



# DAVE & BUSTER'S

## Investor Day Presentation

June 2023

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Among the factors that could cause actual results to differ materially include, but are not limited to the effects of the acquisition of Main Event ("Acquisition"), including the combined company's future financial condition, results of operations, strategy and plans industry cyclicality and seasonality and adverse weather conditions; challenging economic conditions; an increase in the macroeconomic inflationary environment; our ability to successfully achieve price increases to offset cost increases; our ability to successfully implement operational efficiency initiatives; our ability to successfully integrate our acquired businesses; retention and replacement of key personnel; volatility in the U.S. and international economies and in the credit markets the impairment of goodwill and/or intangible assets; our ability to successfully develop new products or improve existing products; enforcement and obsolescence of our intellectual property rights; costs related to compliance with, violations of or liabilities under environmental, health and safety laws; competitive activity and pricing pressure in our industry; our ability to carry out restructuring plans and to fully realize the expected cost savings; global climate change, including legal, regulatory or market responses thereto; breaches of our information system security measures; damage to our computer infrastructure and software systems; maintenance or replacements to our enterprise resource planning technologies; potential personal injury, property damage or product liability claims or other types of litigation; compliance with certain laws related to our international business operations; increases in labor costs, potential labor disputes, union organizing activity and work stoppages at our facilities or the facilities of our suppliers; significant changes in factors and assumptions used to measure certain of our defined benefit plan obligations and the effect of actual investment returns on pension assets; our ability to compete effectively against competitors; additional costs from new regulations, including changes in building codes; volatility of the Company's stock price, our directors or executives, our substantial indebtedness and our ability to incur substantially more indebtedness; limitations that our debt agreements place on our ability to engage in certain business and financial transactions; our ability to obtain financing on acceptable terms; downgrades of our credit ratings and the effect of increased interest rates on our ability to service our debt. See also the "Risk Factors" in the Company's Annual Report for the year ended January 29, 2023 and other risks described in documents subsequently filed by the Company from time to time with the SEC, which identify other important factors, though not necessarily all such factors, that could cause future outcomes to differ materially from those set forth in these forward-looking statements. The Company expressly disclaims any obligation to release publicly any updates or revisions to these forward-looking statements, whether as a result of new information, future events or otherwise.

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# Agenda

- 1 Introduction to the new D&B management team
- 2 Company overview
- 3 Investment thesis
- 4 Case study of management playbook at Main Event
- 5 Deep dive into Adj. EBITDA growth initiatives
- 6 Capital structure & allocation
- 7 Operational and valuation benchmarking

# Section 1

Introduction to the new  
D&B management  
team



# Dave & Buster's new management team



	Name	Title	Years of experience	Years at D&B	Years of industry experience
	Chris Morris	Chief Executive Officer	30+	<1	25+
	Michael Quartieri	Chief Financial Officer	30+	1.5	15+
	Tony Wehner	Chief Operating Officer	30+	<1	25+
	Ashley Zickefoose	Chief Marketing Officer	25+	<1	20+
	Steve Klohn	Chief Information Officer	30+	<1	20+
	John Mulleady	Chief Development Officer	30+	11	25+
	Antonio Bautista	Chief International Development Officer	30+	1.5	25+

# Section 2

## Company overview



# Dave & Buster's snapshot



210 Units	~69 million Annual visits <sup>(a)</sup>
\$11mm AUV	\$2.2 billion Total revenue
\$527mm Adj. EBITDA (net of \$17mm pre-opening expense)	24% Adj. EBITDA margin (net of \$17mm pre-opening expense)
\$492mm Unlevered FCF <sup>(b)</sup>	93% Unlevered FCF conversion <sup>(c)</sup>

Note: Figures reflect FY 2022 and latest unit counts

a) Per company estimates

b) Unlevered FCF calculated as Adj. EBITDA less Maintenance Capex less Games Capex less taxes plus deferred ticket amusement liability plus pre-opening expenses. Cash taxes excludes cash refund of \$33mm related to NOL carrybacks associated with the CARES Act (received in FY 2022)

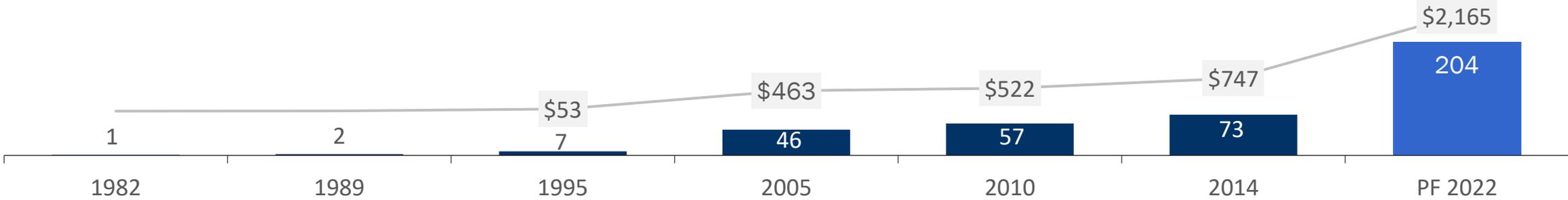
(c) Calculated as unlevered FCF divided by Adj. EBITDA

Source: Company materials

# History and key milestones



**Dave & Buster's store count and revenue**



Source: Company materials

# Where we are and what we offer



## National geographic footprint

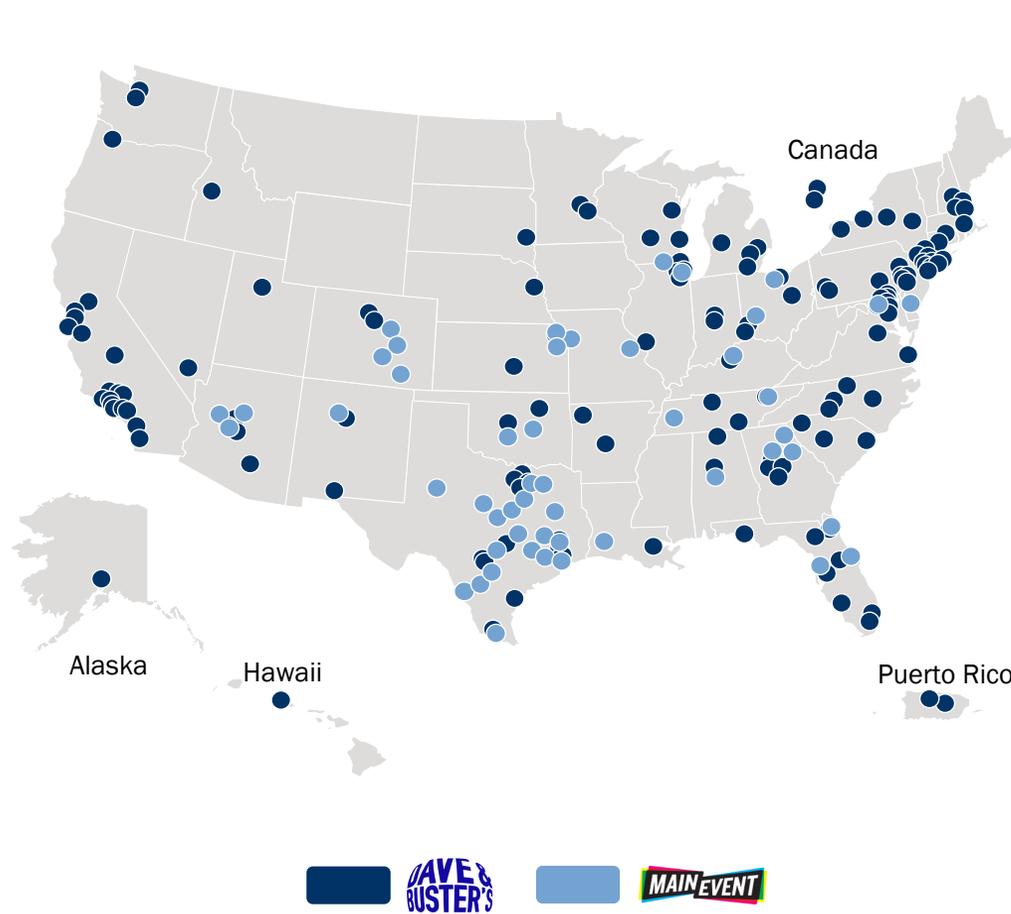
Located in 100% of the Top 25 DMAs

52% of stores located in high growth Sun Belt region

~8.5 million square feet of store space

~28 thousand games (each generating ~\$50k in annual revenue)

~7,500 TVs



## Broad entertainment offering...



Sports watching



Arcade & games



Virtual reality



Bowling



Laser tag



Gravity ropes

## ...complemented by an attractive Food & Beverage offering



# Section 3

Investment thesis



# Investment thesis



1

Highly differentiated entertainment company

2

Clear leader in a high-growth industry

3

Diversified business model

4

Long term track record of profitable growth through cycles

5

Compelling free cash flow profile

6

Attractive unit economics

7

Numerous levers to drive Adj. EBITDA & cash flow

# 1 Highly differentiated entertainment company

Business model brings together best features of amusement parks and F&B industries



Amusement Parks



Dining



- Unique and differentiated experience
- High free cash flow
- Recession resilient
- Ancillary revenue opportunities
- High barriers to entry
- High-margin entertainment is main demand driver



- ✓ Differentiated experience
- ✓ Clear leader in a high-growth industry
- ✓ Diversified business model
- ✓ Significant unit growth potential
- ✓ Compelling free cash flow profile
- ✓ Attractive unit economics

- Strong unit economics
- Convenient locations
- National scale
- Year-round operations
- Franchising opportunities

# 1 Highly differentiated entertainment company (cont'd)

Differentiated and unique combination of activities and offerings

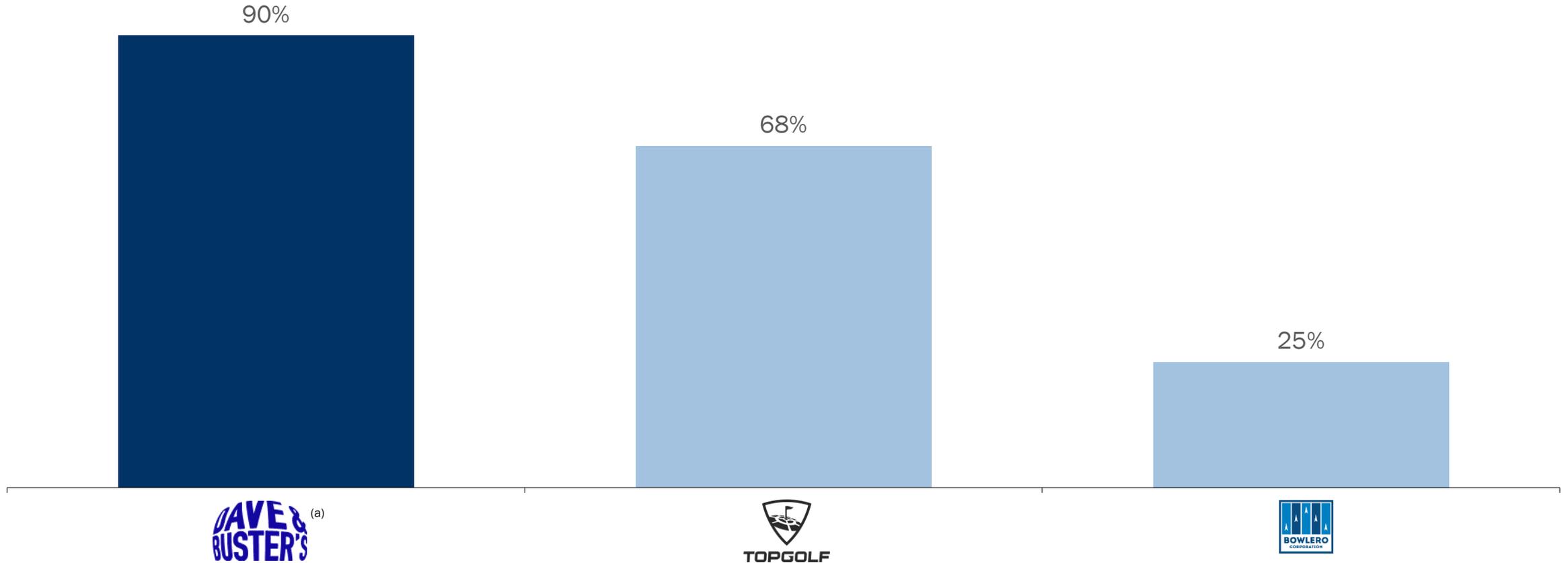


		DAVE & BUSTER'S MAIN EVENT	BOWLERO CORPORATION	TOPGOLF	Amusement Parks SeaWorld, Cedar Fair, Six Flags	Casual Dining Darden, Outback, etc.
Entertainment 	Arcade	●	◐	○	◐	○
	Rides / virtual reality	◐	○	○	●	○
	Bowling	◐	●	○	○	○
	Sports viewing	●	◐	◐	○	◐
Food and Beverage 	Food	●	◐	●	◐	●
	Alcohol	●	●	●	◐	●
Events 	Birthdays	●	●	●	◐	◐
	Corporate events	●	●	●	◐	◐
	Adult group	●	●	●	●	◐
	Kids group	●	●	◐	●	◐

Note: Based on core business offerings  
Source: Company materials, peers group website

# 1 Highly differentiated entertainment company (cont'd)

## D&B has industry leading brand awareness



(a) Reflects Dave and Buster's brand only  
Source: Major Consulting Practice

# 1 Highly differentiated entertainment company (cont'd)

## Clear value leader compared to other entertainment options



Illustrative pricing per person per visit by entertainment option



Note: Dave & Buster's branded stores only. Estimated per person per visit spend

(a) As of Q4'2022

(b) As of Q2' 2023. Figure represents mountain net revenue / total skier visits

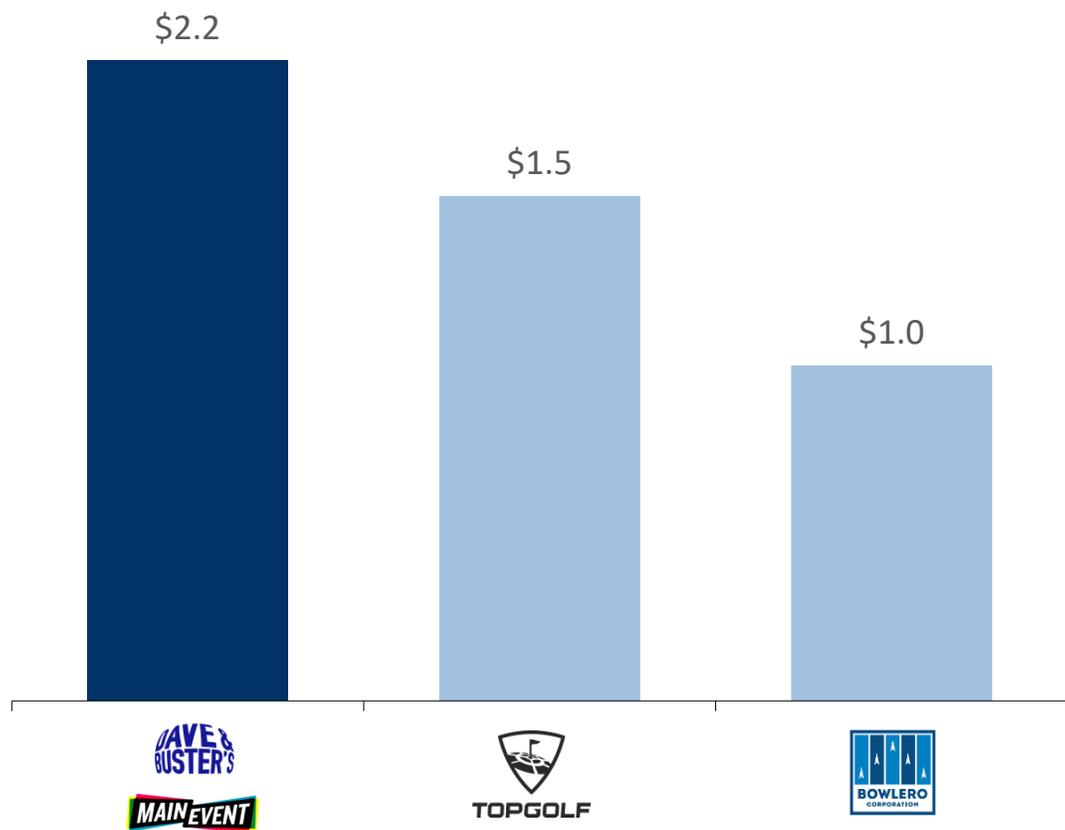
(c) As of Q3'2022

Source: Internal survey of competitors' website

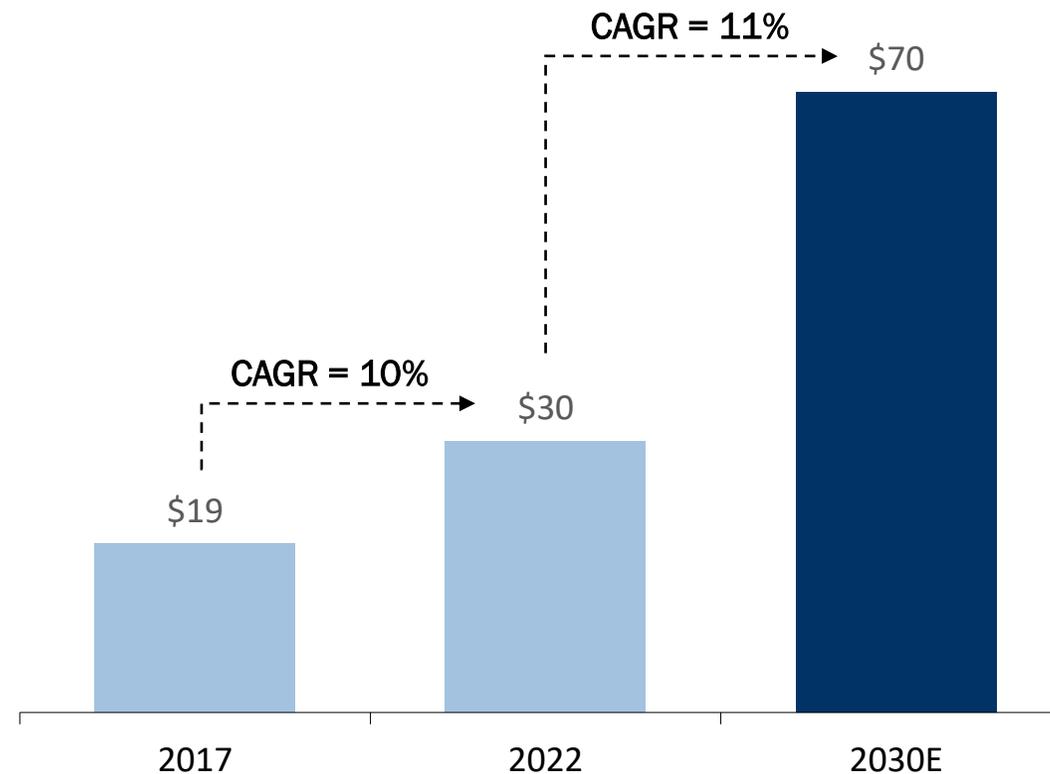
## 2 Clear leader in a high-growth industry



Revenues for scaled entertainment platforms in the US (\$ in billions)<sup>(a)</sup>



Size of global family entertainment centers market (\$ in billions)



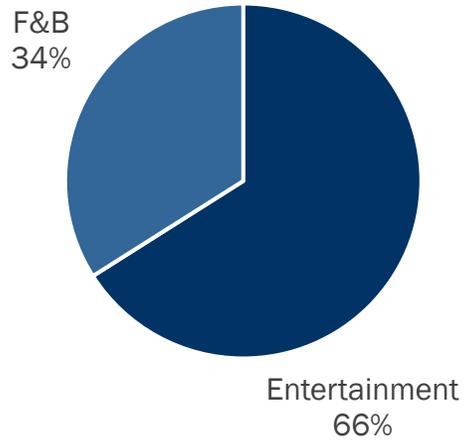
(a) Data represents 2022 calendarized figures  
Source: Company materials, filings, press releases, AMR

# 3 Diversified business model

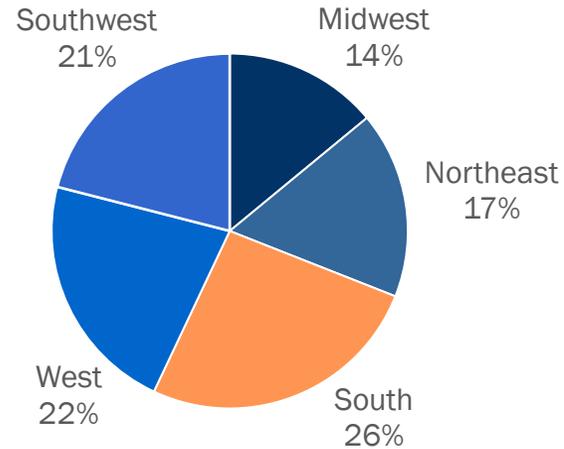
Diversification drives healthy, profitable growth with downside protection



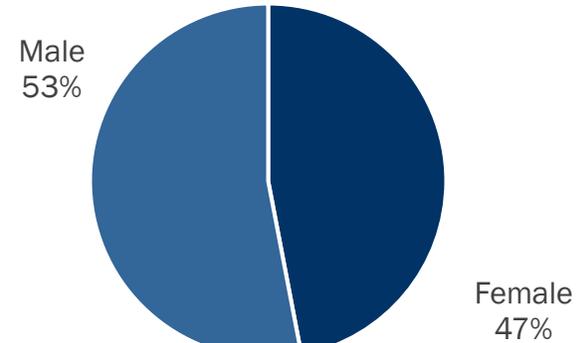
Revenue by offering<sup>(a)</sup>



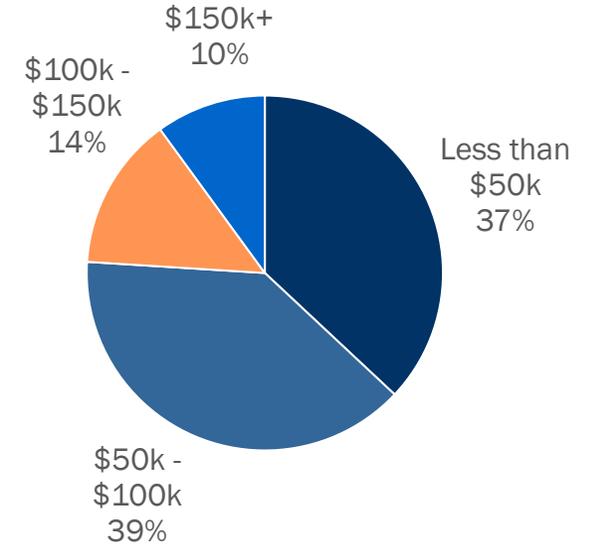
Revenue by geography<sup>(a)(b)</sup>



Visitation by gender<sup>(c)</sup>



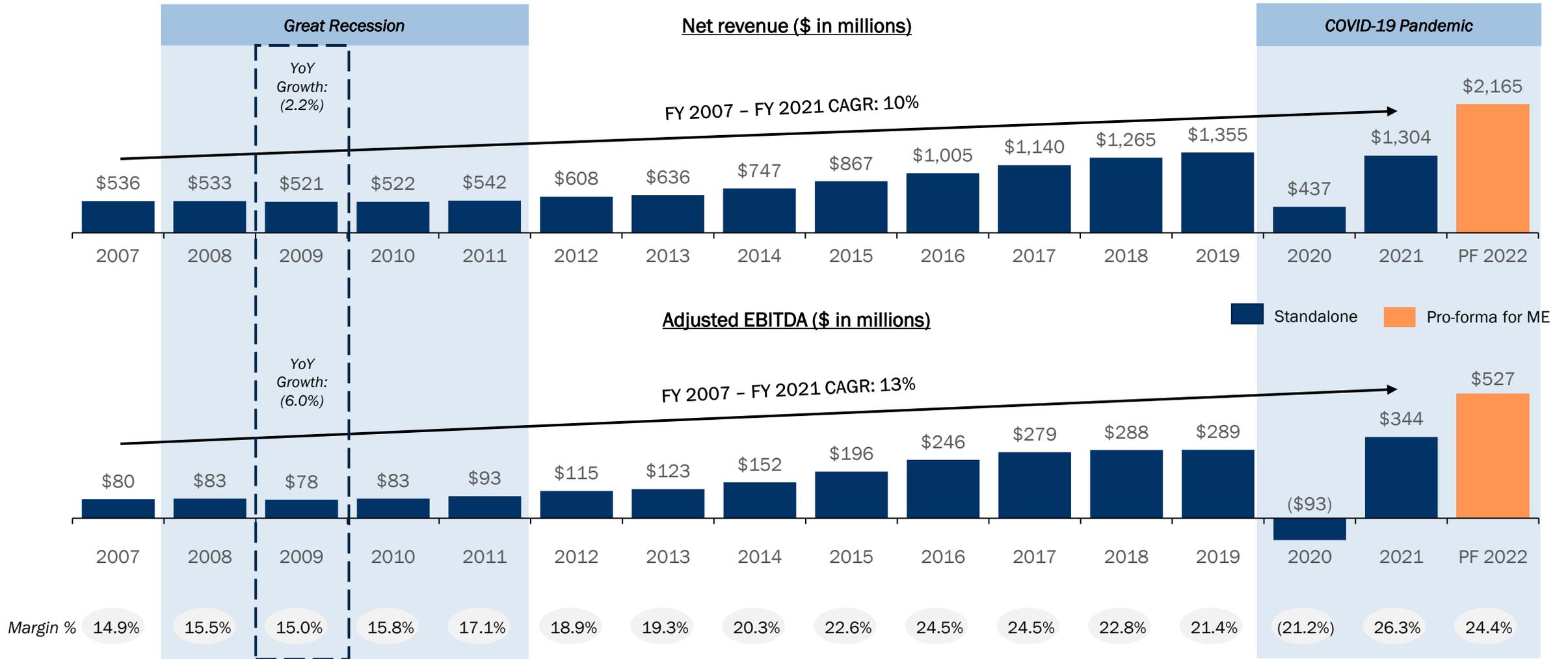
Visitation by income<sup>(c)</sup>



(a) Represent PF FY 2022 data  
 (b) Geographic regions as defined by the US Census Bureau. Southwest region defined as TX, OK, AZ and NM  
 (c) Represent Fall 2022 Dave and Buster's brand only  
 Source: Company materials

4

# Long term track record of profitable growth through cycles

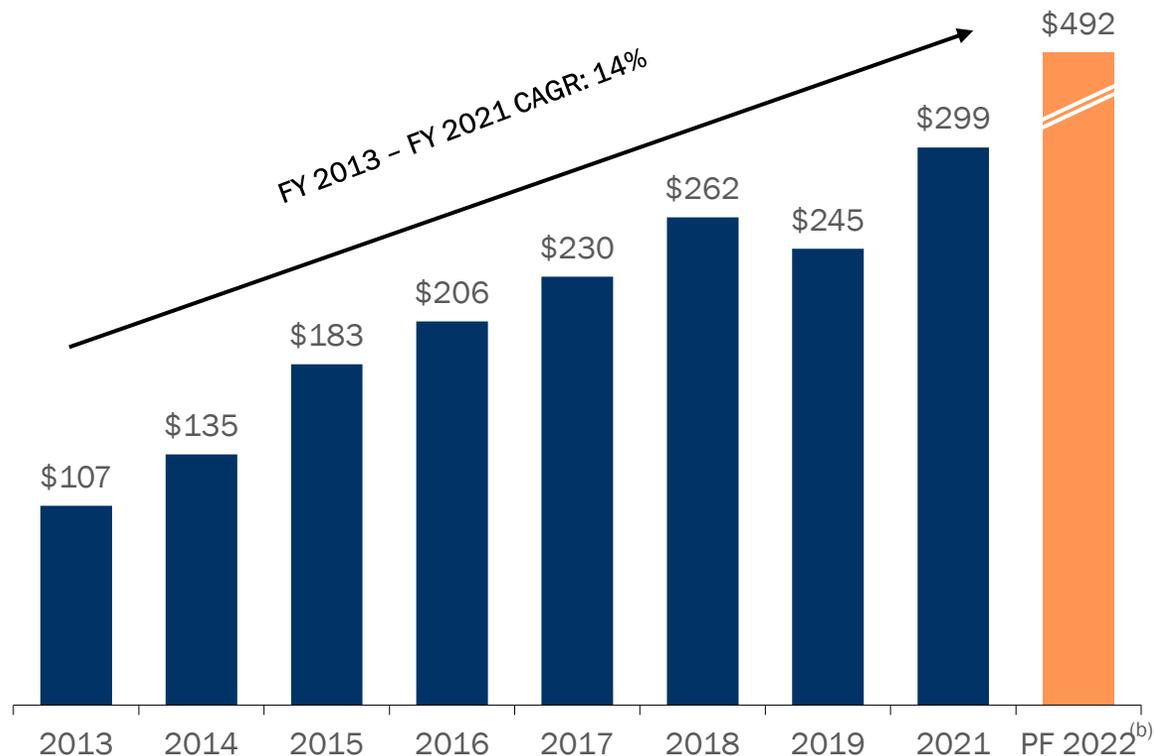


Note: Dave & Buster's figures reflect January fiscal year end. FY 2022 is pro forma for Main Event acquisition  
 Source: Company materials and presentations

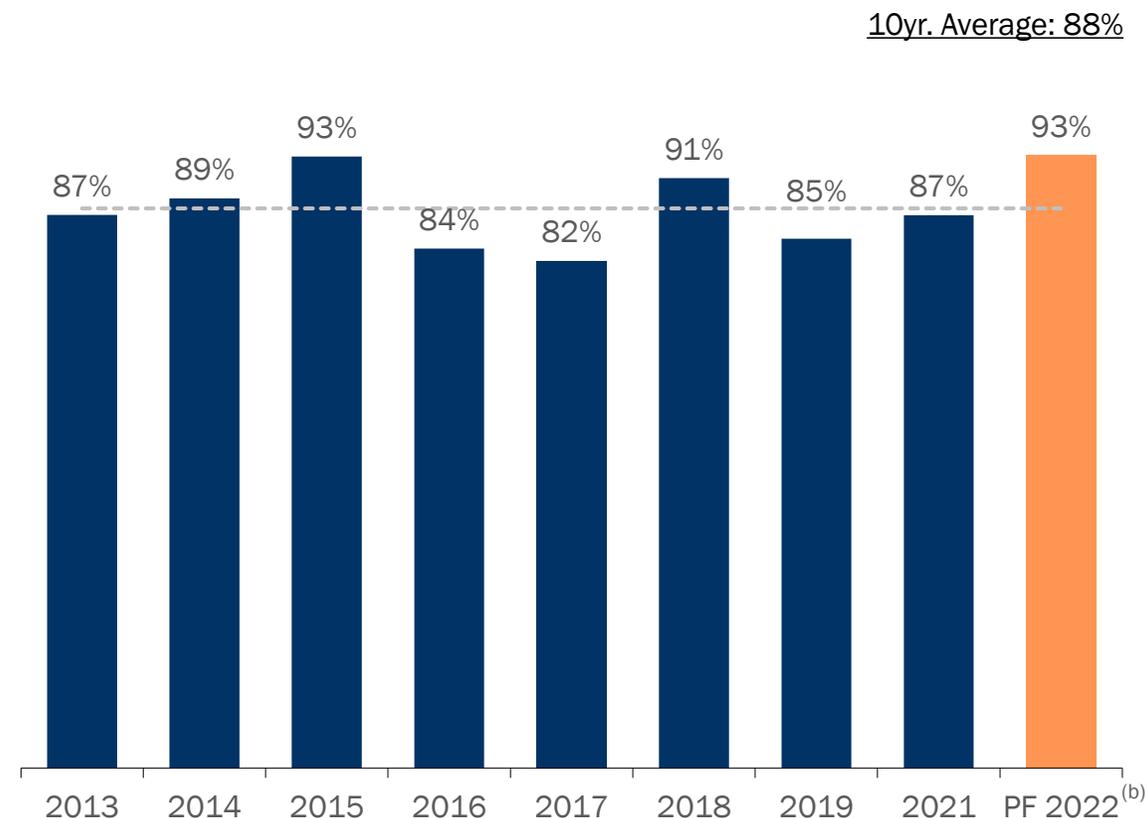
# 5 Compelling free cash flow profile



Unlevered FCF<sup>(a)</sup>



Unlevered FCF as % of Adj. EBITDA<sup>(a)</sup>



■ Standalone ■ Pro-forma for ME

Note: Dave & Buster's figures reflect January fiscal year end. FY 2022 is pro forma for Main Event acquisition. Charts exclude FY20 due to COVID-19 impact

(a) Unlevered FCF calculated as Adj. EBITDA less Maintenance Capex less Games Capex less taxes plus deferred ticket amusement liability plus pre-opening expenses. Conversion calculated as unlevered FCF divided by Adj. EBITDA

(b) Cash taxes excludes cash refund of \$33mm related to NOL carrybacks associated with the CARES Act (received in FY 2022)

Source: Company materials and presentations

# 6

## Attractive unit economics

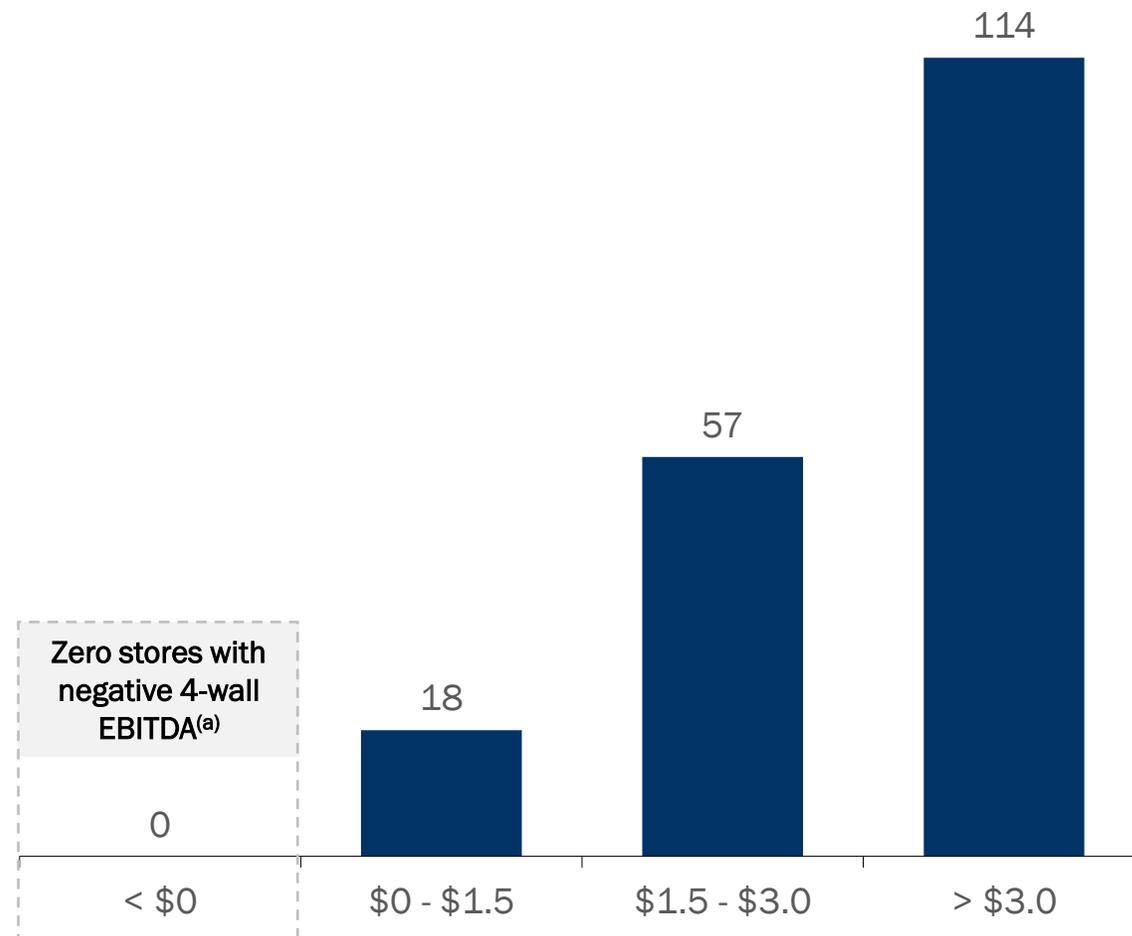
Healthy store base with limited on-going capex needs



Store key metrics

Number of units	210
US states	42
Average store size	~40k sq. ft.
AUV	~\$11mm
Average 4-wall EBITDA per unit	~\$4mm
Average 4-wall EBITDA margin	~35%
Annual maintenance capex per unit	~\$150k
Annual games capex per unit	~\$145k

4-wall EBITDA by store distribution<sup>(a)</sup> (\$ in millions)



Note: Figures reflect PF FY 2022 and latest unit counts

(a) Only includes stores that have been open for at least 12 months

Source: Company materials

# 6 Attractive unit economics

New units offer best-in-class ROI



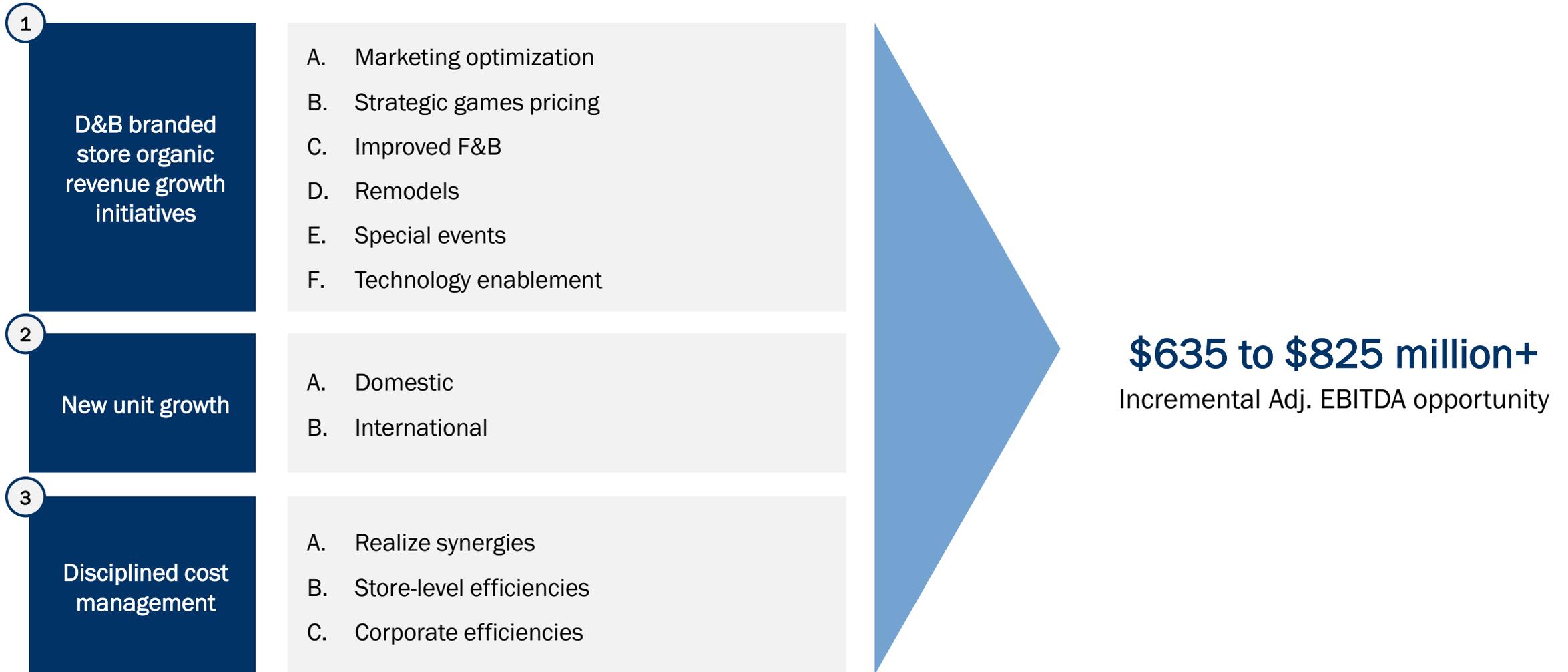
	“New” mini store (15K – 25K Sq. Ft.)	Medium store (25K – 40K Sq. Ft.)	Large store (40K – 55K Sq. Ft.)
Total revenue (FY2022)	~\$8	~\$9	~\$12
4-Wall EBITDA (FY2022)	~\$3	~\$3	~\$4
4-Wall EBITDA margin	~40%	~35%	~35%
Recent Net development costs <sup>(a)</sup>	\$6.6	\$7.2	\$8.1
<b>Avg. 4-Wall EBITDA / Recent Net Development Costs</b>	<b>~45%</b>	<b>~40%</b>	<b>~50%</b>

Note: Returns exclude stores that have been open for less than one year

(a) Net development costs for stores built since 2018; costs include equipment, building, leaseholds and site costs, net of tenant improvement allowances and other landlord payments, excluding pre-opening costs and capitalized interest

Source: Company materials

# 7 Numerous levers to drive Adj. EBITDA & cash flow growth



# Section 4

Case study of  
management playbook  
at Main Event



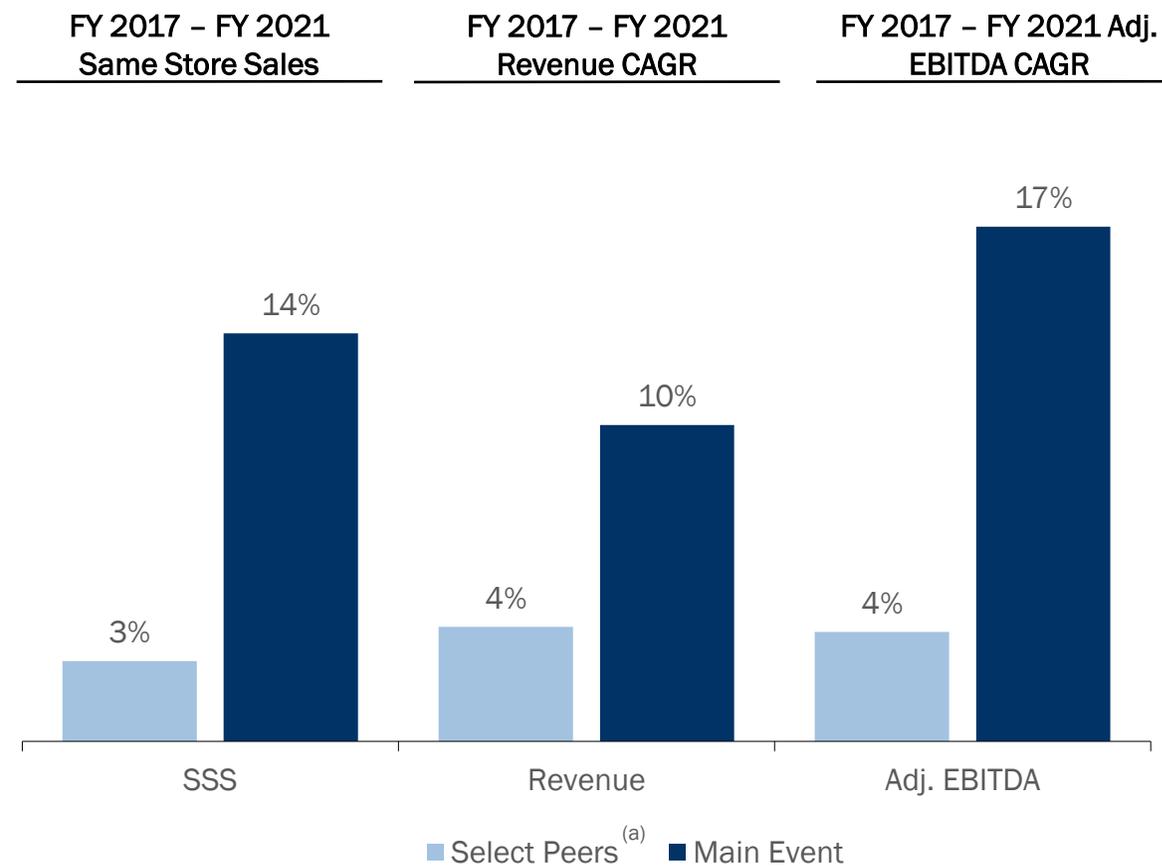
# Case study of the highly successful playbook at Main Event



Strategic growth framework designed and implemented by management...

<b>Upgraded management team</b>	– Brought proven growth-focused executives to the team
<b>Brand refinement</b>	– Grew same store sales by leveraging guest research to drive brand awareness and traffic
<b>Enhanced customer experience</b>	– Improved guest experience and grew check sizes by realigning operations and focusing on entertainment innovation
<b>Revamped new unit growth</b>	– Materially improved new store growth and ROI by developing a strategic, analytical framework for site identification and new unit development
<b>Overhauled marketing</b>	– Drove incremental traffic growth by revamping media strategy to better tailor messaging to Main Event’s core audience
<b>Improved operational efficiencies</b>	– Improved operating margins by establishing and diligently tracking KPIs vs. benchmarks – Implemented key improvements in labor scheduling and inventory management
<b>Revamped special events business</b>	– Drove event sales by (i) creating a proactive selling culture, (ii) training and empowering employees and (iii) implementing an improved compensation structure

...led to significant growth that meaningfully outperformed select comparables



(a) Select peers includes Bowlero, Topgolf, Darden Restaurants, Texas Roadhouse, Brinker International, Bloomin’ Brands, BJ’s restaurants, Cracker Barrel Old Country Store, Cheesecake Factory, Six Flags Entertainment, SeaWorld Entertainment, Cedar Fair and Vail Resorts. All figures are calendarized for ease of comparison.

Source: Company materials

# Section 5

Deep dive into Adj.  
EBITDA growth  
initiatives

Organic revenue growth



# Six levers for organic revenue growth



		<u>Incremental revenue opportunity</u>	<u>Incremental Adj. EBITDA opportunity</u>	
1	Marketing optimization	\$290 - \$390	\$175 - \$235	<p><b>\$430 to \$600 million+</b> Incremental Adj. EBITDA opportunity</p>
2	Strategic games pricing	\$90 - \$135	\$80 - \$120	
3	Improved F&B	\$135 - \$180	\$75 - \$100	
4	Remodels	\$70 - \$125	\$40 - \$75	
5	Special events	\$90 - \$100	\$40 - \$45	
6	Technology enablement	\$35 - \$45	\$20 - \$25	

# 1 Marketing optimization



**\$175 - \$235 million**  
Estimated Incremental Adj. EBITDA opportunity

- Dave & Buster's has industry leading brand awareness (90%) and consideration (70%)
  - Only has 50% conversion and 1.4x frequency
- Ability to drive incremental traffic by improving consideration and frequency
  - Improve overall marketing message and optimize media mix
  - Leverage large national sport-viewing platform
  - Maximize customer engagement through entertainment innovation and improved technology

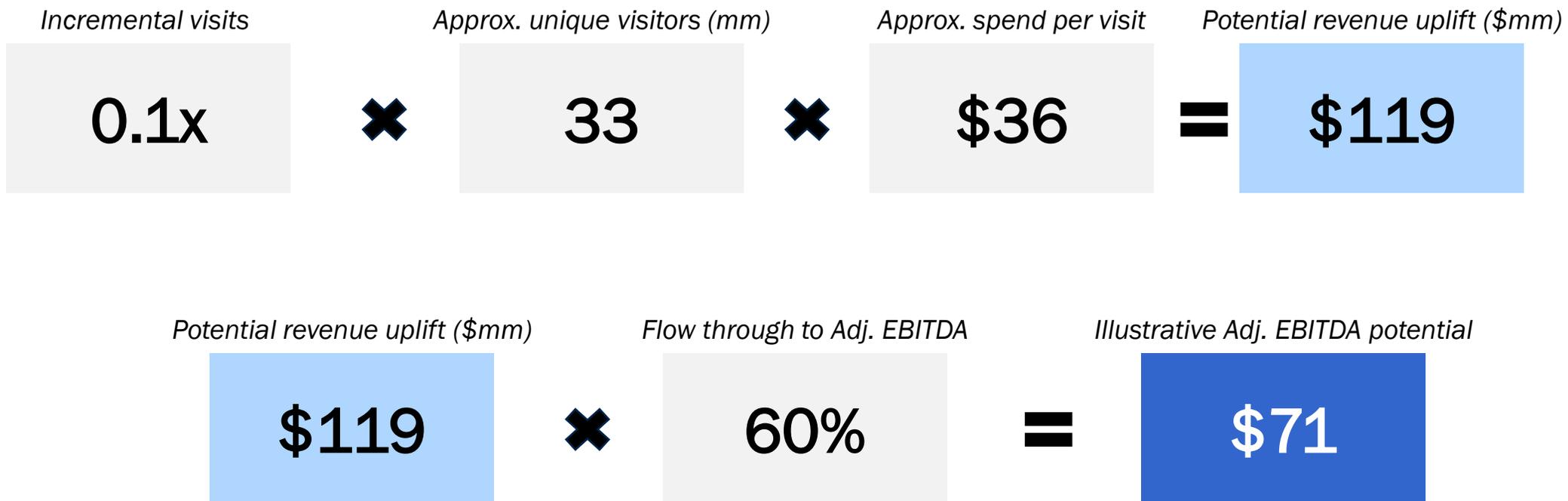
Note: Assumes 4% - 6% improvement in conversion, 0.175x to 0.225x incremental visits, and 60% flowthrough  
Source: Company materials

# 1 Marketing optimization - frequency

Significant Adj. EBITDA opportunity from conservative improvements in frequency



1.4x  
Current  
annual  
frequency per  
customer



We believe we can achieve 0.2x incremental visits over 3 years, meaning just 20% of guests visit just one additional time per year, equating to ~\$140 million of Adj. EBITDA



# 1 Marketing optimization



A clear understanding of the “need states” of customers is at the core of D&B’s marketing strategy

Brand challenge

Target

What they want

What we provide

Despite 90% brand awareness, Guests are not aware of our full variety of offerings



Families



Young Adults



Special Events

Let loose **variety**

**Interactive** entertainment

**Connecting** with my crew

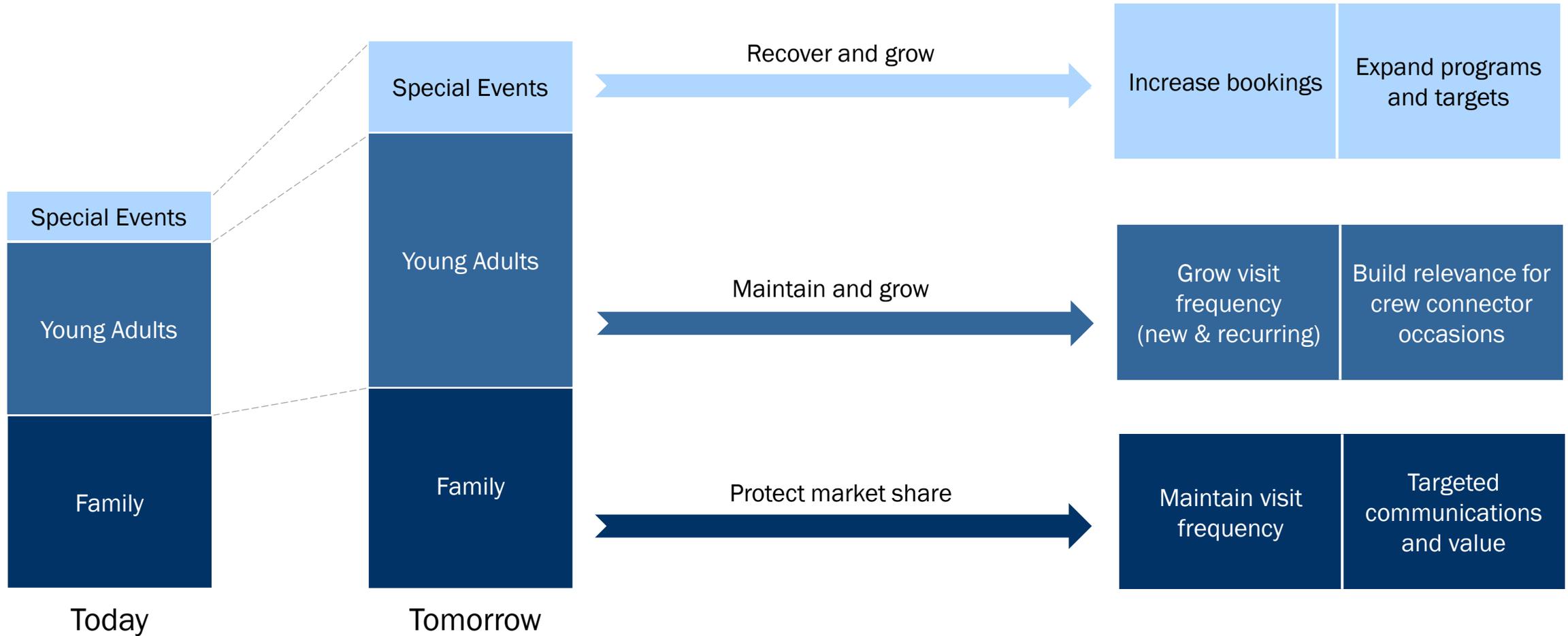
Above & beyond **hospitality**

D&B lets friends escape to more memorable playful fun together

**Eat**  
**Drink**  
**Play**  
**Watch**

# 1 Marketing optimization

D&B will refine messaging to protect core customers and win other occasions



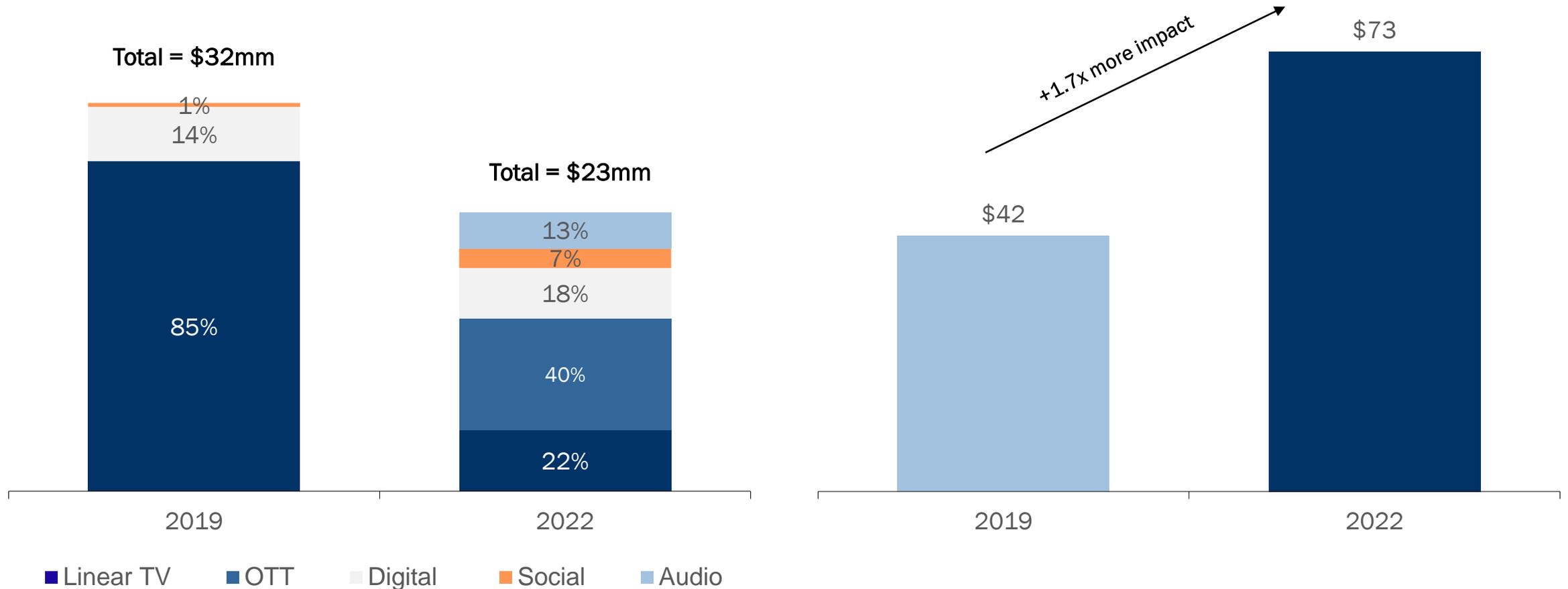
# 1 Marketing optimization

## Evolved media mix to best target core and growth audiences



2019 vs. 2022 media plan spend

Revenue per \$ of media spend<sup>(a)</sup>



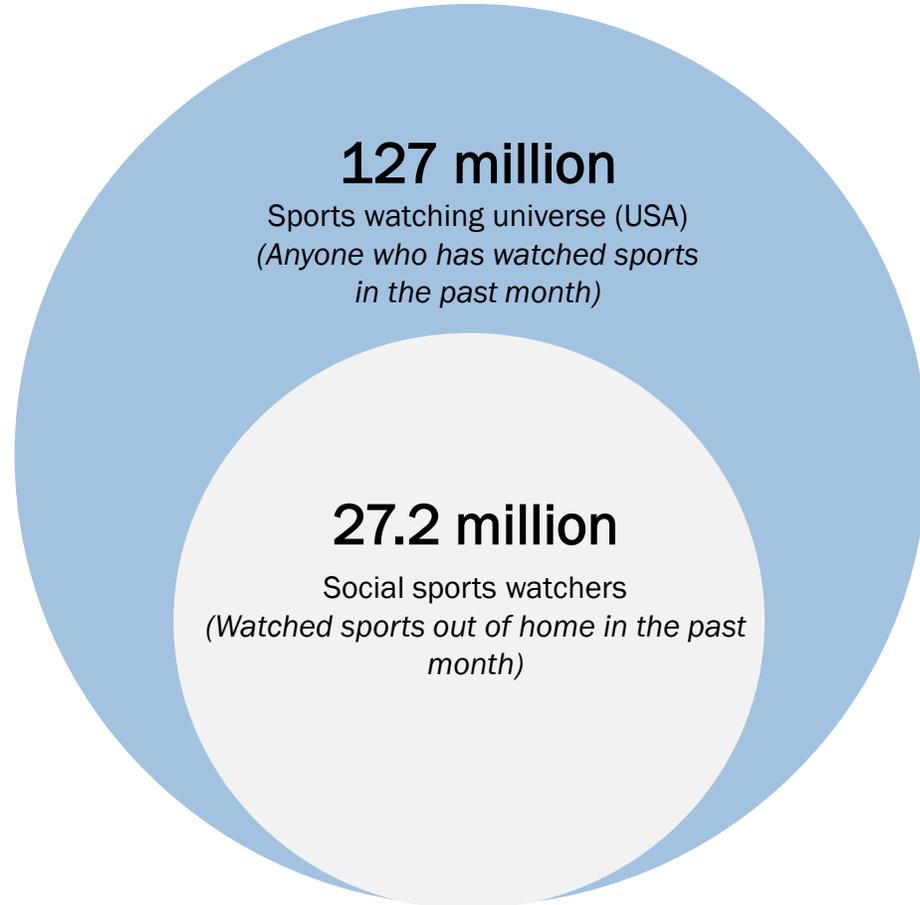
(a) Reflects Dave & Buster's revenue over media spend  
Source: Company materials

# 1 Marketing optimization

Leverage strong position in sports watching to increase traffic and customer spend



Large addressable sports viewing market



Social Sports Watcher seeking out of home locations frequently

Out of Home Sports Watching Frequency  
2.7x per week

Social Sports Watchers significantly over-index on consuming food and beverage while watching

~145 per person sports watching moments annually

# 1 Marketing optimization

Sports calendar provides a significant number of attractive visitation drivers



*Approx. # of games in select sports leagues*

	January	February	March	April	May	June	July	August	September	October	November	December	Total
	35 <i>Playoffs</i>	1 <i>Super Bowl</i>	--	--	--	--	--	--	70	70	70	70	300+
	200	200	200	100	50 <i>Playoffs</i>	7 <i>NBA Finals</i>	--	--	--	200	200	200	1,350+
	--	--	--	400	400	400	400	400	400	50	--	--	2,400+ <i>Playoffs and World Series</i>
	50 <i>Bowl Games</i>	--	--	--	--	--	--	--	400	400	400	400	1,600+
	1,800	1,800	200 <i>March Madness</i>	--	--	--	--	--	--	--	1,800	1,800	7,400+
<b>Total</b>	<b>2,050+</b>	<b>2,000+</b>	<b>400+</b>	<b>500+</b>	<b>450+</b>	<b>400+</b>	<b>400+</b>	<b>400+</b>	<b>850+</b>	<b>700+</b>	<b>2,450+</b>	<b>2,450+</b>	<b>13,000+</b>

Other sports can also provide significant number of visitations



# 1 Marketing optimization

## Leverage strong position in sports watching to increase traffic and customer spend



100% of D&B stores equipped to deliver high quality watch experience...<sup>(a)</sup>

...but awareness and penetration of sports watching is very low

<p>Seats per store</p>	<p>~300 - 425</p>	
<p>Size of "Watch" area per store</p>	<p>~6,000 - 8,000 Sq. Ft.</p>	
<p>Screens per store</p>	<p>~20 - 35</p>	

Only 4% of customers cite "Watch" as primary driver for D&B visit occasion

There is only 12% unaided awareness of "Watch" at D&B

"Watch" has the highest guest satisfaction of any D&B experience

<sup>(a)</sup> Based on general store template for small, medium, and large format D&B stores; seating and size may vary by location  
Source: Company materials

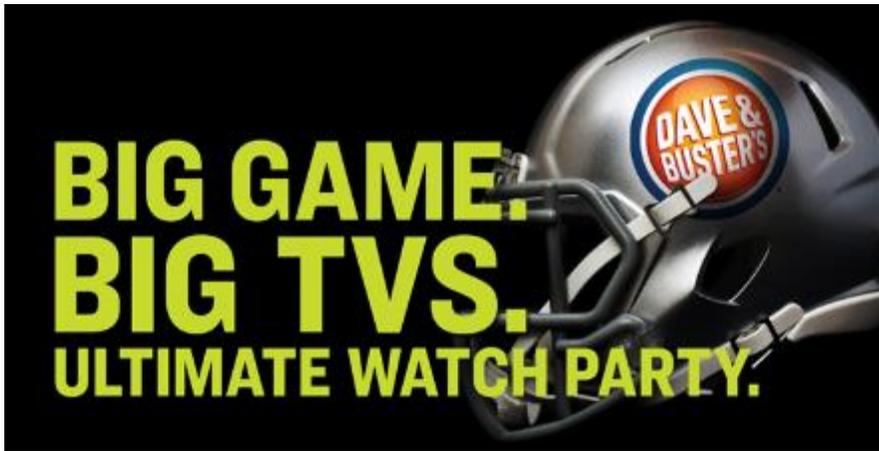
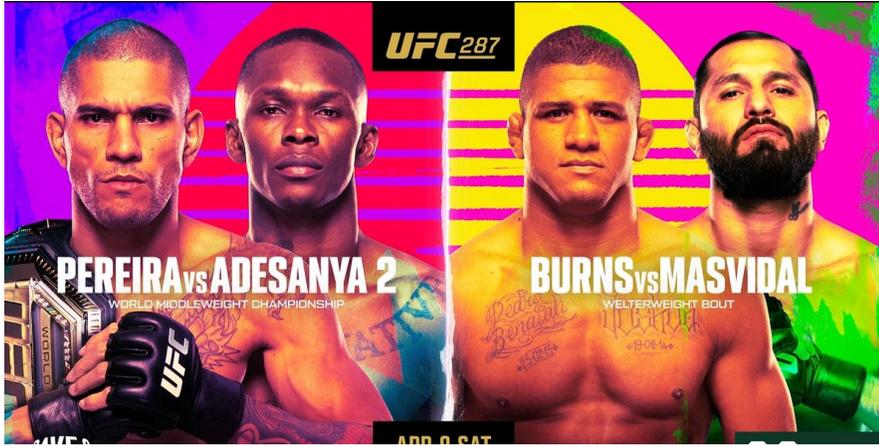
# 1 Marketing optimization

## Leverage strategic partnerships and sports calendars to drive traffic



Strategic partnerships to increase visitation during key events

Opportunity to drive primarily off-peak traffic by aligning sports calendar with promotions



# 1 Marketing optimization

Leverage all touchpoints to unlock the sports watch opportunity



In-store

Local marketing

Social

Digital / linear video



# 1 Marketing optimization

Strategically innovate our entertainment offering to drive increased trial and frequency



## What they want

Let loose variety

Interactive entertainment

Connecting with my crew

Above & beyond hospitality

## New and improved offerings

Continue to improve existing game offerings

- Selectively mix recognizable IP with compelling games
- Continue to consistently refresh games
- Goal to refresh ~10% of midway annually

Explore select co-marketing partnerships

- Tech integrations and game franchises
- Sports viewing enhancements
- Relevant celebrities
- Brand partnerships

Test and introduce relevant entertainment offerings

- Watch parties
- New entertainment experiences
- Watch/arcade immersive gamification
- Other

# 1 Marketing optimization



## Continue to invest in and benefit from new e-commerce platform launched in Q1 '23

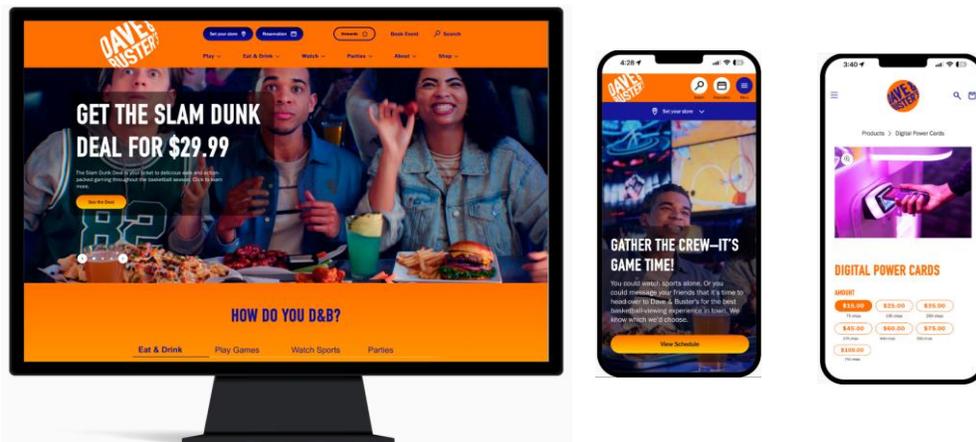
New e-commerce platform

New and improved features

Old website



New e-commerce platform



Increased eCommerce revenue capabilities

- Customers can now pre-purchase Power Cards
- More efficient special events booking flow to optimize conversion

Improved engagement and visit conversion

- Increased Watch awareness
- Increased visits through search engine optimization
- Ability to curate content at store level for crews looking to watch sports locally

Modernized design

- Drive brand engagement and event conversion
- Mobile first design facilitates usage
- Capabilities allow site to render in multiple languages for international expansion

# 1 Marketing optimization

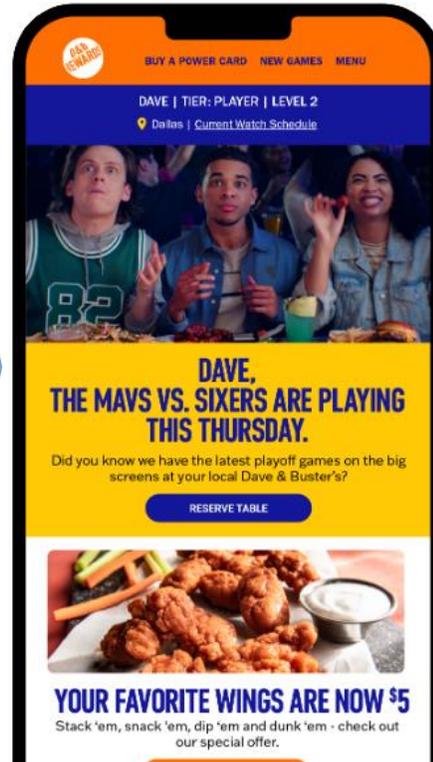
## Continue to invest in and benefit from CRM and loyalty program

Leverage behavioral insights to personalize communications

Spend Visit recency & frequency Games played



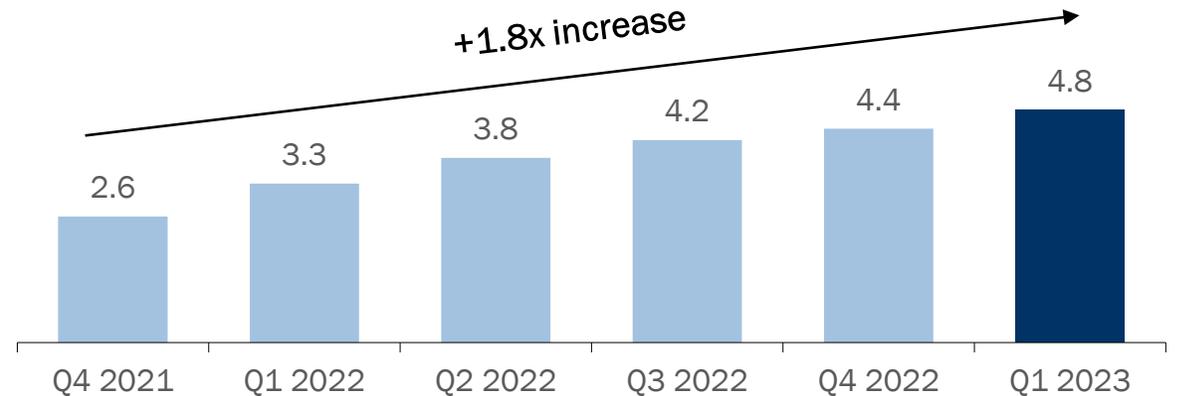
F&B purchases Families vs. Crew connectors Visit occasion



Increase frequency and check at scale with large and growing CRM data

Total sales in FY 2022	~10%
Total members	4.8 million
Higher visits vs. non-members	50%+
Higher check vs. non-members	~15%

Historical growth in members since program launch (in millions)



## 2 Strategic games pricing



**\$80 - \$120 million**  
Estimated Incremental Adj. EBITDA opportunity

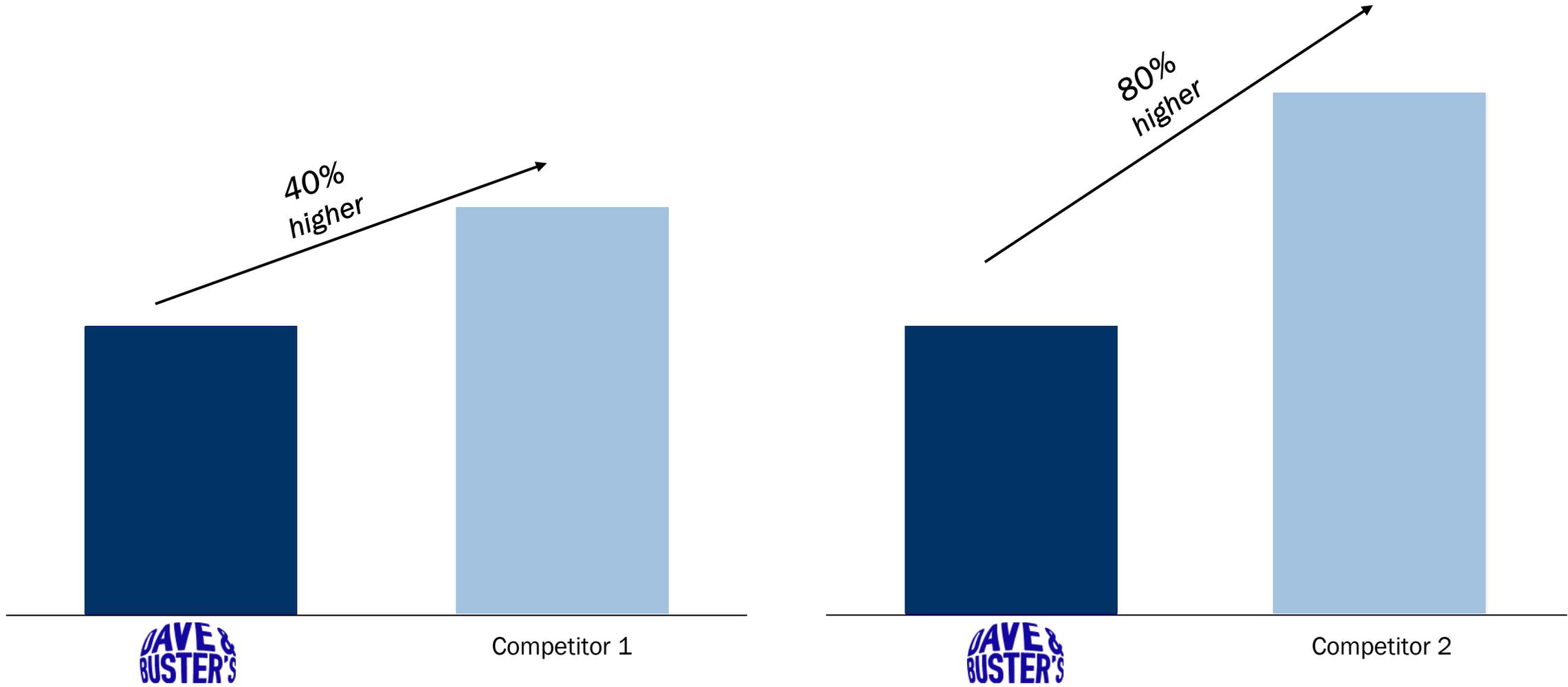
- Key opportunities:
  - Structural increases in game pricing
  - Leverage dynamic pricing on games
  - Market segmentation for game pricing tiers
  - Selective discounting

Note: Assumes potential chip price increase of 8 - 12% and 90% flowthrough for games  
Source: Company materials

2

# Strategic games pricing

D&B's game prices are substantially lower than its peers<sup>(a)</sup>



(a) Price per game calculated on a dollar basis based on chips per gameplay and assuming cheapest option for chip purchase selected; figure represents a simple average price from select games; survey based on select site visits in Dallas and New York  
Source: Market surveys in New York and Dallas



## 2 Strategic games pricing

Significant ability to benefit from structurally higher game prices

Game pricing today

We have identified several actionable opportunities

Significant opportunity with conservative increases to chip prices

Power Card prices have not increased in more than 20 years<sup>(a)</sup>

Games prices are currently the same nationwide<sup>(b)</sup>

- 1 **Redesign chip tier menu**
  - Increase prices of lower chip tiers to align with psychological thresholds
  - Improve messaging and bundling to incentivize upsells
- 2 **Improve dynamic pricing models**
  - Better capitalize on peak demand
  - Introduce variable pricing by geography
- 3 **Maintain regular price growth**
  - Grow in-line with inflation
- 4 **Create selling culture**
  - Enable, train, and incentivize staff to upsell customers

Potential price increase		Avg. price / chip		Approx chips played / year		Potential revenue uplift
1%	×	0.16	×	6.6bn	=	\$11mm

Potential revenue uplift		Adj. EBITDA flow through		Illus. Adj. EBITDA potential
\$11mm	×	90%	=	\$10mm

We believe we can achieve increases of approximately 10% over 3 years, equating to ~\$100 million of Adj. EBITDA

(a) Based on cost per chip  
 (b) No price difference for the same game across all stores nationwide  
 Source: Company materials

### 3 Improved F&B



**\$75 - \$100 million**  
Estimated Incremental Adj. EBITDA opportunity

- Key opportunities:
  - Improve F&B attachment
  - Improve spend per customer

Note: Assumes 8 - 10% improvement in F&B attachment and 50% flowthrough and 7.5 - 12.5% of potential increase in customer spend and 70% flowthrough  
Source: Company materials

3

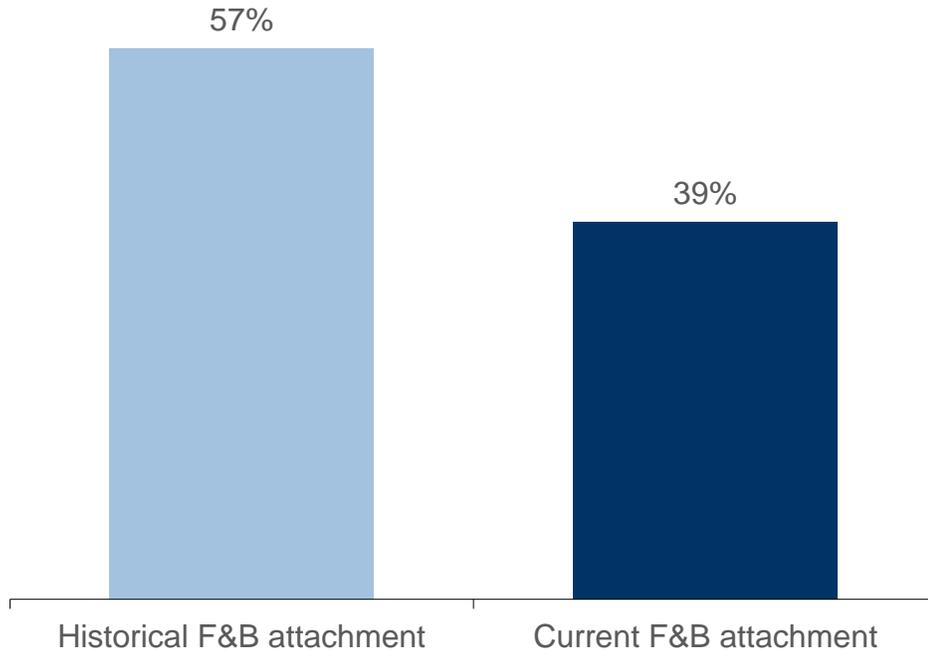
# Improved F&B

## Significant opportunity to grow Adj. EBITDA by improving F&B attachment (% of visitors purchasing F&B)



Significant opportunity to improve attachment

Meaningful opportunity with conservative improvements to attachment



<i>Potential impr. in F&amp;B attachment (historical levels)</i>		<i>Annual visitors<sup>(a)</sup> (mm)</i>		<i>Approx. F&amp;B spend / F&amp;B guest<sup>(a)</sup></i>		<i>Potential revenue uplift</i>
1%	×	47	×	\$28	=	\$13mm
		<i>Potential revenue uplift</i>		<i>Adj. EBITDA flow through</i>		<i>Illus. Adj. EBITDA potential</i>
		\$13mm	×	50%	=	\$7mm

We believe we can achieve improved attachment of ~9% over 3 years (approximately 50% of the gap to historical levels), equating to ~\$63 million of Adj. EBITDA

Note: \$ in millions unless stated  
 (a) Based on internal estimates and for D&B branded store only  
 Source: Management estimates

# Improved F&B

Multiple coordinated F&B initiatives underway to increase F&B attachment



## Compelling menu innovation



- Hired new head of F&B with significant experience in menu innovation
- Continuing to simplify menu offering and BOH recipes to reduce labor
- Upgrading the menu design to be more aligned with brand
- Evaluating new, higher-quality food and beverage options
- Optimizing pricing



## Tech-enabled hospitality



- Launching improved service model
  - Simplify ordering
  - Simplify in-store operations
- Upgrading team member technology to improve hospitality



**Higher F&B attachment**



# 3 Improved F&B

## Increased spend per customer

### Key initiatives

- 1 Redesign menu to improve price-value positioning
- 2 Introduce more effective bundles to drive spend
- 3 Explicitly advertise sides to improve attachment
- 4 “Good, better, best” alcohol programming



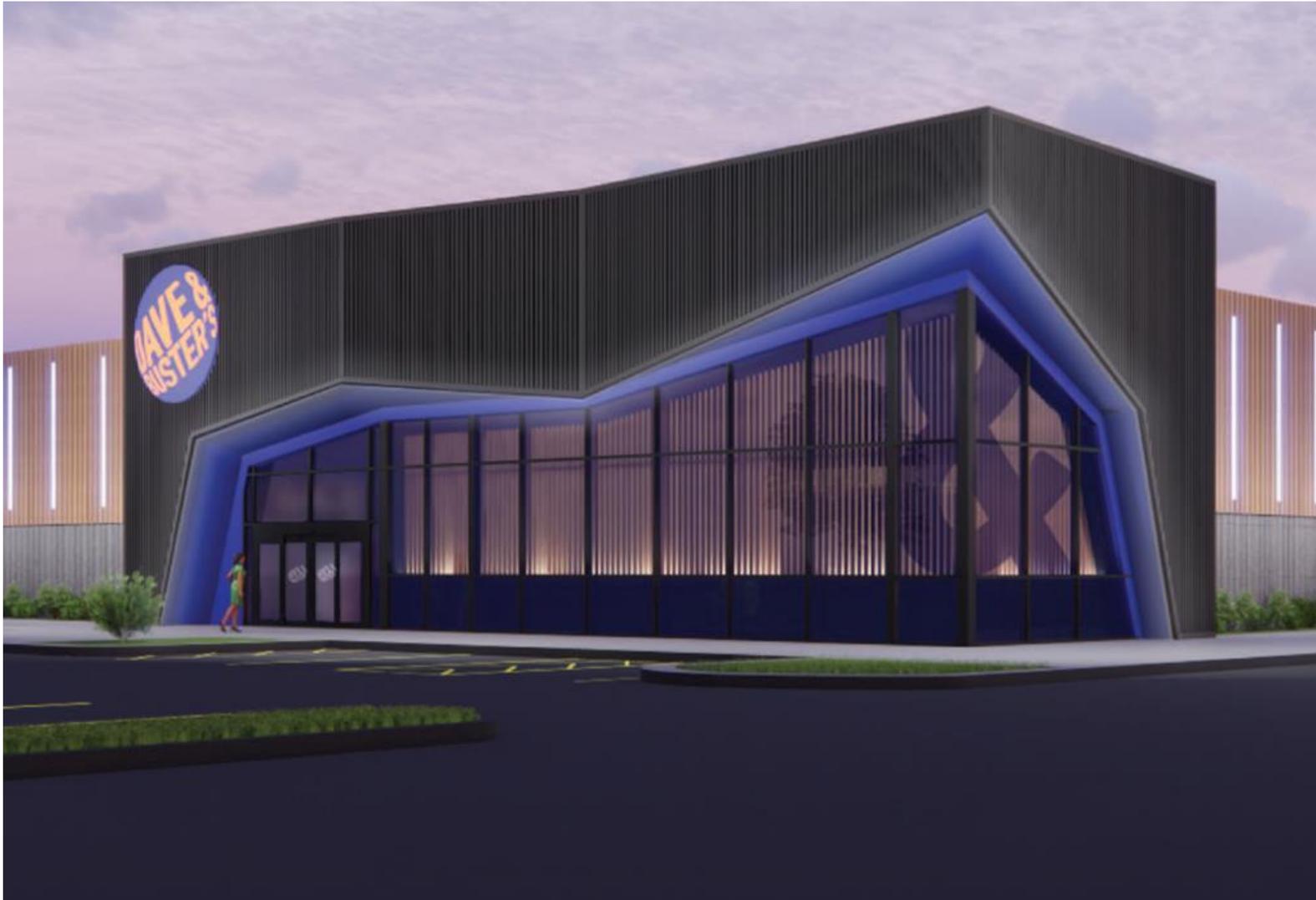
### Significant opportunity with conservative increases in F&B spend

Potential inc. in consumer spend		Avg. spend / F&B item		Est. F&B items sold / year (mm)		Potential revenue uplift
1%	×	\$10.8	×	38	=	\$4mm

Potential revenue uplift		Adj. EBITDA flow through		Illus. Adj. EBITDA potential
\$4mm	×	70%	=	\$3mm

We believe we can drive incremental spend of approximately 10% over 3 years, equating to ~\$30 million of Adj. EBITDA

## 4 Remodels



**\$40 - \$75 million**  
Estimated Incremental Adj. EBITDA opportunity

- Key opportunities:
  - Modernize and refresh the look and feel of units
  - Improve layout to increase traffic and overall productivity
  - Implement technology to support guest engagement
  - Introduce new entertainment offering to drive traffic for walk-in and event business

# Remodels

Thoughtful and strategic rollout of remodels with a laser-focus on ROI



Light-touch remodel



- Interior design
- New FF&E

Base remodels



- Interior design
- New FF&E
- Exterior refresh
- Select new entertainment offerings

Potential upside remodel



- Interior design
- New FF&E
- Exterior refresh
- Expanding entertainment offerings

Key enhancements

Estimated cost

Target ROI

<\$1mm

20 - 25%+

~\$2mm

20 - 25%+

>\$4mm

20 - 25%+

# 4 Remodels

Thoughtful and strategic rollout of remodels with a laser-focus on ROI (cont'd)



Current units



Future units



4

# Remodels

Last comprehensive remodel cycle was highly successful



**2011-17**  
Remodel cycle

**40+**  
Stores remodeled

**12%+**  
Average sales uplift

**33%+**  
Average 4-wall EBITDA uplift

# 4 Remodels



Significant medium-term Adj. EBITDA opportunity even with conservative assumptions

## Large scale remodels

Rev. uplift / store		AUV (\$mm)		# of remodels		Potential revenue uplift (\$mm)
10%	×	\$11	×	68	=	\$75

Potential revenue uplift (\$mm)		Adj. EBITDA flow through		Potential Adj. EBITDA uplift (\$mm)
\$75	×	60%	=	\$45

## Light touch remodels

Rev. uplift / store		AUV (\$mm)		# of remodels		Potential revenue uplift (\$mm)
2.5%	×	\$11	×	74	=	\$20

Potential revenue uplift (\$mm)		Adj. EBITDA flow through		Potential Adj. EBITDA uplift (\$mm)
\$20	×	60%	=	\$12

**~\$57 million**  
Estimated Adj. EBITDA impact

5

## Special events



**\$40 - \$45 million**  
Estimated Incremental Adj. EBITDA opportunity

- Key opportunities:
  - Recover to pre-COVID levels
  - Execute Main Event playbook to drive sales
  - Reinsert Sales Managers in stores to proactively market
  - Refine performance-based compensation structure
  - New entertainment offerings enable more social and team building activities
  - Integrated sales team to target occasions for both brands

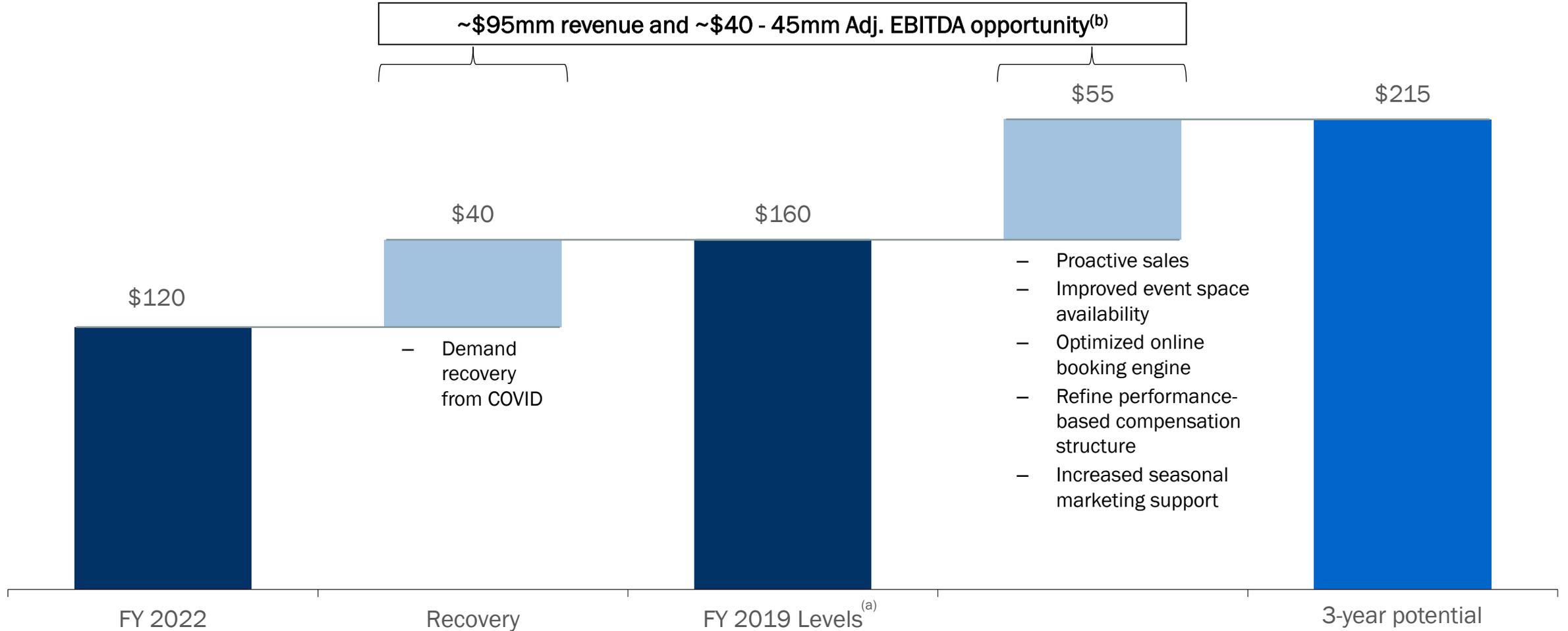
Note: Assumes ~\$95mm improvement in Special events revenue and 45% flowthrough  
Source: Company materials

# 5 Special events

## Drive traffic by growing special events beyond pre-COVID levels



Special events revenue potential



Note: \$ in millions unless stated  
 (a) FY 2019 special events revenue adjusted for inflation  
 (b) Assumes 45% flowthrough  
 Source: Management estimates

## 6 Technology enablement



**\$20 - \$25 million**  
Estimated Incremental Adj. EBITDA opportunity

- Ability to benefit from improved technology
  - Optimized service model
  - Enterprise gaming ecosystem
  - Store IT infrastructure
  - Improved data and analytics

# Technology enablement

We have identified several opportunities to make select high ROI investments in technology to enable seamless guest and team member experience



## Optimized service model

- Updated self-service kiosks, improved self-service tablets, and implemented other guest facing technology
- Improve customer experience by promoting a more seamless flow upon entry into the store
- Improve labor costs, turn tables faster, remove operational bottlenecks
- Drive increased customer spend via upsells



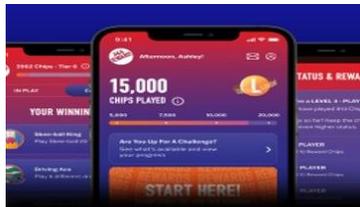
## Enterprise gaming ecosystem

- Facilitate and enable dynamic pricing by location
- Facilitate certain promotional initiatives (i.e., all you can play)
- Facilitate tracking of certain customer data



## Store IT infrastructure

- Improved payment processor, broadband, and WiFi coverage within stores
- Allows for better guest experience
- Facilitates traffic-driving initiatives (e.g., store-vs.-store competitions)



## Improved data and analytics

- Analytical tools for store employees to better measure and improve performance
- Augmented reporting tools drive incremental sales and profitability

~\$100 million  
3-year capital investment

~\$20 - \$25 million  
Estimated Adj. EBITDA impact<sup>(a)</sup>

~20% - 25%  
Estimated ROI

(a) Assumes 1% spend increase, 1% traffic increase, and 60% flowthrough  
Source: Company materials

# Section 5

Deep dive into Adj.  
EBITDA growth  
initiatives

Grow new units



# Grow new units



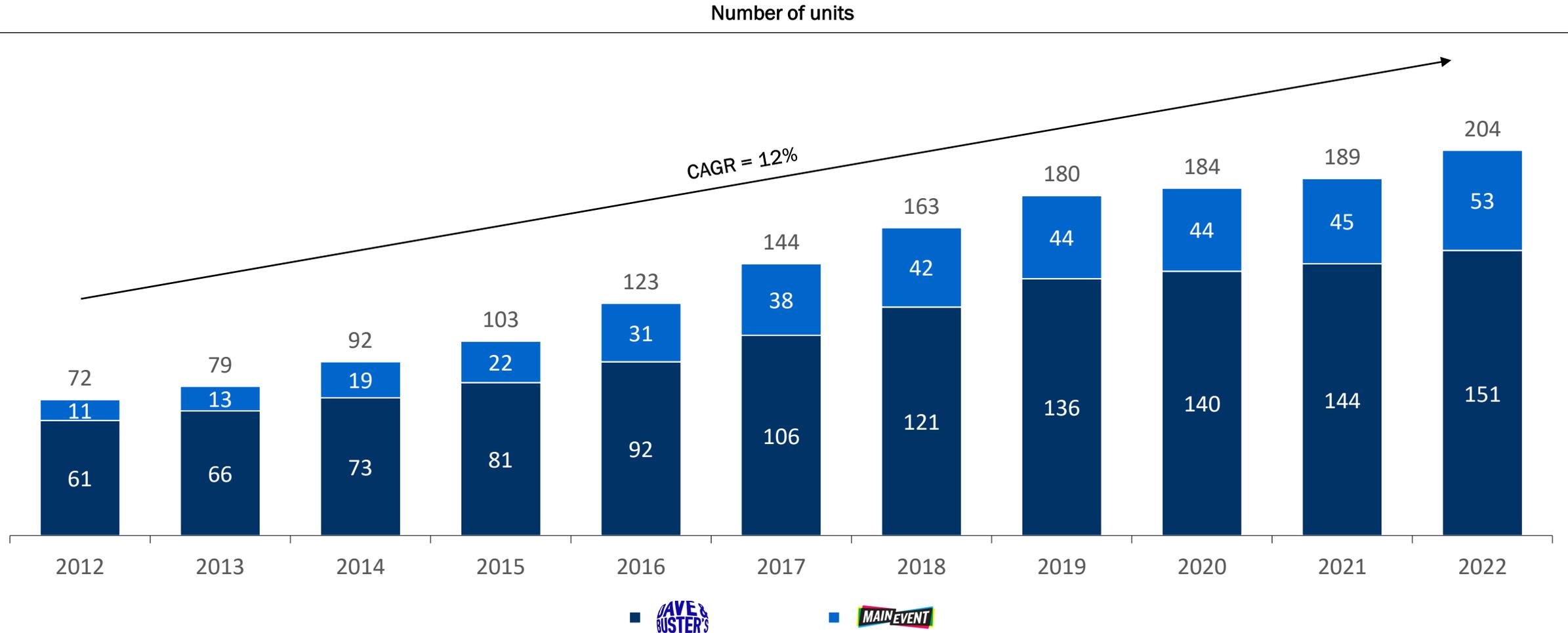
Source: Company materials

**\$150 - \$225 million**  
Estimated Incremental Adj. EBITDA opportunity

- Key opportunities:
  - Domestic unit growth
  - International franchising

# Grow new units

Proven ability to grow new units over time



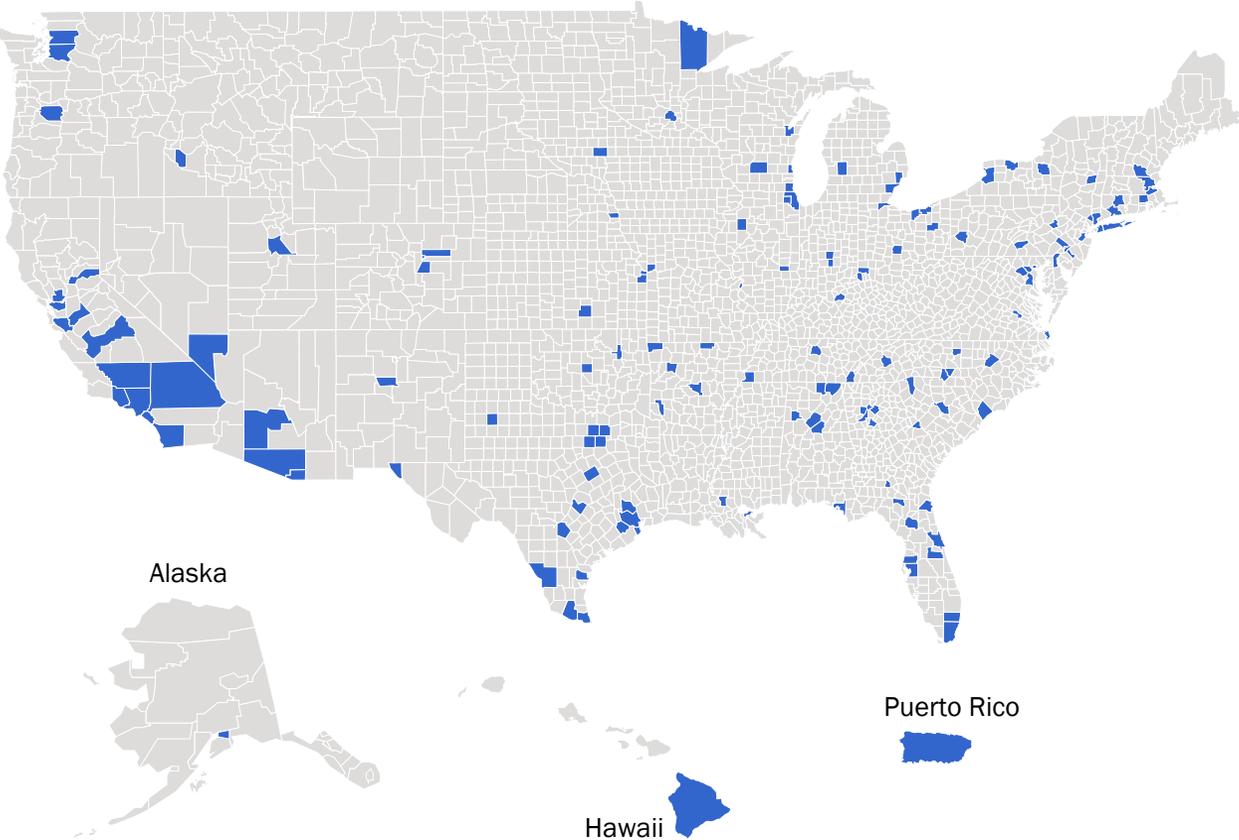
Note: Unit count includes acquisitions and excludes closed stores. Main Event figures aligned to the Dave & Buster's January fiscal year end  
Source: Company materials

# Grow new units

## Thorough research and analysis suggests whitespace for 550+ stores

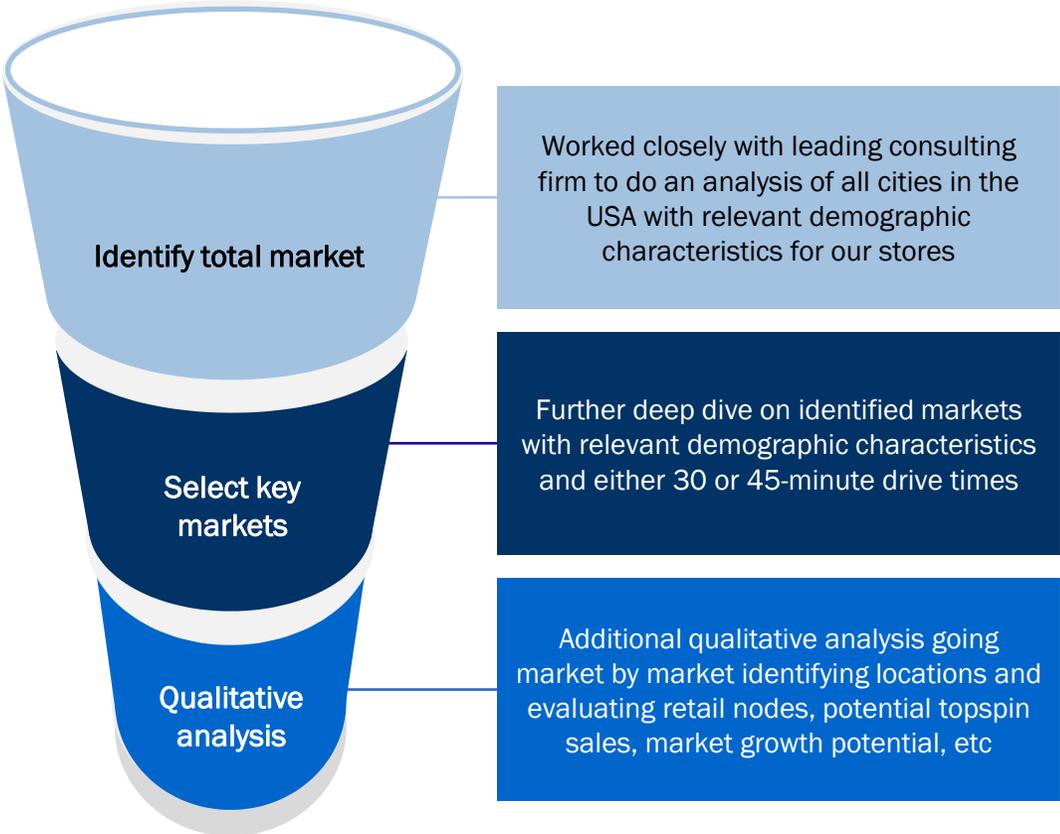


Significant whitespace across all regions of the country



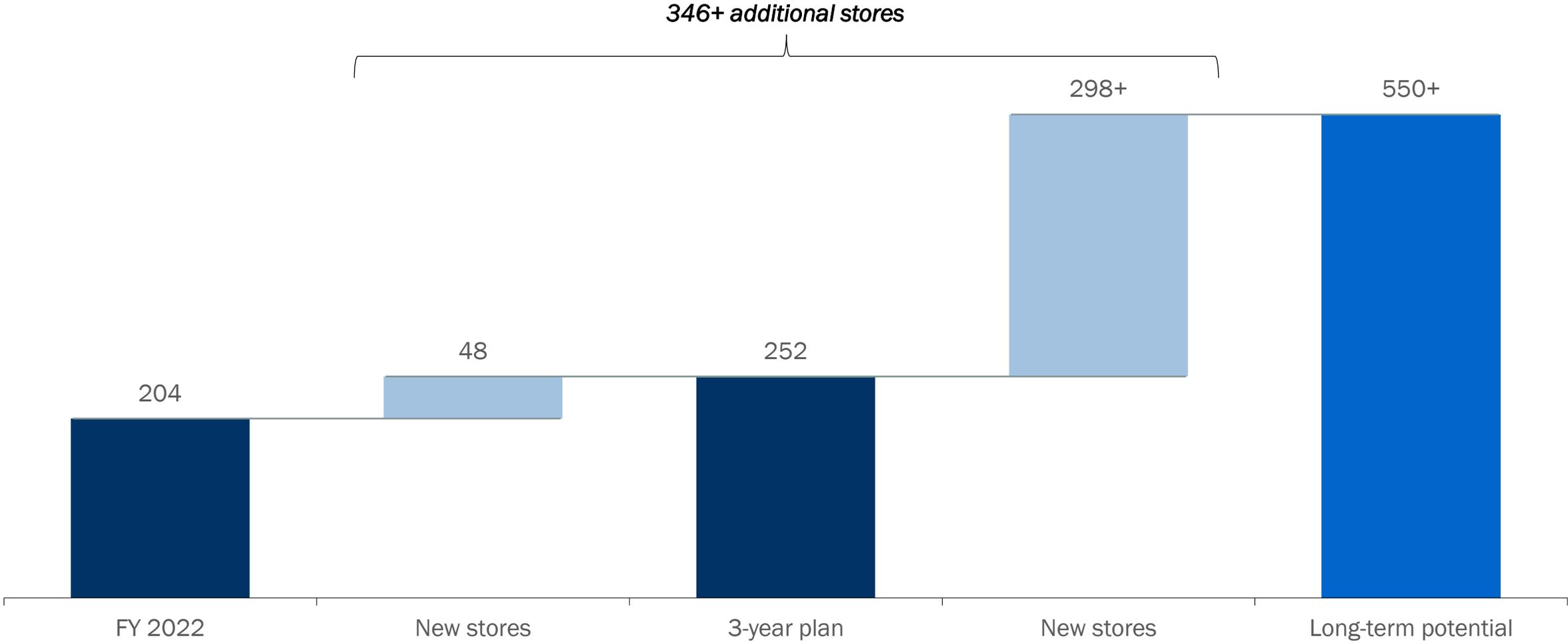
■ Counties with D&B or ME presence

Comprehensive strategy to identify potential whitespace opportunities



# Grow new units

Long-term potential for 346+ additional stores



# Grow new units

Significant Adj. EBITDA opportunity



	3 – year plan	Long term potential	Total new stores
Total stores	48	298+	346+
Adj. EBITDA / store	\$2.75 – \$3.25mm	\$2.75 – \$3.25mm	\$2.75 – \$3.25mm
Adj. EBITDA opportunity	~\$130 – \$155mm	~\$820 – \$970mm+	~\$950 – \$1,125mm+

New stores assumptions are conservatively discounted vs. current system average and not indicative of actual expected results

# Grow new units

New mini D&B store model enables penetration of small markets with attractive returns



	“New” mini stores	Traditional format stores
# of stores	5	205
Average Sq. Ft.	19,000	44,000
Recent Net Development Costs (\$mm) <sup>(a)</sup>	\$6.6	\$7.7
Average Revenue (\$mm)	~\$8	~\$11
Average 4-Wall EBITDA (\$mm)	~\$3	~\$4
Avg. 4-Wall EBITDA / Recent Net Development Costs <sup>(a)</sup>	~45%	~50%

“New” mini store format in Sioux Falls (19,000 sq. ft.)



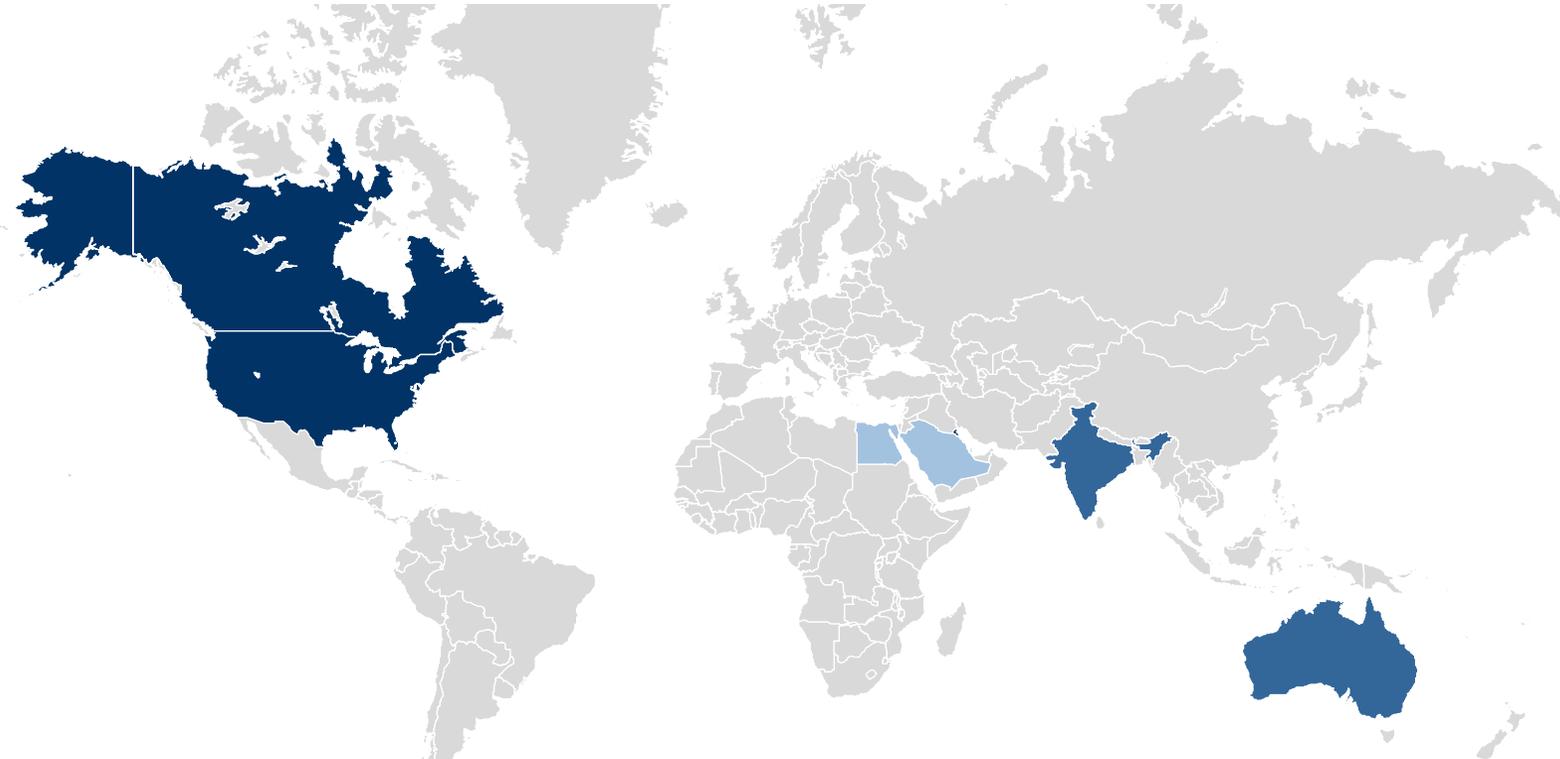
Note: Returns exclude stores that have been open for less than one year

a) Net development costs for stores built since 2018; costs include equipment, building, leaseholds and site costs, net of tenant improvement allowances and other landlord payments, excluding pre-opening costs and capitalized interest

Source: Company materials

# Grow new units

Compelling international franchising potential



**Legend:**

- EMEA ■ Signed - 11 store locations
- APAC ■ Signed - 20 store locations
- US & Canada ■ Existing D&B presence

Large Adj. EBITDA opportunity

Stores 200+

Est. Adj. EBITDA / store \$0.3 - \$0.4mm

Adj. EBITDA opportunity ~\$60 - \$80mm

# Section 5

Deep dive into Adj.  
EBITDA growth  
initiatives

Manage costs



# Manage costs



**\$60 - \$80 million**  
Estimated Incremental Adj. EBITDA opportunity

- Key opportunities:
  - Synergy realization
  - Active and rigorous cost management
  - Investments in technology and equipment to reduce overhead
  - Optimization of daily operations

# Manage costs

On track to exceed underwritten synergy targets from ME acquisition



Synergy areas (\$ in millions)	Underwritten	Revised estimate	Realized in FY 2022	To be realized in FY 2023-24
Corporate office labor	\$10	\$12	\$5	\$7
Cost of sales	\$4	\$6	\$2	\$4
G&A, marketing, OpEx	\$6	\$7	\$1	\$6
<b>Adj. EBITDA synergies</b>	<b>\$20</b>	<b>\$25</b>	<b>\$8</b>	<b>\$17</b>

# Manage costs

## Rigorous company-wide efforts to optimize costs



Run rate annual cost savings target  
(\$ in millions)

---

<b>COGS</b>	<ul style="list-style-type: none"><li>– Optimization and simplification of food and beverage offerings resulting in lower food and beverage costs</li><li>– Continued optimization of procurement contracts</li></ul>	\$10 – \$15
<b>Labor</b>	<ul style="list-style-type: none"><li>– Targeted, low-cost ROI investments in equipment to reduce back of house overhead</li><li>– Enhanced discipline around targeted hourly wage rates based on geographic segmentation</li><li>– Simplified menu offerings enable more efficient kitchen operations</li></ul>	\$20 – \$25
<b>Store OpEx</b>	<ul style="list-style-type: none"><li>– Targeted, low-cost ROI investments in equipment to reduce energy costs and bank fees</li><li>– Additional data-driven reporting and cost tracking</li></ul>	\$5 – \$10
<b>G&amp;A</b>	<ul style="list-style-type: none"><li>– Continued optimization of procurement contracts and evaluation of in-source / outsourced services</li><li>– Fully integrated systems allow for maximum automation of back-office functions</li></ul>	\$5 – \$10

**Total**

**\$40 – \$60**

# Section 5

Deep dive into Adj.  
EBITDA growth  
initiatives

3-year Adj. EBITDA  
growth target

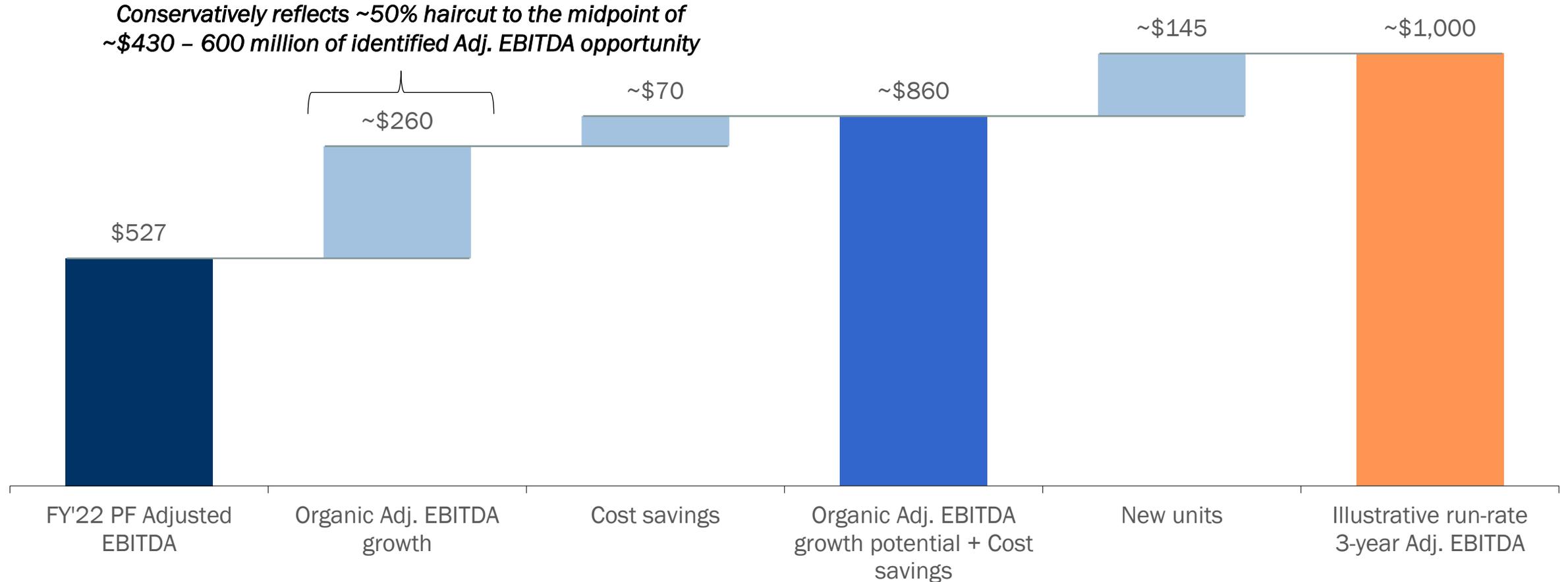


# Summary of initiatives

Clearly identified pathway to \$1.0+ billion of Adj. EBITDA



*Conservatively reflects ~50% haircut to the midpoint of ~\$430 – 600 million of identified Adj. EBITDA opportunity*



# Section 6

Capital structure & allocation



# Capital structure overview

## Significant liquidity and very low leverage



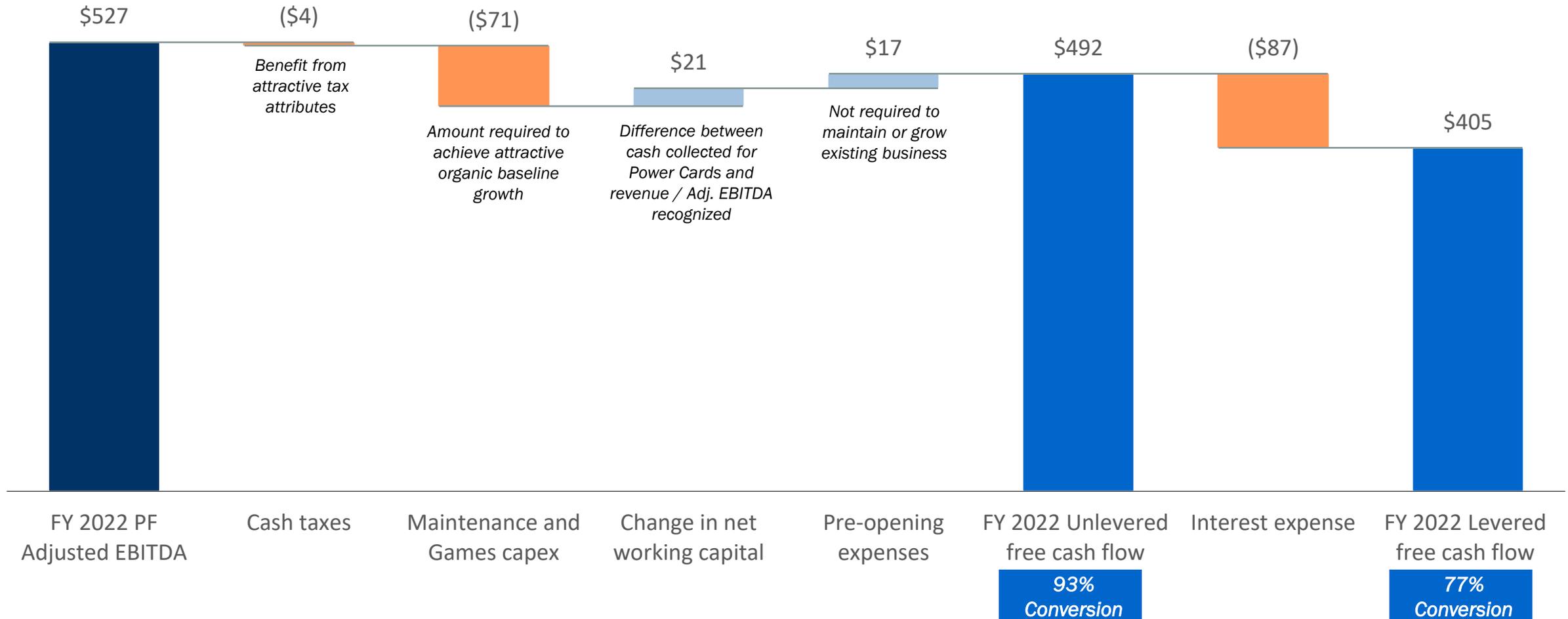
(\$ in millions)

April 2023	Maturity	Coupon	Face	LTM PF Credit Adj. EBITDA \$567	LTM PF Adj. EBITDA \$535
Cash and Cash Equivalents			\$92		
\$500mm Revolving Credit Facility	6/29/27	S + 4.75%	\$0	-	-
\$850mm Term Loan B	6/29/29	S + 5.00%	\$844	1.5x	1.6x
\$550mm Senior Secured Notes	11/1/25	7.625%	\$440	0.8x	0.8x
<b>Total Debt</b>			<b>\$1,284</b>	<b>2.3x</b>	<b>2.4x</b>
<b>Net Debt</b>			<b>\$1,192</b>	<b>2.1x</b>	<b>2.2x</b>

### Liquidity

Net Revolver Capacity	\$490
(+) Cash and Cash Equivalents	92
<b>Total Liquidity</b>	<b>\$582</b>

# Significant discretionary Free Cash Flow



a) Cash taxes excludes cash refund of \$33mm related to NOL carrybacks associated with the CARES Act that were received in FY2022  
 Source: Company materials

# Meaningful Free Cash Flow generation

Shareholders have opportunity to benefit from both significant downside protection and upside potential



PF FY 2019A – PF FY 2022A  
Same Store Adj. EBITDA  
CAGR

(\$ in millions)

'22-'27E Adj. EBITDA CAGR (Base business ex new stores)	0.0%	2.5%	5.0%	7.5%	10.0%	12.5%
'27E Adj. EBITDA	\$527	\$596	\$673	\$757	\$849	\$950
Cumulative 5-year Base business Adj. EBITDA	\$2,635	\$2,839	\$3,058	\$3,291	\$3,539	\$3,804
% Unlevered FCF (10-year historical average)	88%	88%	88%	88%	88%	88%
Cumulative 5-year unlevered FCF	\$2,319	\$2,499	\$2,691	\$2,896	\$3,114	\$3,348
(-) Cumulative 5-year Interest <sup>(a)</sup>	(\$620)	(\$620)	(\$620)	(\$620)	(\$620)	(\$620)
Cumulative 5-year levered FCF	\$1,699	\$1,879	\$2,071	\$2,276	\$2,494	\$2,728
% Current Market Cap (6/8/23)	102%	113%	124%	137%	150%	164%

Even with very conservative assumptions on Adj. EBITDA growth, over a 5-year period the free cash flow generation of the business is above the current market capitalization

(a) 5-year cumulative interest assumption based on FY 2022 debt position of \$850 term loan and \$440 secured notes with a weighted average effective interest rate of 9.61%  
Source: Company materials

# D&B is well-positioned from a balance sheet standpoint to invest in growth and high ROI opportunities



## Investment in business



- Continue to invest in new units
- Continue to invest in new games and entertainment offerings
- Continue to find high ROI operating initiatives including remodels and certain technology initiatives
  - Target 20%+ ROI

## Opportunistic M&A



- Opportunistically acquire complementary businesses in an accretive manner
  - Target 20%+ ROI

## Opportunistically return capital to shareholders



- To date in FY 2023, the Company has repurchased 5.7 million shares, representing 11.8% of outstanding shares
- \$100 million remaining on FY 2023 share buyback authorization
- Management and Board will continue to weigh most optimal uses of cash and opportunistically / aggressively buyback shares when it makes sense to do so

# Capital expenditure overview



(Approximate spend; \$ in millions)	Next 3 years average	Future state
Maintenance	\$40	\$45
New games	\$30	\$35
IT Maintenance	\$10	\$15
<b>Core Capex</b>	<b>\$80</b>	<b>\$95</b>
<i>Discretionary</i>		
New units	\$165	\$165
Remodels & Other Growth Initiatives	\$65	\$30
One-Time Technology Upgrades	\$30	\$0
<b>ROI Capex</b>	<b>\$95</b>	<b>\$30</b>

- We believe we can grow SSS organically at an attractive level from spending only core capex
- New stores, remodels, one-time technology upgrades, and other growth initiatives target high ROI

# Section 7

Operational and  
valuation  
benchmarking



# Dave & Buster's valuation overview



Dave & Buster's is currently trading at a 5.3x Adj. EBITDA multiple, which translates to a 16% unlevered free cash flow yield and a 21% levered free cash flow yield

(\$ in millions, except per share data)

Current Market Price (6/8/23)	\$38.37
Shares Outstanding	43
<b>Equity Value</b>	<b>\$1,665</b>
(+) Debt (Q1 2023A)	\$1,284
(-) Cash (Q1 2023A)	(\$92)
<b>Net Debt</b>	<b>\$1,192</b>
<b>Total Enterprise Value</b>	<b>\$2,857</b>

## CY 2023E Valuation Statistics

	<u>Metric:</u>	Multiple	% Yield
PF Adj. EBITDA	\$534	5.3x	--
PF Unlevered Free Cash Flow <sup>(a)</sup>	\$470	6.1x	16%
PF Levered Free Cash Flow <sup>(b)</sup>	\$347	4.8x	21%

Note: Wall Street consensus estimates for free cash flow use historical conversion rates due to lack of consistent cash flow projections.

(a) Unlevered FCF assumes conversion % in line with historical levels due to lack of Wall Street projections

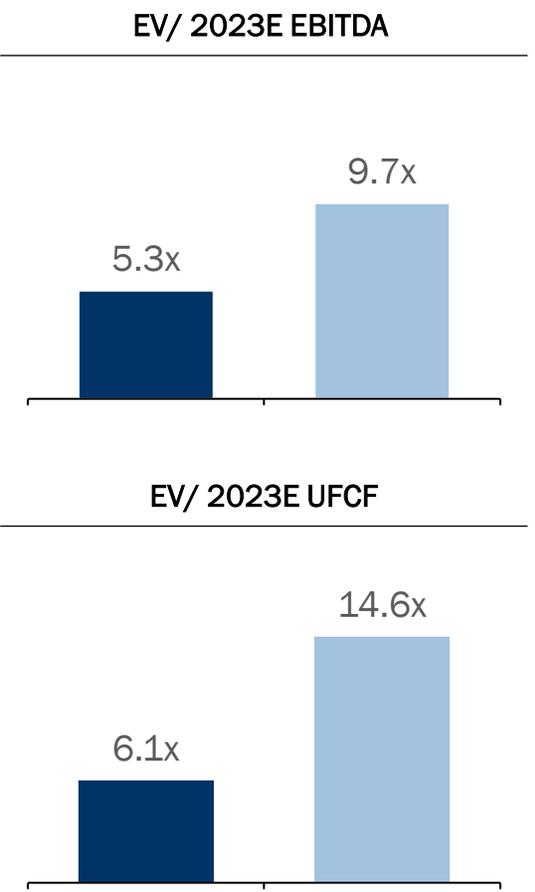
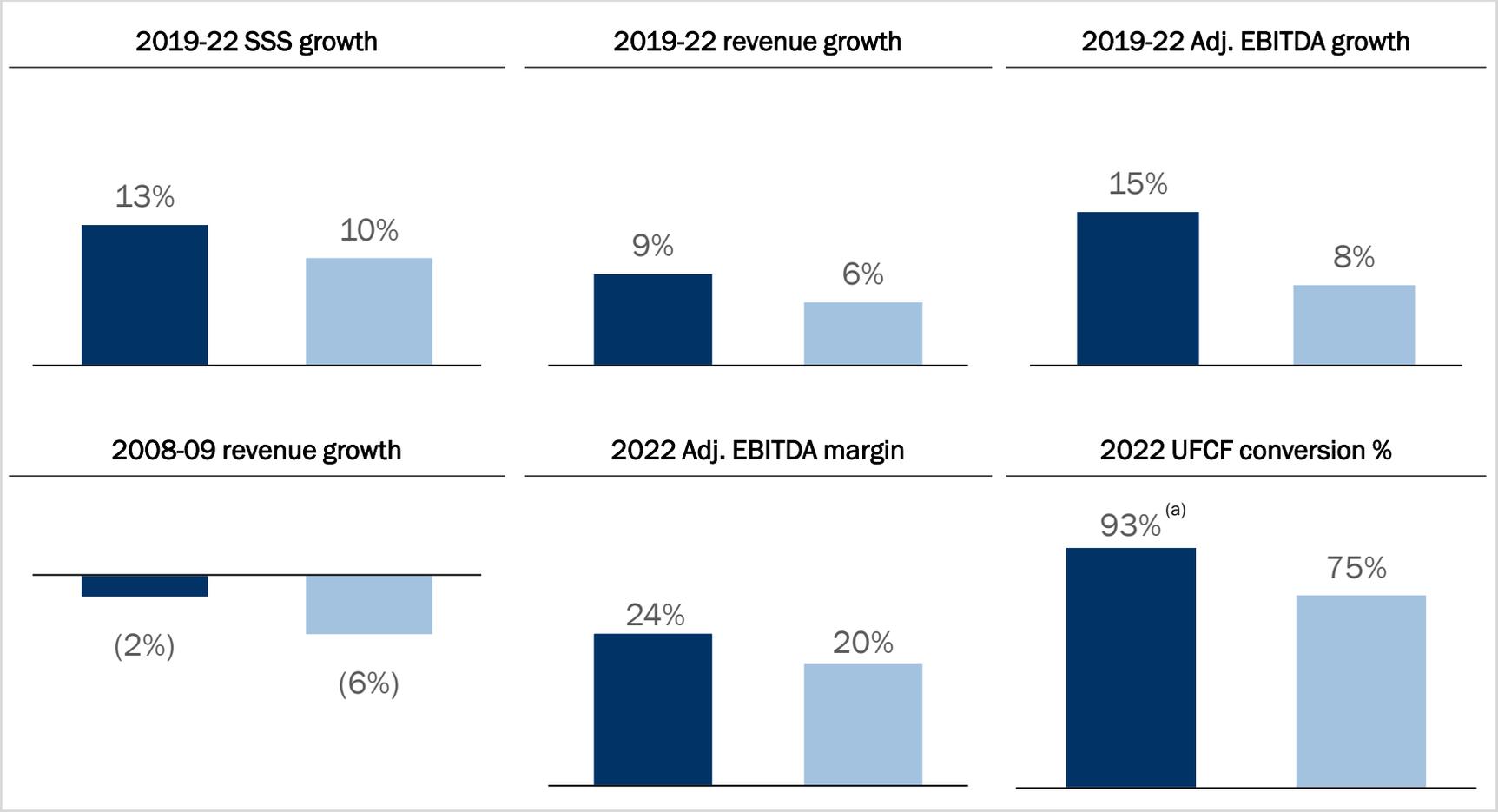
(b) Levered FCF calculated as unlevered FCF less interest expense

Source: Company materials

# Despite outperforming on several operational benchmarks, D&B's valuation is meaningfully below peers

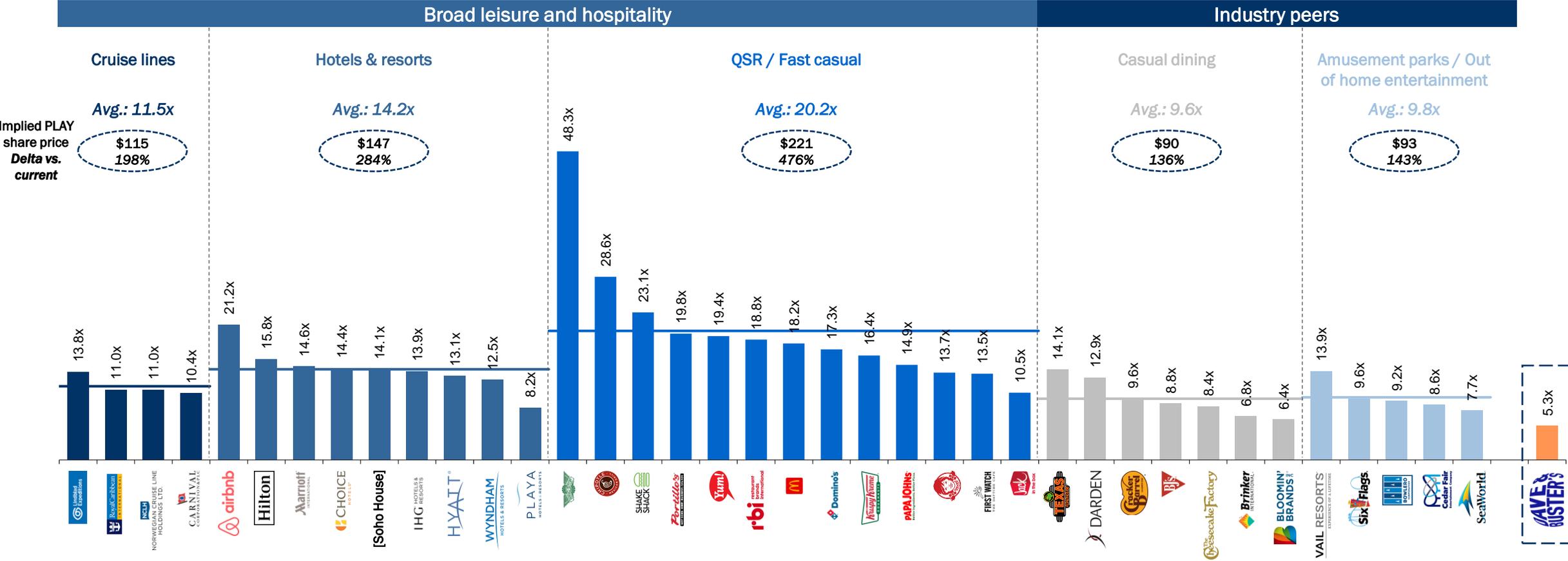


■ DAVE & BUSTER'S
 ■ Industry peers



Note: Market data as of 6/8/2023. Metrics are CY unless stated otherwise. Industry peers calculated based on the the average metrics of Bowlero, (a) Represents FY 2022 UFCF conversion %  
 Topgolf, Darden Restaurants, Texas Roadhouse, Brinker International, Bloomin' Brands, BJ's restaurants, Cracker Barrel Old Country Store,  
 Cheesecake Factory, Six Flags Entertainment, SeaWorld Entertainment, Cedar Fair and Vail Resorts. Historical figures are PF for Main Event  
 acquisition. Dave & Buster's figures reflect January fiscal year and Main Event figures reflect June fiscal year  
 Source: Factset, company filings

# Not only does D&B trade at a steep discount to its peers, it trades below all companies in the broader Entertainment, Leisure & Hospitality industry

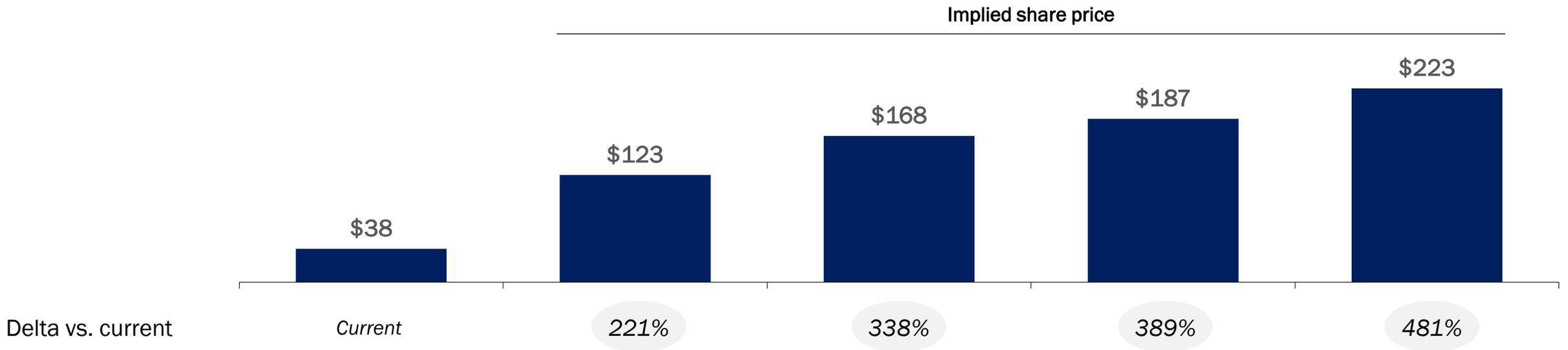


Note: TEV / CY 2023E EBITDA as of 6/8/2023  
Source: FactSet, company filings

# Implied Future Stock Price



	<i>PLAY current</i>	<i>PLAY 5-yr average</i>	<i>Last 5-yr PLAY Pre-COVID average</i>	<i>Industry peers</i>
TEV / EBITDA multiple	5.3x	7.3x	8.1x	9.7x
3 - year illustrative Adj. EBITDA	\$1,000	\$1,000	\$1,000	\$1,000
Illustrative TEV	\$5,350	\$7,302	\$8,140	\$9,677



Note: Market data as of 6/8/23. Assumes straight-line Adj. EBITDA growth over projection period, 88% UFCF conversion and \$260M of discretionary capex per year; assumes debt pay-down with excess cash and ~43 million shares outstanding  
 Source: Company materials

# Closing remarks



1	High quality, resilient business	<ul style="list-style-type: none"><li>– Highly differentiated entertainment company</li><li>– Diversified business model</li><li>– Long term track record of profitable growth through economic cycles</li><li>– Compelling free cash flow profile</li><li>– Attractive unit economics</li></ul>
2	Significant growth potential with many levers and a clear, actionable plan	<ul style="list-style-type: none"><li>– Clearly identified pathway to \$1.0+ billion of Adj. EBITDA</li></ul>
3	Significantly undervalued on a relative and absolute basis	<ul style="list-style-type: none"><li>– One of the lowest multiples in the broader Entertainment, Leisure and Hospitality industry</li><li>– 20%+ levered free cash flow yield</li></ul>
4	Aligned, focused, and experienced management team	<ul style="list-style-type: none"><li>– New management team has executed the playbook before</li><li>– New management team has invested ~\$4 million of own money in PLAY shares</li></ul>
5	Focus on superior common shareholder return	<ul style="list-style-type: none"><li>– Actively identifying and executing on a number of high ROI growth initiatives</li><li>– \$200 million of PLAY shares (11.8% of outstanding) repurchased to date in FY 2023</li></ul>

# Appendix

Non-GAAP  
reconciliations



# Non-GAAP reconciliations

## Reconciliation to Adjusted EBITDA



	Fiscal Year									
	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022
										(Proforma)
Net income (loss) <sup>(a)</sup>	\$2.2	\$7.6	\$59.6	\$90.8	\$120.9	\$117.2	\$100.3	\$(207.0)	\$108.6	\$133.5
Interest expense, net	47.8	34.8	11.5	7.0	8.7	13.1	20.9	36.9	53.9	118.5
Loss on debt extinguishment / refinancing	-	27.6	6.8	-	0.7	-	-	0.9	5.6	1.5
Provision for income tax	1.1	3.8	32.1	52.7	35.4	30.7	26.9	(83.4)	19.0	30.7
Depreciation and amortization	66.3	70.9	78.7	88.3	102.8	118.3	132.5	138.8	138.3	190.7
EBITDA	117.4	144.7	188.7	238.8	268.5	279.3	280.6	(113.8)	325.4	474.9
Loss on asset disposal	2.6	1.8	1.4	1.5	1.9	1.1	1.8	0.6	1.4	0.8
Impairment of long-lived assets and lease termination costs	-	-	-	-	-	-	-	13.7	0.9	1.8
Share-based compensation	1.2	2.2	4.1	5.8	8.9	7.4	6.9	7.0	12.5	20.0
Merger and integration costs	-	-	-	-	-	-	-	-	-	29.3
Other costs	1.7	2.8	2.0	(0.1)	(0.3)	0.1	-	-	3.3	0.7
<b>Adjusted EBITDA</b>	<b>\$122.9</b>	<b>\$151.5</b>	<b>\$196.2</b>	<b>\$246.0</b>	<b>\$279.0</b>	<b>\$287.9</b>	<b>\$289.3</b>	<b>\$(92.5)</b>	<b>\$343.5</b>	<b>\$527.5</b>

(a) FY 2022 proforma net income excludes the impact of \$50.3mm of Main Event long-term incentive and change-in-control incentive compensation expense, offset by \$5.0mm of certain one-time purchase accounting impacts

# Non-GAAP reconciliations

## Adjusted EBITDA Margin Calculation



	2022
	(Proforma)
Total Revenue	\$2,165.0
Adjusted EBITDA	527.5
Adjusted EBITDA Margin (Adjusted EBITDA / Total Revenue)	24%

# Non-GAAP reconciliations

## Reconciliation to 4-Wall Adjusted EBITDA



	Fiscal Year				
	2018	2019	2020	2021	2022 (Proforma)
Net income (loss) <sup>(a)</sup>	\$117.2	\$100.3	\$(207.0)	\$108.6	\$133.5
Interest expense, net	13.1	20.9	36.9	53.9	118.5
Loss on debt extinguishment / refinancing	-	-	0.9	5.6	1.5
Provision for income tax	30.7	26.9	(83.4)	19.0	30.7
Depreciation and amortization	118.3	132.5	138.8	138.3	190.7
EBITDA	279.3	280.6	(113.8)	325.4	474.9
General and administrative expenses	61.5	69.5	47.2	75.5	156.0
Pre-opening expense	23.2	19.0	11.3	8.2	17.0
4-Wall Adjusted EBITDA	\$364.0	\$369.1	\$(55.3)	\$409.1	\$647.9

(a) FY 2022 proforma net income excludes the impact of \$50.3mm of Main Event long-term incentive and change-in-control incentive compensation expense, offset by \$5.0mm of certain one-time purchase accounting impacts

# Non-GAAP reconciliations

## Reconciliation to Unlevered Free-Cash-Flow ("FCF")



	Fiscal Year									
	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022
										(Proforma)
Adjusted EBITDA	\$122.9	\$151.5	\$196.2	\$246.0	\$279.0	\$287.9	\$289.3	\$(92.5)	\$343.5	\$527.5
Less:										
Maintenance CAPEX	25.7	25.6	24.6	35.8	37.9	48.2	47.1	12.1	45.1	70.5
Add:										
Pre-opening expense	7.0	9.5	11.6	15.4	23.7	23.2	19.0	11.3	8.2	17.0
Increase in deferred amusement liability	4.9	4.1	7.6	8.3	8.1	12.3	11.0	3.7	14.1	21.4
Cash (paid)/received for taxes, net	(2.2)	(4.9)	(8.0)	(28.2)	(43.1)	(13.5)	(27.2)	9.4	(21.5)	(3.7)
Unlevered FCF	\$106.9	\$134.6	\$182.8	\$205.7	\$229.8	\$261.7	\$245.0	\$(80.2)	\$299.2	\$491.7
Unlevered FCF Conversion %	87%	89%	93%	84%	82%	91%	85%	87%	87%	93%