

## APPENDIX 2 - QUESTIONS & ANSWERS

TO MINUTES OF THE ANNUAL GENERAL MEETING OF MAIN EVENT ENTERTAINMENT GROUP LIMITED HELD AT THE SPANISH COURT HOTEL, 1 ST. LUCIA, KINGSTON 5, ON THURSDAY, JULY 6 2023 AT 2:00 P.M.

	<b>Comment/Question</b>	<b>Response</b>
1)	<p>Mr. David Rose enquired whether the company intended to reengage with the M-Academy, M-Style and other business segments in the current fiscal year or any subsequent year.</p> <p>Questions were also raised about possible opportunities in the Eastern Caribbean.</p>	<p>The Board indicated that they had assessed these initiatives in their strategic discussions and agreed that it was in the company's best interest to focus on core aspects of the business. The Board remained enthused about M-Academy but was mindful of the associated costs.</p> <p>Shareholders were reassured, however, that Main Event will continue to seek to partner with various agencies to assist communities in need.</p> <p>Concerning other business opportunities in the Eastern Caribbean, there were no plans to engage with that market due to the relatively low volumes, which would not yield the targeted revenues and may detract from more profitable opportunities.</p>
2)	<p>Questions on the ability to continue to execute events in terms of available cash</p>	<p>The company has a solid asset base and is building its cash reserves to optimize its ability to act on opportunities. The plan is to avoid seeking funding due to the unfavourable interest rate situation in the macroeconomy.</p>
3)	<p>Status of a potential Joint Venture with SVL.</p>	<p>Discussions were ongoing on this matter.</p>
4)	<p>Note was made of the cap on the cost of sales, which was commended, and further details were sought.</p>	<p>The Board advised that these business model aspects constituted proprietary information and could not be publicly discussed.</p>
5)	<p>Shareholder Natasha Geohagen enquired how the company measures and monitors customer feedback and levels of satisfaction.</p>	<p>In responding, the CEO noted that based on the nature of the business, there is regular engagement with clients. One indicator of client satisfaction is the repeat business garnered from clients and anecdotal feedback. He noted that the business is unique, so there is no specific metric to track client engagement.</p>
6)	<p>How does the company assess its competitive landscape?</p>	<p>The CEO noted that the business model is somewhat unique, making measuring competition challenging. Nonetheless, the team is careful not to become complacent.</p>

7)	Would consideration be given to a dedicated physical event space, which is currently a gap in the landscape?	The CEO noted that this would be considered in future plans subject to timing and availability of funds. A brand had already been formalized for this initiative.
8)	Another question was whether the company had considered leveraging their expertise to provide consultancy services.	The CEO noted that Main Event acted as a consultant for some projects and assisted several marketing agencies in developing strategies. The main challenge was ensuring fair compensation for the services provided.
9)	David Rose enquired whether there were any specific challenges around receivables.	The CEO indicated that receivables were in line with expectations and that a dedicated team was in place to manage receivables effectively.
10)	David Rose enquired about potential Capital expenditure for the coming year.	The Chairman noted that forward payments had been included in the financial statements presented to the meeting. He noted that the nature of the business requires consistent upgrades to equipment. The CEO underscored that this is balanced against shareholder returns, and the team had improved in this balance over time.
11)	David Rose enquired about training initiatives.	The CEO noted the significant number of persons trained directly by Main Event and partnerships with other entities, including UTECH.
12)	David Rose enquired about plans for improving the corporate governance score.	The Chairman noted that the Board had engaged a consulting firm to strengthen corporate governance.
13)	Phillip Burges, commended the Board and management for navigating the pandemic, which had significantly impacted their industry. He then enquired about the revenue from the Digital Signage business line. He enquired whether there was competition from IPG.	The CEO noted that this was a key area for the business and noted that with respect to the relationship with IPG, this was complementary and one of the key areas of the business by providing in-house signage e.g. in fast food locations. The pandemic had impacted this business line, and in some cases, other providers were used. Nevertheless, because of Main Events' market presence, persons often incorrectly attribute these signs to the company.
14)	Luke Douglas enquired about concerns around labour shortage.	The CEO noted that post-pandemic, the labour force returned from other industries as events increased, and now the company comfortably relies on a regular pool of contractors, while supervisory roles are held by full-time employees.