

~~QUBICA~~



QUBICA  AMF



*Qubica, now QubicaAMF,
celebrates its 25th year in 2018*

This is dedicated to our customers,
the owners and operators,
of the bowling and entertainment
centers of today and tomorrow.



QubicaAMF

Making Bowling Amazing

*The entrepreneurial story and vision
shaping the future of bowling*

Preface

Qubica was driven by dreams. When we incorporated it in 1993, it was the smallest bowling scoring system company in the world, without a product to sell! We developed our first product and a few years later we started to believe we could actually become the technology leader in bowling, in the scoring and management systems business. We were crazy enough to think it could happen, despite the fact we were just a small startup company with a handful of employees, and despite the size of AMF and Brunswick, the industry leaders. We were truly driven by dreams and by the healthy and propelling arrogance of a bunch of kids in their 20s.

Now those kids are almost (or over) 50, and Qubica, little Qubica, has transformed to become QubicaAMF. A company with over 580 employees.

My partners and I have the privilege to own and lead QubicaAMF, the market leader, the largest bowling equipment (not just scoring) company in the world! This was beyond our imagination!

Our adventure has been truly fascinating. We are so blessed.

*Qubica will celebrate its 25th anniversary in 2018. So many positive things are happening with our company that we want to share our journey around the excitement, products and dreams that continue to move us forward! We want to share why we feel we can make the difference in bowling by **Making Bowling Amazing!***

If you give us the benefit of the doubt and continue to read, you will discover why Making Bowling Amazing has always been our mission. This is our way of showing how much we care, and will continue to care—about our customers and their success, our employees and their families, bowling, our industry and our company.

We are convinced. Bowling has so much more potential to attract and entertain even more people, more often. We will go the extra mile to innovate more than ever before, to extend the bowling population, to reach the younger generations, to increase their spending and frequency of visits. We truly feel we can make the difference, to protect the future of our customers, our people and our families.

We hope you will spend a little time reading our story and getting to know QubicaAMF, our people and the dreams that move us forward.

If you do, we hope you will find our 25 year journey and plans for the future as exciting and relevant as we think they are!

Very Truly Yours,



Emanuele Govoni

Co-Founder, President and CEO, QubicaAMF



OUR MISSION

MAKING BOWLING AMAZING

*It shaped where we have been
and defines where we are going.*

Our mission is focused, yet simple, making bowling amazing.
It's at the heart of everything we do.
It shaped where we have been and defines where we are going.
Creating the products of tomorrow, today, and driving bowling forward.
It's more than just our passion, it's our everything.



**MAKING
BOWLING
AMAZING**

OUR **PROMISE**

**TO CREATE AMAZING NEW PRODUCTS
THAT DELIVER AN AMAZING, NEVER BEFORE SEEN,
CONSUMER EXPERIENCE AND ENSURE
OUR CUSTOMER'S LONG-TERM SUCCESS.**

We Make Bowling Amazing by continuously innovating to create AMAZING new products.
A system of products designed to work together and build on one another, that delivers an AMAZING,
never before seen, experience for bowling consumers.

Making Bowling Amazing is a never-ending quest to continuously address the needs or problems
of our customers better than ever before with a clear purpose in mind...

Our customer's long term success.



ankle biter:

A small dog. Someone who cannot rise to your level, and who can only bite your ankles instead of being able to really bite your head off.

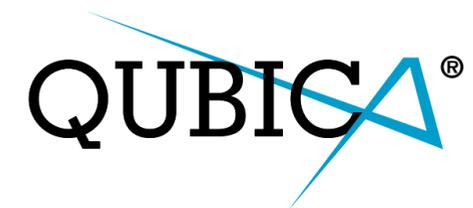
The Urban Dictionary

1993

**WE WERE
THE ANKLE BITERS**

“For years we were referred to as the ankle biters. No one, including us, could have imagined that we would become the largest and most successful provider of bowling center equipment in the world.”

The Qubica Founders



Qubica was founded by Emanuele Govoni, Luca Drusiani and Roberto Vaioli in March 1993.

2012

XLEDGE

The only pinspotter designed to make your business easier

2013



The world's only bowler entertainment system, the biggest evolution in automatic scoring

2014

HARMONY

The most innovative line of bowling furniture and designer elements

2014

BOUQUETTE lanes

The world's most captivating lanes

2015



The ultimate mini bowling experience

2015



Turnkey mini bowling lounge with advanced on-lane entertainment

2016



CENTERPUNCH DECK LIGHT

Intelligent pin illumination for a more impactful bowling experience

2017

TMS

PINSPOTTERS

The only string pinspotter designed for a better bowling experience

2017



Handheld tablet and POS for center wide customer service

TODAY, QubicaAMF IS THE MARKET LEADER

THE LARGEST AND MOST INNOVATIVE BOWLING EQUIPMENT PROVIDER IN THE WORLD.

We have the largest revenue because our entire portfolio of products to build and modernize new and existing centers is truly amazing. We sell more bowling equipment than any other company because customers know the quality and innovative power of our products can make the difference in driving their success.

Over the past 7 years, we redeveloped and extended our line of capital equipment, furniture and design elements, and introduced BES X, the biggest evolution in automatic scoring. To do it right, we interviewed over 300 centers in a dozen countries, spent millions of dollars and did it methodically. Today, our entire package for new and existing centers is beyond amazing. This is the best line of bowling products ever developed. The most innovative—and unmatched by anyone.

Our adventure to get where we are today was a long one; this is how it all started...

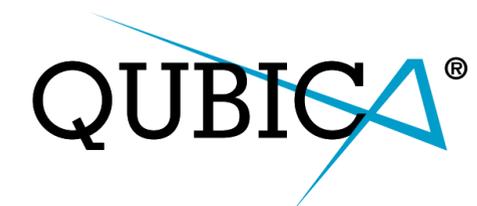
QubicaAMF is a manufacturer and global provider of bowling equipment and maintenance products for newly built or existing bowling and entertainment centers. We have the largest revenue in this segment. The claims made above and in this brochure, specifically refer to this segment and do not refer to the pro shop products or bowling consumer products business.

THE HISTORY,
OUR FIRST DECADE

1993 2002



*How Qubica became
the scoring and center management system
leader in less than 10 years*





3 + \$ + 1

FRIENDS

40,000

SIMPLE IDEA

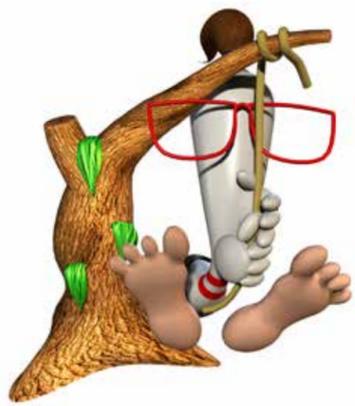
THE BIRTH OF QUBICA



**THE IDEA—BOWLING IS A FORM OF ENTERTAINMENT,
NOT JUST A SPORT.**

In the early 90s, Luca, Emanuele and Roberto were working for Micronica, a small scoring system company in Bologna, Italy. Roberto and Emanuele were the developers of the Micronica system, while Luca was in charge of production and technical services. In Micronica, they developed their first product, learned the bowling business and discovered the outdated capabilities of the scoring and management systems of the time. They had a simple idea, revolutionary for the time—bowling is a form of entertainment, not just a sport. With this in mind, they saw a big opportunity, and left Micronica to develop a scoring system based on new technology. A system that would entertain guests, as well as keep score, and far superior than the other systems on the market. In 1993, Qubica was incorporated by the three young partners just 24, 23 and 27 years old—with \$40,000 in cash. Half coming from an Italian bowling distributor, Guido Sorba, who in 1996, became the fourth shareholder.

With their idea, and just \$40,000 in cash, the Qubica quest begins on March 17, 1993.



Qupee, the star of the Qubica system

Qupee is born in 1997, to entertain guests during play. Today, Qupee is 20 years old and entertains guest every day on over 70,000 lanes, in over 100 countries!



1999 QUPEE WITH QUBICA CEO, EMANUELE GOVONI, AND QUBICA USA PRESIDENT, PAT CINIELLO,



QUBICA DEVELOPS THE MOST INNOVATIVE SYSTEM OF THE 90s

The three partners worked days, nights and weekends to develop the first version of the Qubica system in 6 months. Their first installation was in Saint Etienne, Lyon, France, in September 1993. This scoring system is still in operation today! At the end of 1994, 15 months after the first installation, the Qubica system was installed on 500 lanes in Italy, the USA, Germany, France and Australia. The company kept growing and the development effort continued. The young team developed the most innovative scoring system of the 90s.

A strength of Qubica was to listen to and meet the needs of its customers better than ever before in the industry.

Proprietors quickly began adopting the Qubica system, that was vastly different from all others on the market.



GAME	1	2	3	4	5	6	7	8	9	10	TOT.
PETER	X	X	-	/	I	F					
GERRY	0	5	26	42	48	68	X	X	X		68
ALISA	9	7	X	9	8	X	X	X	9	8	151
RICH	9	5	3	9	8	1	5	X	X	X	41
FRANK	1	5	4	8	8	9	9	9	6	3	62



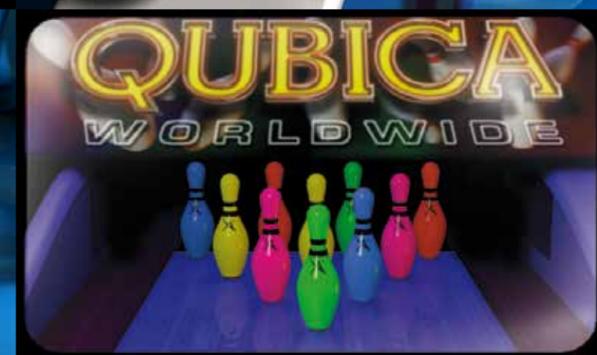
League help function

- Line up - Modify team line up
- PaCer - Insert/Remove a pacer
- Team info - Display team information
- Modify - Modify bowler name/Hdcp.
- Team Hdcp - Modify team Handicap
- Page I - Go to page I league help

Select function by hot letter _____ Page 2 of 2

THE QUBICA SYSTEM IN THE FIRST DECADE

DESIGNED TO BE PROPRIETOR FRIENDLY
AND TO DRIVE CONSUMER ENTERTAINMENT



Help screen

- Press **Remove Frame** to delete last ball
- Press **Add Frame** to insert score
- Press **Correct Score** to modify any frame
- Press **Rescan** to include late falling pins
- Press **Stop** to start a new game
- Press **QUBICA** key for league help
- Press letter **B** for bar/cafe service
- Press letter **C** for card functions

Select function by hot key



Coke	\$ 1.50
Fanta	\$ 1.50
Sprite	\$ 1.50
Ice tea	\$ 1.00
Soda water	\$ 1.00
Dr. Pepper	\$ 1.50

Use **A** **V** to select and press
to add or **X** to remove.
Use **B** to change group of items.

3 Coke
1 Sprite
2 Ice tea
-> Soda water

Total 8.00



SIMPLE TO USE

Touch screen or mouse driven, icon based user interface



EXTREMELY RELIABLE

Set it and forget it with proprietary scoring hardware, only one cable per pair of lanes and the first Matrix camera



MODERN BOWLER SCREENS

32,000 color true vision technology images for unprecedented graphical quality and depth



ON-LANE ENTERTAINMENT

High quality 3D character animations and alternative bowling games with sound to WOW consumers



TOOLS TO DRIVE BUSINESS MORE EFFICIENTLY

Frequency Marketing & Loyalty Programs to drive consumer behavior;
POS and Bookkeeping integration to avoid manual entry



YOU WIN

8

PETER

15.53 m.p.h.

POGO WINNER

FRANK

Statistics

Tony Mascadri

This session's average: 185

This session's games: 180, 190

Total Pinfall: 370

Total number of games: 2

First ball average: 8.5

1st ball avg. speed: 15.62 m.p.h.

2nd ball avg. speed: 14.01 m.p.h.

Highest score: 190

Lowest score: 180

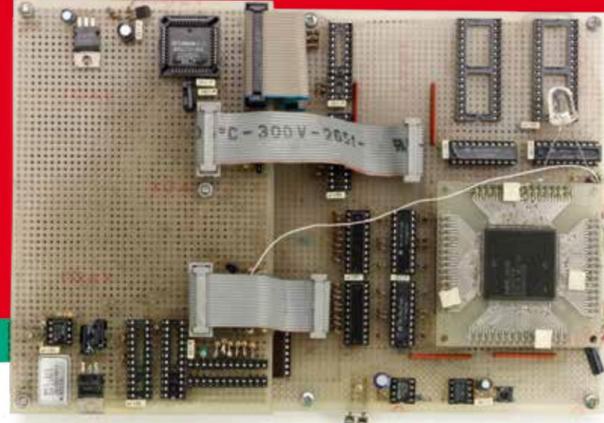


To Start a New Game

Contact Control Desk

15.53 m.p.h.

THE QUBICA MEMORIES



first scoring video distribution board prototype, the heart of the first Qubica system, built by Roberto, 1993



1995 THE YOUNG QUBICA TEAM IN ITALY IN QUBICA'S SECOND OFFICE

BOWL EXPO 1997



industry-first digital poker game, Qubicards, is added to the system replacing the popular card game that was played manually by league players for decades, 1995



THE QUBICA WORLDWIDE TEAM AT BOWL EXPO IN SAN FRANCISCO, 1995



first matrix camera maximizes pin detection accuracy and simplifies setup, 1993



industry-first touch screen and mouse-driven front desk system with graphical user interface, 1993



first version of the Windows-based Conqueror Management System, 1999. Today Conqueror operates in over 4,400 centers worldwide



industry-first 3D alternative bowling games with sound to enhance on-lane entertainment for guests, 1997



industry-first on-lane themed environments, the evolution of scoring grids, part of the first Bowler Entertainment System, 2004



QUBICA WORLDWIDE

IN 30 COUNTRIES, IN 1,000 CENTERS IN 12,000 LANES,
INVEST IN A LONG TERM ASSET

QUBICA WILL
BE THERE!



THIS IS THE QUBICA FAMILY... YOU'LL NEVER KNOW WHAT'S NEXT!!!



QUBICA EXPANSION INTO USA, ASIA AND AUSTRALIA



In the second half of the 90's, Qubica partners with proprietors to set up direct sales, service and logistics operations in major markets.

In February 1994, Pat Ciniello, a US Bowling proprietor and reseller of scoring systems, was invited to Italy by Guido to see the Qubica system. He fell in love. He partnered with the young entrepreneurs to bring the system to the USA.

After debuting at Bowl Expo in Hawaii in June 1994, the Qubica partners met an Australian distributor and bowling proprietor, Frank Mascadri. Impressed with the system's capabilities he brought the system to Australia, and eventually to Asia.

Qubica entered the USA, Asian and Australian markets with a direct presence in 1996, 1997 and 1998, by extending the partnership locally with Pat and Frank—who also provided extensive inputs to modify and expand the system to meet market needs.

In the meantime, Guido Sorba worked with the Qubica team to enter relationships with various distributors that helped bring the company's systems across Europe.

*At the end of 1999, Qubica systems
were installed on 14,000 lanes in 25 countries.*

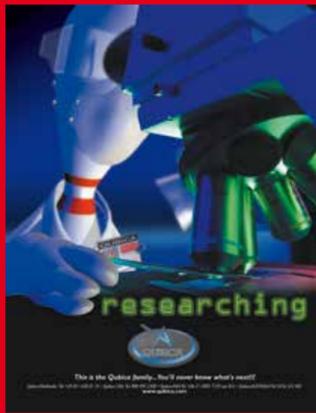
we have an appointment
with tomorrow, today



1999



this is the qubica family...
you'll never know what's next!!!



2000



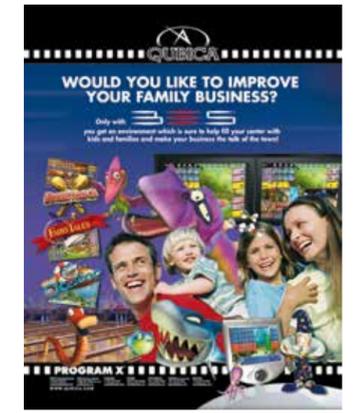
2001



2002



2003



2004

AGGRESSIVE MARKETING

TO INCREASE AWARENESS ABOUT WHAT THE SYSTEM COULD DO

No one in the early Qubica days knew who Qubica was, and their system, even if revolutionary for the time, was unknown. The three partners decided to overcome this problem by getting their Qubica name and system in front of as many customers as possible, to capture every opportunity. Qubica's main marketing focus was to invest heavily in advertising and trade shows in key markets—promoting the brand, the system and what it could do. Qubica was the first in the industry to insert product brochures and videos into industry magazines, to actually promote the system and its features, very clearly. The Qubica booths at industry trade shows were “Epic”—modern, young, energetic and based on Italian design. Unlike competitors, all Qubica products were installed on the show floor allowing customers to witness comprehensive demos and experience their quality and innovative power.

*The three partners knew their strength was in their product,
and marketing it was a key ingredient of the Qubica success.*

1997



QUBICA, THE FIRST DECADE

AFTER JUST ONE DECADE, QUBICA WAS THE FASTEST GROWING BOWLING PRODUCTS COMPANY IN THE INDUSTRY AND THE LEADER IN THE AUTOMATIC SCORING BUSINESS.



1993 2002

QUBICA REVENUE

1993	\$156,697	
1994	\$1,038,699	
1999	\$20,993,829	
2002	\$29,943,025	

QUBICA SCORING LANES INSTALLED

1993	44	
1994	508	
1999	14,160	
2002	26,685	

- In 2002 Qubica's annual revenue is nearly \$30,000,000 200X 1993 revenue.
- After 1998, Qubica sells 4,000+ lanes of scoring per year 100X more than 1993.
- Qubica systems are sold in 45 countries and operating on over 26,500 bowling lanes worldwide.

**MERGERS
& ACQUISITIONS**

2002 2016

*From a scoring company to a full line provider,
to take bowling into the future*





QUBICA **ACQUIRES MENDES**

QUBICA BECOMES THE 3RD LARGEST BOWLING
EQUIPMENT COMPANY IN THE WORLD

2010?

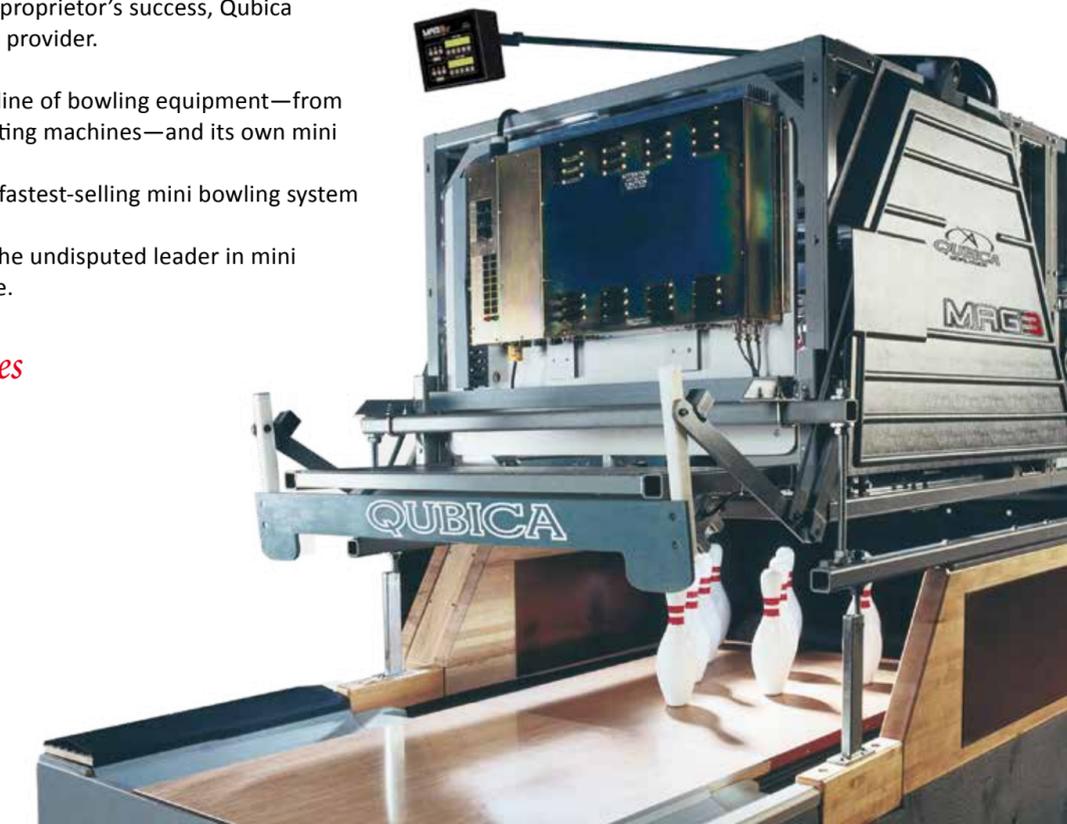
The Qubica entrepreneurial ride continues with its first acquisition. To have full control of the consumer experience, and maximize proprietor's success, Qubica acquires the Mendes assets and becomes a full line provider.

Mendes, a Canadian based company, offered a full line of bowling equipment—from automatic pinspotters to furniture to string pinspotting machines—and its own mini bowling system, Bowlingo.

Bowlingo was introduced in 1980, and became the fastest-selling mini bowling system in the world.

Qubica evolved Bowlingo into today's Highway66, the undisputed leader in mini bowling, with over 4,000 lanes operating worldwide.

*In 2004, Qubica has over 130 employees
and its revenue is nearly \$40,000,000.*



QUBICA AMF IS BORN

A 50/50 MERGER WITH AMF BOWLING PRODUCTS

The merger with AMF was a game changing event for Qubica.

In 2005, QubicaAMF is formed, combining the assets of Qubica Worldwide and AMF Bowling Products, and allowing Qubica to share ownership control, even if AMF was much bigger.

With revenues 1/3 the size of AMF Bowling Products, and profitability equal...

*The Qubica shareholders obtain 50% ownership
in the newly formed QubicaAMF Worldwide!*

The remaining 50% is owned by a U.S. private equity fund.

*The combination of the skilled Qubica
and AMF R&D teams allow QubicaAMF
to develop the best-selling product line
in the world, the line we have today.*



*“When the opportunity to merge with AMF materialized, the excitement at Qubica was through the roof. The iconic AMF brand and products were going to be combined with ours—to create the best bowling equipment line in the world, and the best brand in the industry!
We felt that after the merger with AMF we would truly have an opportunity to take bowling into the future.”*

Pat Ciniello, Chairman of the Board, QubicaAMF

2005



THE AMF LEGACY

INVENTOR OF THE FIRST AUTOMATIC PINSPOTTER

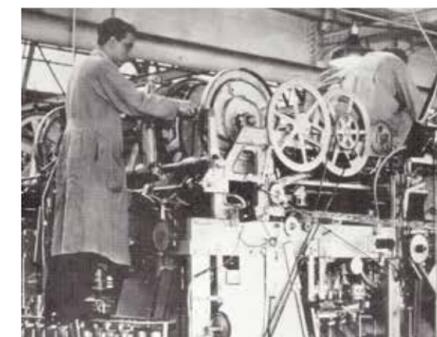
In 2005, AMF was one of two industry giants. The AMF installed base covered 90 countries and 100,000 lanes, with a sales and distribution network spanning the globe.

The QubicaAMF merger was about combining the quality and manufacturing capabilities of AMF, an industry leader, with the innovative power of Qubica—joining to form a renewed commitment to move the industry forward.

AMF revolutionized bowling with the world's first automatic pinspotter in 1946, followed by its first automatic scoring unit in 1976. Both, dramatically changing the face of the game and opening the sport to the masses.

AMF sponsored the first Bowling World Cup Tournament in 1965. Celebrating its 50th year in 2015, the QubicaAMF Bowling World Cup continues today. It remains the world's most prestigious bowling tournament and largest annual sporting event in terms of number of participating countries.

AMF
THE LEGENDARY BOWLING EQUIPMENT MANUFACTURER



1946 – AMF revolutionizes bowling with the world's first automatic pinspotter



1965 - The AMF Bowling World Cup is born. The world's largest annual sporting event in terms of number of participating countries today.



1976 - AMF introduces its first automatic scoring unit allowing bowlers to concentrate on having fun, rather than keeping score.

2014: THE ORIGINAL QUBICA FOUNDERS PURCHASE QubicaAMF

QUBICA  AMF IS

100%

PRIVATELY OWNED

and the sky is the limit

*After the 2005 merger,
the Qubica Founders tried to buy out
their private equity partners
on two occasions in 2012 and 2013,
before their success in November 2014.*

“

*We knew that to take QubicaAMF
to the next level we needed to truly
think long term; taking on long and
complex investment projects that
don't fit the quick ROI required by
private equity funds.*

*We don't manage the business with
an exit in mind.*

*We want to make the difference,
thinking and acting strategically
for our customers and for our
company.*

Emanuele Govoni, Co-Founder and
CEO, QubicaAMF



QubicaAMF ACQUIRES **CDE SOFTWARE**

TO REINVIGORATE LEAGUE PLAY
LEVERAGING TODAY'S TECHNOLOGY

CDE Software was the last piece of the puzzle that we truly needed to be able to affect the future of sport bowling.

CDE is the leader in competitive bowling software. All scoring manufacturers, and over 50% of all U.S. bowling centers, operate with CDE's Bowling League Software (BLS)—the industry standard in league software.

Together, QubicaAMF and CDE are uniquely positioned to help reinvigorate league and competitive play by focusing on product innovation and leveraging today's technology to protect and grow the sport.

We are truly excited to welcome CDE Software, and all of its customers, to the QubicaAMF family!

2016

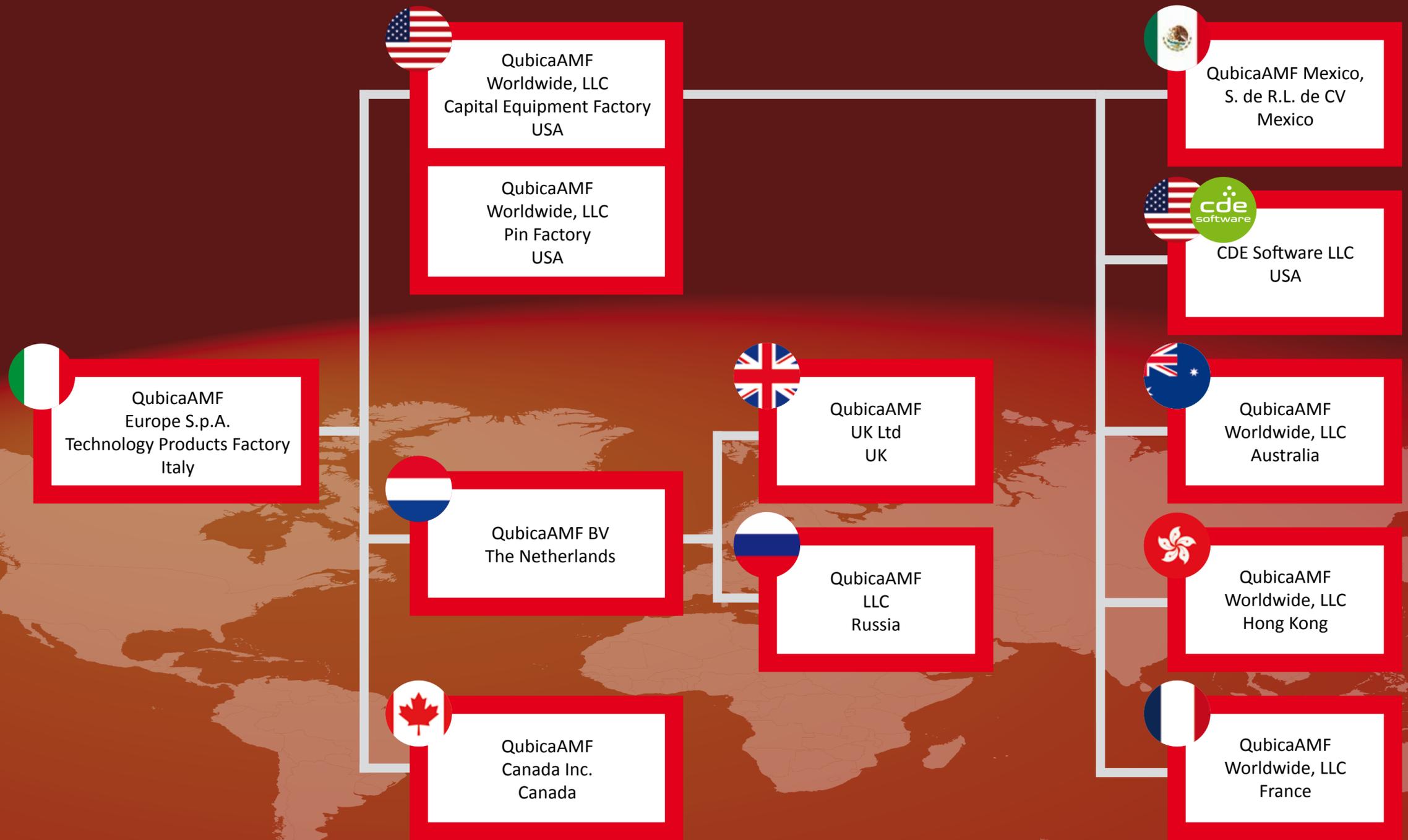
Lance Rasmussen, President of CDE, is an equity partner with QubicaAMF as a co-owner of CDE.

2018

QubicaAMF TODAY

THE STRUCTURE, PRODUCTS AND RESOURCES
TO MAKE THE DIFFERENCE





The QubicaAMF GROUP

25 YEARS AFTER

As a result of our consistent financial health, all of our acquisitions, including Mendes, QubicaAMF's 50% stake owned by private equity and CDE Software, were purchased paying cash, without leveraging the company, or with funds provided by the Qubica Founders. Twenty-five years after its incorporation, this is how Qubica and its predecessor companies have been integrated to form QubicaAMF today.

A very special thank you goes to Lucien Rochefort, Founder of Mendes, and Rich Albright, Co-Founder of Qubica USA. With their contributions, they have helped to make QubicaAMF what it is today.



“Today, QubicaAMF has a very strong balance sheet with no leverage and no net debt. This gives us the uncustomary freedom to aggressively invest in the Future of Bowling.”

Luca Drusiani, Co-Founder and COO, QubicaAMF

QubicaAMF around the world

A GLOBAL LEADER, YOUR LOCAL PARTNER

We install our products and serve our customers in over 100 countries every year, and take it very seriously.

We have the largest direct presence, with 10 sales and service offices around the world and a distributor network covering every corner of the globe.

With a team of 180 sales, customer service, trainers and technical support staff, we employ the biggest customer service and support team in the industry. A team fully dedicated to your bowling center, equipment and maintenance needs.



*We have a
worldwide network
and staff dedicated
to your success.*

QubicaAMF Offices

Bologna, Italy
Richmond, VA, USA
Lowville, NY, USA
CDE, WA, USA
Quebec, Canada
San Mateo Atenco, Mexico
London, UK
Paris, France
Rotterdam, The Netherlands
Moscow, Russia
Hong Kong, China
Sydney, Australia

QubicaAMF International Representatives

ABS Bowling Pte Ltd, Singapore
ABS Bowling Sdn Bhd, Malaysia
Aida Leisure Equipment, Egypt and Middle East
Aleem Agha, Pakistan
American Bowling Service, Inc. / ABS International Corp., Japan
Beijing Effie Bright Equipment Co. Ltd., China
Bowling Service kft, Hungary
Bowltech Denmark A/S, Denmark
Bowltech Germany GmbH, Germany
Bowltech International B.V. Belgium, Belgium
Bowltech International B.V. Netherlands, Netherlands
Bowltech Norway AS, Norway
Bowltech Sweden AB, Sweden
Buffa Distribution East, Canada
Hispabowling, S.I., Spain
L.C. Leisure Management & Marketing Consultants, Israel
Lane Turn Bowling, China
Meridyen sport Dis Tic. Ve Paz. Ltd., Turkey
NK Trading, South Korea
Pisel s.a.s, Colombia
Puyat Sports Incorporated, Philippines
QA Bowling spol. s r.o., Czech Republic and Slovakia
Rom Bowling, Romania
Sivissidis Bros s.a., Greece
SM Caminsky & Son, South Africa
Taiwan Bowling Co., LTD, Taiwan R.O.C
Tarmin Oy, Finland
Top Sport International, Peru
Unisport International, India



Pat Ciniello

Chairman of the Board
Co-Founder Qubica USA
Proprietor of 7 centers
47 years



Emanuele Govoni

President and CEO
Co-Founder Qubica
26 years



Luca Drusiani

Chief Operations Officer
Co-Founder Qubica
27 years



Roberto Vaioli

Chief Product Architect
Co-Founder Qubica
30 years



Frank Mascadri

Co-Founder Qubica Asia/Australia
Proprietor of 2 centers
29 years



Guido Sorba

Qubica Angel Investor
and 4th Shareholder
Former Proprietor and
Distributor
37 years

QubicaAMF
OWNERS AND BOARD OF DIRECTORS

QubicaAMF is owned by the six founders of Qubica, Qubica USA and Qubica Asia/Australia.

Our owners' background is very unique. The three Qubica Founders have a strong background in technology and product development, while the three remaining owners are bowling and entertainment center operators themselves.

Our CEO and Chief Product Architect live and breathe our product strategy every day, and are personally involved in the development of new products.

Over the years, this unique structure has ensured that we developed the best products with proprietors' needs in mind. It's also a guarantee for the future.

ALMOST 200 YEARS OF COMBINED INDUSTRY EXPERIENCE



The QubicaAMF MANAGEMENT TEAM

A unique blend of entrepreneurial and management experience

Our management team is very unique—a blend of the best and most experienced senior managers and executives of the Qubica and AMF companies, including the Qubica founders, seasoned corporate executives and entrepreneurs themselves for a quarter of a century.

Because of this blend of management talents and entrepreneurial culture, our team is very effective and nimble.

We move forward every day and are uniquely positioned, above and beyond any other company in the industry, to do what is right to ensure our customer's long-term success.



Chris Caesar
Chief Financial Officer & SVP HR
21 Years



Massimo Baraldi
Chief Technology Officer
18 Years



Jay Buhl
SVP & General Manager
29 Years



Gian Anestis Avraam
VP International Sales
18 Years



Mark Kilpatrick
SVP, Operations
21 Years



Wayne White
SVP & GM, Pins
24 Years



Michael Massey
SVP, Customer Service
28 Years



Paride Bruschi
Director, Finance and Accounting
16 Years



Rosa Katz
Director, Customer Experience & Strategic Services
21 Years



Neil Pennington
Director, Performance Equipment
12 Years



Kelly Wilbar
Director, Scoring & Technology Solutions
22 Years



Cliff Adair
Director, Aftermarket
39 Years



Stephanie Darby
Marketing Director
18 Years



Federica Gozza
Creative Director
16 Years



Samuel Namala
Director, R&D Mechanical
20 Years



Michele Fini
Director, Information Technology
10 Years



Cristiano Zanin
Director, R&D Software Products
16 Years



Emanuele Govoni
Chief Executive Officer
26 Years



Luca Drusiani
Chief Operations Officer
27 Years



Roberto Vaioli
Chief Product Architect
30 Years



David Goins
Director, Richmond Operations
23 Years



Tracy Beazley
Director, Materials Management
24 Years



Wendy Smith
Director, New Business Development
28 Years



Brian Williams
Director, US Government & Aftermarket Sales
10 Years



Gianluca Trombetti
Director, Bologna Plant Operation
9 Years



Russ Bane
Director, Field Services
29 Years



Julie Fabian
Director, Richmond Technical Support
2 Years



Claudio Sermenghi
Director, EMEA & International Service
19 Years



Leroy Warren
Manager, New Product Development and Design
25 Years



Lance Rasmussen
President, CDE Software
27 Years



“Emanuele, Luca and Roberto are the owners, are on the Board of Directors and drive the day-to-day operations, working hand-in-hand with the management team. This makes QubicaAMF extremely nimble, decisions are made quickly and the company can continue to move forward for our customers, every day.”

Jay Buhl, SVP and General Manager

Our management team has an average of 21 years of industry experience.



The QubicaAMF R&D TEAM

THE LARGEST IN THE INDUSTRY.
WHERE BOWLING INNOVATION
LIVES AND BREATHES.

We house the largest product Research & Development team in the bowling products industry.

A team of over 50 software engineers, mechanical engineers and electrical engineers, spread across our Richmond, VA and Bologna, Italy headquarters, focus on developing, improving and testing our products every single day.

That's why our products consistently deliver unmatched design, reliability, performance and new technology.

We never tire of trying to deliver the next best thing for our customers, to help them drive and grow their business beyond what they can imagine.

The R&D Team has an average of 12 years of industry experience.



A TEAM OF 51

31 IN ITALY

20 IN USA

23 SOFTWARE ENGINEERS

18 MECHANICAL ENGINEERS

10 ELECTRONIC ENGINEERS

“

“Our team is made of truly amazing talent. Our constant challenge is to develop products utilizing a new blend of design and technologies that create opportunities or solve problems like no one has done before. Redeveloping our product line is an example of this. It was an unbelievable accomplishment, and I am so proud of the work we did as a team. We learned so much and our products speak for us.”

Massimo Baraldi, CTO, QubicaAMF

QubicaAMF Manufacturing Facilities

Proudly located in the USA and Italy to maximize quality



Low cost production countries can be an attractive option for manufacturing companies, but our philosophy is different. To maximize our product quality and performance, and to protect the jobs of our people in our countries, our manufacturing facilities are located in the USA and Italy. Over 515,000ft² (48,000m²) of space, entirely devoted to the production and sale of bowling equipment and maintenance products. Once again, the largest in the industry.



Over half a million ft² totally dedicated to bowling equipment

Bologna, Italy - European Headquarters

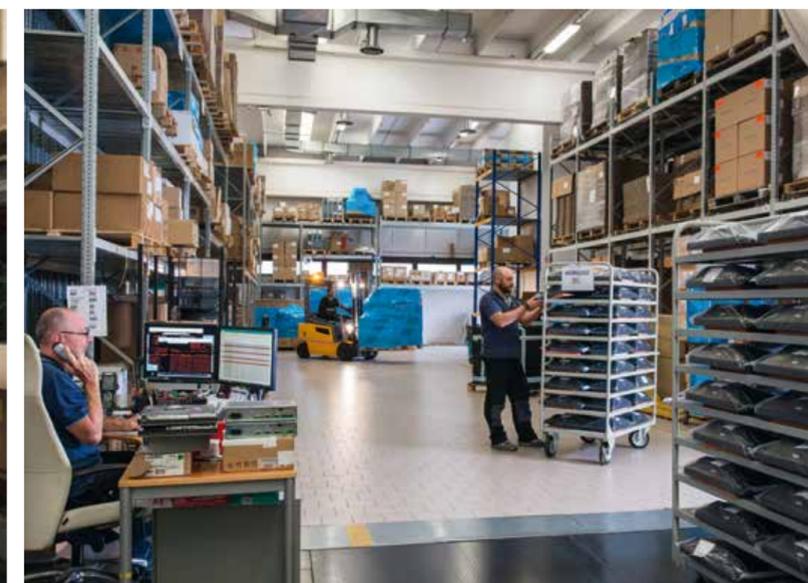
Size	38,750ft ² (3,600m ²)
Employees	111
Products	Development and manufacturing of scoring, management systems and technology products; software, hardware and devices.
Output	Over 30,000 electronic boards and devices manufactured for our technology products, annually.

Richmond, VA - U.S. Headquarters

Size	360,000ft ² (33,445m ²)
Employees	301
Products	Focus on electromechanical product design and manufacturing; tenpin pinspotters, string pinspotters, bowling lane products, bowling furniture, mini bowling and maintenance products.
Output	Over 3,300 bowling lanes and pinspotters manufactured from this facility in 2017.

Lowville, NY - Pin Manufacturing

Size	117,000ft ² (10,870m ²)
Employees	84
Products	Exclusively dedicated to bowling pins. Here, we control every step of the production process.
Output	Over 1,000,000 pins produced annually.





The QubicaAMF Family

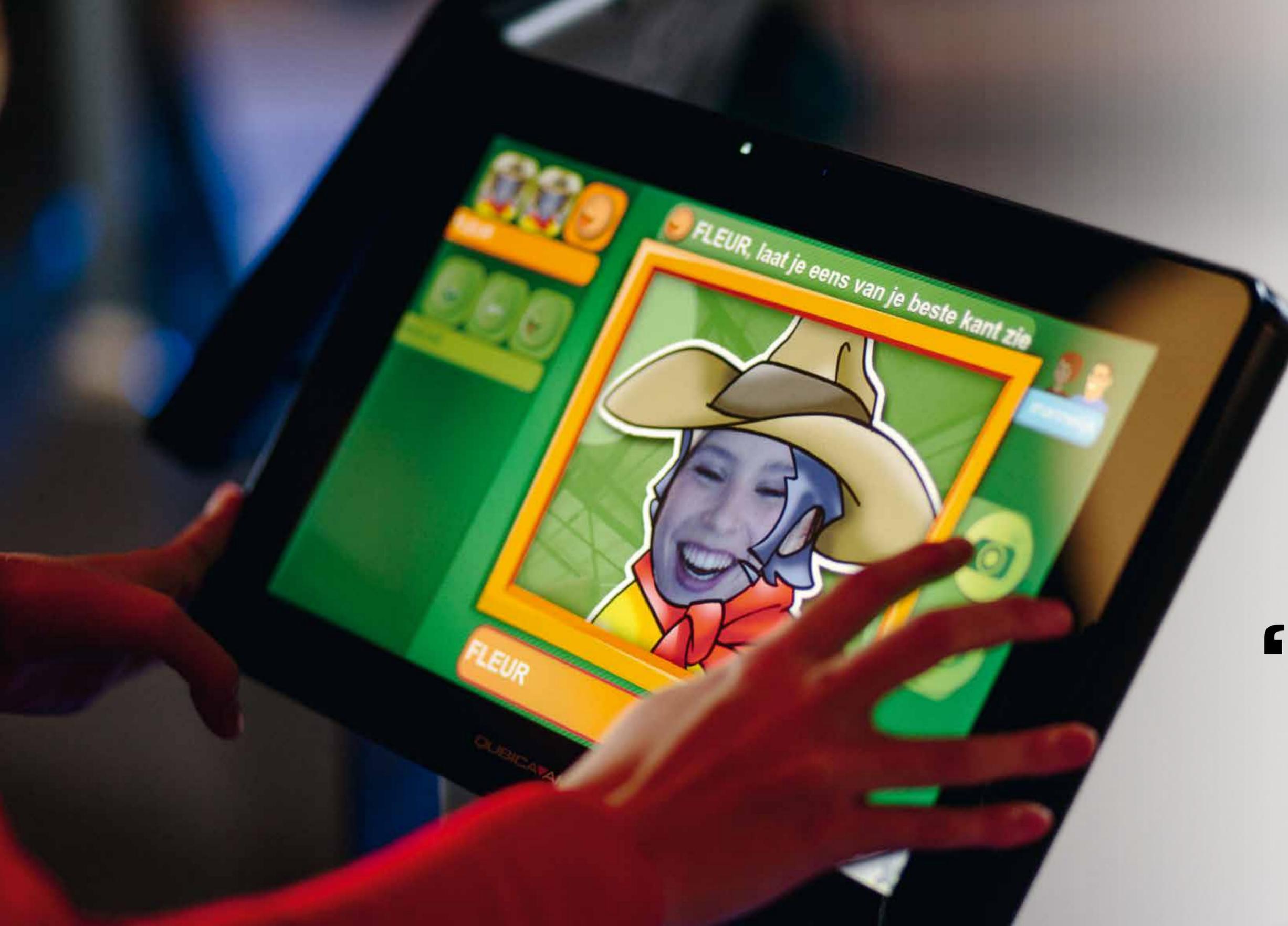
A team of over 580 and growing!

Welcome to the largest and most talented workforce in the entire bowling products industry.
Welcome to the QubicaAMF Family!
Over 580 employees, devoted to your success.

“After purchasing the company, our owners invested in hiring over 100 new employees. This shows an amazing level of commitment to take our business to the next level. Our work force of over 580 is the largest in the entire bowling products industry and this growth has significantly increased our bandwidth and capability to get things done.”

Chris Caesar, CFO and SVP Human Resources





THE RESULT OF OUR R&D INVESTMENTS

THE BEST AND MOST INNOVATIVE PRODUCTS IN BOWLING

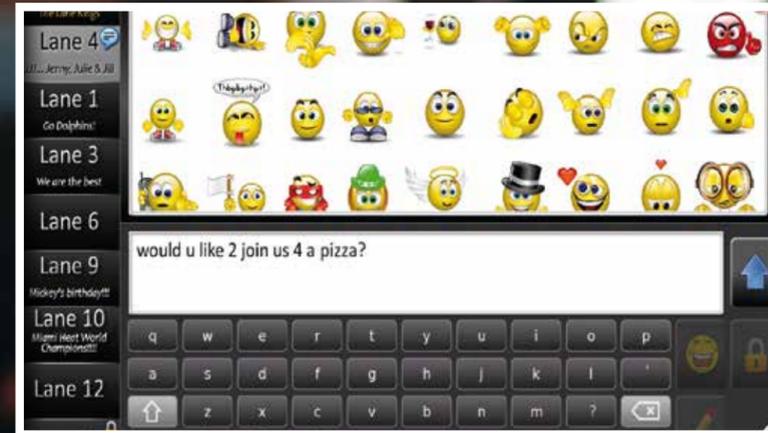
Over the last 7 years we redeveloped our product line and delivered unparalleled innovation. Industry-first products, new versions and countless improvements, for a line unmatched by anyone. Products to drive repeat business, longer stays, new customers—and revenue.

After so much work, we are proud to share with you a snapshot of our new QubicaAMF line.



“In the last 7 years we have invested over \$30,000,000 to redevelop and improve our product line and to create products never seen before. After we bought 100% of the company in 2014, we accelerated our investments even further. In 2017 we are investing 45% more than we did just 3 years ago.”

Roberto Vaioli, Co-Founder and Chief Product Architect, QubicaAMF

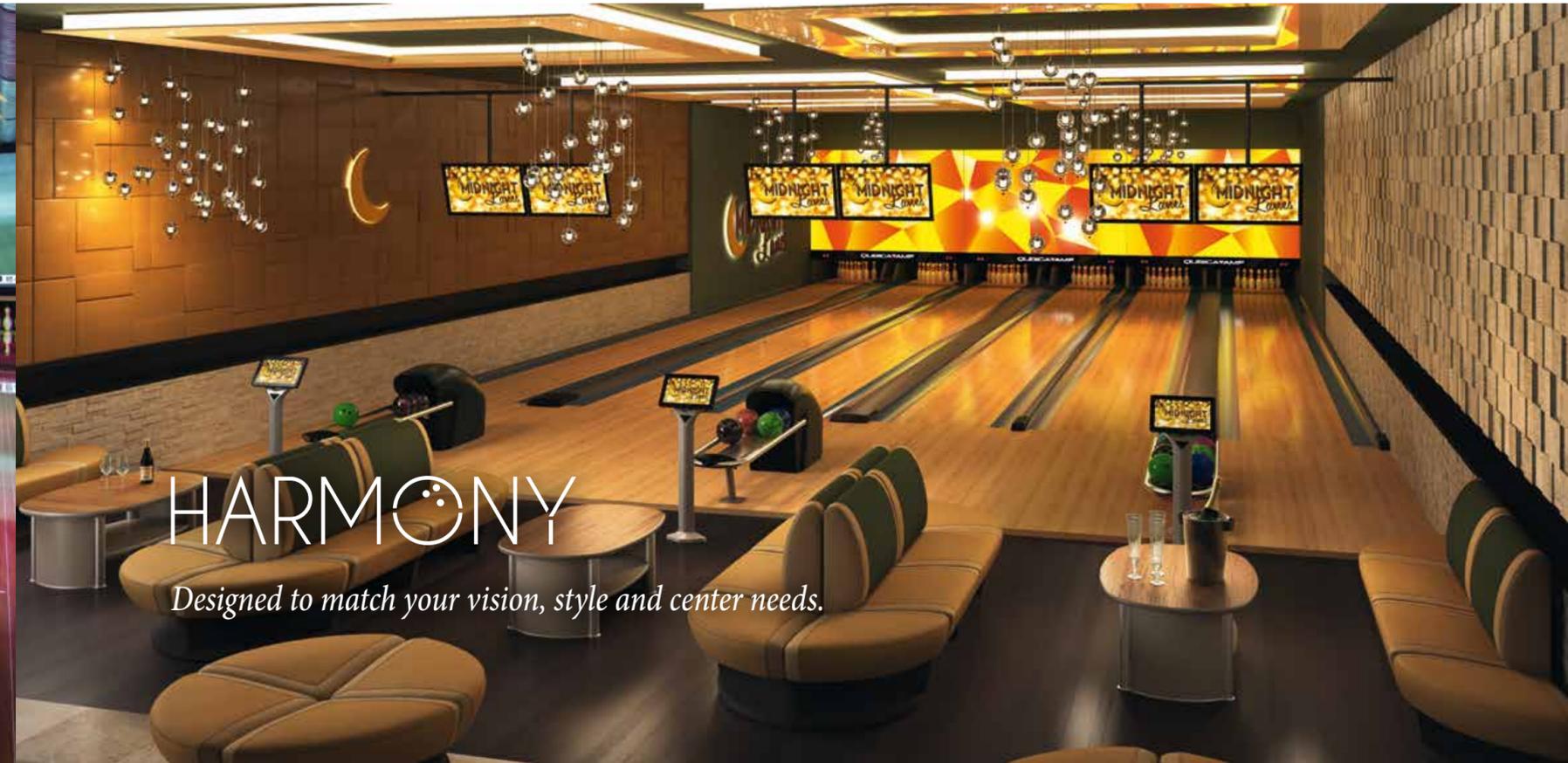


BES X, the world's only Bowler Entertainment System. Redefine the bowling experience. Grow your business.



HARMONY

The most innovative line of bowling furniture and designer elements.



BOUTIQUE
lanes

The world's most captivating lanes.

HARMONY

Designed to match your vision, style and center needs.



CONQUEROR **PAD**

*Handheld tablet and POS for center wide customer service.
Deliver better service and revenue, everywhere in your center.*



Intelligent pin illumination for a more impactful bowling experience.



XLIEDGE

*The classic free fall pinspotter, the best ever.
The only pinspotter designed to make your business easier.*

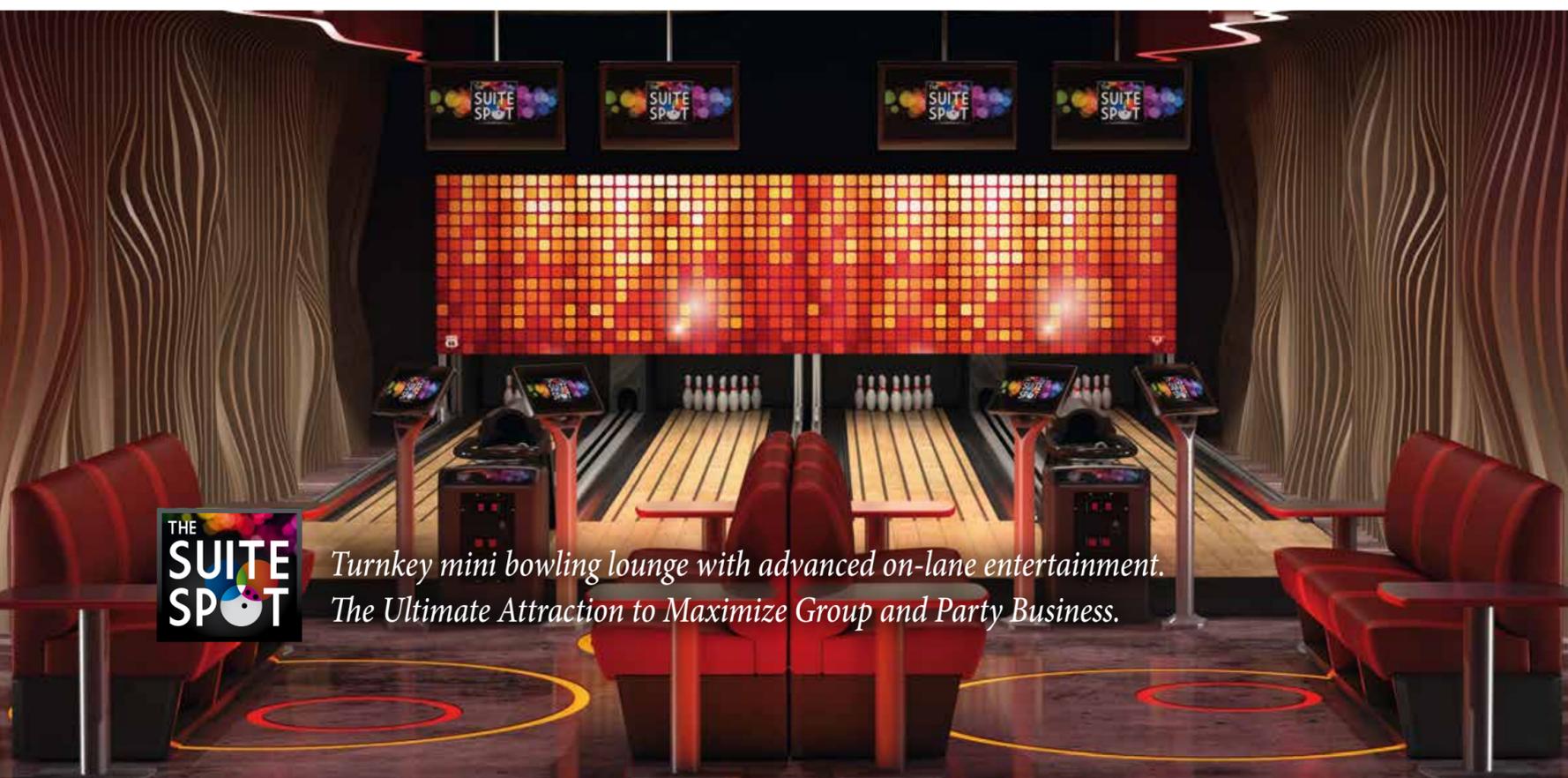


*Virtually maintenance free pinspotter for bowling entertainment application.
The only string pinspotter for a better bowling experience.*

TMS



The standard in Mini Bowling gets even better. The ultimate mini bowling experience.



Turnkey mini bowling lounge with advanced on-lane entertainment. The Ultimate Attraction to Maximize Group and Party Business.



OUR PRODUCTS DRIVE BUSINESS

MORE PEOPLE CHOOSE TO INVEST WITH QubicaAMF, EVERY YEAR.

The quality and innovative power of our products are driving our customers' success. As a result, we install our products into more and more locations, new or existing, every year.

With our products, we help our customers bring some of the best, most beautiful and award-winning bowling entertainment centers of all time to life.

The impact of our products speak for themselves—these are just a few examples of the best center designs ever.

BJI Design Awards

2014

The Painted Pin (Atlanta, GA)
Fulton Alley (New Orleans, LA)

2015

Alboa Prime Entertainment (Mexico)
HeadPinz (Ft. Myers, FL)

2016

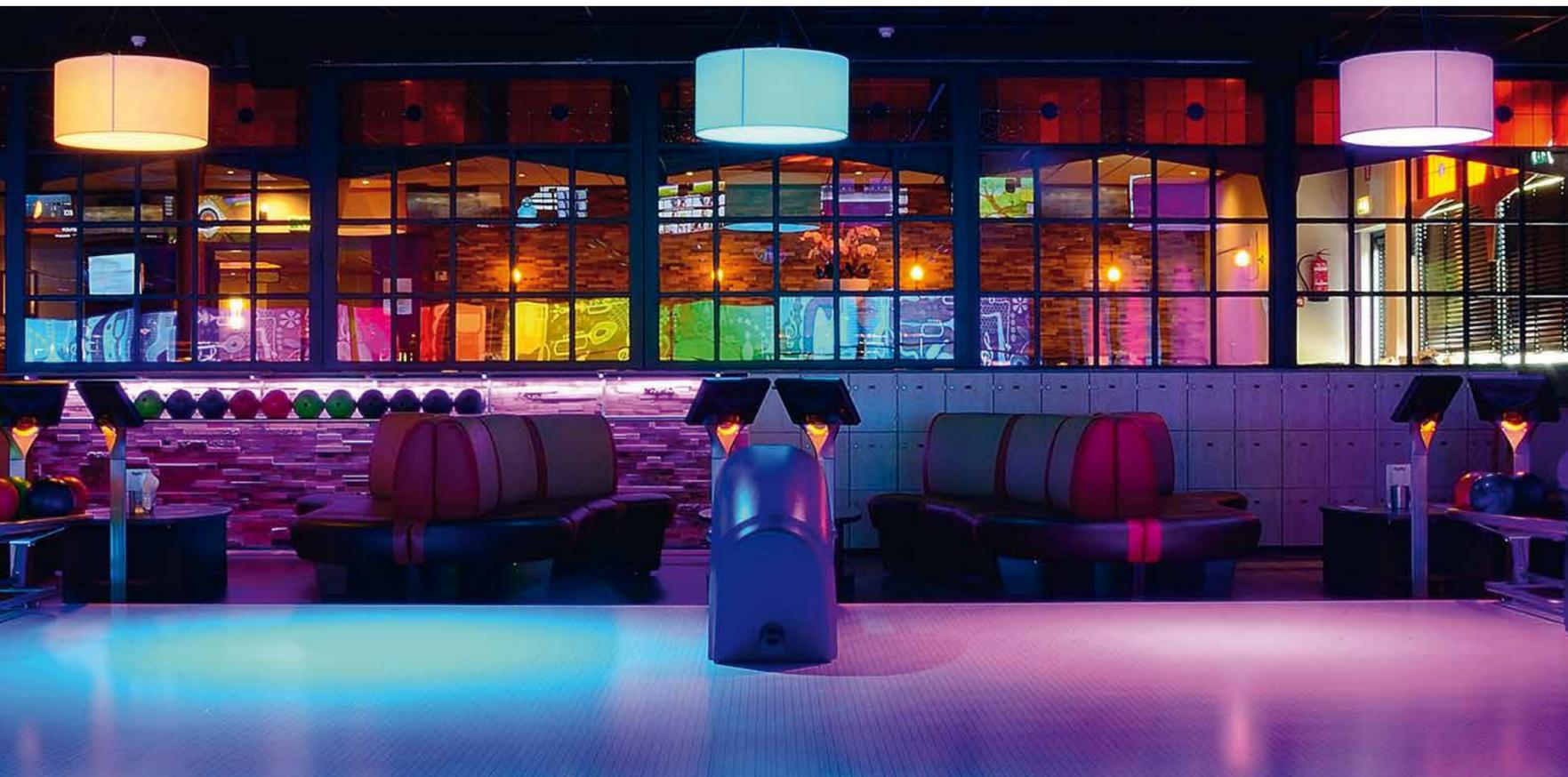
Bo Bowling (Kosovo)
Orchid Bowl (Singapore)
Stowe Bowl (Vermont, USA)
Bowling Resto Lounge (Netherlands)

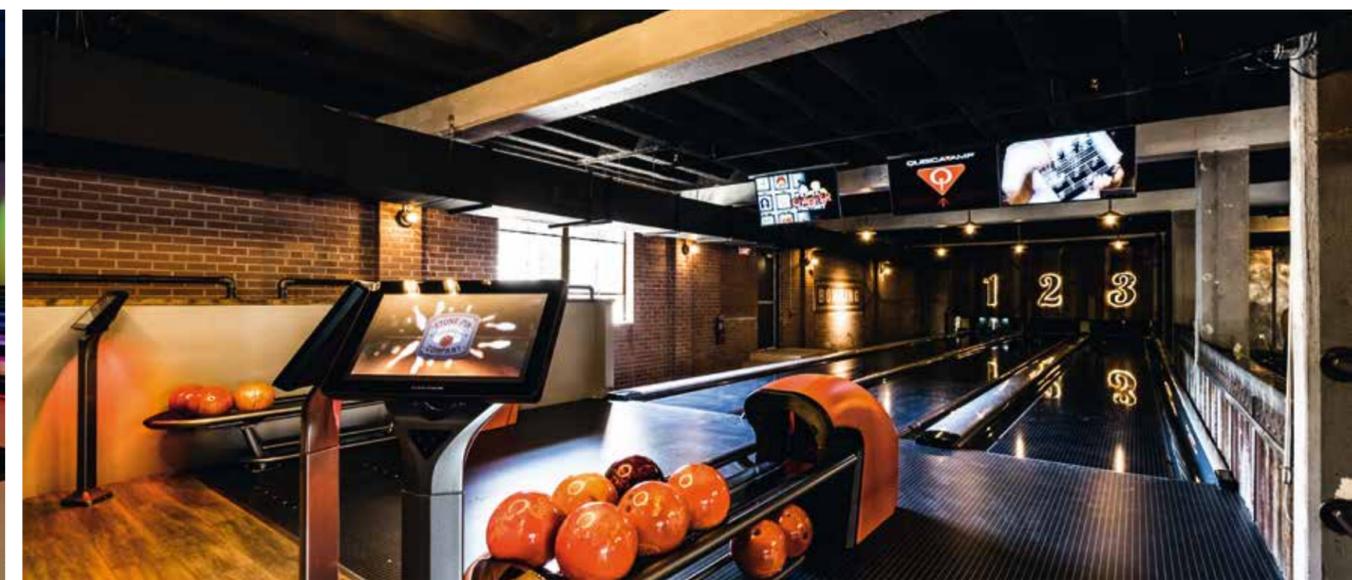
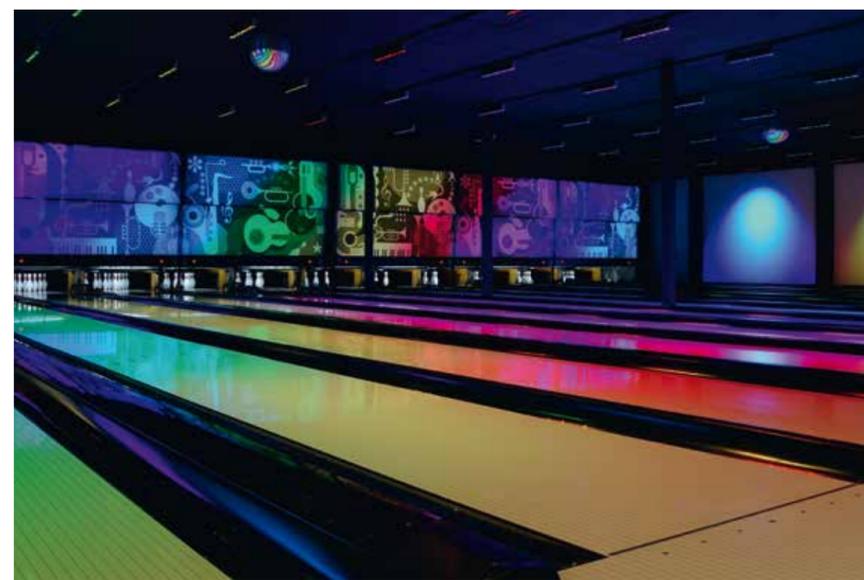
IAAPA Brass Ring:

Top FECS of the World

2015

Scene 75 (Cincinnati, Ohio)
Scene 75 (Dayton, Ohio)



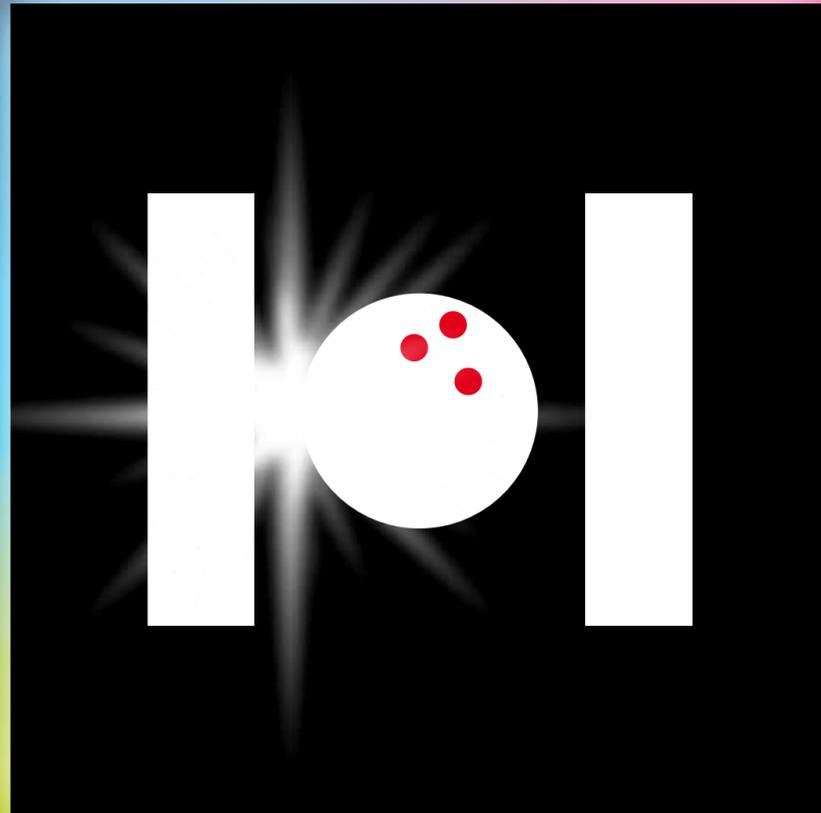




QUBICA AMF

**THE STRUCTURE,
PRODUCTS AND RESOURCES
TO LEAD IN BOWLING
TODAY AND TOMORROW**





SHAPING THE FUTURE
OF BOWLING

**BUILDING TOMORROW'S
PRODUCTS TODAY**

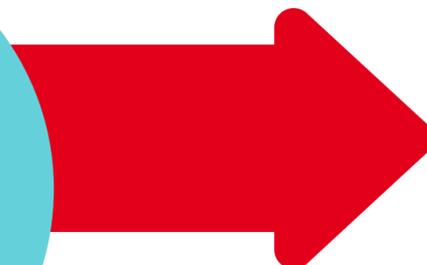
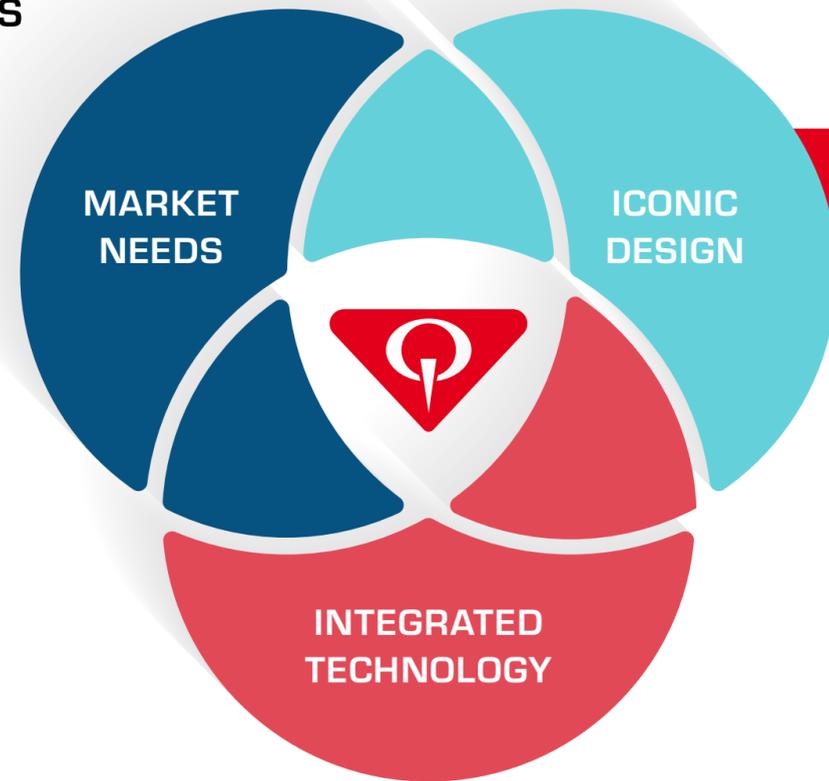
WE ARE EXTREMELY EXCITED TO SHARE
OUR FUTURE DIRECTION AND HOW, BY LEVERAGING
OUR UNIQUE CAPABILITIES AND INVESTMENTS IN R&D,
WE AIM TO CONTINUE TO MOVE BOWLING FORWARD.

WHAT MAKES US DIFFERENT

OUR UNIQUE CAPABILITIES

TO CREATE MARKET-DRIVING PRODUCTS
UTILIZING A BLEND OF ICONIC DESIGN AND
INTEGRATED TECHNOLOGIES

We have an unrivalled ability to create market-driving products that address a customer need or opportunity better than ever before, utilizing a unique blend of iconic Italian design and integrated high-tech software, hardware, devices, video outputs, operating systems and electro-mechanical technologies.



OUR VISION

WITH OUR PRODUCTS WE WILL MAKE THE
BOWLING EXPERIENCE MORE RELEVANT AND
ATTRACTIVE TO A LARGER POPULATION

Since the birth of Qubica, our vision has not changed, but our capabilities have improved significantly, with experience, mistakes and successes. Over the last 25 years, at our core, our founders and team have developed distinctive capabilities to innovate—to build unique products that differentiate our company from everyone else. We continue to put these capabilities to work every day, innovating with a purpose to materialize our vision.



WITH A TEAM OF SPECIALIZED R&D PARTNERS WE ARE DEVELOPING TOMORROW'S PRODUCTS, TODAY.

Since our founders have become the full owners of QubicaAMF, we have accelerated R&D spending significantly. Our team is working with six development companies and the Ferrara University to develop our amazing new products. We work with them to acquire specific technical expertise and to speed up development. With an employed R&D team of more than 50 and a team of specialized R&D partners, we can assure you that...the best is yet to come!

QUBICA AMF



HiBo
User Experience and Engagement
Design



Getconnected
Software and Mobile Applications
Development



Iconsulting
System Integrator



Studio Evil
3D Games Development



Ricreativi
Creative Studio and
3D Interface Animations



Zocca
Advanced Mechanical Design



Università di Ferrara
Advanced Materials and Analysis

MAKING BOWLING AMAZING

The best is yet to come!

UNLEASHING THE FULL POTENTIAL OF BOWLING

WE ARE CONVINCED.

Bowling has so much more potential to attract and entertain even more people, more often.

With the release of our future products, we plan to help our customers fully unleash it. We will go above and beyond to extend the bowling population, to reach the younger generations, to increase their spending and frequency of visits—and your revenue.

We are incredibly excited to share with you a preview of HyperBowling, the first of our planned new products to unleash the future of bowling.

With HyperBowling, a totally new opportunity for bowling and entertainment centers worldwide is appearing on the horizon, an opportunity that we promise will go beyond your imagination.

HYPERBOWLING, THE BOWLING BREAKTHROUGH OF THE 21ST CENTURY IS COMING YOUR WAY.

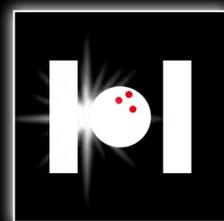
HyperBowling is a registered trademark of QubicaAMF in the U.S. and in other countries. HyperBowling, its features and technologies are patent pending in the U.S. and in other countries.



HYPERBOWLING

EXPAND THE REACH OF BOWLING
BEYOND IMAGINATION

After nearly three years of research, development and planned testing, HyperBowling will leave a mark on the history of bowling. The sophisticated technologies behind this product are truly AMAZING. HyperBowling is a hi-tech blend of software, advanced physical materials and mechanical design, futuristic user interfaces, electronics and sensors. This is an unprecedented blend of technological sophistication for our company and industry. It took all of our R&D experience and four specialized R&D partners to make this dream a reality.



HYPER BOWLING

HYPER
BOWL

HYPER
BOWL PRO

HYPER
[SQUAD]

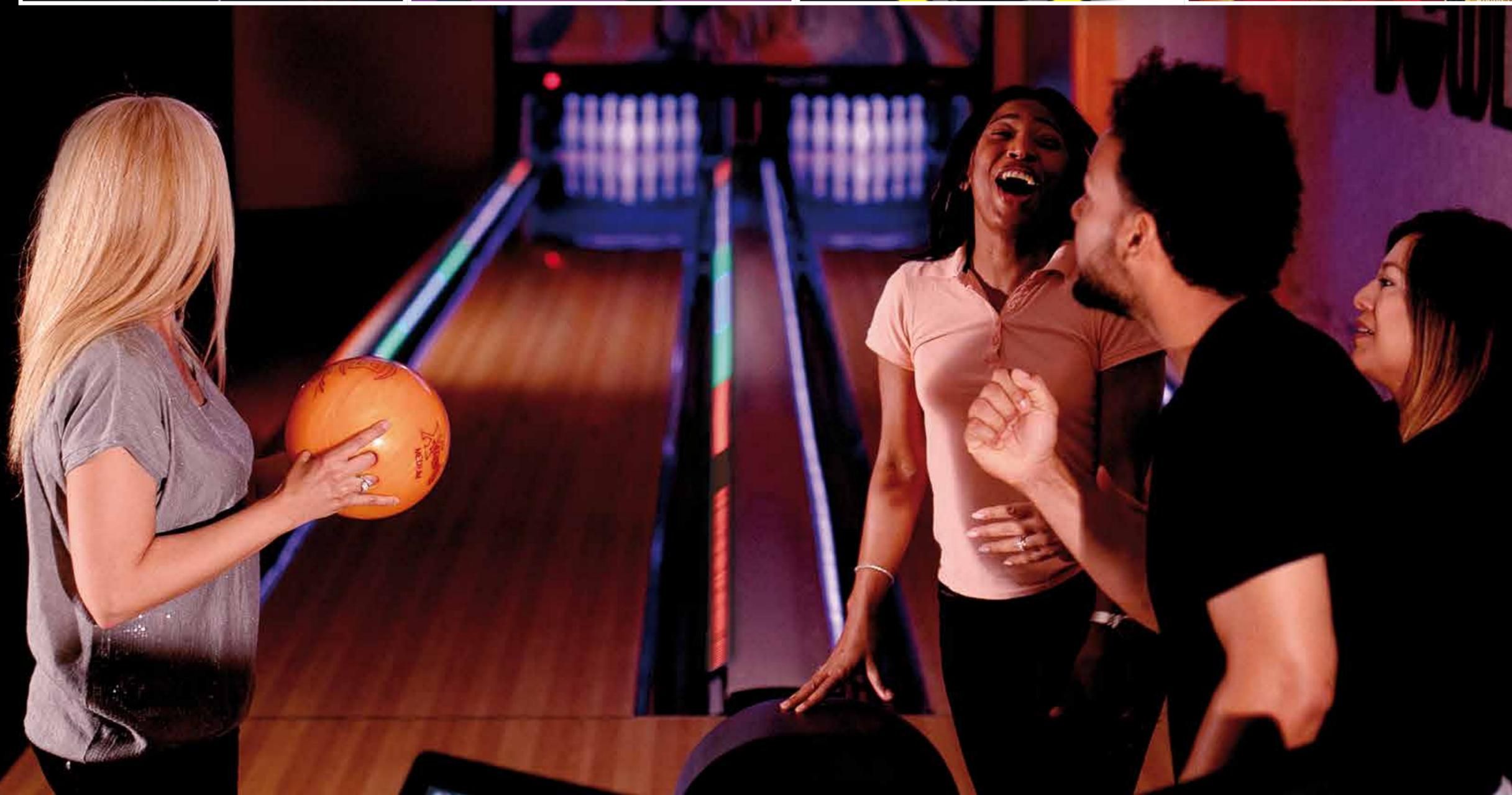
HYPER
ACTIVE

YOU DON'T NEED TO BE A BOWLER TO WIN.

IT'S LIKE A PHYSICAL VIDEO GAME, ON A BOWLING LANE.

Join the HyperBowling Revolution - Bowl Expo, June 2018

HyperBowling, HyperBowl, HyperBowl Pro, HyperSquad and HyperActive are trademarks or registered trademarks of QubicaAMF in the U.S. and in other countries. HyperBowling, its features and technologies are patent pending in the U.S. and in other countries.



QUBICAAMF

1993 2018

A message from our founders

We would not be here if we didn't meet a team of great people that joined us along the way to help make this vision a reality.

We would not be here today if we didn't work with a great group of customers, entrepreneurs themselves, who live and breathe their bowling and entertainment business. Owners and operators who believed in us, our mission and our commitment to develop innovative products, designed around their needs. People who provide us feedback along the way and who have become part of our extended family.

THANK YOU

We are committed to giving back to both our employees and customers by creating a great company that protects the future of our people and makes bowling amazing to ensure our customers' longevity and success.

This is our mission, and this is only the beginning!



Pat Ciniello
Chairman of the Board,
QubicaAMF



Emanuele Govoni
CEO,
QubicaAMF



Luca Drusiani
COO,
QubicaAMF



Roberto Vaioli
Chief Product Architect,
QubicaAMF

This is
QubicaAMF

**You never know
what's next...**

A special thank you to all of our employees and customers who helped to bring this book to life.

Printed in Italy - October 2017



QUBICA  **AMF**
MAKING BOWLING **AMAZING**

Our mission is focused, yet simple—making bowling amazing.

It's at the heart of everything we do.

It shaped where we have been and defines where we are going.

Creating the products of tomorrow, today, and driving bowling forward.

It's more than just our passion, it's our everything.