



WINTER MALL LIMITED



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WINTER MALL



Introducing WINTERMALL : A Revolutionary Winter Wonderland



Imagine a place where you can experience the magic of SNOW , WINTER SPORTS/FUN GAMES and SHOPPING experience, regardless of the outside temperature or location.



Welcome to Artificial Snow Fun Park, a cutting-edge destination that brings the thrill of snow-covered slopes, icy landscapes and a shopping mall to the heart of your city.



KEY FEATURES



INDOOR SNOW SLOPES: Our park features multiple indoor snow slopes, ranging from gentle snowball challenge to bumper cars on ice, all made possible by advanced snow-making technology.



YEAR-ROUND WINTER CONDITIONS: Enjoy a winter wonderland experience 365 days a year, with consistent snow conditions and a controlled climate that ensures a perfect snow-covered environment.



VARIETY OF WINTER ACTIVITIES: From Ice slide, snow mobiles, ice skating, carousel, snow play, our park offers a wide range of winter activities for all ages and skill levels.



STATE-OF-THE-ART FACILITIES: Our park boasts modern amenities, including a snow-themed café, equipment rentals, and a ski school with certified instructors.



SUSTAINABLE AND ECO-FRIENDLY: Our artificial snow technology is designed to be environmentally friendly, using minimal water and energy while maintaining a high-quality snow experience.

TARGET AUDIENCE



FAMILIES: A fun and safe environment for families to enjoy winter activities together, with gentle slopes and play areas for kids



ADVENTURE SEEKERS: Thrill-seekers can enjoy challenging slopes, snowmobiling, and other adrenaline-pumping activities.



WINTER SPORTS ENTHUSIASTS: A haven for skiers, snowboarders, and ice skaters to practice and perfect their skills, with access to professional coaching and training facilities.



TOURISTS: A unique and exciting attraction for visitors to experience the thrill of winter sports, even in warm or tropical climates



COST

These project concepts are available in 4 different sizes

Parameters		SMALL 600 m ²	MEDIUM 1200 m ²	LARGE 2400 m ²	EXTRA LARGE 5000 m ²
INVESTMENT	Euro	2.9 – 3.7 Million	4.3 – 5 Million	7.1 – 8 Million	10.5 – 12 Million
Operational Staff	Persons	25	27	37	41
Instant Capacity	Persons	157	280	425	544
Daily Capacity	Persons	780	1,300	2,000	2,500
Daily Revenue	=N=	7,800,000	13,000,000	20,000,000	25,000,000
Yearly Revenue	=N=	2,847,000,000	4,745,000,000	7,300,000,000	9,125,000,000

Land acquisition, Construction including the Mall, Logistics and Duties Cost not INCLUSIVE

BUSINESS MODEL



MEMBERSHIP AND DAY PASSES: Offer flexible membership options and day passes to cater to different customer needs and preferences.



EQUIPMENT RENTALS AND SALES: Provide high-quality equipment rentals and sales, with partnerships with leading winter sports brands.



FOOD AND BEVERAGE: Operate a snow-themed café and restaurant, offering a range of delicious food and beverages to complement the winter experience



EVENTS AND PARTIES: Host corporate events, birthday parties, and other celebrations, leveraging the park's unique atmosphere and activities.

MARKETING STRATEGY



SOCIAL MEDIA: Leverage Instagram, Facebook, and other platforms to showcase the park's unique features and attractions, with engaging content and influencer partnerships.



INFLUENCER AND PARTNERSHIP MARKETING: Collaborate with winter sports influencers, athletes, and brands to promote the park and create exclusive experiences.



LOCAL AND REGIONAL ADVERTISING: Target local and regional audiences through print, digital, and outdoor advertising, highlighting the park's convenience and accessibility.



COMMUNITY ENGAGEMENT: Develop strategic partnerships with local schools, community groups, and charities to promote the park and support local initiatives.

TICKETING

=N= 10,000 ZONE A			=N= 15,000 ZONE A & B			=N= 20,000 ZONE A, B & C		
Snow Ball Challenge			High ropes course			Super Slide		
Ice Slides			Carousel			VR Drop Slide		
Interactive floor Projection			Bumper cars on ice			Interactive Climbing wall		
3D Theatre			Mining			Snow Diggers		
Miko’s House			Artificial Climbing wall			Snow Mobiles		
The Rock						Ice Skating		
Snow Play								
SILVER								
GOLD								
PLATINUM								

PROGRAM

DAYS	TIME	SESSIONS	DAILY VISITORS	365 DAYS
Monday – Sunday	10AM – 8PM	5 Sessions	2,500	Year Round



THE CONCEPT

Miko's world can be designed and build in 4 different sizes

- Small concept of 600 m² (6.460 sq.ft.)
- Medium concept of 1200 m² (12.900 sq.ft.)
- Large concept of 2400 m² (25.800 sq.ft.)
- Extra large concept of 5000 m² (53.800 sq.ft.).



SMALL - 600 m²/ 6.460 sq.ft.

This small Snow Park offers you a real ice and snow experience at a nice temperature. Meet Miko and his friends. Experience the smoothness of ice and the cold of snow.

The first floor offers a small F&B where you can get food and drinks from the Alps, such as hot chocolate and apple strudel.

On your way out you can buy a memory of your visit in the shop.

Length:	30 m / 98,4 ft
Width:	20 m / 65,6 ft
Height:	min. 7 m / 23 ft *
Area:	600 m ² / 6.460 sq.ft.
Instant cap.:	157 p (incl. f&b)**
Operational staff:	25 p
Temperature:	15-21°C / 59-70°F
Snow Area:	63 m ² / 678 sq.ft.
Ice Area:	183 m ² / 1.970 sq.ft.
Rental:	Ice skates
F&B + terrace:	60 p
Attractions:	3D Theatre Miko's House Ice Skating Snow Play Bumper cars on ice Snow Ball Challenge Ice Slides Interactive Climbing wall

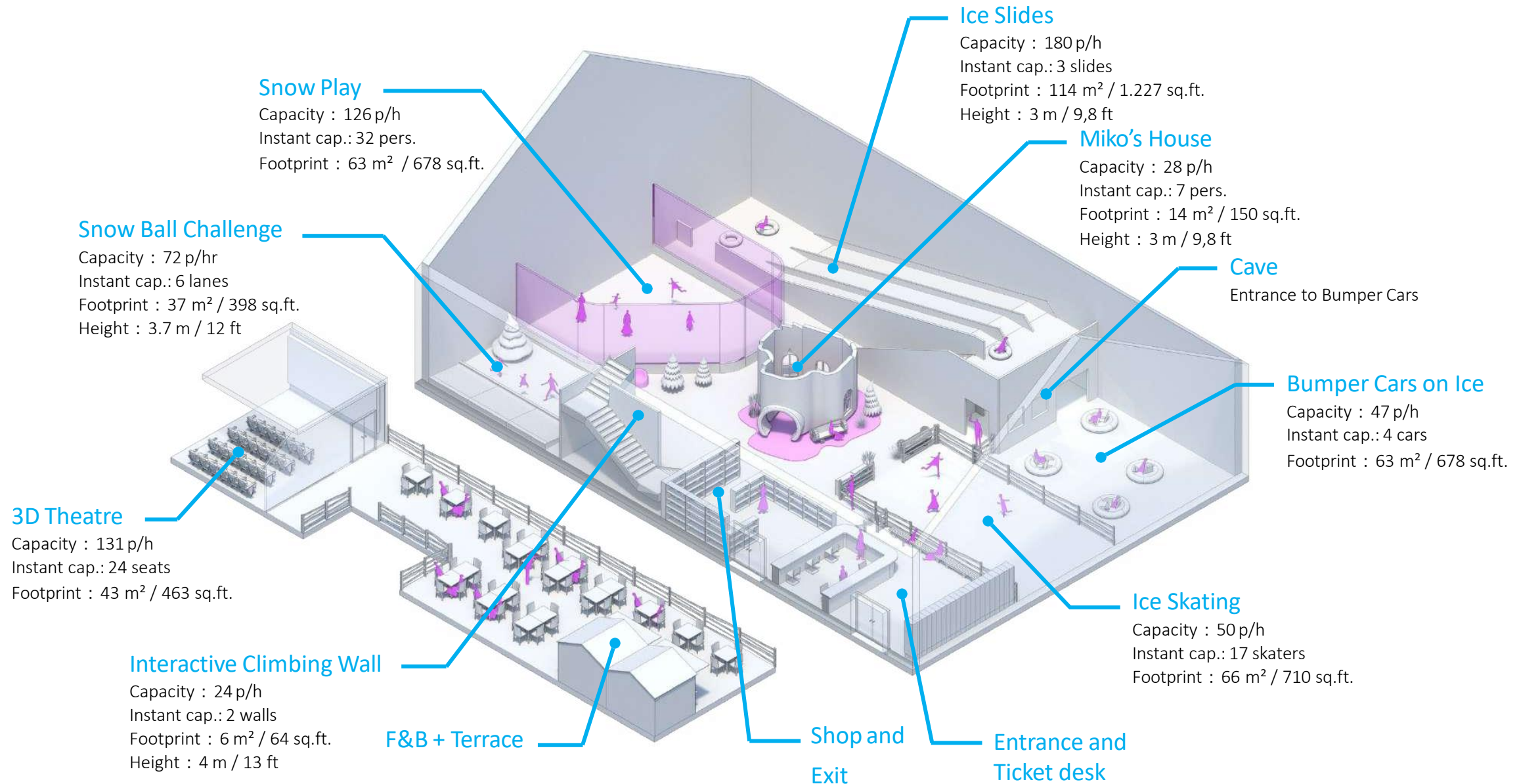
Investment: Between 2.9 to 3.7 million Euro***



*. The required height depends on the choice of the attractions and the choice of having a mezzanine floor.

** The capacities mentioned are theoretical values. In practice, these values may differ.

*** Depending on level of theming, choice of attractions, etc. Ex works.



MEDIUM - 1200 m²/ 12.900 sq.ft.

This medium Snow Park offers you a real ice and snow experience at a nice temperature. Meet Miko and his friends. Experience the smoothness of ice and the cold of snow.

The first floor offers a theater where you can watch the Miko movie and a F&B where you can get food and drinks from the Alps, such as hot chocolate and apple strudel.

On your way out you can buy a memory of your visit in the shop.

Length:	40 m / 131,2 ft
Width:	30 m / 98,4 ft
Height:	min. 7 m / 23 ft *
Area:	1200 m ² / 12.900 sq.ft.
Instant cap:	280 p (incl f&b)**
Operational staff:	27 p
Temperature:	15-21°C / 59-70°F
Snow Area:	78 m ² / 839 sq.ft.
Ice Area:	475 m ² / 5.113 sq.ft.
Rental:	Ice skates
F&B + terrace:	140 p
Attractions:	3D Theatre Miko's House Ice Skating Snow Play Bumper cars on ice Snow Ball Challenge Ice Slides Interactive Climbing wall

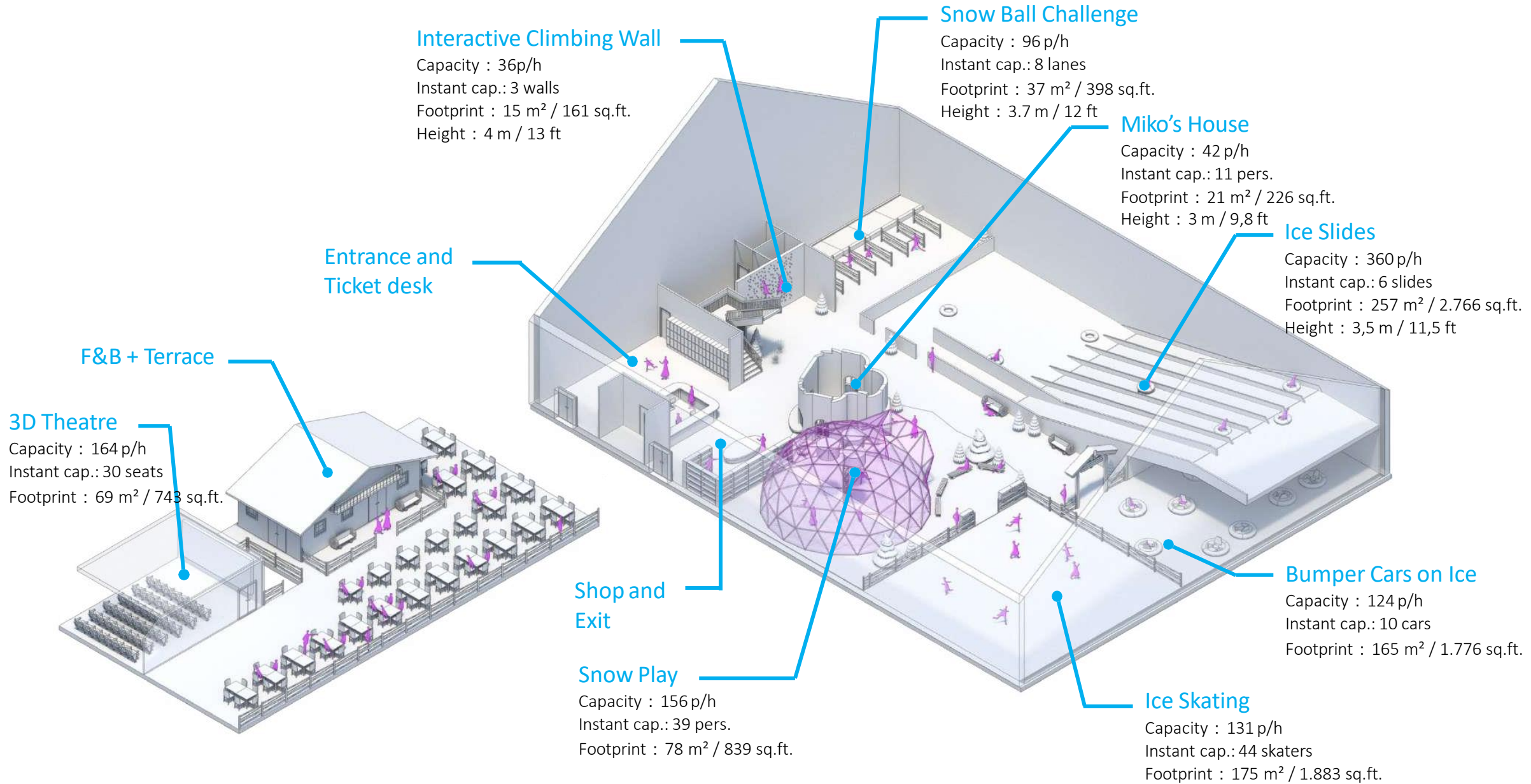
Investment: Between 4.3 to 5 million Euro***



*. The required height depends on the choice of the attractions and the choice of having a mezzanine floor.

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LARGE - 2400 m²/ 25.800 sq.ft.

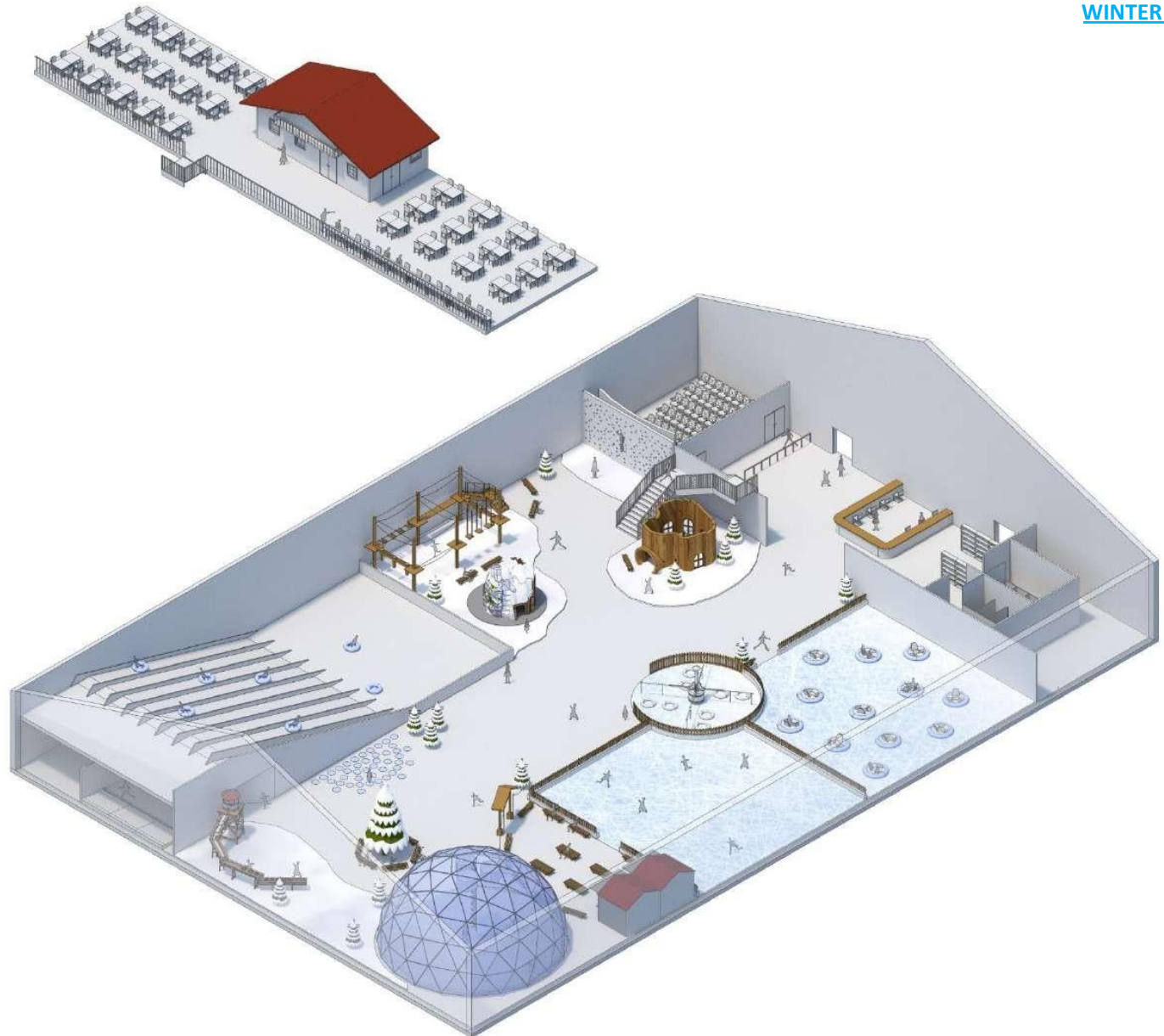
This large Snow Park offers you a real ice and snow experience at a nice temperature. Meet Miko and his friends. Experience the smoothness of ice and the cold of snow.

The first floor offers a F&B where you can get food and drinks from the Alps, such as hot chocolate and apple strudel.

On your way out you can buy a memory of your visit in the shop.

Length:	60 m / 196,8 ft
Width:	40 m / 131,2 ft
Height:	min. 9 m / 29,5ft *
Area:	2400 m ² / 25.800 sq.ft.
Instant cap:	425 (incl f&b)**
Operational staff:	37 p
Temperature:	15-21°C / 59-70°F
Snow Area:	110 m ² / 1.184 sq.ft.
Ice Area:	645 m ² / 6.942 sq.ft.
Rental:	Ice skates.
F&B + terrace:	175 p
Attractions:	3D Theatre Miko's House The Rock Snow Play Ice Skating Carousel Bumper cars on ice Snow Ball Challenge Ice Slides High ropes course Mining Interactive Climbing wall Interactive floor Projection

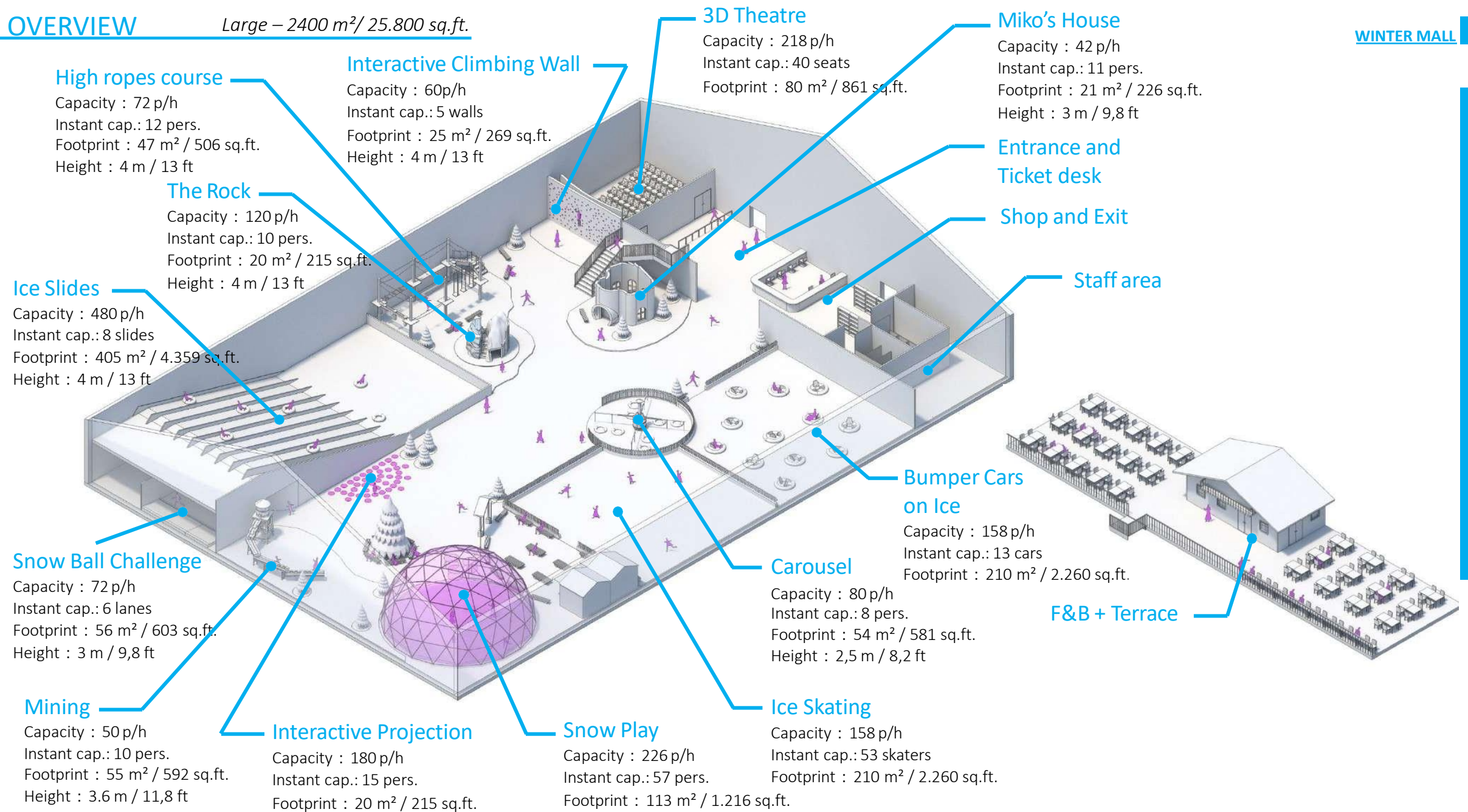
Investment: Between 7.1 to 8 million Euro***



*. The required height depends on the choice of the attractions and the choice of having a mezzanine floor.

** The capacities mentioned are theoretical values. In practice, these values may differ.

*** Depending on level of theming, choice of attractions, etc. Ex works.



EXTRA LARGE - 5000 m²/ 53.800 sq.ft.

This X Large Snow Park offers you a real ice and snow experience at a nice temperature and some exiting attractions. Meet Miko and his friends. Experience the smoothness of ice and the cold of snow.

The first floor offers a theater where you can watch the Miko movie and a Restaurant where you can get food and drinks from the Alps, such as hot chocolate and apple strudel.

On your way out you can buy a memory of your visit in the shop.

Length: 100 m / 328 ft
Width: 50 m / 164 ft
Height: min. 9 m m / 29,5ft *
Area: 5000 m² / 53.800 sq.ft.
Instant cap: 544 p (incl f&b)**
Operational staff: 41 p
Temperature: 15-21°C / 59-70°F
Snow Area: 180 m² / 1.937 sq.ft.
Ice Area: 750 m² / 8.073 sq.ft.
Rental: Ice skates
Climbing equipment

F&B + terrace: 200 p
Attractions:

3D Theatre	Snow Ball Challenge
Miko's House	Ice Slides
The Rock	Super Slide
Snow Play	VR Drop Slide
Snow Diggers	High ropes course
Ice Skating	Artificial Climbing wall
Carousel	Interactive floor Projection
Snow Mobiles	Mining
Bumper cars on ice	

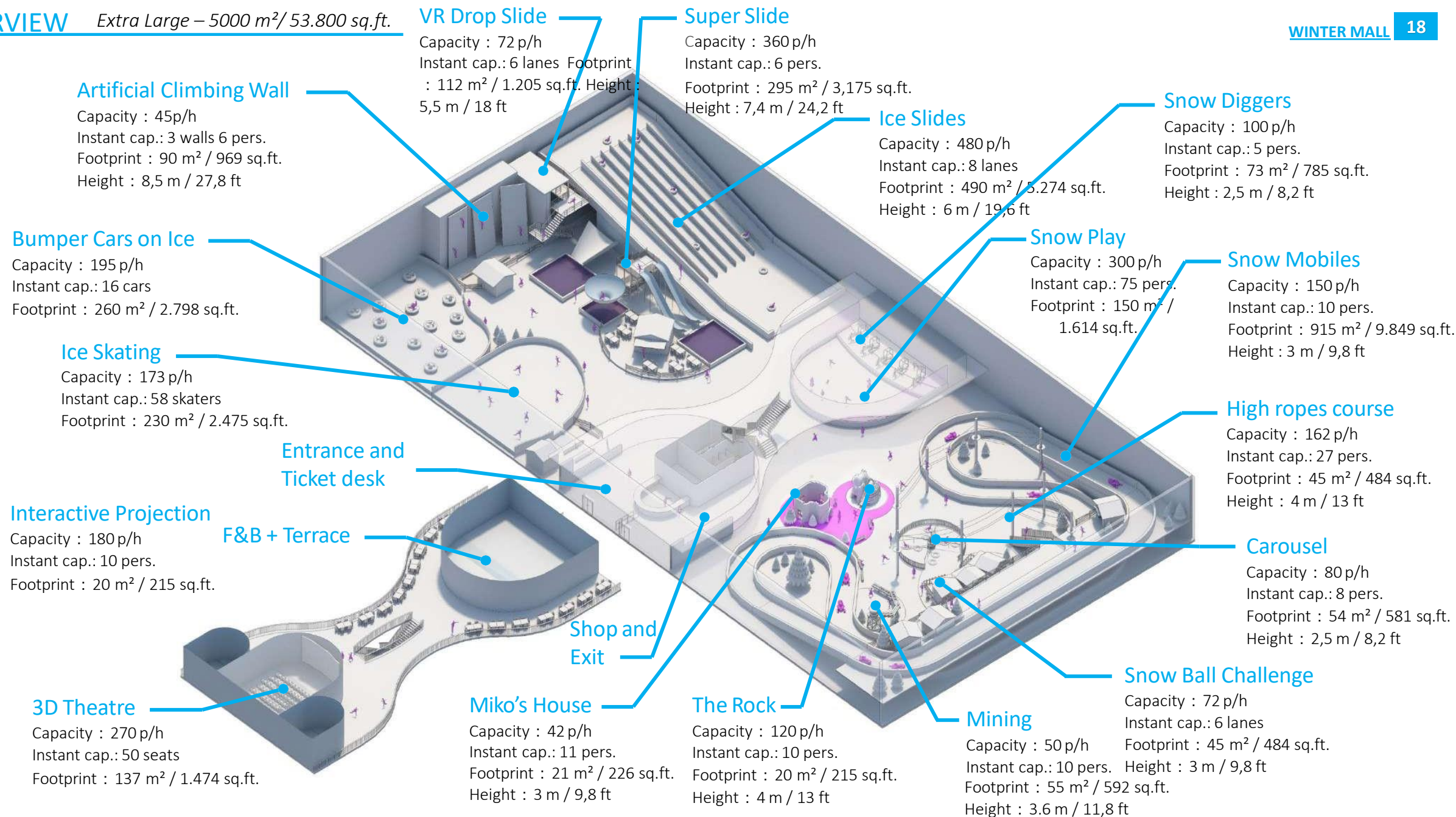
Investment: Between 10.5 to 12 million Euro***



*. The required height depends on the choice of the attractions and the choice of having a mezzanine floor.

** The capacities mentioned are theoretical values. In practice, these values may differ.

*** Depending on level of theming, choice of attractions, etc. Ex works.



Project Team



Ishola Olasunkanmi
Founder/CEO Winter Mall Limited

- Research & Development
- Networking Engineer
- Financials
- Year of Experience 15+



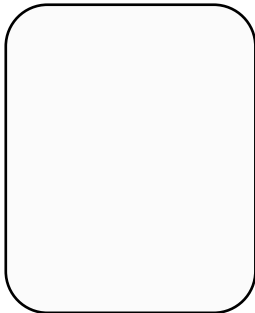
Oyeyemi Oladimeji Rasaq
Project Director Winter Mall Limited

- Businessman
- Entrepreneur
- Years of Experience 10+



Agboola Olatunji Issa Balogun
Project Manager Winter Mall Limited

- Entrepreneur
- Businessman
- Years of Experience 7+



Legal Advisor Winter Mall Limited

- Legal Advisory
- Compliance



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