



SKY ZONE[®]
TRAMPOLINE PARK



WHAT IS

SKY ZONE?

Sky Zone is the world's first indoor trampoline park. It's the place that invented "fun fitness." The place where people of all ages can come and discover the adventure and excitement of "wall to wall" fun. The place to go to have a blast with your friends and get one of the greatest workouts ever. In fact, Sky Zone was voted the number one "out of the box" workout.

SkyZone was also voted the **best place for birthday parties**. What parent wouldn't want to drag their kids away from video games to host a few hours of Sky Zone Healthy fun? And there's no easier way for parents to throw what their kids consider "**the best party ever**."

This unparalleled combination of **fun and fitness** has become one of the most popular places for family entertainment. That's because Sky Zone delivers a **WoW** experience to anyone who walks through the door.

Nothing quite compares to that exhilarating, weightless WoW that comes from bouncing off a trampoline, doing flips, or landing in a pit filled with 10,000 foam cubes. Or the amazingly awesome WoW of Sky-Slam, where anyone can dunk like an NBA super star. Or take it to the limit at Sky Zone with Ultimate Dodgeball, the latest and greatest sport for thrill seeking athletes addicted to **high flying fun**.

So it's no surprise, the question asked most after a trip to Sky Zone is, "**When are we coming back?**"



The following brand attributes are important in guiding the look and feel of the brand. These are the three attributes we feel best **describe the brand**. They are vital to keeping the brand relevant, authentic and differentiated. These three words can be used throughout the company to evaluate product, park and website design, overall brand language, ad copy, programming, graphics, social media, even event and fundraising decisions.

AWESOME
HEALTHY  **FUN**

UNIQUE SELLING PROPOSITION

What makes Sky Zone unique from its competitors?
What is the idea that will create a well defined
brand in people's minds?



**Only Sky Zone delivers
awesome healthy fun... with WoW.**





WHAT IS [WoW?]



WoW is our difference. Our edge. Our attitude. Our promise. WoW is that extra something we deliver one jump at a time. WoW is going above and beyond. Exceeding expectations.

WoW is being blown away by experiencing something new. Something mindblowing. WoW is the magic of jumping, laughing, flying through the air, having the time of your life.

WoW is what we deliver to anyone who walks in the door. And "WoW" is what we want everyone to say when they walk out the door.

[CORE VALUES]

These are the beliefs that all of us at Sky Zone are passionate about and live by every day.



- **Make it Fun**
- **Keep it Safe**
- **Be Healthy**
- **Do Good**
- **Deliver WoW**

Sky Zone International Area Development

We are actively seeking business groups with a strong history of ownership and experience in customer experience and/or family entertainment industries. Internationally, we offer development through Area Development Agreements. These agreements commit the franchisee to developing multiple locations throughout the country or region of interest within an agreed upon development schedule. Area Developers receive training and support from Sky Zone Franchise Group as dictated within the Area Development Agreement and have support directly from Sky Zone's international operations team.



Qualifications for Consideration

- **Business ownership experience in a comparable industry of Family Entertainment Centers, entertainment, recreation, and amusement parks with multiple locations**
- **Business ownership experience that includes the management of multiple locations and experience in customer experience and/or hospitality operations**
- **Access to sufficient capital to acquire the Area License and build a minimum of five parks**
- **Synergy of personal and business background with the Sky Zone culture**
- **Passion for fun and fitness – Active Fun!**
- **Be a “team player” and support the system**
- **Adaptable to change – procedures and systems**

Executive & Management Team

Jeff Platt

CEO and President

Steve Yeffa

Executive Vice-President and Chief Financial Officer

Glenn Lord

Senior Vice-President Franchise Operations

Brad Ball

Vice-President of Marketing

Frank Forray

Vice-President Franchise Operations

Matt Lambeth

Vice-President Development & Construction

Brian Greene

Director of Franchise Marketing

Tom Dubois

Senior Director, Real Estate

Lesley Hawks

International Representative



Sky Zone WOW!



Top Consumer Products &
Services Companies



Los Angeles Metro Area

Forbes



FranchiseBusiness**REVIEW**[™]
Franchisee Satisfaction Awards



Entrepreneur 500 2014: #397

Entrepreneur Top New 2014: #35

Undercover Boss: Aired March 2014

Forbes: America's Most Promising Companies 2014: #74

Franchise Business Review: Top Emerging Brand for 2014





Sky Zone Timeline

2002: Sky Zone LLC established

June 2004 - 2008: Sky Zone opens three company locations in Las Vegas, NV, Chesterfield, MO, and Rocklin, CA

November 2008: Sky Zone Franchise Group (SZFG) is established

September 2010: 1st franchise opens in Columbus, Ohio

Current Status:

Over 200 sold locations with almost 100 open locations

International Franchisees

- ① Mexico
- ② Australia/New Zealand
- ③ United Kingdom: LOI signed and agreements in process
- ④ Saudi Arabia: LOI signed and agreements in process



Sky Zone Revenue

1. Open Jump & Dodgeball
 - Open Jump Court: ~4000 – 6500 sq. ft.
 - Dodgeball Courts: ~2200 – 2800 sq. ft.
 - Slam Zone (Basketball Dunks): 2-3 lanes
 - Foam Zone: 2-5 lanes
2. Events: Birthday, Corporate, Fundraisers, etc.
3. Fuel Zone (food and beverage)
4. SkyRobics
5. Virtual Dodgeball

Programs

SkyRobics & SkyRobics 4Kids
Ultimate Dodgeball & Tournaments
Ultimate Volleyball
Sport Leagues
Community Programs
Kids: SkyCamp, SkyJam, SkyKids



Virtual Dodgeball!



Sky Zone Guests test their throwing skills off the trampoline.

- New in Q4 2014
- Increases park capacity
- Promotes healthy competition
- Combine technology with physical activity off the trampoline courts!

Franchise Operations

Employees:

- 4 management positions: GM, Operations Manager, Manager, Events Manager
- 30k+ sq. ft.: 90-100 team members (part time)
- 25k – 30k sq. ft.: 80-90 team members
- 20k – 25k sq. ft.: 60-70 team members
- 15k – 19k sq. ft.: 50-60 team members

Park Maintenance

- Trampoline court surface cleaning with disinfectant
- Foam cubes removed, disinfected, and new cubes added to replace worn cubes once per month
- Routine inspections of the park done by the Building Services Manager and documented on standard forms.
- Longevity: There is no need to be proactive and replace parts on a timeline due to a redundant construction that allows for replacements as needed. Trampolines with heavy usage, such as those at the entrance to the court, may need to be replaced earlier.



Franchise Operations

- **Hours:** Open a minimum six days per week. Seasonal hours apply and additional days and hours may be added. Cultural tradition and other factors may affect hours of operation.
- **Jumper tickets:** Tickets are printed stickers required for court jumping.
- **“Fuel Zone”:** Manned, pre-packaged concessions with a healthy focus. Concession offerings and space may vary by country and culture.
- **Insurance:** Custom insurance program for Sky Zone Franchisees through an international insurance provider.
- **Footwear:** Socks with a silicone adhesive pattern on the soles.



Sky Zone POS System

Centeredge Software

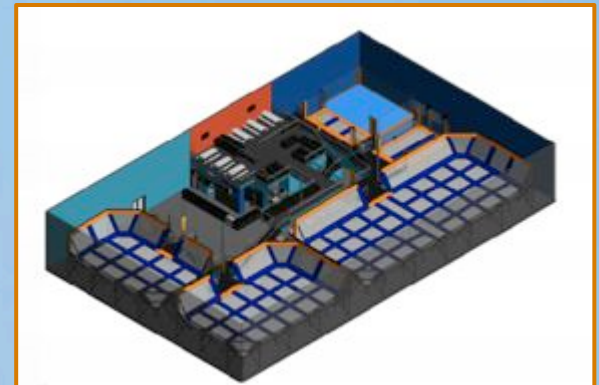
- Admission and ticketing
- Food & beverage
- Party and event scheduling
- Online sales and booking
- Manage credit and cash transactions
- Advanced management reporting
- 24/7 technical support (maintenance fee applies)
- Software customization for country specific needs and requirements

www.centeredgesoftware.com



Your Sky Zone Location

- Sky Zone Real Estate Support Team
- CAD Drawings
 - Initial CAD plans provided by SZ
 - Franchisee to hire local architect to develop construction drawings
 - Franchisee hires local General Contractor
- US/Canada Size Average: 27,000 sq. ft., Ranges from 16,000-47,000 sq. ft.
- Trampoline Space: Minimum 50% and up to 70% of the park is trampolines
- Mezzanines: Allows for a dynamic environment for non-jumpers to watch, more space for parties and open area, and increased the trampoline space available within the building
- Minimum clear height: 18 feet
- Ideal column spacing: 40' - 50'
- Parking: Minimum 3-6 spaces per 1000 sq. ft. Public transportation may affect this.




Inside your Park

- **Large Playing Field:** One, approximately 4 – 6,000 sq. ft.
 - SkyRobics, open jump, ability to section off for private parties
- **Dodgeball Courts:** 1-5 courts per park, 2200 – 2700 square feet
 - Used for Ultimate Dodgeball and Volleyball
- **Sky Slam:** 2-4 lanes
 - Slam dunk a basketball!
- **Foam Zone:** 2-5 lanes
 - Jump into a sea of foam cubes
- **Fuel Zone:** Pre-packaged products with healthy options.
 - Food brought in for parties is generally through outside vendors
- **Party Rooms:** 2-5 party rooms
- **Other:** Locker and open space seating area, cashier and check in area, offices

「Pre-Opening Support Services」

- Up to two weeks Train the Trainer training program at the Sky Zone in Los Angeles, CA
 - Office/management/operations
 - POS and computer system training
 - General facility: Maintenance, monitoring, events, etc.
 - Marketing and advertising
- Sky Zone training representatives in-country at your park for pre-opening and opening
- Site selection assistance
- Design and installation of trampoline playing fields
- Direct support and contact with the Director of International Operations

Action Items: Steps To Acquiring Our License

- 
- Initial Candidate Information form and Confidentiality agreement to received detailed information on the Sky Zone® brand and operating model
 - Conference Call with Lesley Hawks for a business review and learning session
 - Conference Call with Jeff Platt, CEO, Sky Zone Franchise Group
 - Completion of assessment of Sky Zone opportunity in the market of consideration for number of locations (ongoing)
 - Ongoing submission of all supporting financial statements, business plan, CVs, and biographies to Sky Zone.
 - International background check and onsite assessment of current operations and team
 - Meetings in Los Angeles, CA with the Sky Zone team
 - Letter of Intent presented to candidate and executed
 - Sky Zone Area Development Agreements executed and all legal documents completed
 - *Initial License Fee paid*
 - *Start training in Los Angeles, California*

HAVE FUN, FLY SAFE!



AWESOME
HEALTHY
FUN

For more information on the SkyZone® International Area License Opportunity Please contact Ms. Lesley Hawks, International Representative at lkhawks@edwardsglobal.com or on +1 562 760 1611