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WINTER MALL



Introducing WINTERMALL: A Revolutionary Winter Wonderland

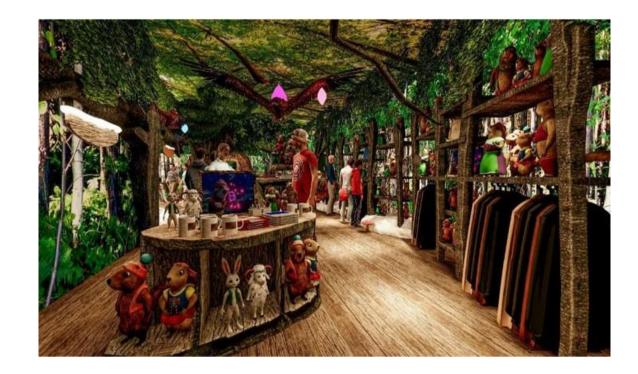


Imagine a place where you can experience the magic of SNOW, WINTER SPORTS/FUN GAMES and SHOPPING experience, regardless of the outside temperature or location.



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.

=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 - $600 \text{ m}^2 / 6.460 \text{ sq.ft.}$

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 m² / 6.460 sq.ft.
Instant cap.: 157 p (incl. f&b)**

Operational staff: 25 p

Temperature: $15-21^{\circ}\text{C} / 59-70^{\circ}\text{F}$ Snow Area: $63 \text{ m}^2 / 678 \text{ sq.ft.}$ Ice Area: $183 \text{ m}^2 / 1.970 \text{ sq.ft.}$

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

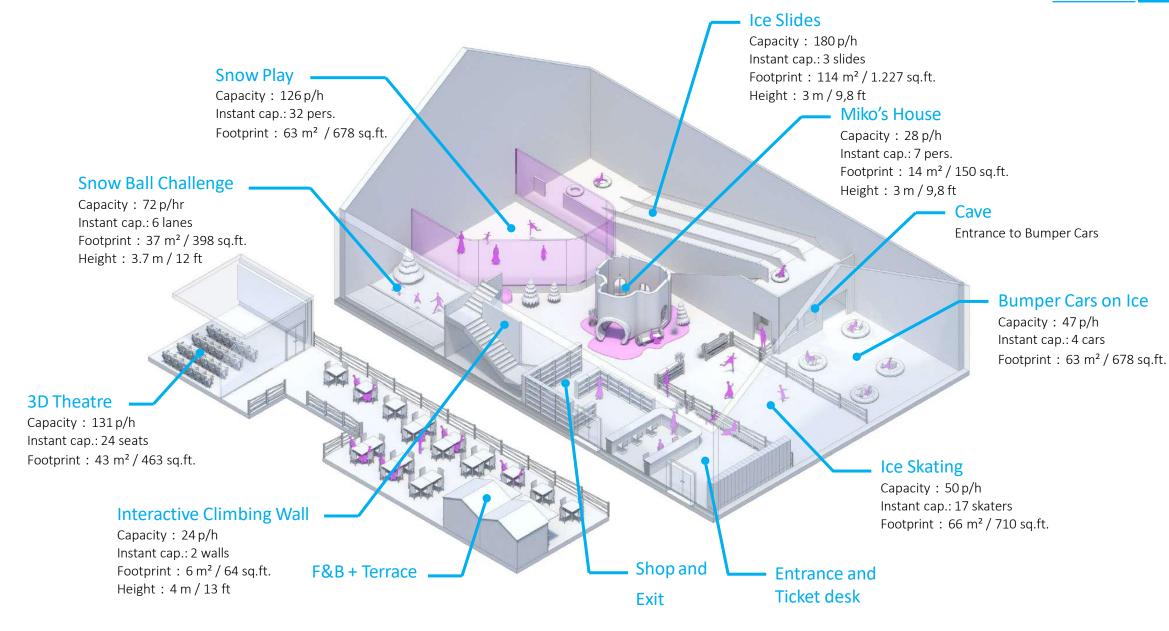
Interactive Climbing wall

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.

OVERVIEW



MEDIUM - $1200 \text{ m}^2 / 12.900 \text{ sq.ft.}$

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 * 1200 m² / 12.900 sq.ft. Area:

Instant cap: 280 p (incl f&b)**

Operational staff: 27 p

15-21°C / 59-70°F Temperature: 78 m² / 839 sq.ft. Snow Area: 475 m² / 5.113 sq.ft. Ice Area:

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

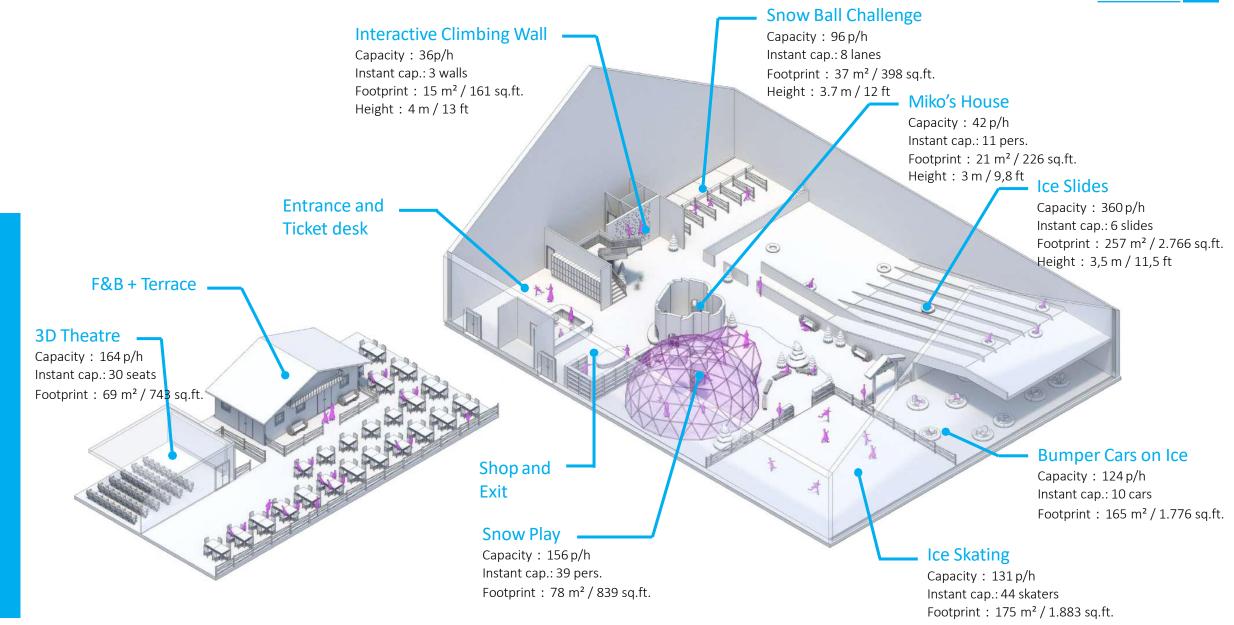
Ice Slides

Interactive Climbing wall

Between 4.3 to 5 million Euro*** Investment:



- *. 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.



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 m² / 25.800 sq.ft.

Instant cap: 425 (incl f&b)**

Operational staff: 37 p

Temperature: $15-21^{\circ}\text{C} / 59-70^{\circ}\text{F}$ Snow Area: $110 \text{ m}^2 / 1.184 \text{ sq.ft.}$ Ice Area: $645 \text{ m}^2 / 6.942 \text{ sq.ft.}$

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.

Interactive Climbing Wall High ropes course -

Capacity: 60p/h

Instant cap.: 5 walls

Height: 4 m / 13 ft

Footprint: $25 \text{ m}^2 / 269 \text{ sq.ft.}$

Capacity: 72 p/h Instant cap.: 12 pers.

Footprint: 47 m² / 506 sq.ft.

Height: 4 m / 13 ft

The Rock -

Capacity: 120 p/h Instant cap.: 10 pers.

Footprint: $20 \text{ m}^2 / 215 \text{ sg.ft.}$

Height: 4 m / 13 ft Ice Slides -

Capacity: 480 p/h Instant cap.: 8 slides

Footprint : $405 \text{ m}^2 / 4.359 \text{ sc.ft.}$

Height: 4 m / 13 ft

Snow Ball Challenge

Capacity: 72 p/h Instant cap.: 6 lanes

Footprint: 56 m² / 603 sq.ft.

Height: 3 m / 9,8 ft

Mining

Capacity: 50 p/h Instant cap.: 10 pers.

Footprint: $55 \text{ m}^2 / 592 \text{ sq.ft.}$

Height: 3.6 m / 11,8 ft

Interactive Projection

Capacity: 180 p/h Instant cap.: 15 pers.

Footprint: 20 m² / 215 sq.ft.

Capacity: 218 p/h Instant cap.: 40 seats

3D Theatre

Footprint: 80 m² / 861 sq.ft.

Footprint: $21 \text{ m}^2 / 226 \text{ sq.ft.}$ Height: 3 m / 9,8 ft

Instant cap.: 11 pers.

Capacity: 42 p/h

Entrance and Ticket desk

Shop and Exit

Staff area

Bumper Cars on Ice

Capacity: 158 p/h Instant cap.: 13 cars

Footprint: $210 \text{ m}^2 / 2.260 \text{ sq.ft.}$

Capacity: 80 p/h Instant cap.: 8 pers.

Carousel

Footprint: $54 \text{ m}^2 / 581 \text{ sq.ft.}$ Height: 2,5 m / 8,2 ft

Ice Skating

Capacity: 158 p/h Instant cap.: 53 skaters

Footprint: $210 \text{ m}^2 / 2.260 \text{ sq.ft.}$

Footprint: $113 \text{ m}^2 / 1.216 \text{ sq.ft.}$

Snow Play

Capacity: 226 p/h

Instant cap.: 57 pers.





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: $5000 \text{ m}^2 / 53.800 \text{ sq.ft.}$

Instant cap: 544 p (incl f&b)**

Operational staff: 41 p

Temperature: $15-21^{\circ}\text{C} / 59-70^{\circ}\text{F}$ Snow Area: $180 \text{ m}^2 / 1.937 \text{ sq.ft.}$ Ice Area: $750 \text{ m}^2 / 8.073 \text{ sq.ft.}$

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.

Artificial Climbing Wall

Capacity: 45p/h Instant cap.: 3 walls 6 pers. Footprint: 90 m² / 969 sq.ft. Height: 8,5 m / 27,8 ft

Bumper Cars on Ice

Capacity: 195 p/h Instant cap.: 16 cars

OVERVIEW

Footprint: $260 \text{ m}^2 / 2.798 \text{ sq.ft.}$

Ice Skating

Capacity: 173 p/h Instant cap.: 58 skaters

Footprint: 230 m² / 2.475 sq.ft.

Entrance and

Ticket desk

F&B + Terrace

Interactive Projection

Capacity: 180 p/h Instant cap.: 10 pers.

Footprint: 20 m² / 215 sq.ft.

3D Theatre

Capacity: 270 p/h Instant cap.: 50 seats

Footprint: $137 \text{ m}^2 / 1.474 \text{ sq.ft.}$

Capacity: 360 p/h Instant cap.: 6 lanes Footprint Instant cap.: 6 pers. : 112 m² / 1.205 sq.ft. Height

Footprint : $295 \text{ m}^2 / 3,175 \text{ sq.ft.}$ Height: 7,4 m / 24,2 ft

Ice Slides Capacity: 480 p/h Instant cap.: 8 lanes

Footprint: 490 m² / 5.274 sq.ft.

Height: 6 m / 19,6 ft

Snow Play

Capacity: 300 p/h Instant cap.: 75 pers. Footprint: 150 m²/

1.614 sq.ft.

Capacity: 150 p/h Instant cap.: 10 pers.

Footprint: 915 m² / 9.849 sq.ft.

Height: 3 m / 9,8 ft

Snow Mobiles

High ropes course

Capacity: 162 p/h Instant cap.: 27 pers.

Footprint: $45 \text{ m}^2 / 484 \text{ sq.ft.}$

Height: 4 m / 13 ft

Carousel

Capacity: 80 p/h Instant cap.: 8 pers.

Footprint: 54 m² / 581 sq.ft.

Height: 2,5 m / 8,2 ft

Snow Ball Challenge

Snow Diggers

Capacity: 100 p/h

Instant cap.: 5 pers.

Height: 2,5 m / 8,2 ft

Footprint: $73 \text{ m}^2 / 785 \text{ sq.ft.}$

Capacity: 72 p/h Instant cap.: 6 lanes

Capacity: 50 p/h Footprint: $45 \text{ m}^2 / 484 \text{ sq.ft.}$

Instant cap.: 10 pers. Height: 3 m / 9,8 ft

Footprint: $55 \text{ m}^2 / 592 \text{ sq.ft.}$ Height: 3.6 m / 11,8 ft

Mining

Miko's House

VR Drop Slide

Capacity: 72 p/h

5,5 m / 18 ft

Capacity: 42 p/h Instant cap.: 11 pers.

Footprint: $21 \text{ m}^2 / 226 \text{ sq.ft.}$

Shop and

Exit

Height: 3 m / 9,8 ft

The Rock

Capacity: 120 p/h Instant cap.: 10 pers.

Footprint: $20 \text{ m}^2 / 215 \text{ sq.ft.}$

Height: 4 m / 13 ft

Project Team



Ishola Olasunkanmi Founder/CEO Winter Mall Limited

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





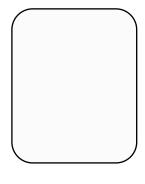
Oyeyemi Oladimeji Rasaq Project Director Winter Mall Limited

- 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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