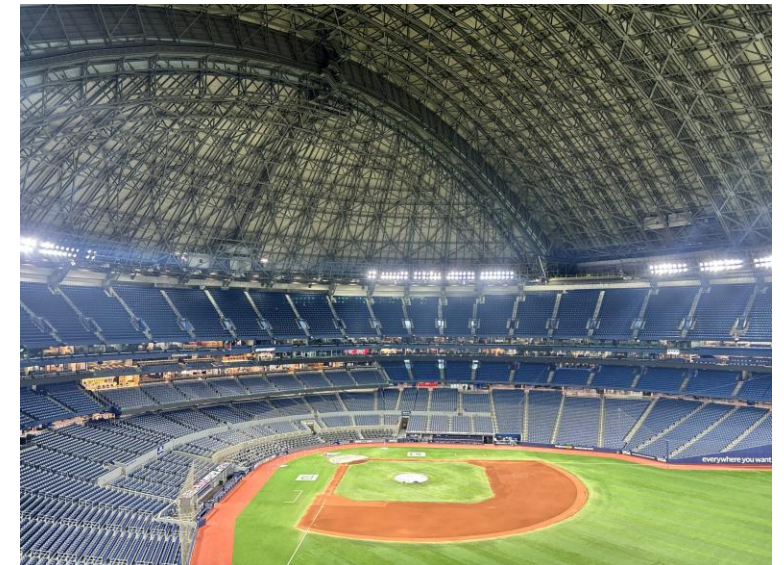


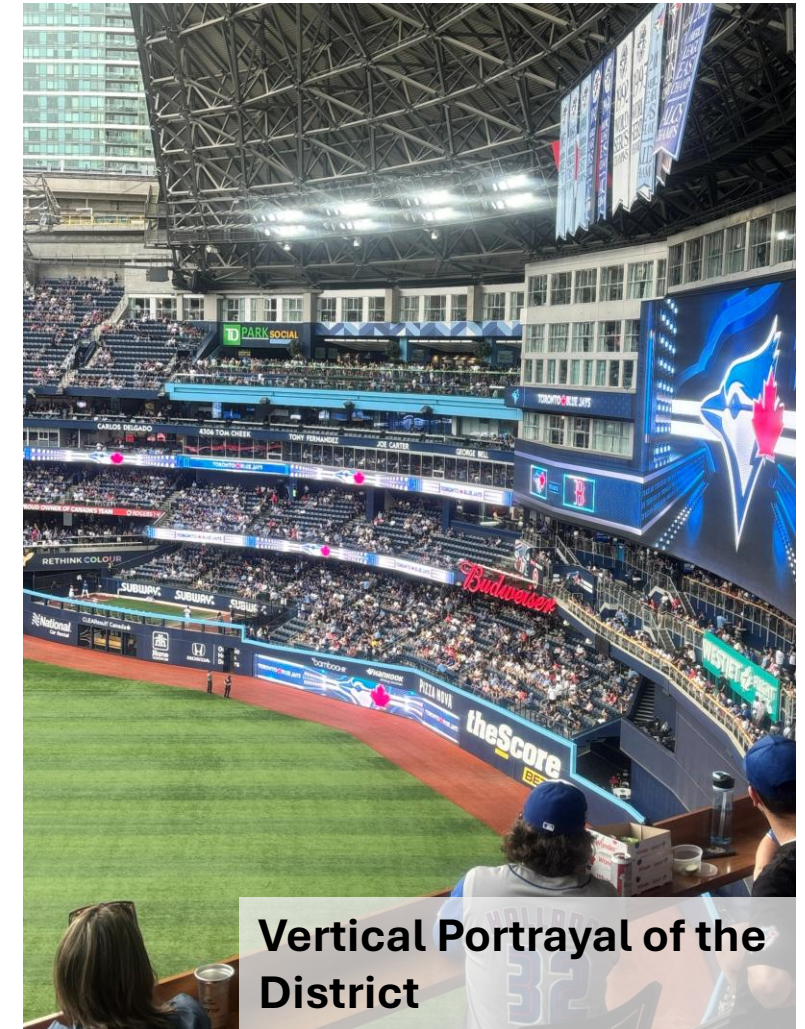
Rogers Centre | Overall Impressions

- Rogers Centre opened in 1989 and recently underwent a multiphase renovation that spanned several years, and totaled at least \$400M (CAD)
 - Phase 1 (2022-23) reimagined the entire outfield experience (discussion herein)
 - Phase 2 (2023-24) modified seating and improved sightlines, among other improvements
 - Future Phases could include a reimagination of suites according to the team
- The ballpark is clearly one of the most unique among Reference Ballparks (along with San Francisco), in part, due to its completion prior to the “retro ballparks” that began in the early 1990s. Unique features include:
 - Retractable roof design, with one fixed panel and three movable panels
 - Marriott City Centre Hotel in the outfield
 - Original seating bowl configuration was designed to include a CFL team
 - Inclusion of 100 + suites; modern day ballparks are rarely built with more than 70
 - Expansive outfield “real estate” (additional discussion herein)

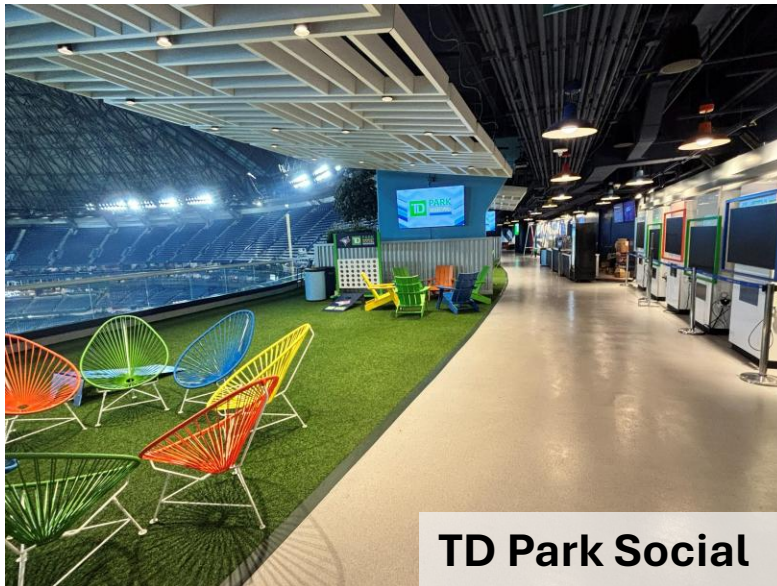


Rogers Centre | Outfield District

- The outfield area (“The District”) offered an unusual amount of real estate for the Blue Jays to reimagine
 - Modern ballparks offer smaller capacities that are generally more heavily concentrated on the lower levels between the foul poles
- The District has numerous specialty areas (list below is not exhaustive) designed to cater to different target markets:
 - **TD Park Social:** Family-oriented area
 - **The Catch Bar:** Lower-level belly-up bar area in RF
 - **Canada Dry Bleachers:** Bleacher area adjacent to bullpens
 - **Corona Rooftop Patio:** Millennial-focused party deck area
 - **The Stop:** Brewery-themed area that pays tribute to original transit stop intent
 - **WestJet Flight Deck:** Expansive social gathering area that was in place prior to the renovation and refreshed as part of the project
- The number and wide range of spaces is one of, if not the most, diverse proliferation of spaces of all MLB parks
- CAA ICON observed the spaces to be very well utilized during the 8/11/26 game, though attendance and patron flow may have been impacted by a hot dog promotion

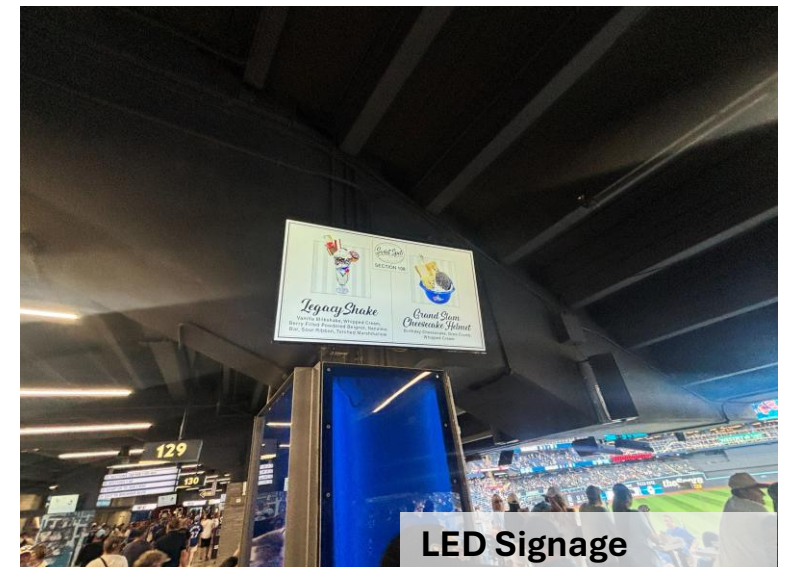
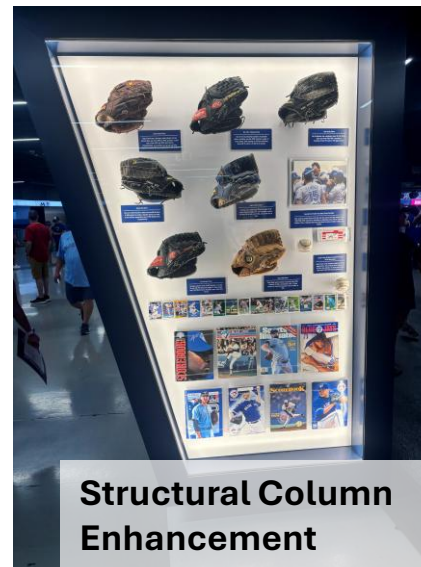
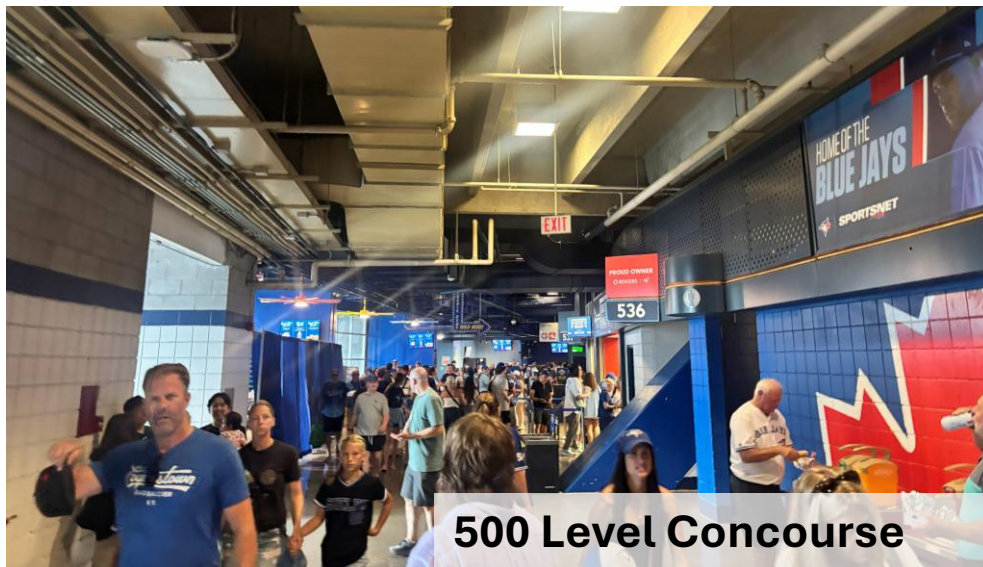


Rogers Centre | Outfield District



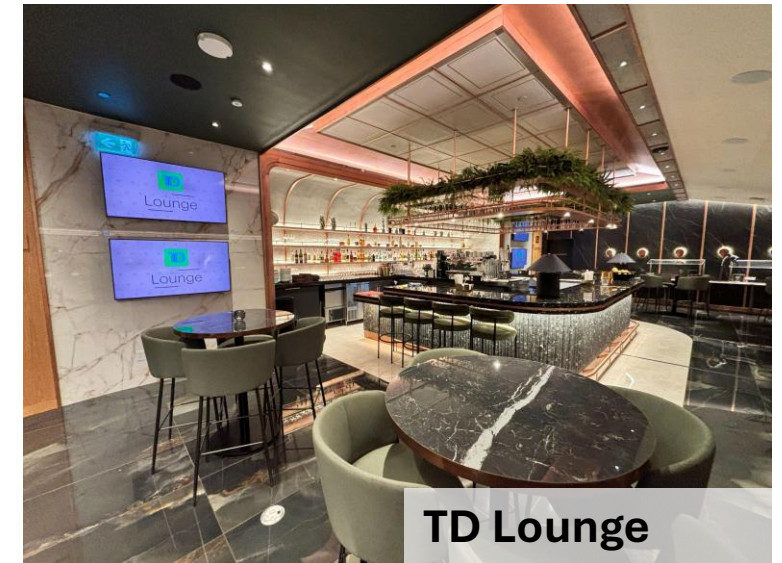
Rogers Centre | Fan-Facing Areas

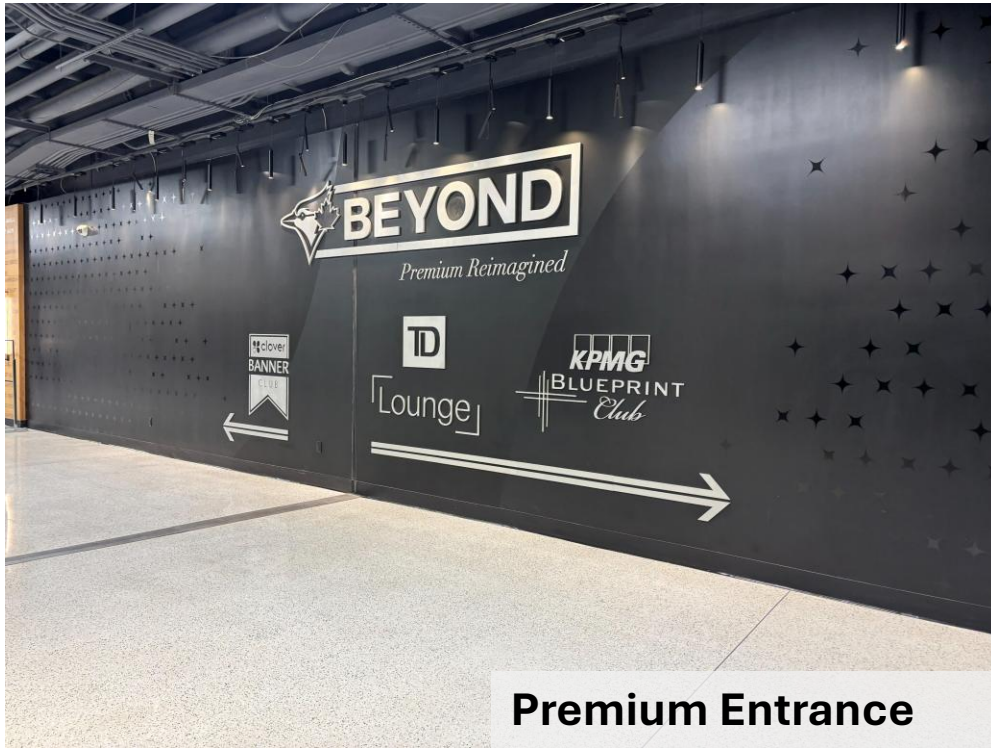
- Concourses were somewhat narrow (particularly on the 500 level) in relation to modern-day MLB ballparks
- The Blue Jays had modernized fan-facing areas though new signage and graphics / wayfinding signage packages and extensive usage of LED technology, though the original concrete-heavy aesthetic was still apparent
- The F&B experience was highly diversified (like T-Mobile Park) and included a wide range of specialty offerings such as shawarma, poutine, etc. The stands were primarily in a “belly up” traditional configuration outside the District (potential space issue)
- The team had recently wrapped structural steel columns with displays that pay homage to the team’s history



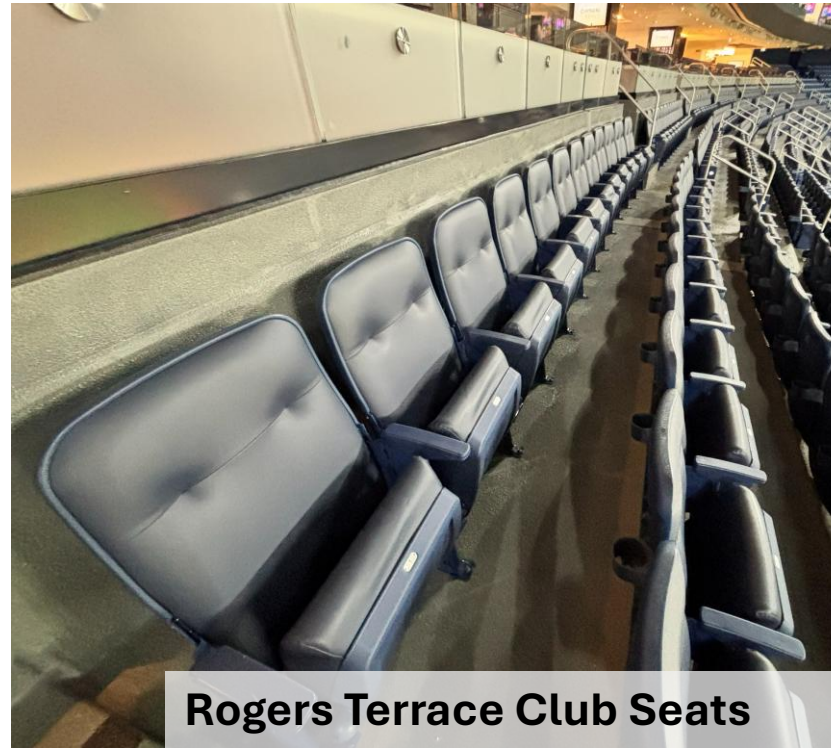
Rogers Centre | Premium Hospitality Areas

- Rogers Centre has several parallels to T-Mobile Park in terms of premium seating offerings and strategies, as well as contemplated future projects
- Rogers Centre added three major clubs on the event level as part of the renovation, including:
 - The TD Lounge (approximately 200 seats)
 - Clover BANNER Club (third-base side)
 - KPMG Blueprint Club (first-base side)
- The three clubs serve approximately 1,600 premium seats, and the TD Lounge is the approximate equivalent of the Muckelshoot Diamond Club (400-person capacity)
- The Rogers Terrace Club is the Press Club equivalent and located on the 200 Level behind home plate. The Terrace Club has a mix of traditional club seats, theater, and ledge seating.
- The Blue Jays have made lifecycle renovations to some suites, but have yet to undertake a comprehensive suite reimagination project that may entail removals

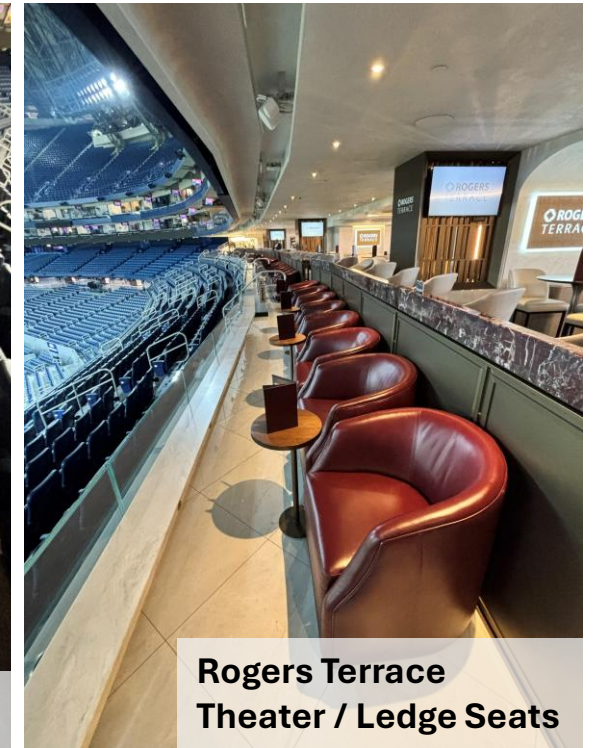




Premium Entrance



Rogers Terrace Club Seats



**Rogers Terrace
Theater / Ledge Seats**