



CONFERENCE: Nov. 15-18, 2021
TRADE SHOW: Nov. 16-19, 2021

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FEC: Seize The Opportunity – Future Success is Centered in Consumer Entertainment



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Entertainment Takes Center Stage

- Historically Low Interest Rates
- Realignment of Real Estate Markets
- Automation and Technology Advances
- Consumer Lifestyle Demands

“A Perfect Storm”

The Banking Marketplace Today

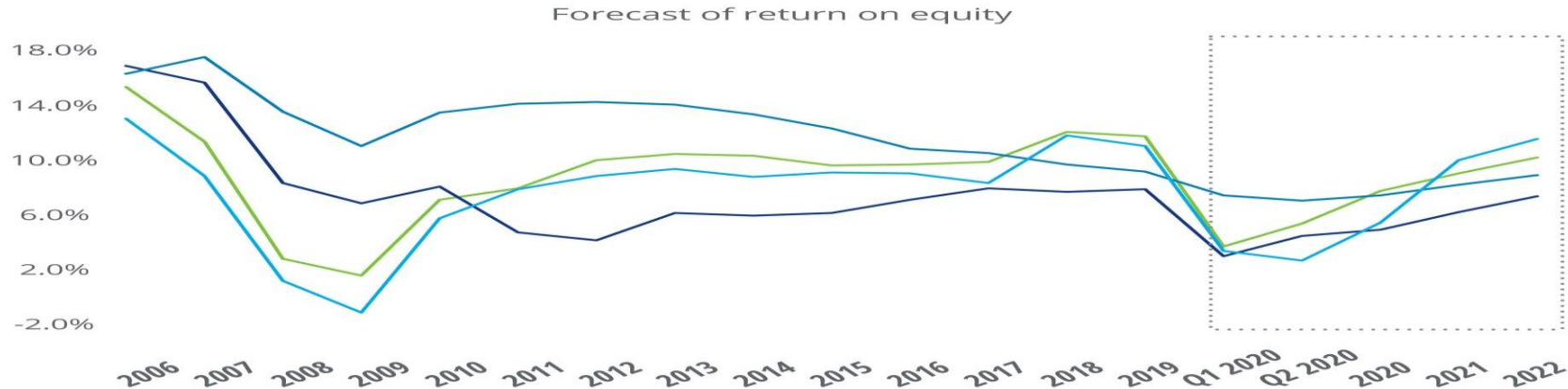
- New loan volume is steadily increasing from June 2020 low point
- Banks are lending to well-conceived projects, often with government support
- New originations have doubled since January and defaults have declined sharply



FIGURE 2

RoE will begin to recover in 2021

— Top 100 North American banks (broker estimates) — Top 100 European banks (broker estimates)
— Top 100 APAC banks (broker estimates) — US banking industry (Deloitte estimate)



Note: Deloitte's forecasts on the US banking industry includes all US commercial banks. Broker forecasts are based on top 100 largest banks per region. Estimates are as of October 12, 2020.

Source: The Deloitte Center for Financial Services analysis, Thomson Reuters Eikon broker forecasts.

Interest Rates For Short and Long Term Investments

- LIBOR (1 year) = 0.28%
- Prime Rate = 3.25%
- 10 Year Treasury Rate = 1.64%
- FNMA 30 Year Rate = 2.65%

What This Means For You

- Short Term Equipment Notes
 - Variable Rate Range: 3.25% - 6.00%
- Long Term Mortgage Notes
 - Variable Rate Range: 2.00% – 4.50%

The Prime Rate Has Not Been This Low Since 1955 !!



Examine The Difference

\$2 million mortgage loan at 4.00% / 20 year amortization

Interest Cost: \$908,705.18

That's \$55,000/year that belongs in your pocket !

\$2 million mortgage loan at 8.00% / 20 year amortization

Interest Cost: \$2,014,912.89

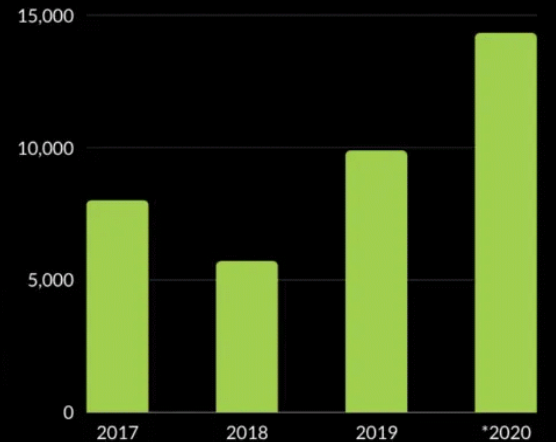
A Paradigm Shift In Real Estate

What's Happening?

- Record number of retail store closings / elimination of brands
- More than 80% of traditional mall sites are in 'technical' bankruptcy
- Consumer dependency on 'brick and mortar' retail will continue to decline

Store Closures YOY

Can Retail Survive?



*2020 number is as of October 2020
Source: Forbes.com

FREESTYLESOLUTIONS.COM

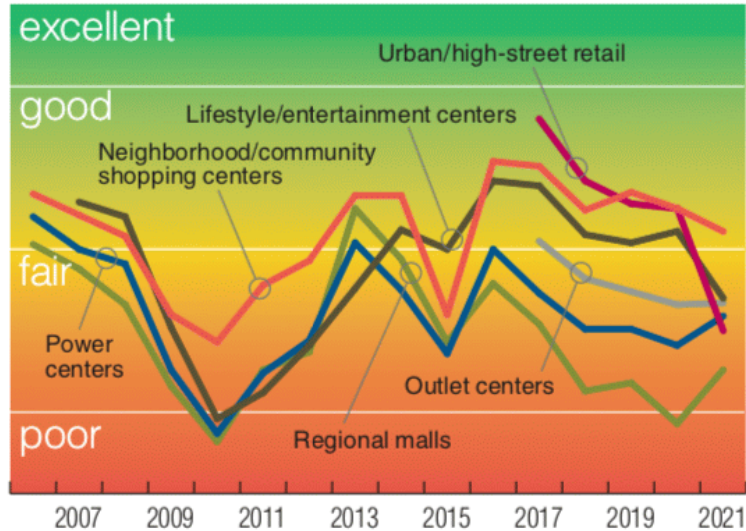
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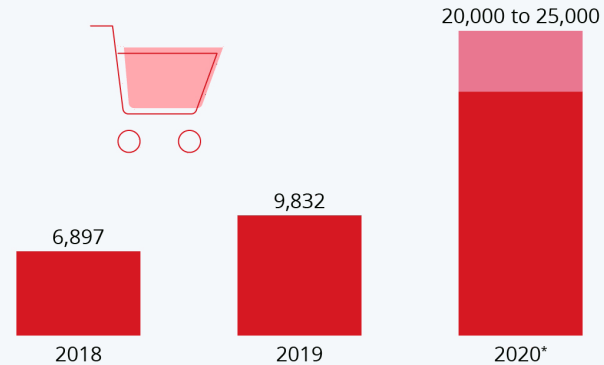
Exhibit 3-12 Retail Investment Prospect Trends



Source: *Emerging Trends in Real Estate* surveys.

Retailers Face Mass Extinction in Pandemic Fallout

Number of retail store closures in the United States



* forecast as of June 2020

Sources: Coresight Research, The Wall Street Journal



statista



Why Is This Happening?

Retail Ecommerce Sales

US, 2020-2024



Source: eMarketer, May 2020 (see below for notes and methodologies).

www.eMarketer.com

Automation Paves The Way

Technology delivers efficiency to
Entertainment's labor-heavy
business model



Artificial Intelligence is
already impacting the
healthcare industry



Elements of the Guest Experience are Changing...



Consumer Lifestyles Shift Towards “Social”



A Changing Landscape



- 78% of millennials say they choose to spend on desirable experiences vs. products
- Sharing of experiences via social media now a life standard
- 1/3 of consumers buy from brands based on social and environmental impact
- Wellness/holistic health becoming top consumer priority
- User generated content to drive the narrative for future leisure experiences

Now Is The Time To Act

- The Entertainment Industry Is Poised For Rapid Expansion
- Many Markets Are Underserved As A Result Of The COVID Fallout
- Today's Financial Metrics Favor Development



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