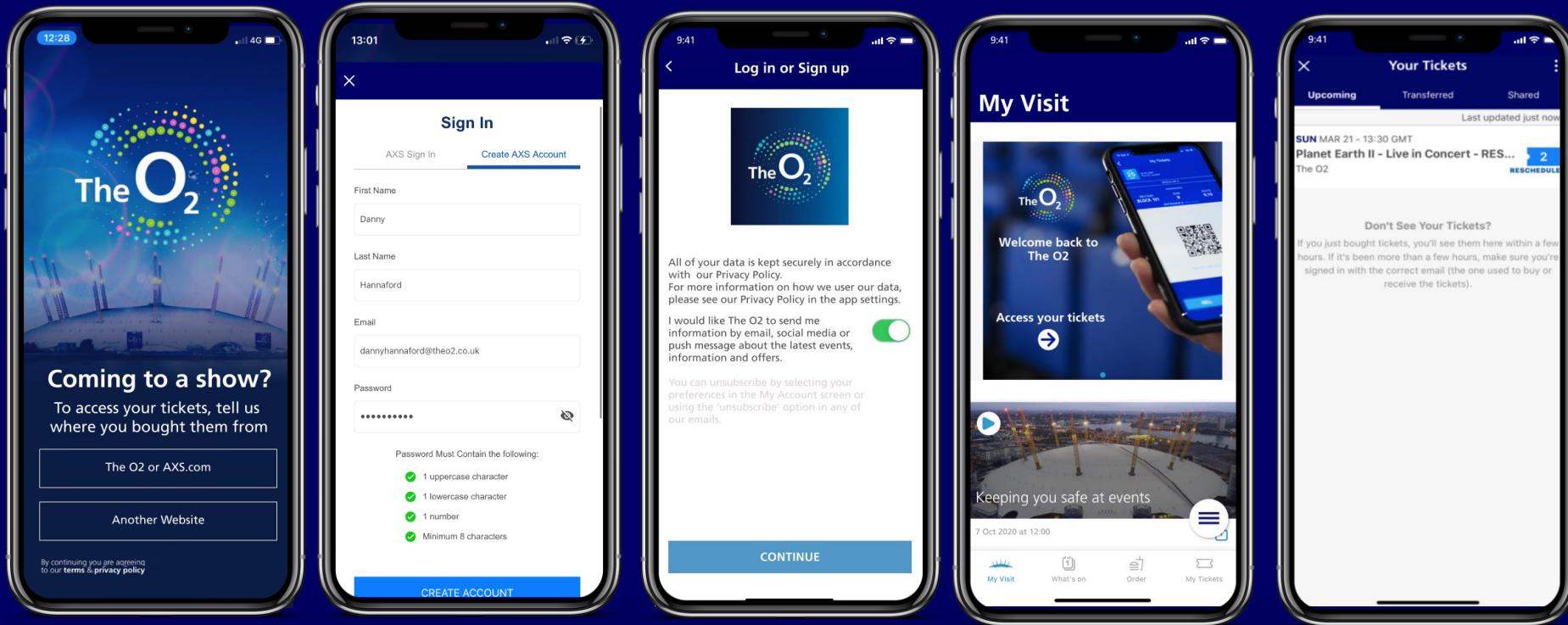




Encore Ticketholders

The following flow is to show the journey for first time sign ups to **The O2 Venue App**. Subsequent visits do not require registration again

Encore Client – First Time User (1/1)



1. The user is first asked where they purchased their tickets. In this case they will select The O2 or AXS.com

2. The user will then be taken to a Sign In page where they will need to click "Create AXS Account" and fill in their details.

3. The user is then asked if they would like to opt in to marketing from The O2.

4. Once they have selected their marketing preference they are brought to the home screen.

5. Once they click on My Tickets they will be taken straight to their order to view their tickets.



Thank you