

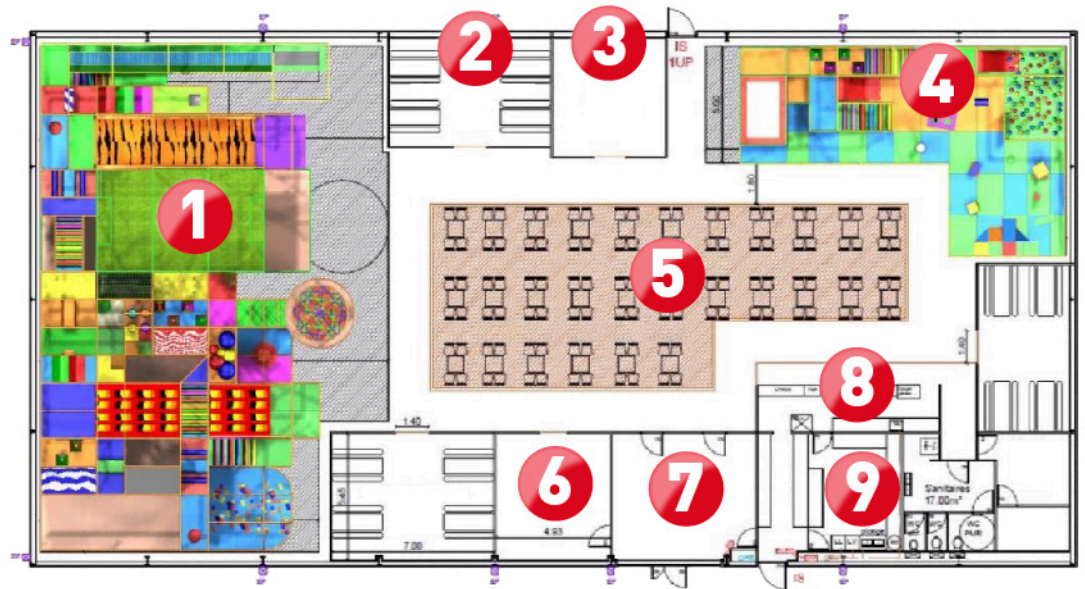


The Concept OF ROYAL KIDS

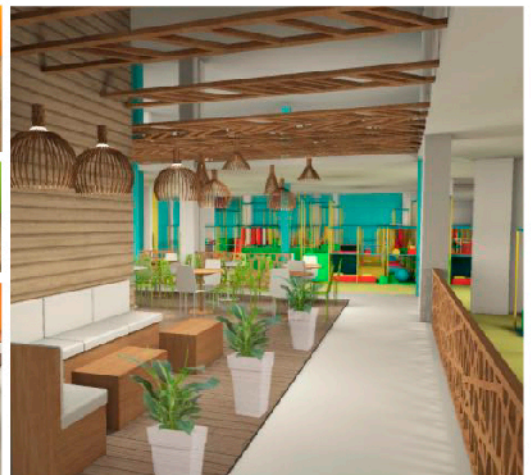
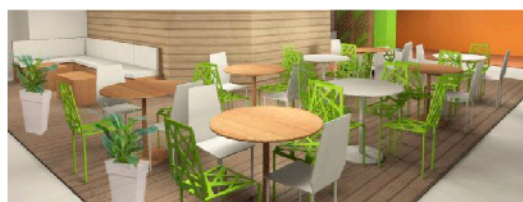
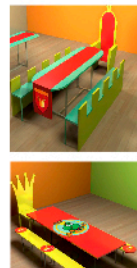
Royal Kids is an indoor play park concept for children aged 0 to 12.

It's a safe place, heated and air-conditioned space where children can engage in play (giant slides, monkey bridges, zip lines, ball pools, trampolines, toboggan run, mini karting).

A motor skills course is specially reserved for children under 3 years old, and for those accompanying them, a snacking and relaxation area is available.



- 1 MegaStructure** | 300m²
- 2 Birthday Rooms** | 38m²
- 3 Disco** | 25m²
- 4 BabyStructure** | 100m²
- 5 Parents area** | 140m²
- 6 Home Group** | 27m²
- 7 Hall Home** | 27m²
- 8 Bar**
- 9 Kitchen** | 20m²





Who are WE?

CURRENTLY, OUR ACTIVITIES ARE DEPLOYED IN THE FOLLOWING REGIONS



FRANCE

We have **65 parks**, with a development strategy aiming to reach **100 parks** within 3 years.

MOROCCO

After signing a **master franchise** less than a year ago, we have already opened a park in Rabat, two others are in preparation, and several others are under study.

SPAIN

Our presence in **Jerez** for several months has been strengthened by the signing of a **master franchise**. We are currently preparing an opening in **Barcelona**, as well as several projects currently being studied.

UNITED STATES

Our **master franchise** signed 3 years ago now has more than **150 parks open**, with several more in the pipeline.



We are currently enjoying **great success**, largely thanks to our **adaptation** to market developments. With the advent of the Internet, the traditional sector is experiencing a slowdown, while the leisure **sector** is **booming**.



As a **leader** in **Europe** and **the United States**, with more than **20 years** of operation, we continue to strengthen our positions and negotiate preferential rates with our partners.



We are observing a **change in consumption habits**, in our favor. Following the impact of the pandemic, remote **working** has become widespread, leading our clients to seek greater comfort, in particular **soundproofed rooms** and **table service**.



We have also introduced a **childcare** system, allowing parents to combine work in our **adapted spaces** with activities such as shopping or shopping in nearby shopping centers.



We see that households have **increased purchasing power**, more **free time**, and express the desire to spend more quality time with their children. Even in countries where birth rates are falling, **the demand for leisure activities for children is increasing**.

While 20 years ago our clients visited our centers once a month, **today they come once a week**.

Our **competitive pricing**, with an entry price of **10 euros** for children and **free** for parents **with no time limit**, constitutes our main comparative advantage

✓ As an example, here is a comparison of prices for 2 parents and 1 child



Royal Kids : 10 euros
(with an average of 3 hours of activities)



Similar activities : 28 euros
(for 3 hours).



Cinema : 26 euros.



Ice rink : 22 euros.



Bowling : 24 euros.



This pricing policy explains **our constant growth** for more than **20 years** and our undeniable success in all the countries where we operate.

franchise ROYAL KIDS



Choosing to **invest** in a franchise means creating your business with a **known brand**, a proven concept, access to adapted **training** and studied techniques.

All this in return for **an entry fee and royalties**.

You optimize your chances of success while remaining the **owner of your business**.



You provide the means to achieve higher **financial results and more quickly** than by undertaking the adventure alone.

Continue to exploit the concept, anticipate customer expectations, pool skills and **make them accessible to all at the lowest cost**.

Grow the network and its notoriety so that the brand becomes essential in this sector.



benefits OF THE ROYAL KIDS Franchise

The service advantages

- ✓ A team of experts at your disposal
- ✓ The notoriety of the French
- ✓ Leader Training courses
- ✓ Technical monitoring
- ✓ A visual identity with high added value
- ✓ Local communication tools
- ✓ Partnerships and commercial operations

Experience benefits

- ✓ 20 years of experience
- ✓ A concept that has proven its reliability
- ✓ Training for different professions
- ✓ Access to listed suppliers
- ✓ French and CEE approved games at preferential prices

Financial benefits

- ✓ Assistance in preparing the financial file
- ✓ Financing solutions at the best rates
- ✓ A framework insurance contract with negotiated conditions
- ✓ A return on investment from the first year
- ✓ A cash-generating concept
- ✓ Strong profitability
- ✓ A concept that does not require stock



assistance FOR NEW FRANCHISEES

ASSISTANCE FOR OPENING

Interior modeling

- ✓ Choice of games
- ✓ Choice of decoration
- ✓ Surface layout plan
- ✓ Choice of entrepreneurs

Exterior facing

- ✓ Arrangement of signs
- ✓ Arrangement of the car park



daily SUPPORT

Contracts with headquarters

- ✓ Regular contract
- ✓ Rise of difficulties on the ground
- ✓ Advice on the profession
- ✓ The procedures

Permanent services at headquarters

- ✓ Regular contract
- ✓ Rise of difficulties on the ground
- ✓ Advice on the profession
- ✓ The procedures

Participation in the life of the network

- ✓ Regional meetings Inter-franchisee meeting
- ✓ Annual conference
- ✓ The advisory board

Access to different partnerships

- ✓ Benefit from negotiated supplier rates
- ✓ Benefit from framework agreements



the BRAND ROYAL KIDS MADE IN FRANCE

The strength of the **Royal Kids** brand lies in its ability to create a **fun and safe environment** that captures children's imagination. Through colorful visuals and attractive designs, the brand manages to generate enthusiasm and encourage families to choose **Royal Kids** as their preferred place for children's entertainment.

Royal Kids maintains the simplicity and accessibility of the brand's communication. By using clear language and cheerful visuals, **Royal Kids** manages to establish a strong emotional connection with families, creating a positive experience with every interaction.

The strength of the **Royal Kids** brand lies in its ability to create a **fun and welcoming world**, to communicate in a **simple and engaging way**, and to adapt **dynamically** to meet the evolving needs of its customers.

It positions itself as a source of happiness and entertainment, using a cheerful aesthetic to reflect its commitment to positive experiences for children.

Mass media



Products bearing the image of the brand with high added value:

- ✓ T-shirt,
- ✓ Socks,
- ✓ Key ring,
- ✓ Pen,
- ✓ Soft toy...



COMMERCIAL editions

- ✓ Park poster
- ✓ Prospecting Flyers
- ✓ 3-fold Leaflet Birthday
- ✓ Packages
- ✓ Birthday Invitations
- ✓ Royal Card Royal Pass'
- ✓ Entrance Ticket
- ✓ Visit card
- ✓ Anniversary Certificate



a NATIONAL website

The national portal allows quick access to the web pages of each franchisee (addresses, prices, schedules, commercial offers, events, etc.)



a PRESENCE on social networks

Facebook, Instagram, Youtube, franchisees are making waves on the web and on social networks



ROYAL KIDS WEB APPLICATIONS

Royal Kids is the only indoor play park franchise that develops web applications for franchisees.

StoreRK intra RoyalKids store for your purchases, **KDOWTime** store birthday list and **KDOWPlay** to improve your visibility on the networks



a TV PRESENCE

Royal Kids regularly partners with children's shows on the major channels (TF1, TFOU, XD, Disney Junior, etc.).



the **key** NUMBERS



open a royal kids PARK

🏠 PROJECT

- ✓ **AREA** : ~ 1000m²
- ✓ **RECOMMENDED HEIGHT** : ~ 6m
- ✓ **POPULATION** : 80 000 inhabitants minimum

💰 FINANCE

- ✓ **BUDGET**: €400,000
- ✓ **GAMES STRUCTURE** : €150,000
- ✓ **WORK** : €120,000
- ✓ **SUPPLIES** : €80,000
- ✓ **MISCELLANEOUS COSTS** : €50,000

✓ EXAMPLES

- ✓ **FOR +200,000 INHABITANTS IN A CITY :**
INCOME : €1,000,000/year
PROFITABILITY : minimum 20% = €200,000
- ✓ **FOR -200,000 INHABITANTS IN A CITY :**
INCOME : €500,000/year
PROFITABILITY : minimum 20% -> €100,000

fees and Royalties ROYAL KIDS

💰 FRESH ROYAL KIDS

- ✓ **BUDGET** : €400,000
- ✓ **ENTRANCE FEES** : €30,000

TOTAL : €430,000

👑 ROYALTY

MONTHLY Royalties
3% of income with a minimum of €1,000/month

- ✓ **1st year** : €1,000/month
- ✓ **2nd year and +** : 3% of total revenue
(minimum €1,000/month)

✓ EXAMPLES

- ✓ **1,000,000€ INCOME/YEAR** -> 2,500€/month
- ✓ **600,000€ INCOME/YEAR** -> 1,500€/month
- ✓ **-OF 400,000€ INCOME/YEAR** -> 1,000€/month

🏢 BANK

RATE : 3% DURATION : 7 YEARS

- ✓ **AMOUNT** -> €350,000
- ✓ **MONTHLY RENT** -> €4,200

Contract of FRANCHISE ROYAL KIDS



PAYMENT : €15,000

THE FRANCHISOR

The Franchisor grants **the Franchisee** the right to operate

- ✓ his brand,
- ✓ expertise

The Franchisor allows **the Franchisee** to market their products, while benefiting from commercial and technical assistance.

THE FRANCHISEE

The Franchisee have to pay a royalty of 3% of turnover excluding tax, the 2nd year with a minimum of €1,000 excluding tax monthly to the **Franchisor**.

Contract of RESERVATION **ROYAL KIDS**



PAYMENT : €15,000



ROYAL KIDS LICENSE

- ✓ **EXCLUSIVE ZONE**
- ✓ **ACCESS TO ACCOUNTING** (FINANCIAL) **DOCUMENTS**
- ✓ **BANK FINANCING ASSISTANCE** (BROKER)
- ✓ **ASSISTANCE IN LOOKING FOR PREMISES** (REAL ESTATE AGENT)
- ✓ **ASSISTANCE IN DEVELOPING THE PREMISES** (ARCHITECT)
- ✓ **LEGAL ASSISTANCE** (COMPANY CREATION)
- ✓ **ACCESS TO ALL OUR PARTNERS**
 - GAMES MANUFACTURER
 - FURNITURE MANUFACTURER
 - COMPUTER SOFTWARE LOCAL DEVELOPMENT WORKS
- ✓ **TEAM TRAINING**
- ✓ **ACCESS TO ALL OUR COMMUNICATION** (WEBSITE, MARKETING, SOCIAL NETWORKS)

Retro PLANNING DE ROYAL KIDS



D-6 months

- ✓ **LOCAL SEARCH** (Min. 1,000m² | 6m height)
- ✓ **RESERVATION OF THE AREA** (Payment €9,000)

OBTAINING EXCLUSIVITY IN THE AREA

D-5 months

- ✓ **NEGOTIATION AND SIGNATURE OF LEASE** (with the owner)
- ✓ **SEARCH FOR FINANCING**
(Contribution of approximately €80,000 to be justified)
- ✓ **BUILDING PERMIT DEPOSIT** (Town Hall)

D-4 months

- ✓ **CREATION OF THE COMPANY** (after agreement from the bank)

D-3 months

- ✓ **BEGINNING OF THE ROADWORKS**
(after agreement from the bank and authorization from the town hall)
- ✓ **MATERIAL ORDERS** (Games, Furniture, Air Conditioning, Etc.)

D-1 months

- ✓ **TRAINING** (Park Director)
- ✓ **COMMUNICATION LAUNCH** (park opening)

D-7 days

- ✓ **RECRUITMENT** (Park staff)