



Franchise Discovery Process Brand Presentation Review



Urban Air Adventure Parks is the leading indoor family theme park franchise in the US. We work with existing and new business owners to create a one-of-a kind entertainment experience for children aged 4 -14. Ultimately, our franchisees use this business as a vehicle to reach their own personal wealth building and lifestyle goals while loving on kids and often making the investment remotely!



Step 1: Goals,
Overview & Your
Decision Criteria

Step 2: Brand
Review

Step 3: Complete
Request for
Consideration

Step 4: Funding
Process & Market
Analysis

FRANCHISE DISCOVERY PROCESS

Step 5: Business
Review of Franchise
Disclosure
Document

Step 6: Attend
Discovery Day Event

Step 7: Final
Franchisee Review
& Financial
Validation

Step 8: Sign Site
Selection &
Franchise
Agreement



Brand Overview

- Opened first trampoline park in 2011
- Grew to 3 family-owned parks in Dallas Fort-Worth by 2013
- Began franchising in 2014
- Re-invented model in 2016, from Trampoline Park to Adventure Park
- First Adventure Park opened in February 2017
- Partnered with Private Equity in 2018
- Built Best In Class Senior Leadership Team in 2019
- 2021 voted 55th BEST Franchise
- 2021 voted #1 Entertainment Concept in Franchising (3 years in a row)
- 2021 Ranked #2 Fast & Serious Franchise –Franchise Times
- 157 Parks opened





The Systems & Support

- Site Selection
- Project Management
- Franchise Training + GM, staff, safety & ongoing
- Memberships
- Zenn Desk
- Marketing
- Support team
- Technology
- Start with the End in Mind
- Attractions
- Innovation
- Annual Convention & Virtual Meetings
- Insurance



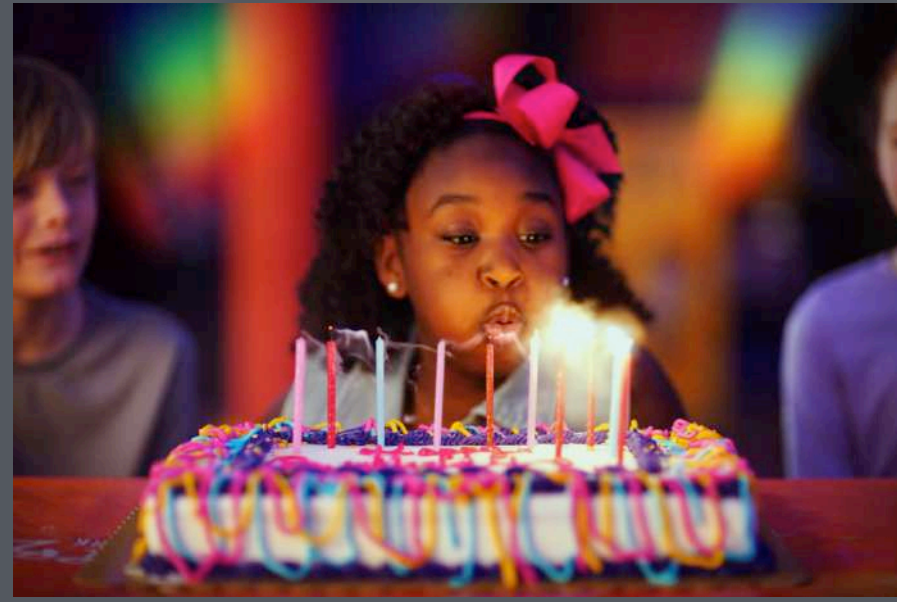


What Sets Urban Air Adventure Park Apart?

- World's 1st Indoor Family Theme Park
- US Economy is shifting towards 'Experience Economy'
- #55 on Entrepreneur Franchise 500 List
- #1 Entertainment Franchise by Entrepreneur Magazine – Two years in a row!
- Top **#TOP\$CORE FUND** Award (Top FUND Rating) for non-food franchise opportunity by FranData
- 5 Distinct Revenue Streams
- 1st Entertainment Franchise with Contractual Recurring Membership Program
- 0 Park Closures
- 0 Defaults on Franchisee Loans
- Remote Ownership (50%+ system)
- Amazon Effect works in our franchisee's favor
- Many Great CRE Opportunities with favorable TI Allowances – lowering cash outlay needed
- Category Leading AUV
\$2,356,504 – v2.0*
- Strong EBITDA/Unit Performance
23% Average EBITDA
31% Median EBITDA
- Potential 100% Cash on Cash Return in 1st year of Business
- Multi-Unit Ownership (49% of system)
- Two Concepts within one - Fast-Casual Restaurant within Park
- Only Entertainment Franchise with Gamified Experience – Driving Repeatability
- Only Entertainment Franchise with Custom App – Creating Shareability experience for guests
- Helps kids move off devices – to Active Play

FAC & SUB-COMMITTEES





COVID-19 PROTOCOL & REOPENING



How is Urban Air Adventure Park addressing COVID concerns?

Before closures were mandates, Urban Air was already working with franchisees on numerous fronts.

- Rent (deferment, reduced, abated, negotiated)
- SBA Loans (principal and interest waived or deferred)
- PPP Loans
- Detailed Re-Opening program/process

- Social Distancing
 - Procedures
 - Signage
 - Training
 - Temperature checks
 - Employee masks
- Reservation System
- Enhanced cleaning protocols
- Labor management
- Cashless Ordering at Urban Café
- Touchless Check In
- Local marketing programs to support park reopenings and requirements
- And so much more





WE KNOW OUR PURPOSE & CUSTOMER

You can't be everything to everyone.



Impact the lives of every kid in the United States by helping them **celebrate** special moments, **escape** the hardships of their everyday lives and **build life skills** through active play and socialization.





The Why Behind Urban Air

Celebrate **Special Moments**

- Birthday
- New job
- Straight A's
- Family reunion
- A great season
- Another year
- To reunite
- A big win

Connect **Socially OFFLINE**

- Create friendships
- Build confidence
- Be active

Escape **the Hardships of the Real World**

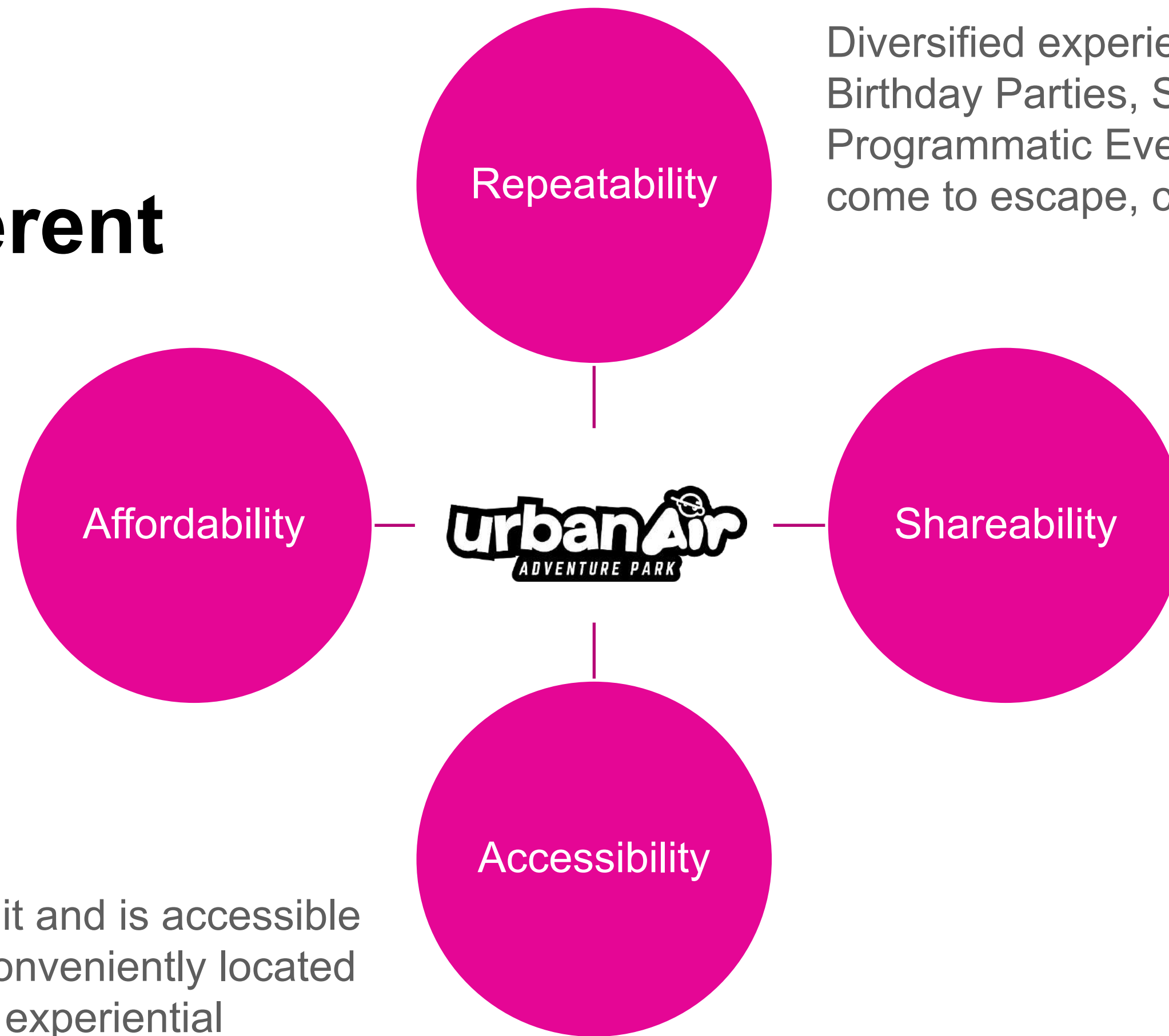
- Terminal illness
- Death in the family
- Divorced parents
- Lost job
- Being bullied at school
- Not having friends



What Makes Urban Air Different

Provides an affordable yet premium product and experience that meets the value expectations of the guest. Experiential / Theme Park Pricing Model. Membership program broaden affordability.

Appeals to the entire family unit and is accessible within minutes of the home. Conveniently located near other restaurant, retail or experiential businesses creating synergy.



Diversified experience platform driving repeat visits. Birthday Parties, Special Events, Open Play, Programmatic Events. We understand the guests come to escape, celebrate and connect.

Active attractions and engaging atmospheres that appeal to both the participant and the spectator combined with technology that allows for social sharing across a multitude of networks.



INDUSTRY OUTLOOK

We are in the right market at the right time.



Location Based Entertainment Product Landscape

One Hit Wonders



Traditional Family Entertainment Centers



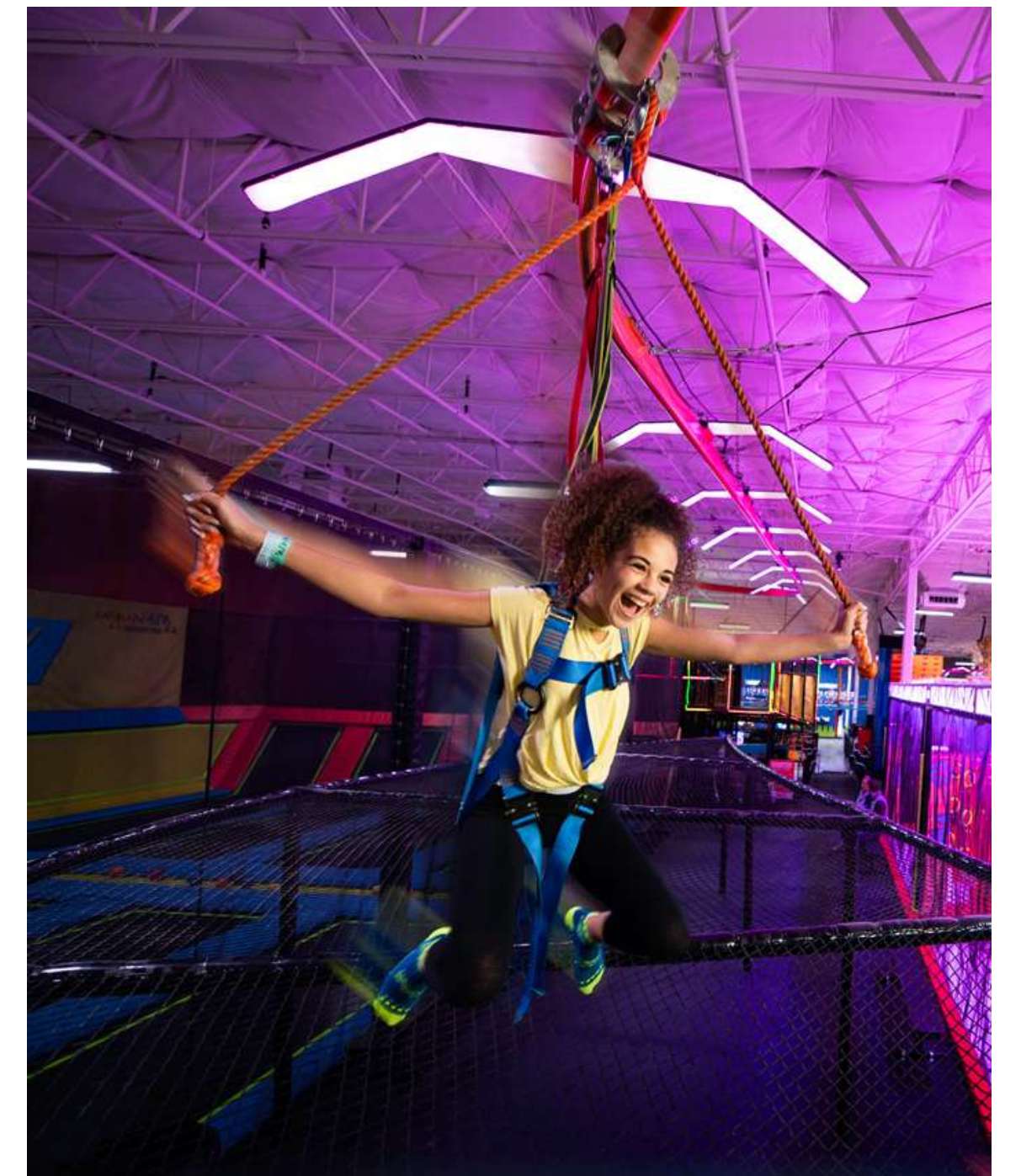
Experiential / Theme Parks



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Innovation








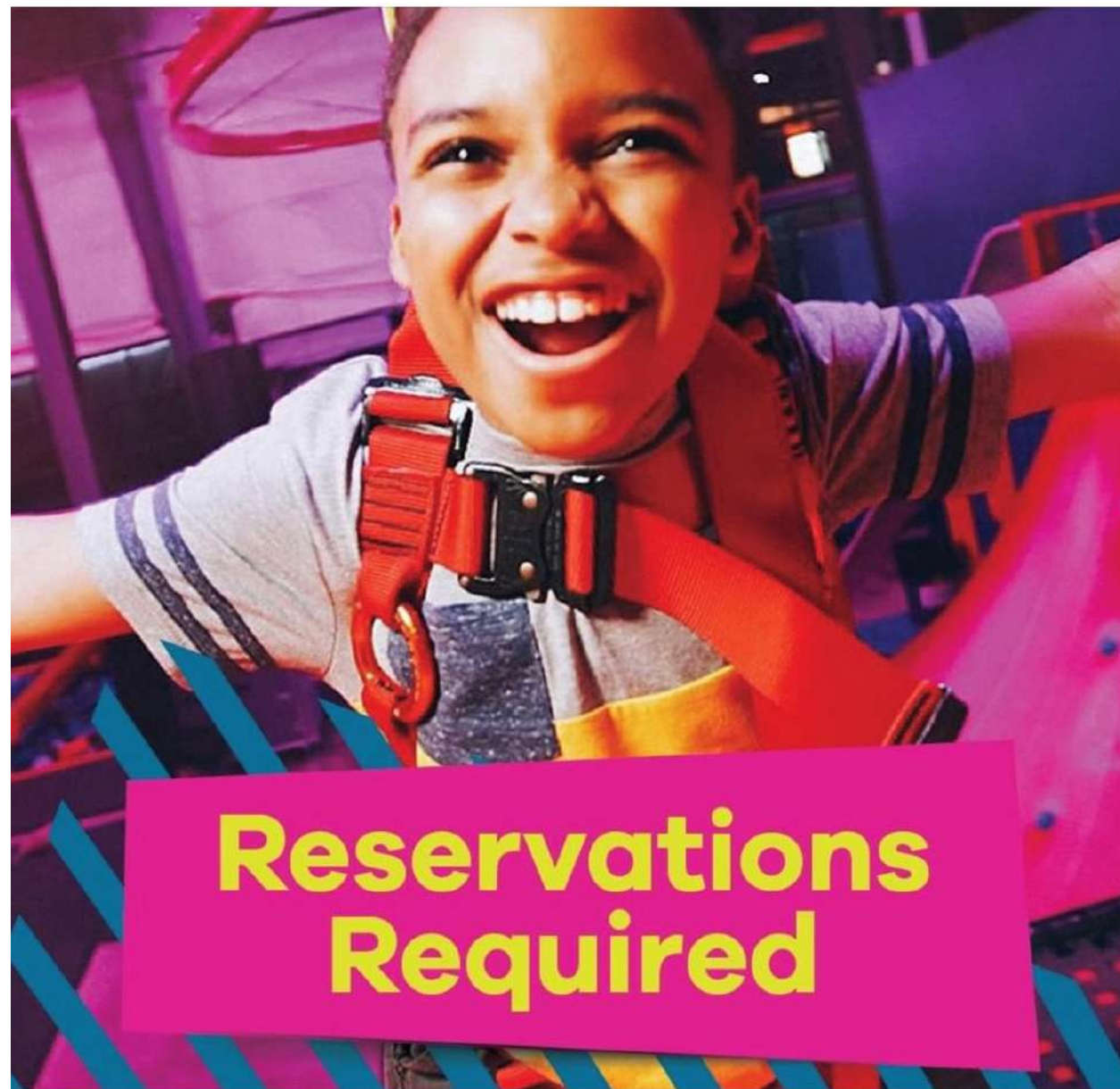
Birthday Parties, Events, Field Trips





 **Urban Air Adventure Park (Raleigh)** ...
 Friday at 4:01 PM · 🌐

We're sold out this weekend!

Remember to book online to r... See More



[Call Now](#)  





Join our team

Job Fair December 12th
 Urban Air Adventure Park is the perfect place to launch your career with flexible full or part time opportunities. No experience? That's okay, we'll train you!

Join us for our hiring event
December 12th from 10am-5pm
 7810 Poyner Pond Ste 100 • Raleigh, NC 27616

now hiring
 Party hosts • Front desk • Team leads
 Attractions technicians • Café and more!

To learn more and apply visit
UrbanAirRaleigh.com



Memberships





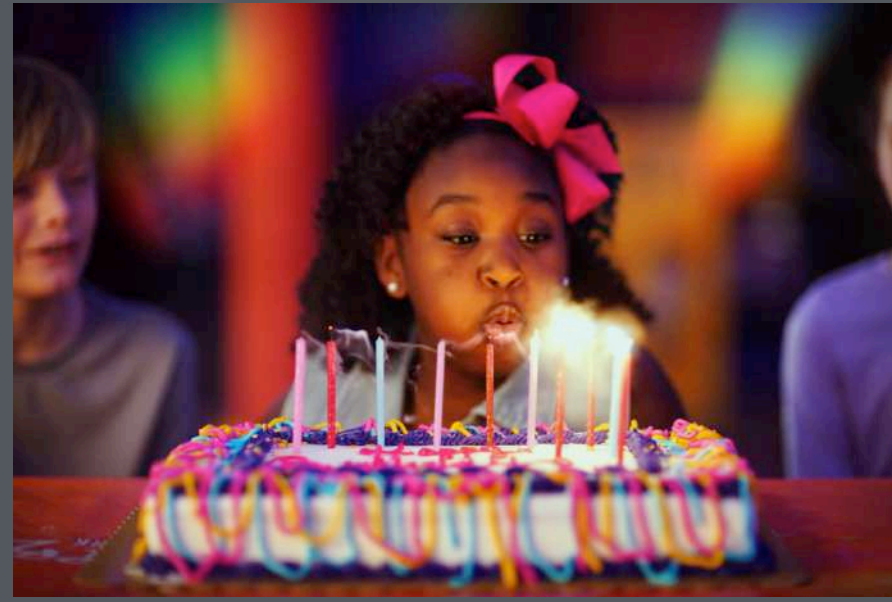
URBAN AIR AFTER SCHOOL PROGRAM





Location Based Entertainment Product Landscape

	One Hit Wonders	Traditional FECs	Urban Air
CAPITAL INTENSITY	Low. Lacks barriers to entry.	High. Cannot obtain economies of scale with current footprint. With enough capital, someone can copy due to source of attractions.	Capitally intensive enough to create barriers to entry, yet still financeable to allow for achieving scale.
ATTRACTION OFFERING	Single attraction.	Average 4 to 5 attractions. Traditionally anchored in arcade and bowling.	30+ ACTIVE innovative attractions, many of which are exclusive to Urban Air.
REPEATABILITY	Bucket list.	Goes stale quickly. Lacks differentiation and innovation.	HIGH.
PRICING MODEL	Sells time or set numbers of play.	Pay per play.	Single ticket to experience everything with unlimited use.
AFFORDABILITY	Low. Must charge customer too much to make business model work. Value problem.	Medium. Customers do not like to pull out their wallets every time they want to do something. Value problem.	High affordability and high value proposition.
FOOD & BEVERAGE	Either nonexistent, to a small concession stand offering pre-packaged snacks.	Full-service restaurant and bar creating over-complicated low-margin food offerings	Fast casual, quick-service restaurant offering top Theme Park items with high margins.
OPERATING MARGINS	15% to 25%	10% to 14%	25% to 35%



HOME OFFICE OVERVIEW

We get up every day working to make franchisees successful.



The Most Talented Senior Leadership Team in Location-Based Entertainment and Franchising



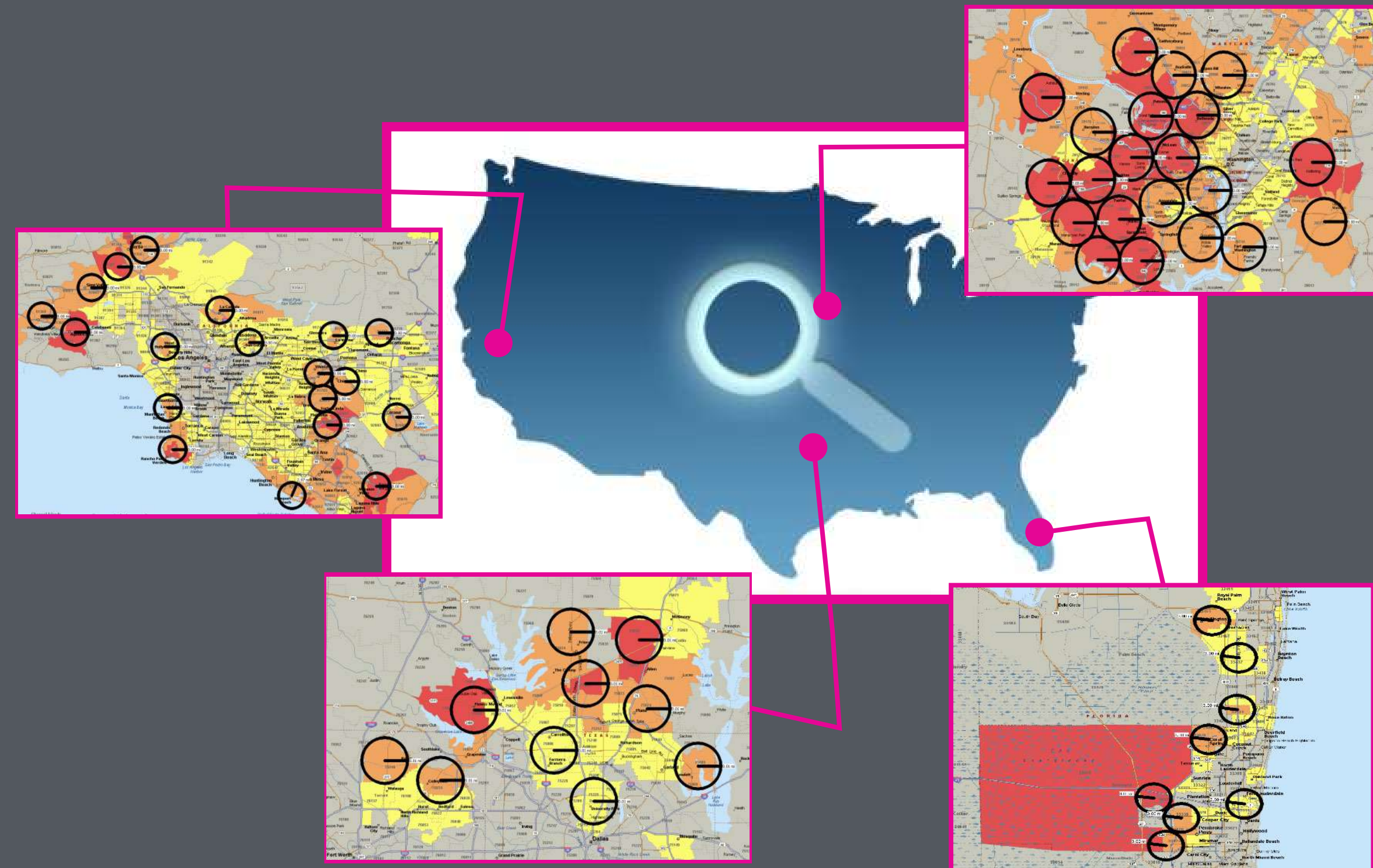
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**80+ Employees
at the Home Office**

**Over 12,000 Employees
at the Parks**



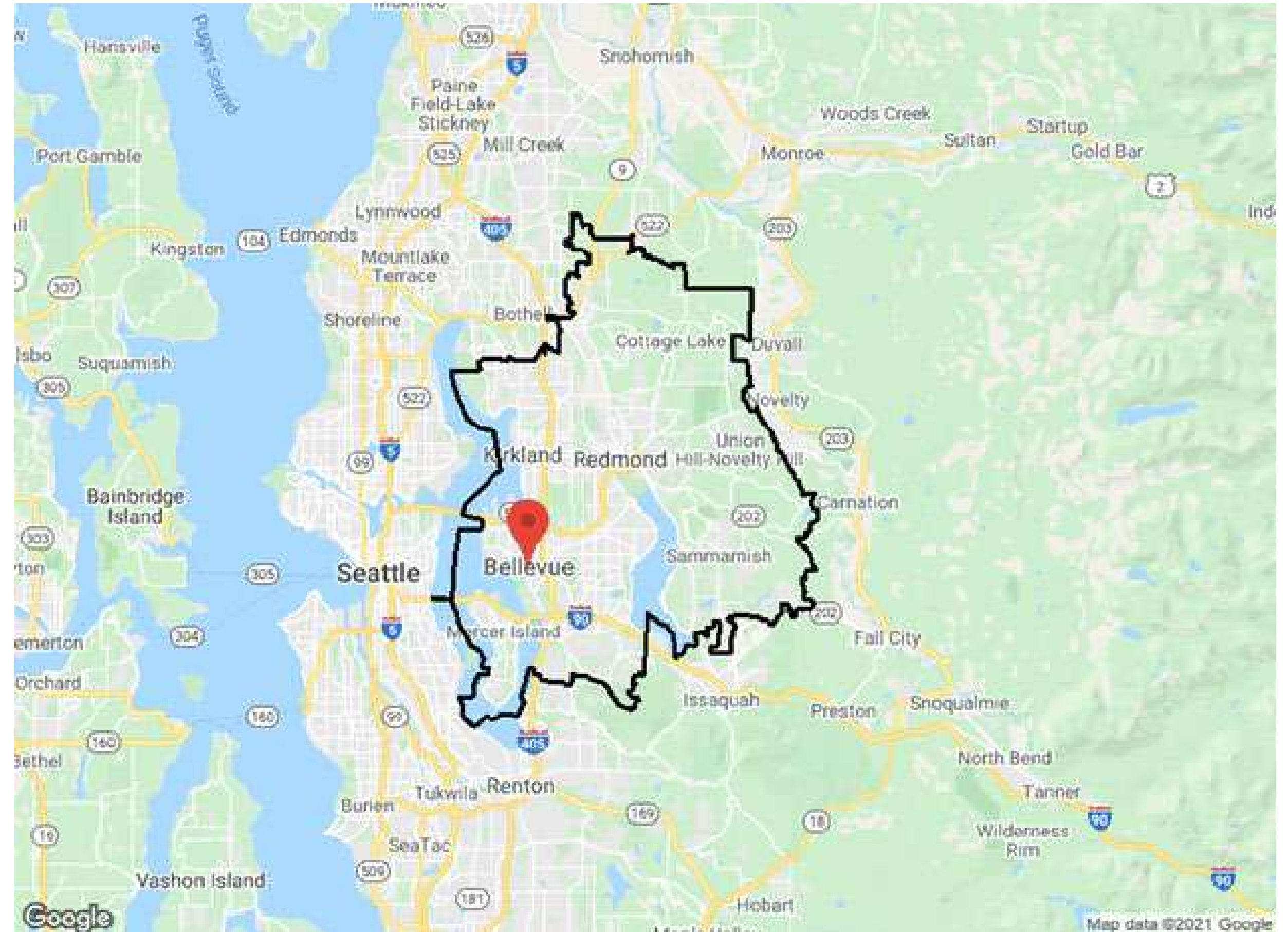
MARKET INTELLIGENCE

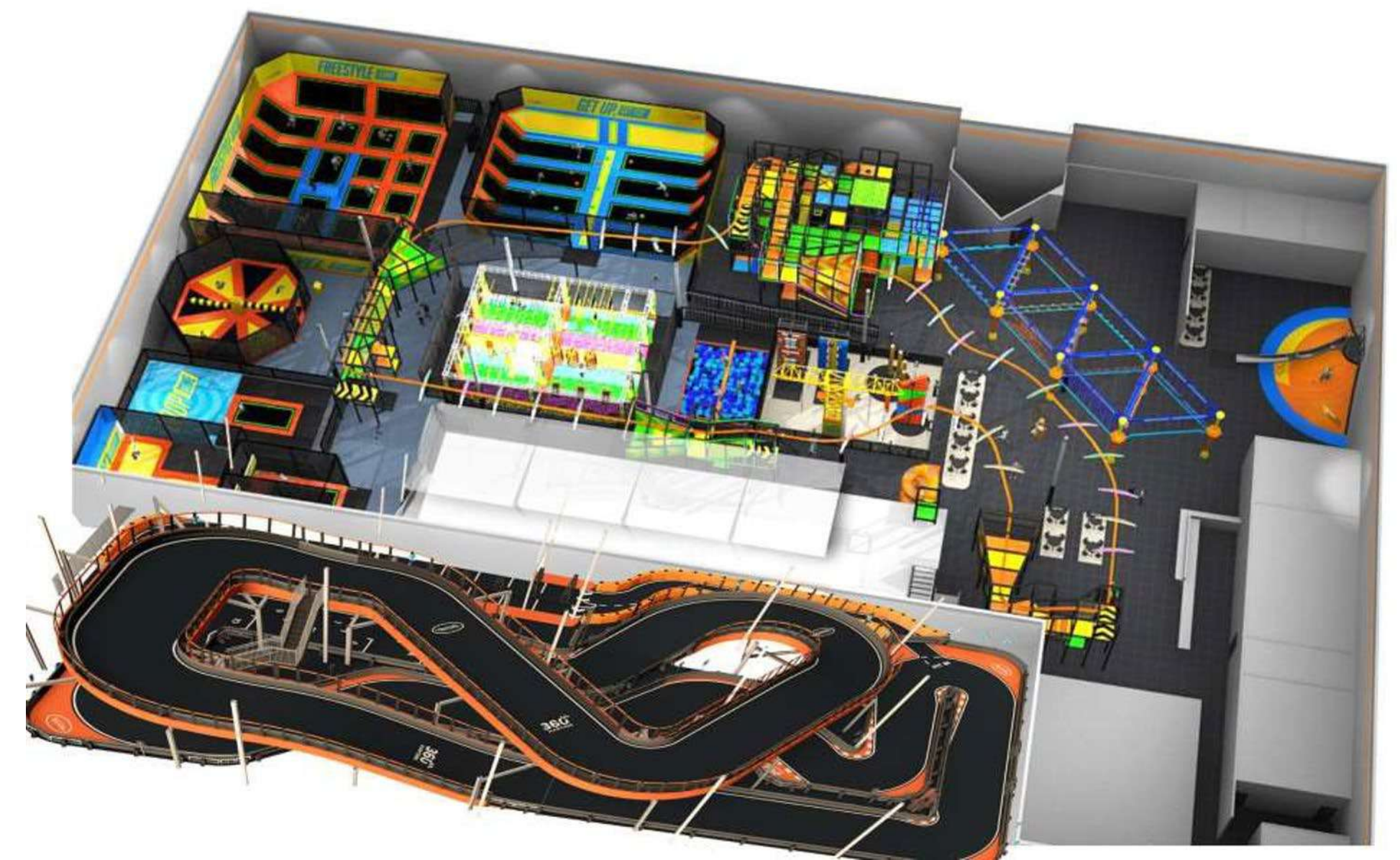


We identify the top locations across the United States for precision targeting and distribution.



- Search Area Confirmed
- Timeline to secure a site
- Acceptable site criteria
- Onboarding/site selection
- National & Local Real Estate Team
- Architect of record
- Demos & market analysis



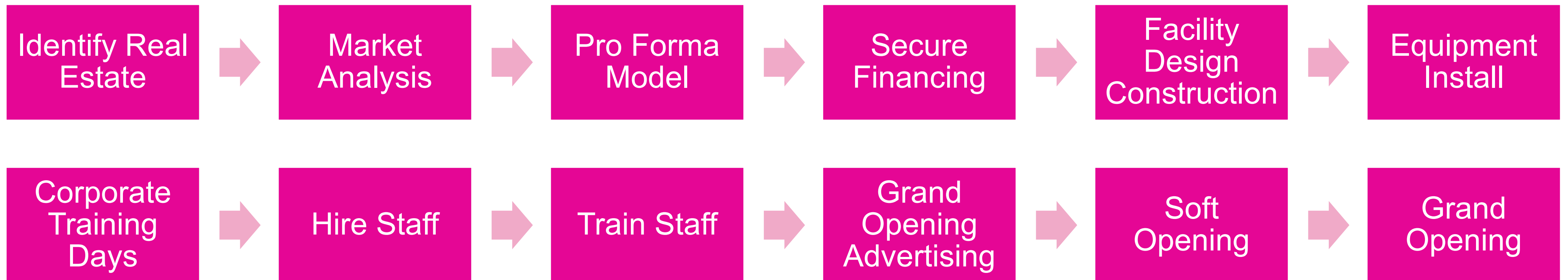


URBAN AIR
ADVENTURE PARK





Support Throughout the Opening Process & Post Opening



24/7/365 On-Going Operations Training & Support



Ideal Franchise Candidate

**Loves Kids
Heart for
Hospitality**

- Hotels, Restaurants, Family Entertainment, Gyms

**Strong
Organizational
Leader &
Manager**

- Prev/Current Biz Owner, Team Builder, Lead Youth/Young Adults

**Corporate
Structure
Maximum of 3
Partners**

- Comfortable sharing the risk/reward, Single Decision-maker

**Minimum \$600K
Liquidity
\$1.5M Net Worth
>750 FICO**

- Willing to take on 5-year PG on Lease, Liquidity is key





Ideal Franchise Candidate (cont.)

Systems-Oriented

- Demonstrated systems execution, Military, Engineering, Reporting

Collaborative & Team Oriented

- References – Demonstrated (We vs Me) in how they speak, write and associate with others

Sales-Driven

- Competitive, Internally motivated, Driven

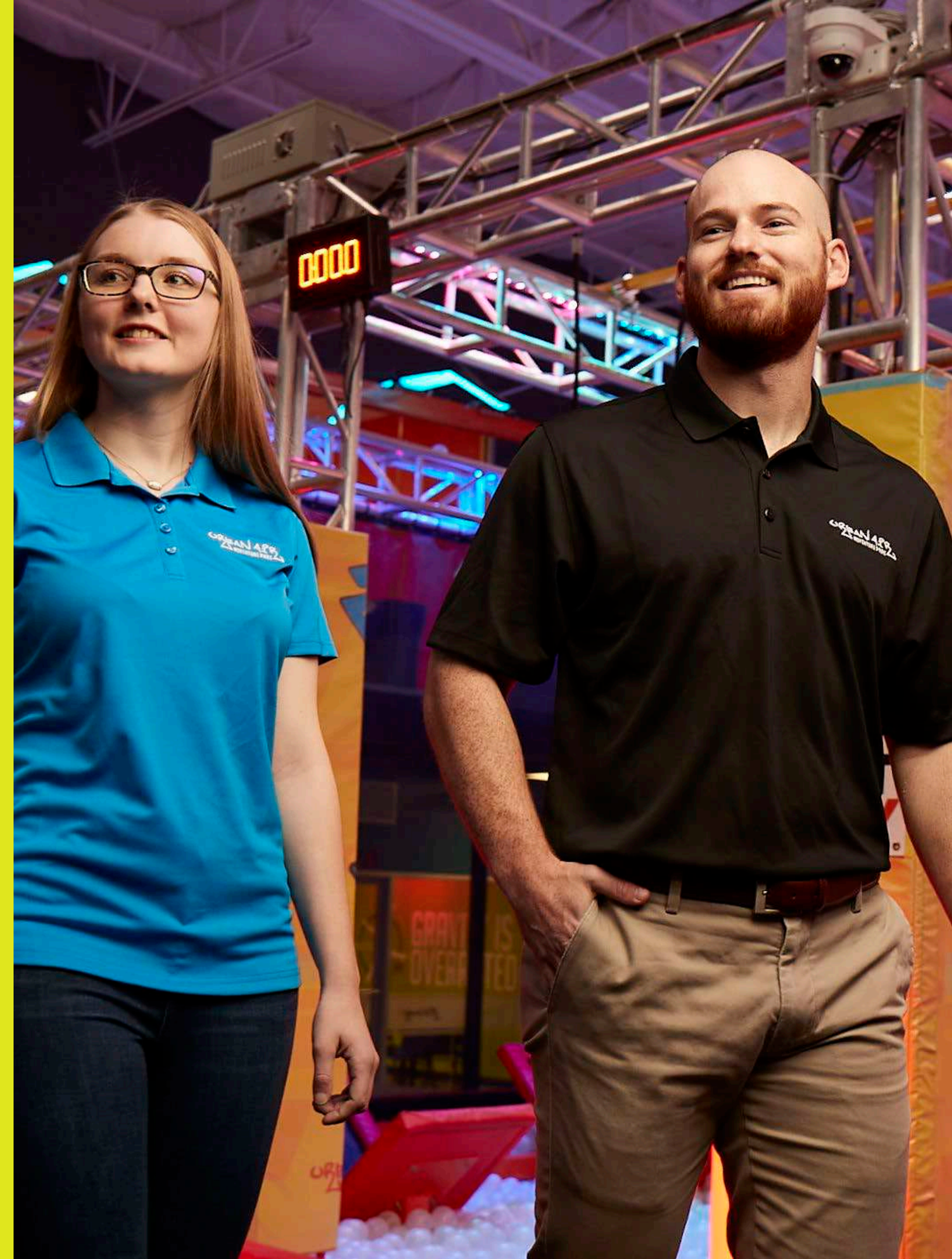
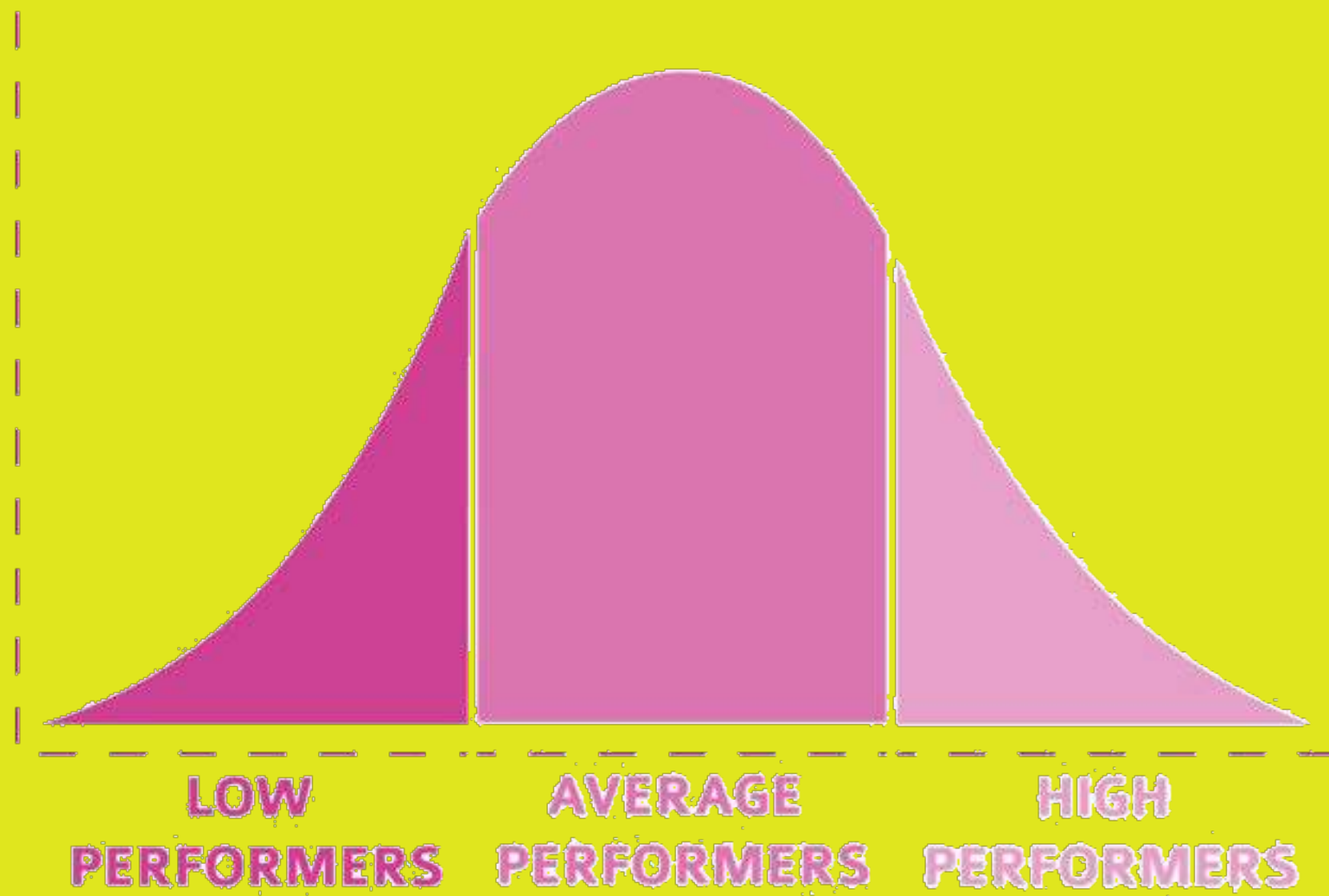
GRITTY!

- Able to persevere, Tenacious, Overcomer





20/60/20 Rule in Any Franchise System





Financial Overview



\$600K
Liquid Assets
(minimum)

0
SBA Loan Defaults

\$2,356,504
Average Unit Sales
(per 2020 FDD)

23%
Average EBITDA
31%
Median EBITDA
(per 2020 FDD)

\$75,000
Initial Franchise Fee
7% Royalty
5% Advertising

\$2.9 - \$4.6 Million
Average Investment



Thank You + Q&A



