



ADVENTURE FACILITY
concepts & management

Our Expertise Your Adventure

- ▶ **OPERATIONS' MANUALS**
- ▶ **FUNTOPIA®**
- ▶ **FEASIBILITY & DESIGN**
- ▶ **OPERATIONS OF ACTIVE ENTERTAINMENT CENTERS**

Company History

► OUR ORIGINS IN THE CLIMBING INDUSTRY & WALLTOPIA

We are proud to be part of Walltopia group and rely on the knowledge and expertise that has been accumulated for more than 18 years of world-leading professionalism. Walltopia is a world leader in design and production of artificial climbing walls and entertainment products. Presently Walltopia has successfully completed projects in 42 countries and employs over 500 people.

► OUR COMPANY'S EXPERTISE IS IN DESIGN, MANAGEMENT AND OPERATION FOR SPORTS AND FAMILY ENTERTAINMENT CENTERS.

We employ a great team of architects, designers, business development & marketing specialists and project managers that create and run successfully a number of projects for the entertainment industry. We develop innovative solutions for day-to-day operations and processes to provide highest customer satisfaction rate and long-term profitability.

Our team works hard to connect fun, sport and adventure into new concepts that encourage people to live an active life and allow businesses to grow fast in a sustainable way. We breathe innovation and love new ideas. We have a CAN-DO attitude towards every task and project.

► MISSION

To share our first-hand structured knowledge and experience in active entertainment design, operations & management with partners in the industry, and help them create efficient locations, develop sustainable businesses, sustain repeating Guests throughout the opportunities provided within the variety of products, programs and customer service typical for the industry.

► DEVELOPMENT

Being a fast-growing company, it has over seven years since we launched our first Active Entertainment facility center in Bulgaria (Europe), but we have already expanded our portfolio with franchise/operational partners in Middle East (Israel), Chicago (USA), Melbourne (Australia), Oman (GCC) and others with several more projects underway. To this date we have worked or are currently working on projects in Australia, Austria, Bulgaria, Canada, China, France, Malaysia, Mexico, Northern Ireland, New Zealand, Oman, Pakistan, Qatar, Russia and USA.

► OUR DEVOTED TEAM

We are tremendously proud of what our team has been able to achieve in just a few years. AFCM team is made up of creative specialists dedicated to deliver the best and memorable experience in the field of Active Entertainment. Clients know us for our great passion when it comes to strategic planning, critical thinking, best-practice guidance and a results-focused approach. And we all work together as one cohesive unit, united in our singular passion for putting you and your success first.

► VISION

To spur the growth of Active entertainment industry by creating and sharing the best practices in order to deliver memorable experience for Guests and Employees.

Our goals are to exploit the full potential of the active entertainment attractions, provide Guests with a variety of common and personalized experiences, turn Guests into repeating customers, achieve great ROIs, satisfy investors and establish our company as a leading operator.

Operational Guidance Packages



BASIC

Recommended if you are looking for extensive operational manuals dedicated to specific adventure attractions only.

\$ 2 000

- ✓ Attractions manuals
- ✓ Additional services

Starting at \$2 000 / 1 700 € per basic attraction manual. Please, contact us for your customized offer.



EXTENDED

Recommended if interested in extensive Operational, HR or Programs' Manuals dedicated to specific adventure attractions only OR a whole facility.

\$ 3 500

- ✓ Attractions manuals
- ✓ Employees' manuals
- ✓ Day to Day operations manuals
- ✓ Variable programs guideline
- ✓ Marketing materials
- ✓ Forms
- ✓ Additional services

Starting at \$3 500 / 3 000 € per extended attraction manual. Please, contact us for your customized offer.



ONGOING

Recommended if interested in extensive operational, HR or programs' manuals dedicated to specific adventure attractions OR a whole facility PLUS ongoing support and regularly updated content.

\$ 3 500

- ✓ Attractions manuals
- ✓ Employees' manuals
- ✓ Day to Day operations manuals
- ✓ Variable programs guideline
- ✓ Marketing materials
- ✓ Forms
- ✓ Additional services
- ✓ Ongoing support

Starting at \$3 500 / 3 000 € per extended attraction manual plus 500 € monthly subscription fee for ongoing support. Please, contact us for your customized offer.

Adventure Facility Concepts & Management, the company behind Funtopia® brand, currently operates 11 Funtopia® locations in 5 countries on 4 continents. Our expertise in design, operations and management of active entertainment centers unleashed our potential in creating and developing a large variety of additional revenue streams.

The extensive international experience in multiple locations, allowed us to optimize the numerous adventure attractions (such as fun climbing walls, ropes courses, ninja courses, adventure trails, caves, trampolines, etc.) to their full potential. Our team of professionals in Europe, USA and Australia created and developed numerous programs, courses, services, operational & marketing strategies, that are applied and conducted on a daily basis in our venues across the globe.

Driven by our passion of active entertainment and sharing our know-how with entrepreneurs and operation companies in the industry, we collected all our knowledge and experience in design, operations and management in **three extensive operational guidance packages** to be delivered under license agreements.

All alike centers with active entertainment attractions can benefit from our know-how and subscribe for ongoing and future developments of revenue streams & operational features. With a very high attention to details and fine tuning of operational subtleties these packages are designed to cover the specific needs if you are:

- **First-time owner of FEC**
- **Advanced operator**
- **or if you are willing to become part of Funtopia® family.**

Operational Guidance Packages



BASIC

Recommended if you are looking for extensive operational manuals dedicated to specific attractions only.

► ATTRACTIONS MANUALS

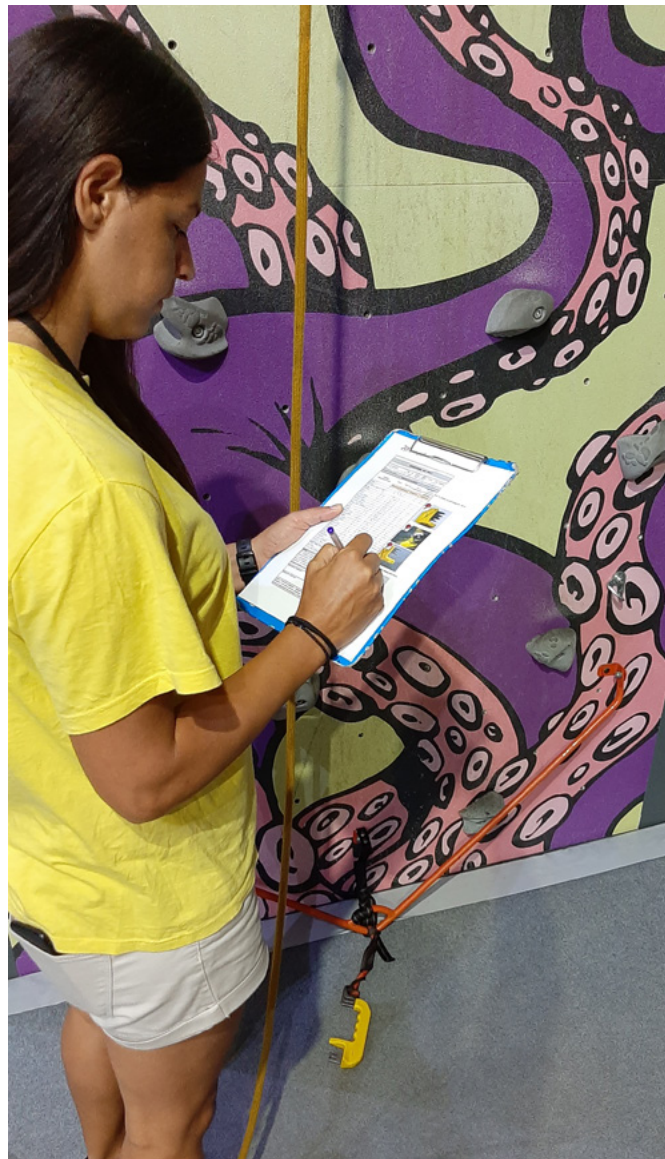
Job Descriptions
Facilitator's Manual
Waiver Policy
Operations Area Description
Session Description
Safety Procedures & Rules
Opening & Closing Procedures
Cleaning Procedures
Maintenance Procedures

► PRICING

Starting at \$2 000 / 1 700 € per basic attraction manual. Please, contact us for your customized offer.

► CONTRACT TERMS

- One-off contract.
- Exclusivity of territory restrictions – Not Available.



Operational Guidance Packages



EXTENDED

Recommended if interested in extensive Operational, HR or Programs Manuals dedicated to specific attractions only OR a whole facility.

► ATTRACTIONS MANUALS

- Job Descriptions
- Facilitator's Manual
- Waiver Policy
- Operations Area Description
- Session Description
- Safety Procedures & Rules
- Opening & Closing Procedures
- Cleaning Procedures
- Maintenance Procedures

► EMPLOYEES' MANUALS

- New Team Member Guide
- Interview Guide
- Training Manual
- Manager's Manual
- Assistant Manager
- BP Coordinator Manual
- Events Coordinator Manual
- Front Desk Manual

► DAY TO DAY OPERATIONS MANUALS

- Risk Assessment Guidelines
- Sanitizing Procedures
- Inventory Check
- Crisis Management Guidelines
- Security Issues Guidelines
- Customer Flow Procedures
- Basic Kitchen Procedures Guidelines

► VARIABLE PROGRAMS GUIDELINE

- BP Packages
- STEAM
- Workshops
- Progressive Training Programs
- Daycamp
- Corporate Events
- School groups
- Team Buildings
- Fundraising



► MARKETING MATERIALS

- Signage
- Marketing Calendar

► FORMS

- Hiring Procedures Forms
- Customer Relation Forms
- Manager's Performance
- Staff Member Performance
- Audit Forms P&Ls
- Secret Customer
- Management Meeting Agenda
- Month to Month Annual Budget
- Payroll Budget
- BP/Events Budget
- Marketing Budget
- KPIs
- FD Telephone/Onsite
- Communication Form
- BP Bookings Form
- Operations Checklists
- Opening/Closing Procedures
- Maintenance Checklists



► PRICING

Starting at \$3 500 / 3 000€ per extended attraction manual. Please, contact us for your customized offer.

► CONTRACT TERMS

- One-off contract.
- Package valid for min 2 types of attractions or complete facility.
- Exclusivity of territory restrictions – Not Available.

Operational Guidance Packages



ONGOING

Recommended if interested in extensive Operational, HR or Programs Manuals dedicated to specific attractions only OR a whole facility.

► ATTRACTIONS MANUALS

- Job Descriptions
- Facilitator's Manual
- Waiver Policy
- Operations Area Description
- Session Description
- Safety Procedures & Rules
- Opening & Closing Procedures
- Cleaning Procedures
- Maintenance Procedures



► EMPLOYEES' MANUALS

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- Risk Assessment Guidelines
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► VARIABLE PROGRAMS GUIDELINE

- BP Packages
- STEAM
- Workshops
- Progressive Training Programs
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- Corporate Events
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- Team Buildings
- Fundraising

► MARKETING MATERIALS

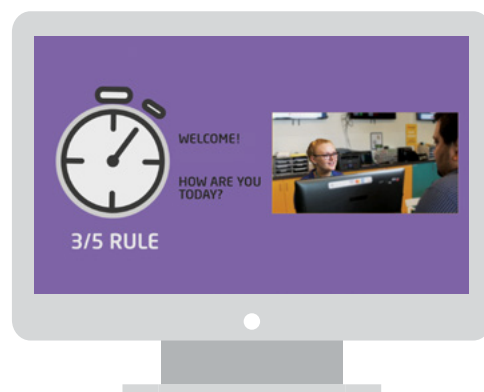
- Signage
- Marketing Calendar

► FORMS

- Hiring Procedures Forms
- Customer Relation Forms
- Manager's Performance
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► ONGOING SUPPORT

- Constantly Updated Programs
- Constantly Updated HR Package
- Access to Ongoing Online Trainings: *(General Trainings, Manager, Event Manager, Supervisor, Front Desk, Facilitator, Kitchen, Birthday Parties, Marketing, Sales and Upsales)*
- Access to New/Updated Manuals
- Access to Marketing Pool of Programs: *(videos, designs, brochures, etc.)*



► PRICING

Starting at \$3 500 / 3 000 € per extended attraction manual plus 500 € monthly subscription fee for ongoing support. Please, contact us for your customized offer.

► CONTRACT TERMS

- One-off contract for min period of 3 years.
- Package valid for min 3 types of attractions or complete facility.
- Exclusivity of territory restrictions – Programs only specific area or territory.

Additional Services

		BASIC	EXTENDED	ONGOING
Initial Onsite Training I	Covers the following topics: Operations Area Description, Sessions, Waiver Policy, Safety, Cleaning, Opening and Closing; Expected duration of the training is 1 business day.	✓	✓	✓
Initial Onsite Training I + II	Covers the above listed plus the following topics: Front Desk Procedures, Events Planning Procedures, Scheduling, Maintenance, etc. Expected duration of the training is 2 business days.	✗	✓	✓
Initial Online Training I	Covers the same topics as Onsite Training I. Expected duration of the training is 1 business day.	✓	✓	✓
Initial Online Training I+II	Covers the same topics as Onsite Training I + II. Expected duration of the training is 1 business day.	✗	✓	✓
Access to New / Updated Manuals	We are offering an annual update of all manuals and materials at the reduced cost of 25% of the initially agreed fees.	✓	✓	✓
Annual Visits	Our team will be with you through your business adventure, if you need our help, we are a click away. We have created an annual report program, providing a full review of your operations, which will aid you in identifying strengths and weaknesses, and improving upon those weaknesses.	✓	✓	✓
POS System	We will connect you with our preferred partner Gym Realm that provides software especially developed for FEC.	✓	✓	✓
POS System Training	We are happy to provide you with an extensive and detailed training of the POS system, catering to the specific needs of your location.	✓	✓	✓
Launching Of Site	Expert of our operation team may be landed at your venue to help smooth start of operations. Recommended min period for landing this person is 1 full week.	✗	✓	✓
Operational Agreement	Refer to p. 10 in this brochure	✗	✓	✓
Planning & Design Services	Refer to p. 9 in this brochure	✓	✓	✓
Access to E-Learning Platform	Our E-learning platform consists of all training courses, updated such and new-comers. Subscription is for min 1 year period.	✗	✓	✓
Variable Programs Guide	The guide covers the following programs: BP Packages / STEAM Programs / Workshops / Progressive Training Programs / Daycamp / Corporate Events / School Groups / Team Buildings / Fundraising;	✓	✓	✓
Marketing Pool of Programs Materials	The pool consists of materials for the Programs, such as videos, design visuals, photos, brochures, etc.	✓	✗	✓

 included
  available
  not available

... it is not simply about acquiring a name but about becoming a part of a likeminded professional family.



Funtopia® License

Recommended if you are interested in obtaining Funtopia® trademark and becoming part of the family, benefiting from the established brand.

\$ 3 000

\$3 000 / 2 500 € per year

Contract terms: Minimum 3 years period available with Extended and Ongoing Operational Guidance Packages only



Funtopia® Franchise

Recommended for entrepreneurs looking for a turn-key solution of active entertainment center and benefit not only from the operational knowledge but receiving constant support in the field of financial, HR and marketing.

\$ 35 000

\$35 000 / 30 000 € initial franchise fee
6% + 1% royalty fee of gross monthly revenue

Contract terms: 10 years period + extension of 5 + 5 years



Funtopia® is our registered trademark, which represents the active entertainment locations we operate solely or in a license/franchise partnership. Our dedication and our genuine belief in the active and healthy lifestyle made our brand a true trend-setter in the industry. Equally challenging to both – body and mind, Funtopia® is the true alternative to screen entertainment.

Through its Active Entertainment Centers, Funtopia® links healthy living, sports, and entertainment to encourage creativity, personal interactions, and family-shared experiences that last. Based upon the vision of a place that inspires visitors and empowers their imagination, Funtopia® creates an interactive and socially engaging environment.

Joining our Family, you will become a part of a globally recognizable brand, distinguishing your business from the competitors. Our brand is an efficient commercial communication tool to capture customer attention and make your business, products and services stand out.

Funtopia® brand inspires positive feelings in people's minds. Our trademark has built a solid reputation generating positive values and general trustworthiness. As a result, employment opportunities are more attractive to candidates.

Becoming part of Funtopia® family brings you extensive benefits. Learn more about the features included:



Trademark: Funtopia® Registered Logo

HAVE FUN, BE ACTIVE!

Slogan: Have Fun Be Active!

funtopiaworld.com/your location

Website backbone

your name@funtopiaworld.com

E-mail accounts available
with Funtopia® website



Fun climbing walls
Ninja course, parkour
Cloud climb, etc.

All existing
Funtopia® customized attractions



**Upcoming
attractions**

All upcoming
Funtopia® customized attractions



POS Software System



Funtopia® branded merchandise



Branded supplies
(discount as part of the group)



TERRITORIAL PROTECTION



STAFF TRAINING PLATFORM



**OPERATIONS MANUALS
& HANDBOOKS**

Funtopia+

Customized gamification
system (optional)



**MARKETING
TOOLS**



DEDICATED WINGMAN



INITIAL TRAINING



ONGOING TRAINING



DESIGN OPTIMIZATION



BUSINESS PLAN REVIEW



**PROJECT
MANAGEMENT
ASSISTANCE**



LIST OF APPROVED SUPPLIERS



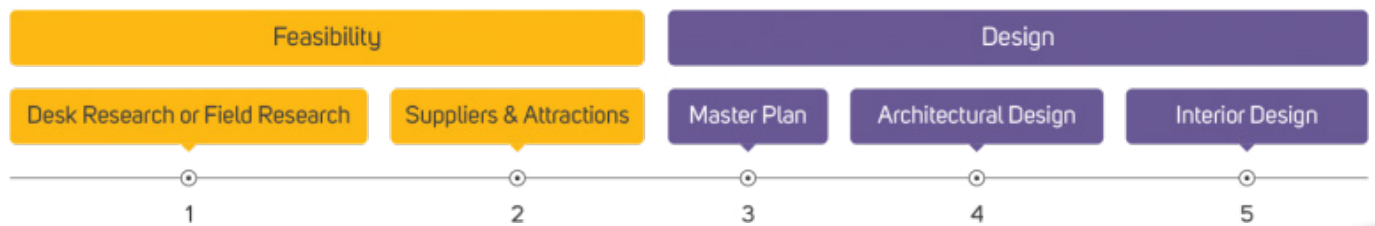
**LAUNCHER
ONSITE**



ANNUAL FRANCHISE SUMMITS

Feasibility & Design

Recommended if you have considered developing your active entertainment center and look for excellently optimized design and operationally efficient solution.



In this stage we go through various steps to obtain a facility that will meet the community needs, the investors' expectations and bring memorable experiences to Guests.

Feasibility & Business Plan

Full market and financial feasibility analysis, attendance and per capita revenue projections, financial projections, etc. we gather all the data needed to define the key business goals and expectations of the project. This stage is necessary to determine if the concept is feasible for the allocated market. Using this data we provide a financial plan showing a 5 year projection, which in turn you can use to make an informed decision.

Desk / Field Research

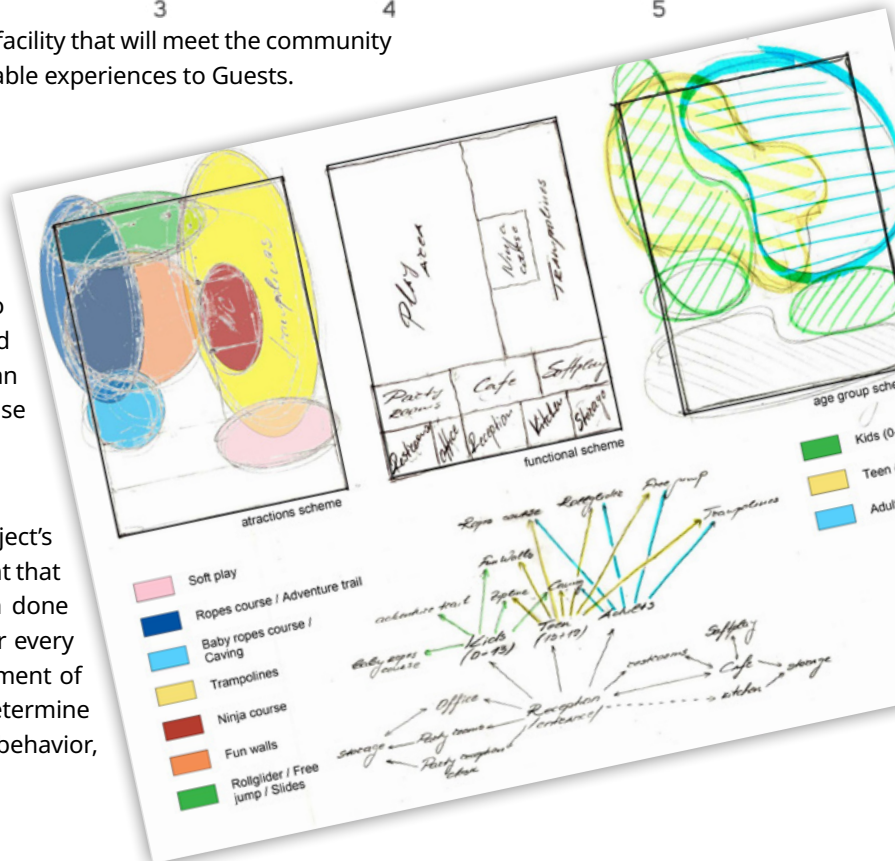
Proper desk / field research is the corner stone of a project's success. It gives a picture of the business environment that a venue will have to operate in and as such, when done correctly and with proficiency, becomes the basis for every decision and strategy choice regarding the development of a project. It involves various tools and methods to determine a site's competition, community characteristics and behavior, geographic and socioeconomic-lifestyles.

Suppliers & Attractions

We work with approved list of suppliers proven to perform highest safety standards and quality of products. The facility is planned based on the results of the desk research and the mix of attractions is chosen accordingly. The scope of attractions included in an active entertainment center is large – from artificial caves, fun climbing walls, ropes courses and ninja traces, to flying experiences such as zip-lines and Rollglider, or attractions for the youngest – jungle gyms, adventure trails, cloud climbs and many more.

Design

Core part of the design stage is the proper functionality zoning. This is a strategically important process which requires a very high level of knowledge on Guests' behavior, operations procedures and a myriad of skills concerning running a successful facility. Defining the people flow inside a venue and predetermining the operational processes are key requirements for a project to work well. We are dedicated to provide our partners with nice designs and design features, but also to achieve operational efficiency while also stressing on safety and risk assessment. Repeating customers are a measure for the success of a project therefore before providing Guests with services, we design safe, nice and welcoming facilities.



► PRICING

Customized offer, tailored for your unique project will be provided upon request.

► CONTRACT TERMS

- One-off contract.
- We serve both indoor and outdoor active entertainment centers

Operations of Active Entertainment Centers

Recommended for entrepreneurs or investors interested in partnership with established Operations & Management company in the entertainment sector.

OPERATIONS STAGES



Our team has created a large database of manuals and trainings for proper operations and management of active entertainment centers or single attractions only. This knowledge covers the essentials of each area such as but not limited to: Safety, HR, Guest experience, operations procedures, opening and closing procedures, cleaning procedures, maintenance and inspections, emergency procedures etc.

► WHAT'S INCLUDED?

1. Pre-opening

(between 2 and 4 months)

MAIN TASKS:

- fixtures & furniture
- branding
- recruitment
- trainings
- list of services & packages

2. Soft opening

(local opening with no preliminary marketing campaign)

MAIN TASKS:

- launching of site
- sales & marketing
- event management

3. Post opening

(between 6 and 12 months)

MAIN TASKS:

- customer service procedures
- budgeting & planning
- staff development
- development of revenue streams
- optimization of operational processes

4. Grand opening

(opening for the greater audience)

MAIN TASKS:

- media presence
- brand awareness
- new target audiences
- corporate partnerships

5. Continuing Development

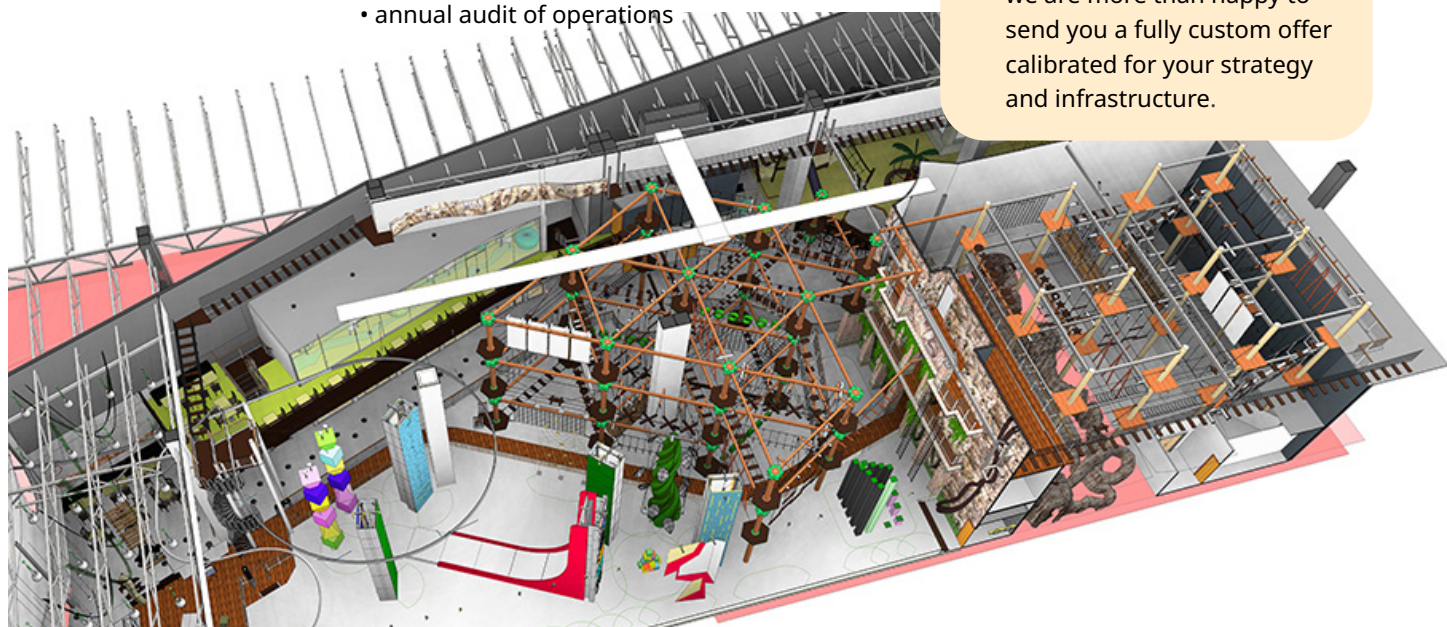
(following the 12th month after Soft Opening)

MAIN TASKS:

- maintenance & technical services
- optimization of staff
- optimization of processes
- new programs development
- annual audit of operations

► PRICING

For each project being unique, we are more than happy to send you a fully custom offer calibrated for your strategy and infrastructure.





ADVENTURE FACILITY

concepts & management

Our Expertise Your Adventure

EMEA & APAC

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