

# BATTLE KART

Beyond Reality



- **Strong business model**
- **A fast growing franchise network**
- **Easy to operate**
- **Safe & Reliable**
- **6 crazy game modes!**



**BattleRace**



**BattleFoot**



**BattleSnake**



**BattleVirus**



**BattleColor**



**BattlePool**



## A unique entertainment

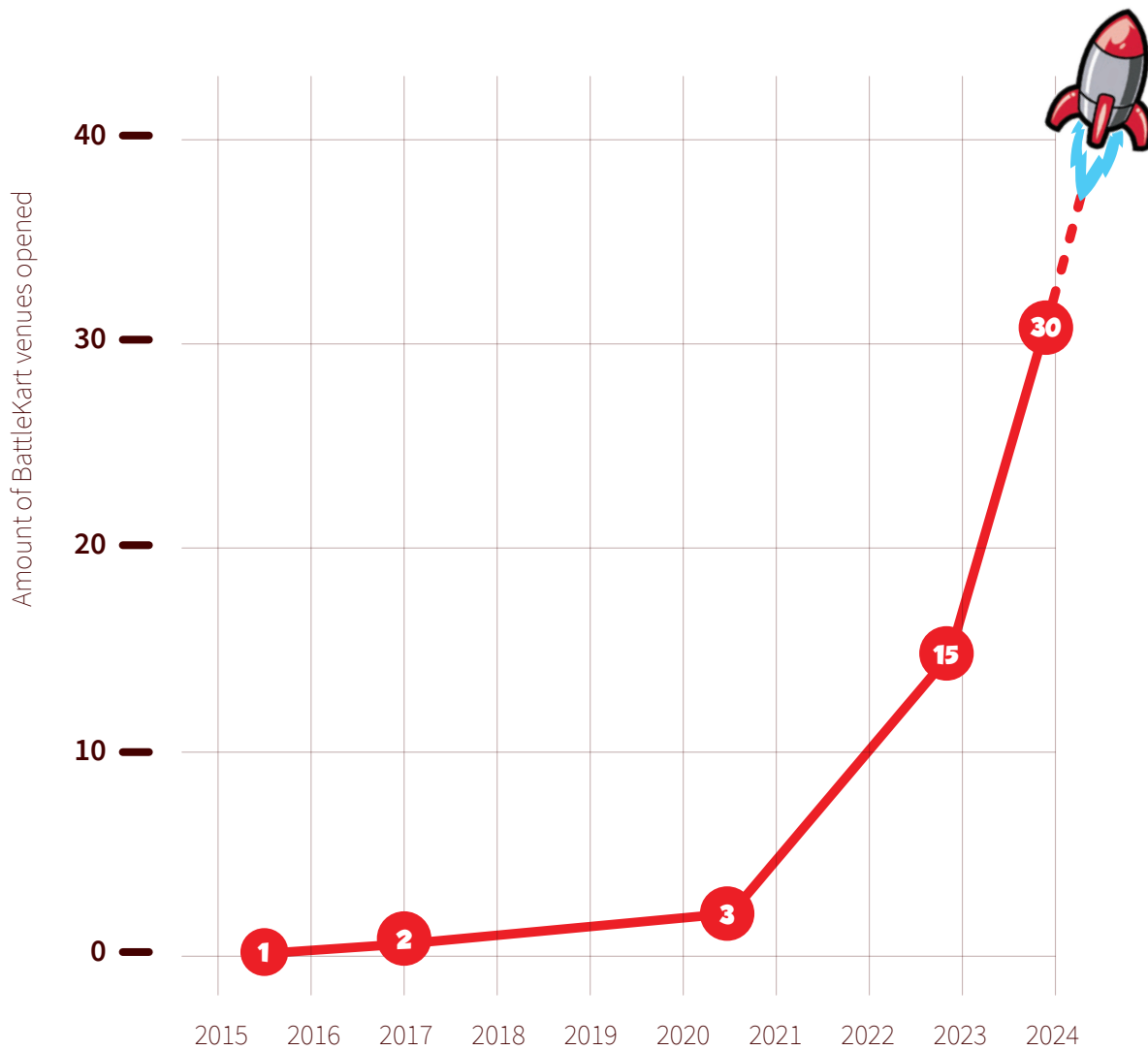
**BattleKart: Don't play the video game, play IN the video game.**

Discover a universe where emotions are guaranteed, be it with your friends, family or co-workers.

How? The performances of our electric karts will provide unique and crazy feelings while an augmented reality & video projected universe will take you on a journey across an infinite number of race tracks and arenas where everything becomes possible: shoot your friends with rockets, use turbos to overtake and finish on the highest step of the podium!



# Growing strong and aiming for the moon



**2015** 🇧🇪 Mouscron

**2017** 🇨🇭 Comptoir Suisse

**2020** 🇧🇪 Kortrijk Xpo  
 🇩🇪 Bisingen  
 🇫🇷 Tours

**2021** 🇧🇪 WEX  
 🇧🇪 Herentals  
 🇩🇪 Koeln  
 🇧🇪 Antwerpen  
 🇫🇷 Nantes

**2022** 🇫🇷 Metz  
 🇫🇷 Paris-Nord-Villepinte  
 🇧🇪 Genk  
 🇩🇪 Trier  
 🇩🇪 Essen

**2023** 🇫🇷 Amiens Picardia  
 🇩🇪 Aachen  
 🇦🇹 Wien  
 🇧🇪 Bruxelles Tour-Taxis  
 🇧🇪 Liège-Verlaine  
 🇩🇪 Bochum  
 🇩🇪 Abha  
 🇫🇷 Paris-Sud-Massy

🇳🇱 Utrecht Beusichem  
 🇩🇪 Riyadh-Ishbiliyah  
 🇫🇷 Paris-Ouest-Dreux  
 🇩🇪 Jeddah City Walk  
 🇫🇷 Arcachon  
 🇫🇷 Bourges  
 🇩🇪 Danken

**2024** 🇧🇪 Mons  
 🇦🇪 Dubai  
 🇫🇷 Arcachon  
 🇬🇧 Sittingbourne  
 🇦🇺 Melbourne  
 🇫🇷 Coudekerque  
 🇳🇱 Breda  
 🇩🇪 Abha Seasons 2024  
 🇫🇷 Lyon-Sud - Mornant  
 🇩🇪 St. Leon-Rot  
 🇩🇪 Riyadh Boulevard World  
 🇩🇪 Koblenz Mayen  
 🇧🇪 Gent  
 🇬🇧 Gateshead  
 🇬🇧 London-St-Albans







**BattleRace**

# A REAL LIFE



**BattleFoot**



**BattleVirus**

# VIDEO GAME



**BattleSnake**



**BattleColor**



**BattlePool**

# An all-inclusive solution

## Services provided by BattleKart before opening

- Advice when implementing construction plans
- On site measurements to make the plans
- Beamers positions plan
- Sensors positions plan
- Devices configuration in the database (sensors, beamers, servers, tv's, displays, leds, photobooth, karts, firewalls, gateways...)
- Position of the beamers (On site drawing)
- Help with the plan of electricity for the track
- Network plan
- IT cabinet installation
- Routers configuration
- KVM configuration
- KVM operation check
- Wifi routers configuration
- Wifi check
- Servers configuration
- Conferencing system configuration
- Photobooth configuration
- Remote control system configuration
- Creation of Office 365 account and setting up of subdomain
- Duplication of website with basic content (price, address, fares have to be adapted by the franchisee)
- Onboarding meetings (1/ week)
- Manager training (HR, marketing...)
- Technical attraction manager training
- Animation manager training
- Internet connection check
- On site help during the opening and the following day
- Payment system implementation

- Creation of datas required in the database (users, center, tracks, settings...)
- Communication plan validation
- Website content validation
- Creation of a "coming soon" page on the website
- Putting the website online (when ready)
- Creation of vectorized logos with center's name
- Check that printing of gift cards is working
- Help to order all the required equipment
- Website translation in the local language
- Photos of the different elements of the center to help the support
- Gather all data required for support
- Black out test
- Track calibration check
- Adapted beamers/wifi routers/sensors holders design
- "Call players" function check
- Remote control check
- Safety rails plan
- Anticollision system check





## Services provided by BattleKart after opening

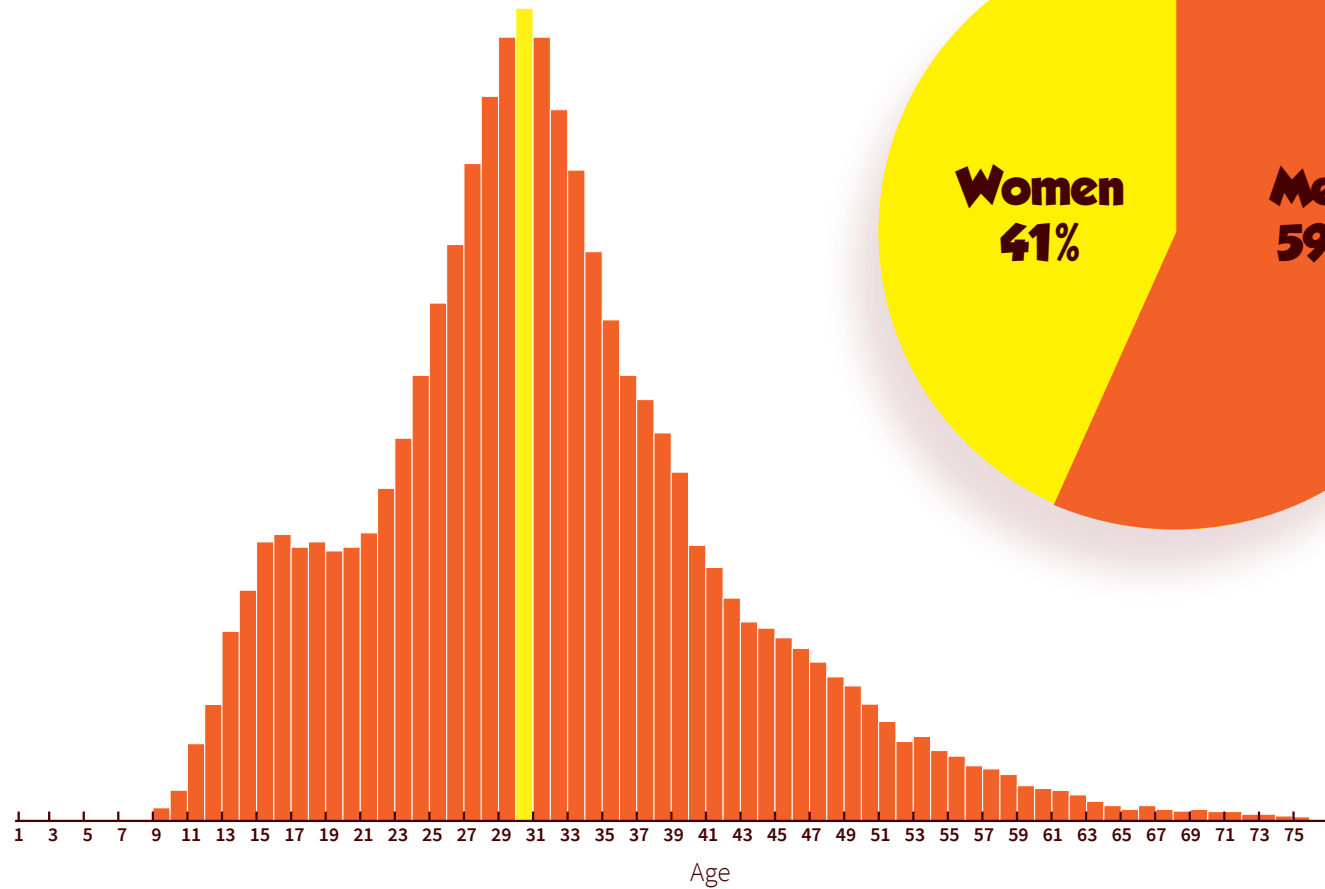
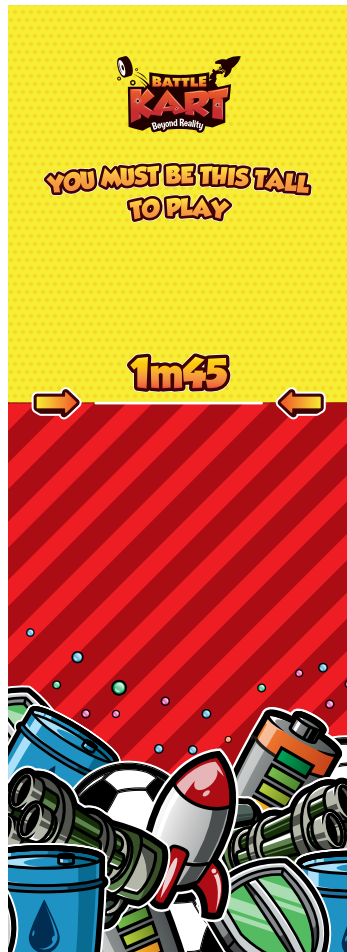
- Usage of the BattleKart softwares
- Usage of our patent
- Usage of the brand identity
- Author rights:
  - > Logo
  - > Fonts
  - > Musics & sounds
  - > Tts briefings
- Website development
- Website maintenance
- Website hosting
- Database hosting
- Website connexion SSL certificates
- Booking system maintenance
- Booking system hosting
- Games replays hosting
- Photobooth pictures hosting
- Games updates
- New game modes
- Seasonal themes & games events
- Documentation updates
- Access to graphics templates
- Access to pictures & videos library
- Newsletter with all the updates
- Yearly BattleKart convention
- Yearly visit on site
- Follow up video call every 3 months
- Email support for non urgent problems
- Phone support during opening hours of BK centers
- Chat support
- Online shop with negotiated prices for spare parts
- Invoices and receipts generation on user account
- Statistics generation
- Exports generation for accounting system
- Remote control system
- Easy data export for accountancy
- Validation of compliance with graphic chart of documents/social network publications
- Constant supply of several communication materials:
  - > Graphic templates
  - > Premade videos
  - > Premade social media content
  - > Video rushes library
  - > Photoshoots content
  - > POS Graphics & marketing content
  - > ...







# Attracting a broad target





# A profitable business model



|                                              | <b>Standard track size</b>                                   | <b>Minimum track size</b>                                    |
|----------------------------------------------|--------------------------------------------------------------|--------------------------------------------------------------|
| <b>Track size* (without columns)</b>         | 30x60m / 98x196ft<br>(~1,800m <sup>2</sup> ) / (~20,000sqft) | 24x45m / 79x148ft<br>(~1,080m <sup>2</sup> ) / (~11,692sqft) |
| <b>Investment</b>                            | ~592K€ / ~650K\$<br>(excluding building)                     | ~529K€ / ~580K\$<br>(excluding building)                     |
| <b>Go-karts driving</b>                      | 12                                                           | 10                                                           |
| <b>Total of go-karts</b>                     | 18                                                           | 15                                                           |
| <b>Expected turnover**(year 1)</b>           | 674K€ (~ 35K players)<br>740K\$ (~ 35K players)              | 628K€ (~ 25K players)<br>690K\$ (~ 25K players)              |
| <b>Yearly expected turnover</b>              | 1M€ (~ 50K players)<br>1,1M\$ (~ 50K players)                | 950K€ (~ 40K players)<br>1M\$ (~ 40K players)                |
| <b>Royalties***</b>                          | 8%                                                           | 8%                                                           |
| <b>Expected profit before taxes (year 1)</b> | 146K€ / 160K\$                                               | 123K€ / 135K\$                                               |
| <b>Expected profit before taxes</b>          | 291K€ / 320K\$                                               | 241K€ / 265K\$                                               |

\*The length has an impact on the amount of simultaneous players while the width has a significant impact on the user experience of recurring players

\*\*Turnover achieved in 90+% of the franchisees

\*\*\* calculation based on sessions actually played



↑  
TRACK

MAXIME

KEYI

BAUD



|          |    |
|----------|----|
| JULIETTE | 33 |
| ALISSON  | 27 |
| MAXIME   | 06 |
| JESSY    | 05 |
| DAMIEN   | 01 |
| THIBAUD  | 00 |

# 97% of our franchisees are working on a second (or +) venue

“

*The absolutely amazing concept has been the number 1 argument, as well as the development and evolution perspectives. Being the first franchisee hasn't been easy everyday, but i've seen a constant improvement in every aspects. I remain confident and we have common plans with BattleKart Europe: Opening of a second franchise and third franchise, improvement at BattleKart Tours with the opening of a second track...*

*Nicolas L.  
Managing Director @ BattleKart Tours*

“

*We chose to open a BattleKart because we were in the process of expanding our bowling alley. The technology proposed by BattleKart did not disappoint us during our discovery. We did not have any bug and the game is fluid which is its main advantage considering the number of elements connected together. So we took advantage of the opening of the BattleKart franchise to launch this project.*

*Tanguy M.  
Managing Director @ BattkeKart Nantes*

“

*I have never experienced and operated an attraction which makes all customers so satisfied like BattleKart does - no matter of age and gender! The enthusiasm of our customers after playing is amazing and gives a lot of positive energy to us to operate and let us enjoy our work!*

*BattleKart's technique is really well engineered, absolutely approved and has almost no failures at all, an uninterrupted operation is absolutely no problem even if the technique is really on the highest level with a lot of electronic and software. Even modern rollercoaster have more operation interruptions than BattleKart!*

*The investment for a BattleKart-Center is really very low compared to the average turnover and benefit. The low investment and low fees are showing also the fairness of the BattleKart Franchisor!*

*Do you know, the only thing that can be better than operating a BattleKart-Center? Operating more BattleKart-Centers and help to make this attraction more popular!*

*Michael K.  
Managing Director @ BattleKart Bispingen,  
BattleKart Trier & BattleKart Essen*





**"We are with you, every step of the way."**

**[www.BattleKart.com/Franchise](http://www.BattleKart.com/Franchise)**

