**PRICING ARCADE GAMES AND REDEMPTION ITEMS**

To price arcade games, redemption games should on average pasta not when not. So however you do your tokens whether it's you know one quarter equals one token or however it works out. You want to make your redemption games around enough. Your high end video games like Jurassic Park should be slightly more expensive and $1.50 air hockey which is a typically a very long played game should be amount of dollar 50, your games that are less tickets but have really high playability are typically a little bit cheaper, so skee ball and basketball shooting games. Those sometimes are closer to 75 cents. Frames should be around $1 the play to you win or the lose every time dollar wins. In depending on the popularity of the game, you can increase the price or lower the price depending. Candy grains typically almost treat those a little bit as a loss leader. When 50 cent price points are 75 cent price points, your games themselves your redemption games. The quick redemption games where you put money in you hit a button and something happens. Those should pay out close to 25 to 30% or up to on average. Your highly playable games like basketball and skee ball should have a payout of closer To 10 or 15%. Now, that's really hard to calculate right now with tokens and tickets but you can do it manually. When you move up to a game card system, you'll be able to calculate that much more precisely. Now, for pricing items at redemption, as an industry standard you're going to mark up everything by a factor of two and a half. So, if you pay $1 for an item, you're go to mark that up by two and a half in charge 250 tickets for then I. So that was 100 pennies times 2.5 250 pennies now becomes 250 tickets. The exception to that is if you have anything that is branded at redemption with your name on it. Typically that is marked up at a lower right, because again, you want people taking home stuff with your name on it. On some of the very, very high end stuff, you might also use a lower markup because you do occasionally want people to get those larger items. Another item to consider for your redemption mall is you really want to focus as much as you can on items from redemption plus or funding Express. You don't really want people to be able to see your items on the redemption wall at Walmart for sale. In general most everyone knows that everything is marked up but it sends the wrong message when you very obviously have something that they see every day at Walmart marked up exponentially higher than they would pay for it. That's not to say that you can't have an iPad or a Nintendo Switch or something like their kitchen. You just don't want to have a large amount of time.

**Just a few is good enough**

As you expand your arcade, you definitely want a few higher value items up top, you also want lots of lower value items really want to good mix all the way across the board. When you get a little bit larger arcade and a debit card system, you're going to see people that rack up hundreds of dollars. 1000s of points although the average customer is going to be more doing teams about once a quarter, or once every six months, you want to completely rearrange your retention wall and update rechecking the pricing and make sure everything is in line. What we like to do is take everything down off the wall and actually repot it back up in a different motor or schematic just to keep it fresh.