



PRESS RELEASE

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## **Connect&GO brings its total funding to more than \$15M. The company secures an additional \$3 million in financing.**

**November 15 2021** - Montréal, Québec. – Connect&GO, a world leader in integrated attractions management solutions and RFID technology, is pleased to announce the closure of a \$3 million round of financing with its current investors.

This \$3 million investment brings the total funding to \$16 million since the company's initial launch. This will allow Connect&GO to accelerate its international expansion with the goal of becoming the preferred operations management partner to the attractions industry by 2025.

“The attractions technology solutions market is highly fragmented and dominated by less innovative and less flexible players. With our latest round of financing and the support of our investors, we are determined to offer the best integrated attraction management platform, and to become an international leader in this field,” says Dominic Gagnon.



**DOMINIC GAGNON**

*Co-founder & CEO,  
Connect&GO*

In the coming year, Connect&GO will continue its expansion into the U.S. and European markets. The company will also accelerate the development of its cloud-based, customer-focused platform by investing in artificial intelligence, payment technologies, and visitor experiences that enable attraction operators to generate new revenue.



**FP MOFFET**  
COO

“What sets us apart from the competition is that we use a cloud-based technology with point-of-sale, e-commerce, access control, and payments all integrated into the same platform. This allows our clients to centralize the management of their attraction all in one place, and to have access to all their operating data which eases decision making,” says François-Pierre Moffet, Chief Operating Officer.

In the last 6 months, Connect&GO’s technology has been deployed to more than a dozen new customers across the United States, Europe, and Canada.

## About Connect&GO

Connect&GO is a global leader in integrated attractions management solutions and RFID technology for the leisure, attractions and entertainment industries. Flexible software modules for Point-of-Sale, e-Commerce, Access Control, Cashless Payments, Gamification, Experiential Activations and Activities Management create a seamless end-to-end guest experience that generates secondary revenues, increases spend-per-head and maximizes guest engagement. Connect&GO has served major amusement and water parks, ski hills and resorts, brands and agencies, festivals and sporting events around the world to integrate easy-to-use wearable technology into the incredible experiences they offer making it simple for guests to ENTER, PAY and PLAY!

For more information on Connect&GO, visit  
[www.connectngo.com](http://www.connectngo.com)



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