
Chuck E. Cheese International Franchising Introduction

2024



CHUCK E. CHEESE®

“WHERE A KID CAN BE A KID”



For almost 50 years, **Chuck E. Cheese** has been the world's premier family entertainment restaurant brand, offering top-tier entertainment, cutting-edge games and attractions, delicious cuisine, and world-famous birthday parties.

Chuck E. Cheese is a place where families come together in a secure, clean, and wholesome atmosphere to create fun-filled memories that last a lifetime.



A UNIQUE MIX OF FUN

GAMES & ACTIVITIES

The largest game-buyer in the world, offering unparalleled advantage in pricing benefits, data, & support in arcade games, climbing walls, trampolines, and more

ENTERTAINMENT

Customized entertainment content including streamed music videos, skits, and live walk-around character appearances

FOOD & BEVERAGE

Handmade pizza and local menu items carefully selected to appeal to each market we operate in

BIRTHDAY PARTIES

World-famous birthday parties, with special detail on the birthday star

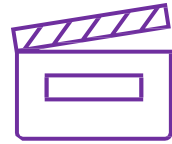


DIVERSIFIED ENTERTAINMENT & DINING

569
Total Venues

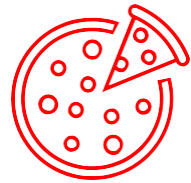
16
Countries &
Territories

3-4
Average Visits
Per Year¹



Entertainment

- Breath of entertainment options caters to a wide variety of audiences and occasions
- Premium, curated and personalized approach to events such as birthday parties



Food & Beverage

- Pair premium entertainment with a differentiated, high-quality dining experience catered to kids and adults



Brand Power

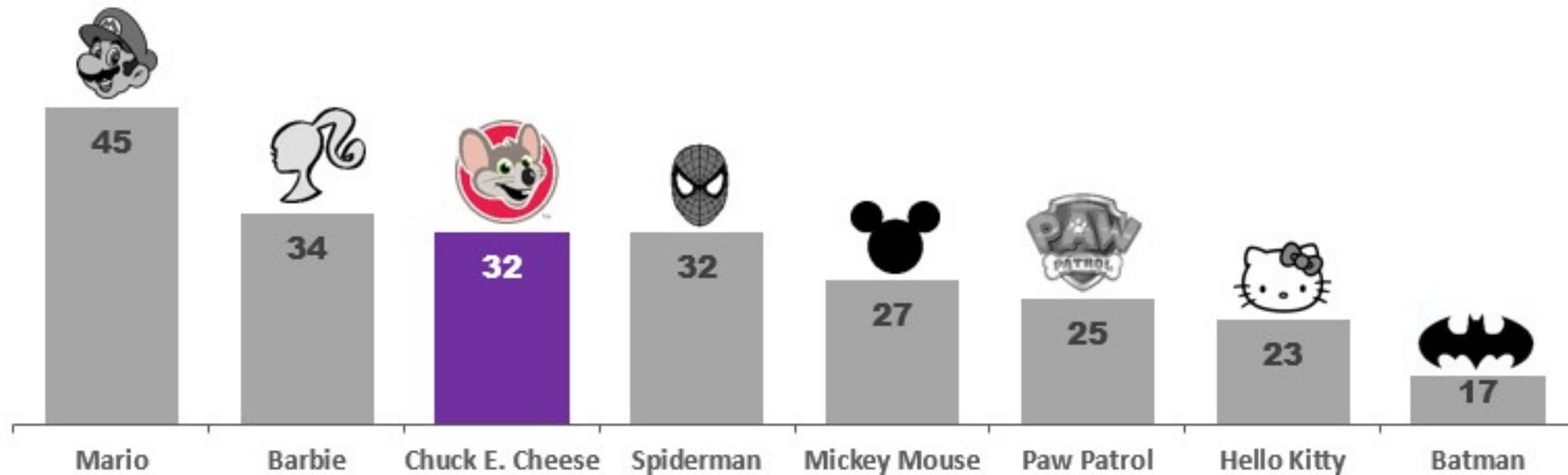
- Recognized, beloved characters that resonate with guests
- Diverse platform that appeals to all guest demographics

<https://www.youtube.com/watch?v=z4HAL7U-mkk>



HIGH LEVEL OF RECALL AND BRAND AFFINITY

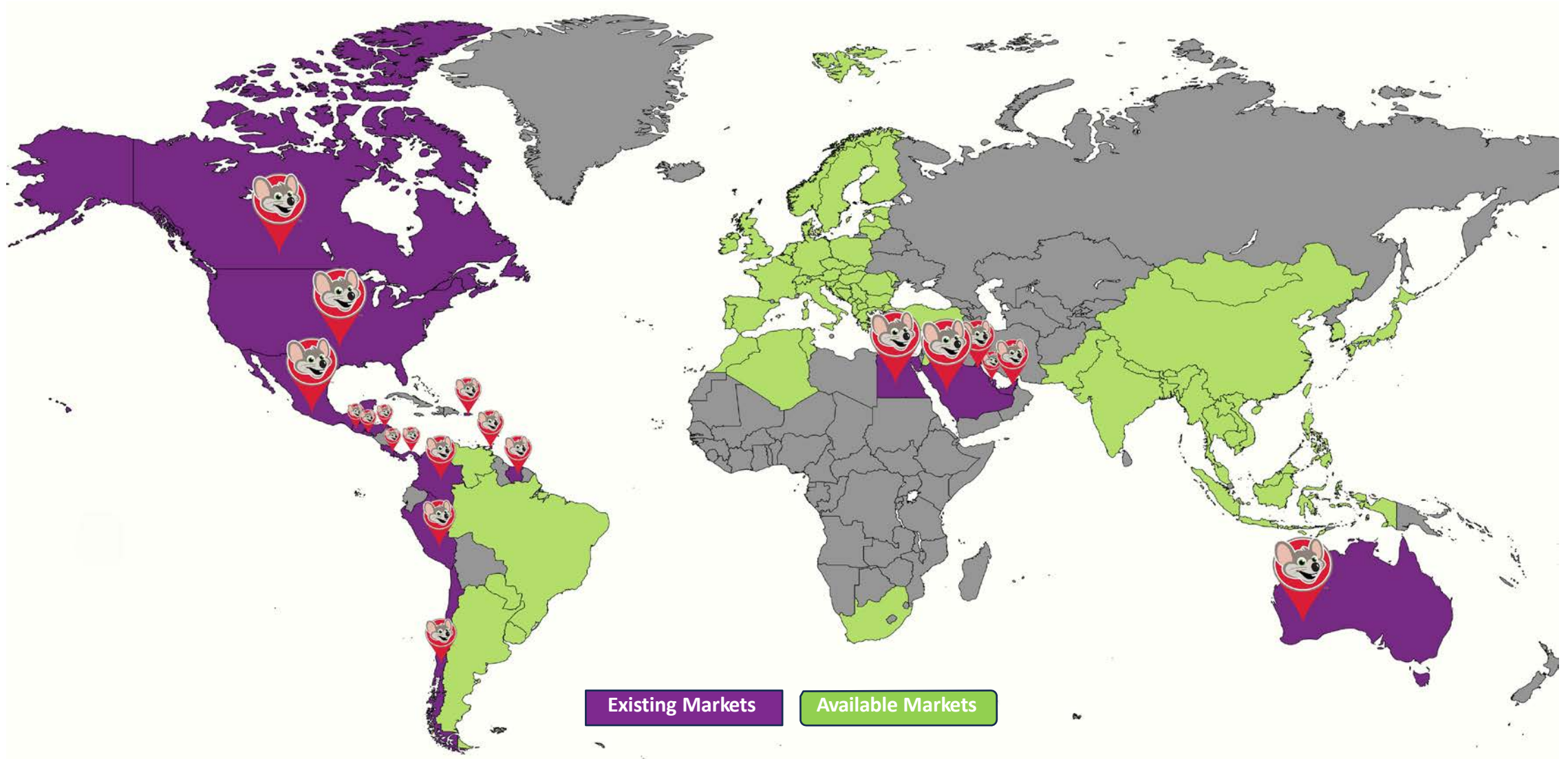
With a Q-Score 10 points above the average, the Chuck E. Cheese mouse adds tremendous brand value tailing only its peers with recent hit films



Sources: Russell Research Chuck E. Cheese Brand Tracking Study, 2023; Q-Score Study, 2023 (Q Score & Familiarity, children 6-8); NCR Guest Satisfaction Survey; Nov. 2022 Segmentation Research – Flight 3 Marketing; October 2023 NCR Guest Satisfaction Survey; August 2023 Membership Survey. ¹ Sample composition included general population females. ² Peers include Disney, McDonald's, Chick-Fil-A, Dave & Buster's, Indoor Trampoline Park, Indoor MAFC, Six Flags, Outdoor MAFC, Bounce House, Cici's, and Laser Tag. ³ Average across the 425 properties/characters included in the Fall 2023 Q Score Study for Children 6-8.



GLOBAL APPEAL



ADAPTABLE CONCEPTS



CONCEPT FORMATS

Mall | Strip & In-Line | Free-Standing

Concepts are adaptable to fit unique layout requirements by market ranging from smaller game/activity areas to larger entertainment & activity centers

FOOTPRINT

750 – 2000+ M²

Chuck E. Cheese concepts can vary in size based on the available real estate, market requirement, and specific concept iteration

LAYOUT

Kitchen: 75-125 M² | Seating: 250 – 550 | Games: 50-100+

Maximized layout based on system-wide gameplay and traffic data providing optimal revenue potential for partners



ENTERTAINMENT EXPERIENCE

MEMORABLE INTERACTIONS

Larger-than-life character interactions and appearances during each visit, including a special birthday star experience and hourly dance party.

SIGNATURE CONTENT

Exclusive to the Chuck E. Cheese brand IP, families enjoy music videos, skits, and more on various screens across the game room and video wall



ACTIVITIES & GAMEPLAY



INNOVATION

Activity Based Play

Localized climbing walls, trampolines, bowling lanes, ziplines, and soft play areas are just a few activities from our concepts around the world

GAME ADVANTAGES

Largest Games Purchaser in the World Chuck E. Cheese offers partners an unmatched advantage in game pricing and vendor support

2 Billion+ Gameplays Annually

Tracking gameplays across our entire system, we support in data driven decisions on game placement, pricing, and redemptions



MENU & LOCAL SOURCING



HANDMADE PIZZA

Made-from-scratch pizza process unique to the Chuck E. Cheese brand. Toppings, base, and sizes are tailored to local market preference

WINGS & MORE

Wings, appetizers, salad bar, coffee bar, various desserts and more are standard menu items within your standard concept globally

LOCAL MENUS

Franchise partners are given flexibility to adjust their menu to relevant cuisine which may be culturally preferred and more efficient to source

Chuck E. Cheese taste profiles & specifications are provided with the option to match and source from local or regional vendors to reduce COGs



WORLD-FAMOUS BIRTHDAYS

PERSONALIZED BIRTHDAYS

A read-for-you experience that includes games, food, and Ticket Blaster play with a dedicated birthday party host.

BIRTHDAY SHOW

The birthday star is recognized by Chuck E. Cheese himself along with a special birthday show

FIRST IMPRESSIONS

A guest's first experience with Chuck E. Cheese is typically through a birthday party, creating life-long loyalty to the brand



WORLD-CLASS SUPPORT

INITIAL DEVELOPMENT PHASES

- Executive Level Intro & Onboarding
- Site Criteria & Selection Support
- Architectural & Game Layout Support
- Preferred Vendor List & Ordering Assistance
- Competitive Analysis & Business Feasibility
- On-Site Training & Set-Up Support

ONGOING OPERATIONAL SUPPORT

- Digitally Updated SOPs & Training Material
- Store Level P&L Guidance
- Supply Chain & Sourcing
- Games & Technician Support
- In-Market & Virtual Support Meetings

MARKETING SUPPORT & ASSETS

- Website Template for Localization
- Pricing & Menu Consultation
- LSM & Fundraising Collateral
- Campaign & Brand Asset Library



THE PROCESS

Bringing the magic of **Chuck E. Cheese** to your market makes for an incredibly rewarding investment. Our process starts with establishing the concept's feasibility in the local market and continues by creating a fruitful relationship with our partners.



- 1 Chuck E. Cheese Introductory Call
- 2 Mutual Non-Disclosure Agreement
- 3 Initial Feasibility & Business Plan
- 4 Virtual or In-Person Discovery
- 5 Letter of Intent & Franchise Terms
- 6 Business Due Diligence
- 7 Development Agreement Signing
- 8 Welcome to the Family!





CHUCK E. CHEESE®

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