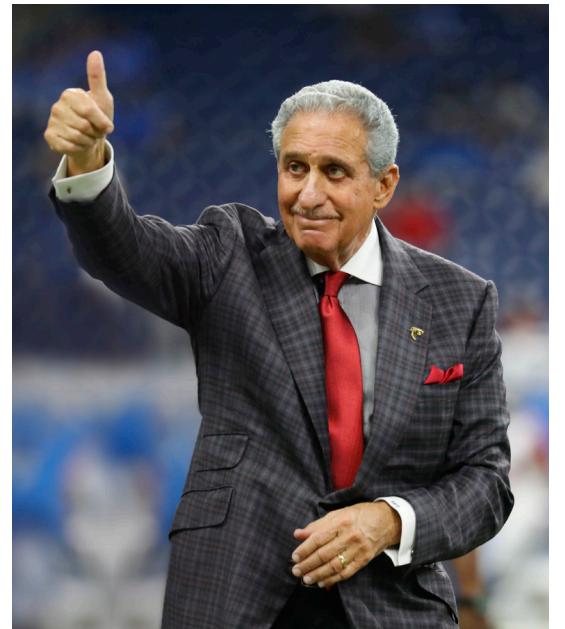


# THANK YOU, ATLANTA.

## An Open Letter to Our Atlanta Sports Fans:

Together, we've built something special. As part of an amazing opening of Mercedes-Benz Stadium, we've seen both of our teams, the Atlanta Falcons and Atlanta United make playoff appearances. We've set the record for MLS single-game attendance, not once but twice! We've hosted an international recording artist and welcomed fans from across the country for six college football games including the SEC Championship and the National Championship. We couldn't have done it without you, and after 1.68 million visitors we have proven that putting the fan first is a winning game plan.

Since we partnered with you to develop a world-class fan experience, **Mercedes-Benz Stadium has been voted #1 in the NFL and MLS "Voice of the Fan" surveys for Food and Beverage in all categories of value, quality, variety, speed of service and quality of service.** We let you lead the way, and your input has been the key to our success:



- You told us you wanted higher quality and lower prices. We responded by developing our Fan First pricing allowing an average family of four to buy quality food and drink for under \$30. **Now fans rank us #1 in Value.**
- You shared your favorite local restaurants and chefs, and we partnered with them to develop unique menus at pricing just like in their restaurants. We did taste tests with fans to ensure you approved of the quality and variety of all items. **Now fans rank us #1 in Quality and #1 in Variety.**
- You told us that long lines and poor service were frustrating, so we added 65% more points of sale and moved soda refill stations across the concourse to serve you faster. We built a new staff training program focused on putting your wants and needs first and foremost, and it's paying off. **Now fans rank us #1 in Speed of Service and #1 in Quality of Service.**

Our Fan-First approach to improving value, variety, speed of service and quality of service is **our way of saying thank you to Atlanta** for your passion and commitment to our teams and for helping us develop a world-class fan experience. We've built something special here, Atlanta, but this is just the beginning. We are committed to continuing to learn what is most important to you because when it comes to delivering a world-class fan experience, there is no finish line.

Share with us @mbstadium

Best regards,

A handwritten signature in black ink, appearing to read 'Arthur Blank'.

**Arthur Blank**  
OWNER, ATLANTA FALCONS & ATLANTA UNITED



**#1** IN VALUE · QUALITY · VARIETY · SPEED OF SERVICE · QUALITY OF SERVICE  
WITH PRICING HOLDING STEADY FOR ALL CONCERTS & SHOWS, MLS ALL-STAR GAME, NCAA FOOTBALL EVENTS AND NFL SUPER BOWL LIII.

