potential
-  More consistent year-round demand
-  Useful for urgent and practical storage needs

STRONGER & STEADIER UTILISATION



Security and ingress benefit

-  Faster security processing
-  Reduced pressure on bag-search lanes
-  Shorter entrance queues
-  Better use of security personnel
-  Improved no-bag lane performance
-  Reduced conflict when prohibited bags are identified
-  Fewer visitors leaving the entrance to find storage
-  Better separation of storage and admission processes



Important note

-  External lockers do not replace required security searches.
-  They do not replace the venue's bag policy.
-  They provide visitors with a practical option before final admission.



External lockers can deliver **stronger year-round demand** and help **speed ingress** by reducing bags at the point of admission.



Internal and External Locker Strategy

For larger venues, the strongest solution may combine external lockers before security and internal lockers inside the venue.



External Lockers Before Security



BAGS



BACKPACKS



LUGGAGE



HELMETS



PROHIBITED /
INCONVENIENT ITEMS

- ✓ For bags, backpacks, luggage and helmets
- ✓ Used before security screening
- ✓ Reduces bags reaching search lanes
- ✓ Supports faster ingress
- ✓ Stronger year-round practical demand

Best Combined Strategy



EXTERNAL
LOCKERS
Before Security



INTERNAL
LOCKERS
Inside the Venue

- 1 Better commercial performance
- 2 Greater customer convenience
- 3 Storage matched to different visitor needs



Internal Lockers Inside the Venue



COATS



MERCHANDISE
(FOLDED)



UMBRELLAS



PERSONAL
BELONGINGS



COMFORT &
CONVENIENCE

- ✓ For coats, merchandise and personal belongings
- ✓ Used after entry
- ✓ Provides comfort during the event
- ✓ Supports repeat access
- ✓ Improves convenience for premium and hospitality guests



Mixed Model Advantage: External lockers manage pre-entry storage and ingress, while internal lockers improve comfort, convenience and merchandise support during the event.



SECURE



CONVENIENT



PROFITABLE

HOW MERCHANDISE CLICK AND COLLECT WORKS

A typical journey could include:

1



THE FAN PURCHASES MERCHANDISE ONLINE

The customer selects items and completes their purchase on the venue online store.

2



THE ORDER IS PREPARED BY THE VENUE RETAIL TEAM

Venue staff pick, pack and prepare the order for secure locker delivery.

3



THE ORDER IS PLACED IN AN ASSIGNED LOCKER

The order is placed in the allocated locker and the system records the transaction.

4



THE FAN RECEIVES A COLLECTION CODE OR QR CREDENTIAL

The customer receives their unique code or QR by email or app.



5



THE CUSTOMER COLLECTS BEFORE OR AFTER THE EVENT

The fan collects their order at a time that suits them, before or after the event.

6



THE LOCKER TRANSACTION IS RECORDED AUTOMATICALLY

The system logs the collection in real time for full visibility and reporting.

BENEFITS FOR VENUE RETAIL OPERATIONS



REDUCE MERCHANDISE
COUNTER QUEUES



REDUCE MANUAL
CUSTOMER HANDOVERS



EXTEND
COLLECTION HOURS



SUPPORT PRE-EVENT
AND POST-EVENT
COLLECTION



IMPROVE ACCESS TO
PRE-PURCHASED
MERCHANDISE



REDUCE PRESSURE
DURING HALF-TIME OR
INTERVAL PEAKS



IMPROVE ORDER
ACCURACY



PROVIDE A COLLECTION
AUDIT TRAIL



REDUCE UNCOLLECTED-
ORDER ADMINISTRATION



INCREASE RETAIL CAPACITY
WITHOUT EXPANDING
COUNTER SPACE



ALLOW RETAIL EMPLOYEES
TO FOCUS ON IN-PERSON
SALES



SUPPORT HIGHER
TRANSACTION
VOLUMES



INCREASING MERCHANDISE REVENUE

Remove the barriers. Increase the sales.
Smart lockers turn interest into completed purchases.



**MORE SALES
HAPPIER FANS
BETTER EXPERIENCE**



LONG MERCHANDISE QUEUES CAN DISCOURAGE FANS FROM BUYING.



This is particularly relevant:

- ✓ Immediately before an event
- ✓ During intervals
- ✓ At half-time
- ✓ Immediately after an event
- ✓ During high-attendance fixtures
- ✓ At concerts with limited-edition merchandise
- ✓ When products sell out quickly

ALLOWING CUSTOMERS TO PRE-ORDER AND COLLECT FROM A LOCKER REMOVES A MAJOR BARRIER TO PURCHASE.



Fans can buy with confidence, knowing they don't need to:

- ✗ Queue at a retail counter
- ✗ Carry the item throughout the event
- ✗ Leave their seat early
- ✗ Rush to the shop after the event
- ✗ Risk the required size or product selling out

THE ABILITY TO COLLECT BEFORE OR AFTER AN EVENT WITHOUT QUEUING IS:



CONVENIENT
Collect when it suits you.



STAY IN YOUR SEAT
No need to leave early or return after the event.



BUY WITH CONFIDENCE
Secure your size and avoid missing out.



BETTER EXPERIENCE
Less stress, more time to enjoy the event.



MORE PURCHASES
Remove friction and increase conversion.



MORE REVENUE
Higher spend per fan and stronger results.



SMART LOCKERS TURN INTEREST INTO ACTION – AND ACTION INTO REVENUE.

FOUR-PART BUSINESS CASE

Five connected value areas that create stronger commercial outcomes for the venue and Vpod.



1



DIRECT LOCKER REVENUE

Income generated through paid fan storage.

2



STAFF COST AND WORKLOAD REDUCTION

Reduced manual cloakroom, customer-service and merchandise-collection activity.

3



VISITOR EXPERIENCE

Faster, easier and more flexible storage and collection.

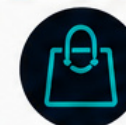
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OPERATIONAL AND SECURITY READINESS

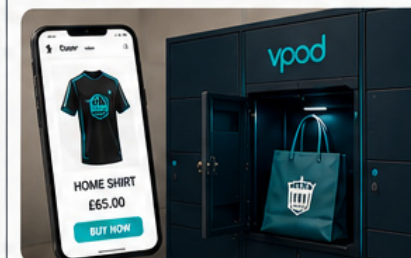
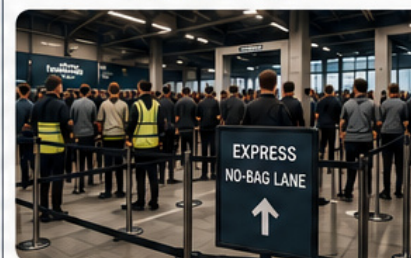
More structured bag management, improved ingress and clearer audit information.

5



RETAIL REVENUE GROWTH

Additional merchandise sales enabled through convenient self-service click and collect.



KEY DRIVERS

- ✓ High utilisation per event
- ✓ Advance bookings increase uptake
- ✓ Dynamic pricing by event and demand
- ✓ Multiple locker sizes and durations



PREDICTABLE INCOME
with strong occupancy and pricing control.

BUSINESS IMPACT

- ✓ Fewer staff required
- ✓ Shorter queues and less congestion
- ✓ More time for value-adding tasks
- ✓ Lower training and supervision needs



LOWER OPERATING COSTS
and reallocated staff to higher-value activities.

EXPERIENCE BENEFITS

- ✓ Convenient booking and payment
- ✓ 24/7 self-service access
- ✓ Secure storage and peace of mind
- ✓ More time to enjoy the event



HAPPIER FANS
leading to better reviews, loyalty and repeat visits.

OPERATIONAL IMPACT

- ✓ Faster, smoother venue ingress
- ✓ Fewer bags in security lanes
- ✓ Better use of security resources
- ✓ Clear audit trail and reporting
- ✓ Supports compliance and policies



IMPROVED READINESS
for safer, more efficient and compliant operations.

RETAIL BENEFITS

- ✓ Increase pre-orders
- ✓ Reduce queues at counters
- ✓ Collect before or after event
- ✓ More sales, fewer missed opportunities
- ✓ Higher average order value



MORE MERCHANDISE SALES
with greater convenience and capacity.



A COMPLETE VALUE MODEL THAT DRIVES REVENUE, REDUCES COSTS AND IMPROVES FAN EXPERIENCE.

GainShare creates financial return for the venue and Vpod while delivering better outcomes for every fan.



GAINSHARE QUALIFICATION CRITERIA

Before developing a full commercial proposal, the venue and Vpod should assess the following.

1 FAN PURCHASE JOURNEY



- Can locker booking be included during ticket purchase?
- Can locker storage be offered as a ticketing add-on?
- Can booking links be included in ticket confirmation emails?
- Can locker availability be promoted through the venue app?
- Can event reminder communications prompt pre-booking?
- Can locker bookings be linked to individual events?

2 DEMAND



- How many fans arrive with bags?
- How many are affected by the venue's bag policy?
- How many visitors travel by public transport?
- How many arrive directly from work?
- Is there demand for coat storage?
- Is demand likely to vary by season?
- Which event types create the greatest requirement?

3 LOCKER LOCATION



- Is suitable space available before security?
- Is suitable space available after security?
- Would a combined internal and external model be appropriate?
- Can customers access the lockers after the event?
- Can locker queues be separated from admission queues?
- Is the location covered by appropriate security measures?

4 MERCHANDISE



- Does the venue sell merchandise online?
- Can orders be prepared before an event?
- Is click and collect currently available?
- Are merchandise queues reducing conversion?
- Can lockers support pre-event collection?
- Can lockers support post-event collection?
- Could locker collection increase average order value?
- Can the retail platform exchange order and collection information with the locker software?

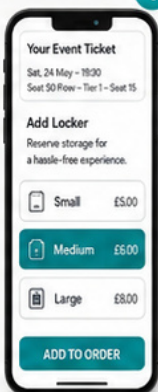
5 COMMERCIAL VIABILITY



- Is sufficient transaction volume available?
- Can the venue actively promote the service?
- Can pricing be varied by event or locker size?
- Can pre-booking data be shared for demand planning?
- Are the proposed revenue assumptions conservative?
- Does the forecast reflect seasonal demand?
- Does it include retail and staffing benefits?
- Is the venue prepared to support a multi-year commercial agreement?

REVISED QUESTIONS TO ASK A SMART-LOCKER PROVIDER

1 TICKETING AND BOOKING



- Can lockers be offered during ticket checkout?
- Can bookings be linked to a particular event?
- Can the system connect with the venue's ticketing platform?
- Can a locker be added after a ticket has been purchased?
- Can ticket confirmation emails contain a locker-booking link?
- Can demand be monitored before the event?
- Can bookings be transferred or refunded?
- Can locker credentials be added to a digital wallet?
- Is an app download required?
- Can the system support both pre-booking and walk-up use?

2 INTERNAL AND EXTERNAL OPERATIONS



- Is the hardware suitable for external installation?
- What weather protection is required?
- Can the same platform operate internal and external locker banks?
- Can pricing differ by locker location?
- Can external storage remain available after the event?
- How are lockers monitored outside the secure perimeter?
- How are suspicious or unblocked items managed?
- Can authorised security teams identify occupied compartments?
- What happens during power or connectivity failure?
- Can temporary locker capacity be introduced for peak events?

3 MERCHANDISE CLICK AND COLLECT



- Can lockers be used for merchandise fulfillment?
- Can the software integrate with the retail or ecommerce platform?
- Can staff allocate orders to compartments?
- Can customers receive automated collection credentials?
- Can collection be available before and after events?
- Can expired or uncollected orders be identified?
- Can the platform provide a collection audit trail?
- Can storage and retail workflows operate on the same locker bank?
- Can the venue reserve compartments for merchandise orders?
- Can performance be reported by event, product or collection period?

GET MORE VALUE.
DELIVER A BETTER
FAN EXPERIENCE.



Increase revenue
across storage,
merchandise and
ancillary services



Reduce workload
and operating
costs



Improve security
and operational
readiness



Accelerate ingress
and reduce
queuing



Enhance fan
experience and
satisfaction



Smart lockers.
Stronger venues.
Better outcomes.

REVENUE FORECAST REQUIREMENTS

A SMARTER FORECAST. A STRONGER OUTCOME.

A GainShare revenue forecast should separately model:

1 EXTERNAL BAG STORAGE



Demand generated by visitors who need to store bags before security.



2 INTERNAL CONVENIENCE STORAGE



Demand for coats, personal belongings and repeat-access storage after entry.



3 SEASONAL VARIATION



Changes caused by weather, clothing and event calendar.



4 PRE-BOOKED TRANSACTIONS



Bookings generated through ticketing and pre-event communications.



5 WALK-UP TRANSACTIONS



Customers discovering and purchasing storage at the venue.



6 MERCHANDISE COLLECTION



Locker capacity reserved for retail orders.



7 INCREMENTAL MERCHANDISE SALES



Additional retail revenue generated because collection becomes faster and more convenient.



THE FORECAST SHOULD AVOID ASSUMING THAT ALL LOCKER DOORS ARE AVAILABLE FOR THE SAME PURPOSE THROUGHOUT THE EVENT.



Capacity may need to be allocated between:



WHY THIS MATTERS



More accurate revenue projections



Better capacity planning



Improved fan experience



Stronger commercial performance



Higher return for the venue

MODEL ACCURATELY. PLAN CAPACITY. MAXIMISE REVENUE.

KEY CONSIDERATIONS FOR MODELLING



Event calendar



Weather patterns



Event type and duration



Ticket category behaviour



Historical data



Growth assumptions



A WELL-MODELLED FORECAST LEADS TO BETTER DECISIONS, OPTIMAL CAPACITY ALLOCATION AND MAXIMUM COMMERCIAL VALUE.



SMART LOCKERS. SMARTER FORECASTS. GREATER VALUE FOR EVERY FAN.



BUYER'S READINESS CHECKLIST

Use this checklist to confirm your venue is ready to launch a successful GainShare smart locker programme.



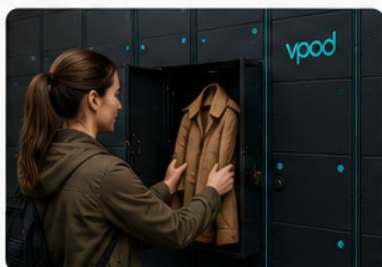
1. TICKETING AND MARKETING



- ✓ Can fans book a locker while buying a ticket?
- ✓ Can storage be offered as an event add-on?
- ✓ Can locker links be included in confirmation emails?
- ✓ Can the venue promote storage before each event?
- ✓ Can the marketing team support launch and ongoing uptake?
- ✓ Can booking data be used to forecast demand?



2. INTERNAL STORAGE



- ✓ Is there demand for coats and personal belongings?
- ✓ Does demand vary significantly by season?
- ✓ Do fans need access to belongings during the event?
- ✓ Is internal locker space available?
- ✓ Would storage reduce cloakroom workload?



3. EXTERNAL STORAGE



- ✓ Do bags create delays at security?
- ✓ Are visitors frequently refused entry because of bag size?
- ✓ Is space available before the security perimeter?
- ✓ Can lockers be accessed after the event?
- ✓ Can the location be monitored and illuminated?
- ✓ Can storage users be separated from admission queues?



4. MERCHANDISE



- ✓ Does the venue sell products online?
- ✓ Do fans queue to collect merchandise?
- ✓ Are retail staff involved in manual order handovers?
- ✓ Could fans collect before or after events?
- ✓ Could click and collect increase sales?
- ✓ Can retail orders be connected to locker credentials?



5. COMMERCIAL



- ✓ Is pre-booking available?
- ✓ Is demand sufficient across the event calendar?
- ✓ Has seasonality been included?
- ✓ Have external and internal use cases been modelled separately?
- ✓ Has merchandise revenue been included?
- ✓ Is the venue prepared to promote the service actively?



BETTER EXPERIENCE

Happier fans with fast, convenient storage.



MORE REVENUE

Increase storage income and retail sales.



IMPROVED OPERATIONS

Faster ingress and reduced operational pressure.



STRONGER SECURITY

Better bag management and clearer audit trails.



SMARTER DECISIONS

Use data to optimise pricing, capacity and planning.



READY TO GO?

If you can answer "yes" to most of the questions above, your venue is well placed to deliver value with Vpod GainShare smart lockers.

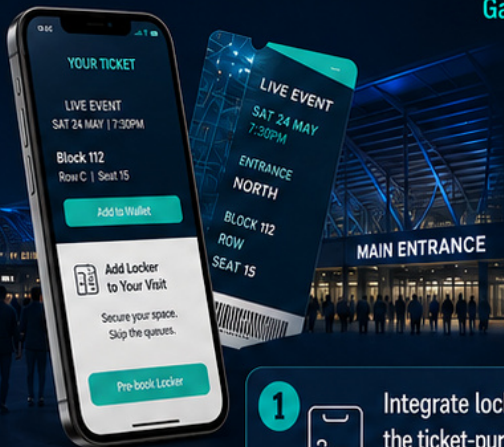


LET'S BUILD VALUE TOGETHER.

Contact Vpod to start your GainShare journey.

CONCLUSION

GainShare works best as an integrated fan-service platform — not just a locker installation.



The strongest GainShare deployments are integrated with ticketing, venue operations, security processes, and retail.

Venues should assess the **full commercial and operational value**, not just storage transactions.

4 STRATEGIC DECISIONS

1



Integrate lockers into the ticket-purchase journey

Pre-booking increases awareness, forecasting accuracy and revenue per event.

2



Choose the right locker position

Decide between internal, external or mixed deployment.

3



Model seasonal demand

Account for changing utilisation across event types, weather and seasons.

4



Use click & collect to grow merchandise revenue

Enable pre-purchase and collection without retail queues.



PRE-BOOKING IS CRITICAL

Without meaningful ticketing integration, commercial viability may be lower.



EXTERNAL LOCKERS

Greatest bag-management and ingress benefit before security.



INTERNAL LOCKERS

Comfort and convenience after entry, but often more seasonal.



MERCHANDISE LOCKERS

Reduce staff workload and improve fan access to products.

THE COMPLETE GAINSHARE OPPORTUNITY



Advance locker booking



Paid bag storage



Faster event ingress



Reduced manual workload



Stronger bag-management processes



Seasonal coat and belongings storage



Merchandise click and collect



Increased ancillary revenue



Improved fan experience



Assess GainShare across **revenue, operations, security readiness, retail growth and visitor experience** — not only by the number of locker transactions.