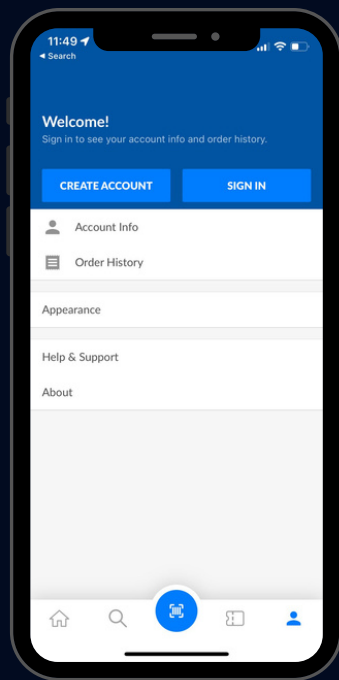




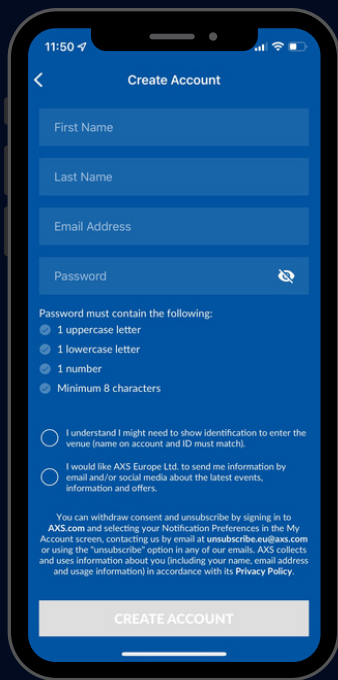
The AXS App

The following customer flow is to show the journey for first time sign ups to The AXS App.

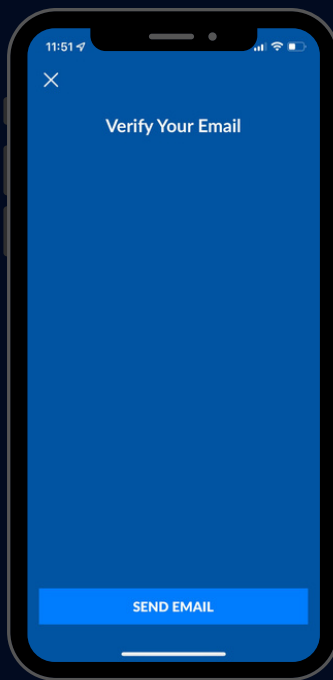
Subsequent visits do not require registration again.



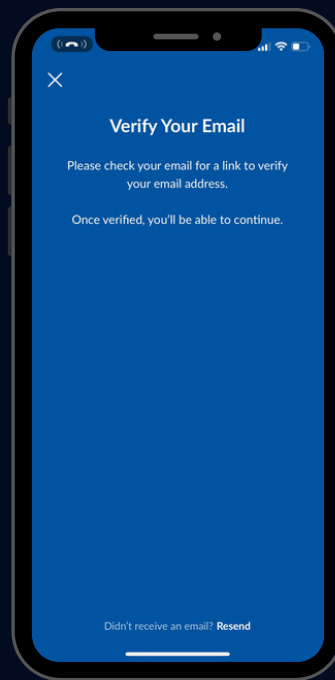
1. The user is first asked to login or sign up with the email they purchased tickets with.



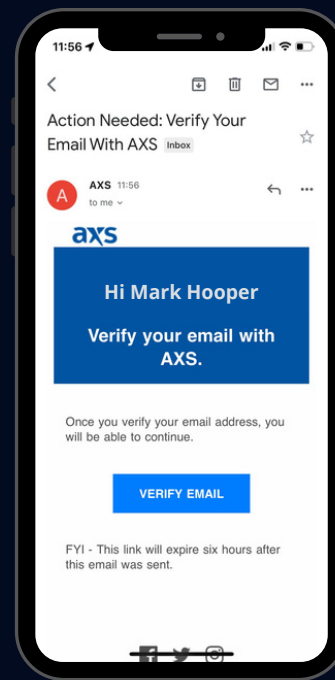
2. The user then creates an account with The O2 and hits the Register button



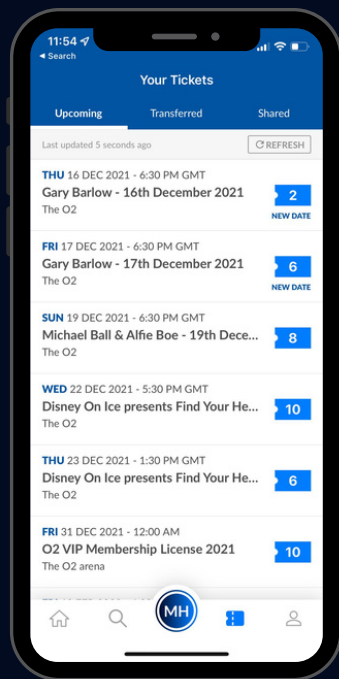
3. The user is then asked to verify their email to authenticate it with AXS.



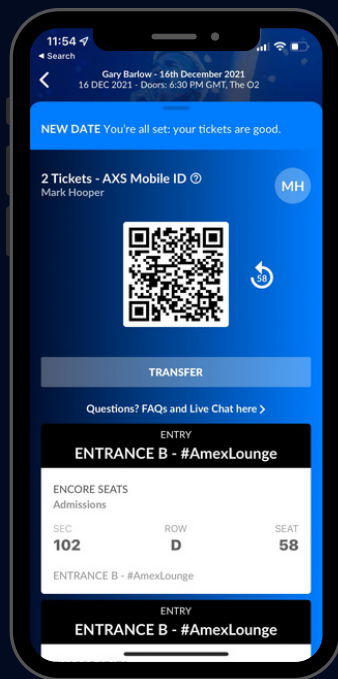
4. Tapping on this will bring the user to their email, where they confirm their email address.



5. Follow the verify email link within your email, once verified, go back to the AXS app.



6. Once their account has been verified they will be able to see their upcoming events.



7. Clicking in to the event will then surface their barcode and seat information for the event..