ANCHOR OPERATING SYSTEM AND DIGONEX SELECTED TO POWER TICKETING AT THE TORONTO ZOO

The Partnership Will Maximize Revenue and Optimize Experience for Attendees

New York, NY (July 19, 2023) – Anchor Operating System, a leading provider of software solutions for the tourism and hospitality industry, and **Digonex**, a renowned provider of dynamic pricing technology, today announced their partnership in powering ticketing and dynamic pricing, respectively, for the prestigious Toronto Zoo. This partnership brings together the expertise of both companies to provide innovative solutions that enhance the visitor experience and drive revenue growth.

Anchor Operating System was awarded the contract to power the ticketing, donation, and membership systems for the Toronto Zoo, solidifying its position as a trusted technology partner in the industry. With its comprehensive suite of tools and features, Anchor Operating System enables seamless ticketing transactions, streamlined membership management, and efficient donation processing, ensuring a smooth and convenient experience for visitors and supporters of the Toronto Zoo.

As a result of their individual achievements, Digonex was selected to empower the Toronto Zoo with its cutting-edge dynamic pricing technology. With Digonex's expertise, the Toronto Zoo can implement intelligent pricing strategies that maximize revenue and optimize visitor attendance. By leveraging sophisticated algorithms and extensive data analysis, Digonex enables the Toronto Zoo to adapt pricing dynamically based on factors such as demand, seasonality, and capacity, ensuring fair pricing for visitors while supporting the financial sustainability of the organization.

The collaboration between Digonex and Anchor Operating System represents a powerful synergy, combining state-of-the-art dynamic pricing technology with robust ticketing and membership solutions. This integrated approach not only streamlines operations for the Toronto Zoo but also enhances the overall visitor experience by offering personalized pricing and seamless transactions.

"We are thrilled to partner with Digonex to provide dynamic pricing and ticketing solutions for the Toronto Zoo," said Nasi Peretz, President at Anchor Operating System. "This collaboration showcases our commitment to delivering comprehensive and innovative solutions that meet the evolving needs of the tourism industry. By integrating Digonex's dynamic pricing technology with our ticketing and membership systems, we can empower the Toronto Zoo to optimize revenue while providing an exceptional experience for their visitors."

"We are excited to work with Anchor Operating System in powering the dynamic pricing aspect for the Toronto Zoo," said Greg Loewen, President at Digonex. "Digonex's advanced pricing technology combined with Anchor Operating System's robust ticketing and membership solutions will enable the Toronto Zoo to implement intelligent pricing strategies that drive

revenue growth while ensuring a fair and enjoyable experience for all visitors. We look forward to a successful collaboration that benefits both the Toronto Zoo and its valued guests."

The Toronto Zoo is equally enthusiastic about the partnership between Anchor Operating System and Digonex. said Adam Huston, Director of Guest Experience at Toronto Zoo "We are delighted to partner with Anchor Operating System and Digonex to enhance our ticketing and pricing strategies. This collaboration brings together industry-leading solutions that will enable us to provide a seamless and personalized experience for our visitors while optimizing revenue generation. We are confident that this partnership will contribute to our mission of connecting people, animals, and conservation."

About Anchor™
An independent division of Hornblower Group, Anchor is a cloud-based operating system that manages integration of third-party partners. More than a ticketing system, Anchor offers more than 700 features, including dynamic pricing, drag-n-drop reporting, waivers, kiosks, and Salesforce integration. The platform is instrumental in the production of developing centralized solutions that are designed to scale, allowing it to serve companies across wide-ranging industries, from transportation to parks & recreation. Anchor's overall mission is to provide a turnkey solution that will result in reducing overhead, creating additional revenue streams, and most importantly, optimizing the guests experience.

About Hornblower Group
Hornblower Group is a global leader in experiences and transportation. Hornblower Group's corporate businesses are comprised of three premier experience divisions: **American Queen Voyages**®, its overnight cruising division**; City Experiences**, its land and water-based experiences as well as ferry and transportation services; and **Journey Beyond**, Australia's leading experiential travel group. Spanning a 100-year history, Hornblower Group's portfolio of international offerings includes water-based experiences (dining and sightseeing cruises), land-based experiences (walking tours, food tours and excursions), overnight experiences (cruises and railways) and ferry and transportation services. **Hornblower Marine**, a subsidiary of Hornblower Group, provides vessel outhaul and maintenance services at Bridgeport Boatworks in Bridgeport, Connecticut. Additionally, **Anchor Operating System, LLC**, a subsidiary of Hornblower Group and independent entity, provides reservation, ticketing and website integration services for clients in the transportation, tourism and entertainment industries. Today, Hornblower Group's global portfolio covers 114 countries and territories, 125 U.S. cities and serves more than 30 million guests annually. Headquartered in San Francisco, California, Hornblower Group's additional corporate offices reside in Adelaide, Australia; Boston, Massachusetts; Chicago, Illinois; Fort Lauderdale, Florida; London, United Kingdom; New York, New York; Dublin, Ireland; and across Ontario, Canada. For more information visit hornblowercorp.com.

Press Contacts
Melissa Gunderson / Hornblower Group / melissa.gunderson@hornblower.com
Tracie Silberberg / Hornblower Group / tracie.silberberg@hornblower.com
Greg Loewen / Digonex / GLoewen@emmis.com

# # #