
BATTLE
KART
Beyond Reality
18
7

A unique entertainment

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!



Strong business model

A fast growing franchise network

Easy to operate

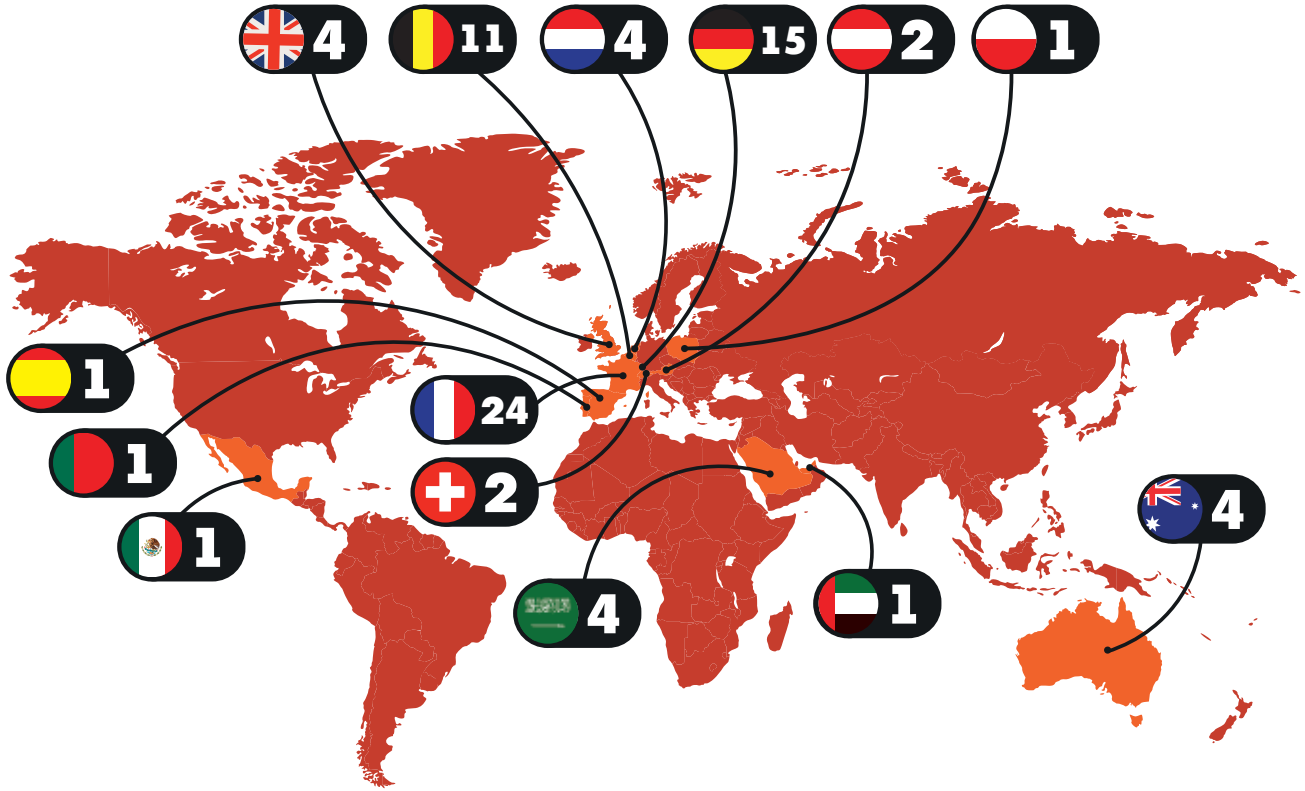
Safe & Reliable

6 crazy game modes!



Growing strong and aiming for the moon

NUMBER OF CENTERS OPENED



2015	2020	2021	2022	2023	2024	2025	2026	2030
01	04	09	14	29	44	70	≈100	≈350


A REAL LIFE
RACE
BattleRace
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 access points configuration
- Wifi check
- Servers configuration
- Conferencing system configuration
- Photobooth configuration
- Remote control system configuration
- Mailserver configuration
- 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
- Creation of datas required in the database (users, center, tracks, settings…)
- Communication plan validation
- Website content validation
- Putting the website online (when ready)
- Creation of vectorized logos with center's name
- 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 calibration and check
- Games translations in local language
- Briefing translation in local language
- Weekly follow-up video call

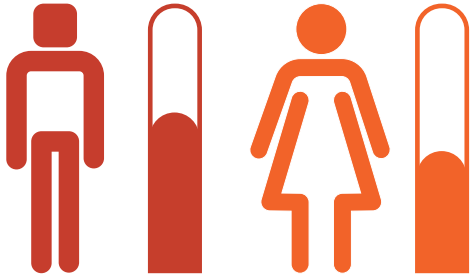
Services provided by BattleKart after opening

- 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
- 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
- Ticket system for non urgent problems
- Phone support during opening hours of BK centers
- Online shop with negociated 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
- Email hosting
- Birthday calender
- Time tracking
- Checklists
- 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

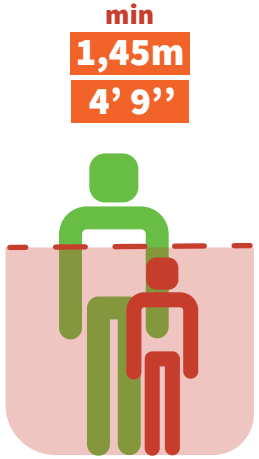
GENDER



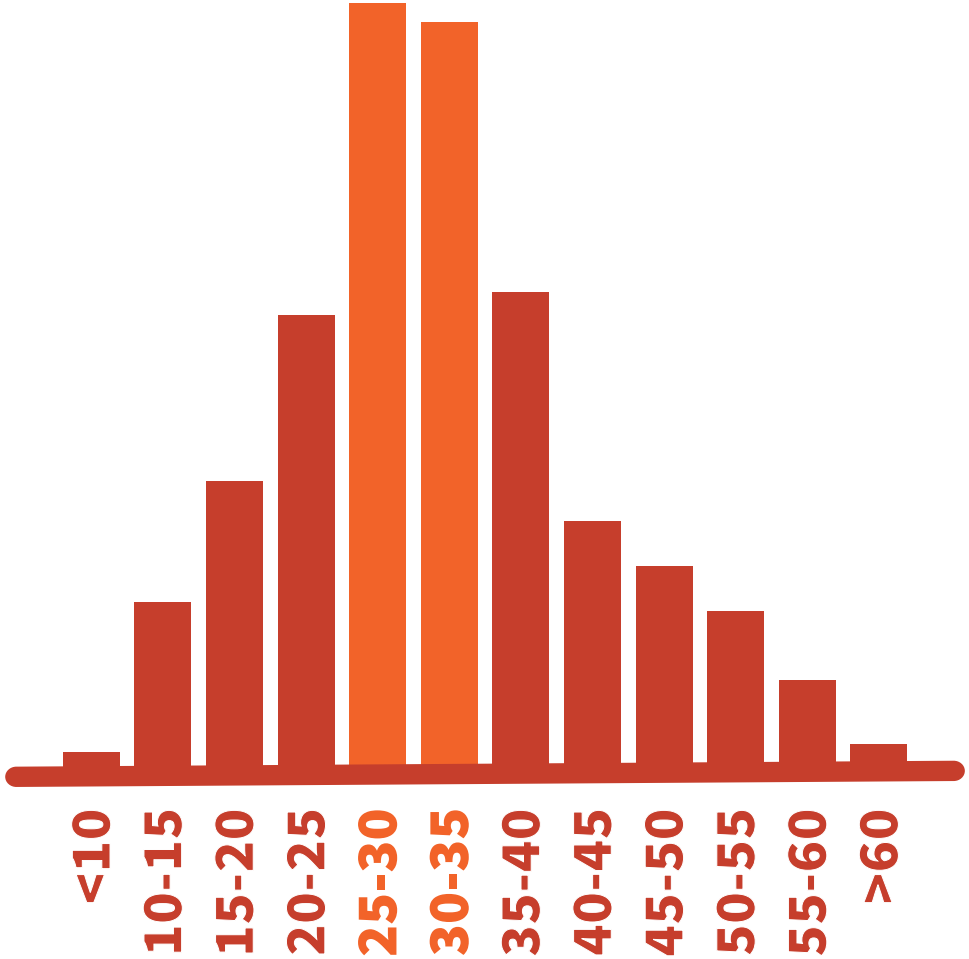
Men 59%

Women 41%

HEIGHT



AGE





A profitable business model

	Standard track size	Minimum track size
Track size* (without columns)	30x60m / 100x200ft (~1,800m²) / (~20,000sqft)	24x45m / 80x150ft (~1,080m²) / (~12,000sqft)
Investment	~500K€ / ~580K$ (excluding building)	~450K€ / ~520K$ (excluding building)
Go-karts driving	12	10
Total of go-karts	18	15
Expected turnover **(year 1)	674K€ (~ 35K players) 740K$ (~ 35K players)	628K€ (~ 25K players) 690K$ (~ 25K players)
Yearly expected turnover	1M€ (~ 50K players) 1,1M$ (~ 50K players)	950K€ (~ 40K players) 1M$ (~ 40K players)
Royalties* **	8%	8%
Expected profit before taxes (year 1)	146K€ / 160K$	123K€ / 135K$
Expected profit before taxes	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

BattleRace Classic + 3 Special Themes

+2 SEASONAL THEMES











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 Entertainment: 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
& BattleKart Le Mans

I have truly enjoyed, and still enjoy, collaborating with the BattleKart teams. It brought me back to the "startup" atmosphere I experienced in my previous roles : professionalism, availability, a genuine desire to do things well, and a strong sense of resourcefulness. As a franchise, we operate at the pace of the franchise's rapid evolution. We clearly see the many positive improvements in the organization.

Nicolas G.
Managing Director @ BattleKart Bourges
& BattleKart Orléans

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 & many others



@ BattleKart Tours - 2020



@ BattleKart Unna - 2025



@ BattleKart Mouscron


@ BattleKart Nantes - 2022

11 Years of Driving Success

2015
Opening of the first BattleKart (Mouscron, BE)

2020
Start of franchises: France & Gemany

2020
6 BattleKart's in Belgium

2023
Netherlands

2023
Austria & Saudi Arabia

2024
UK & Australia

2024
Dubai

2025
Switzerland

2025
10 Years

2025
Mexico

2025
+70 centers opened

2026
Spain, Portugal & Poland

2026
USA



10 Years celebrations







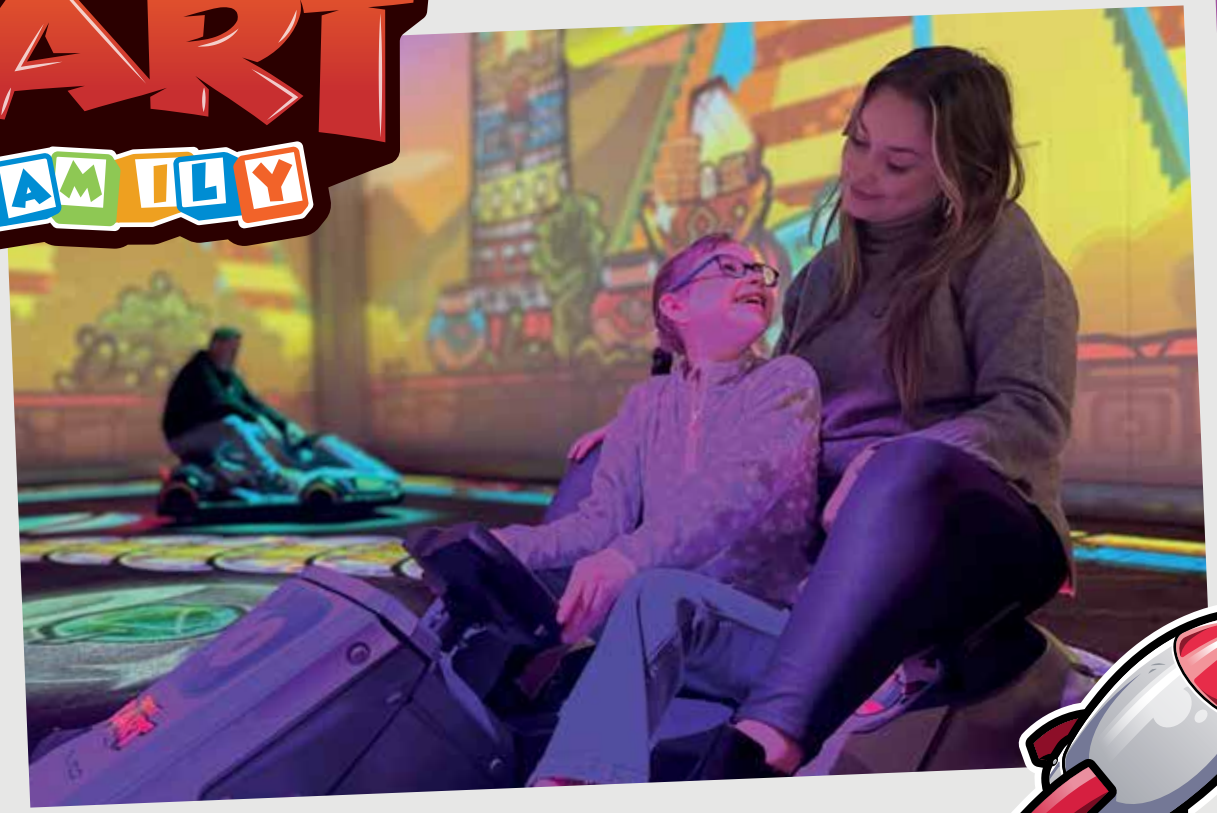








BATTLE KART FAMILY



SHARE MEMORABLE MOMENTS WITH FAMILY MEMBERS!

A new family experience that works

BattleKart Family brings the excitement of interactive AR karting to a whole new audience: families with young children (under 1m45). Designed to be safe, intuitive and fun, the experience allows parents and kids to race, play and share a unique moment together on the track. From toddlers discovering their first driving sensations to parents joining the fun as copilots, BattleKart Family creates memorable moments that keep players coming back!

BattleKart Family naturally fits within leisure centers, karting venues and entertainment complexes (and above all with the BattleKart adult concept!). It targets a new audience segment that is often underserved:

Families with young children · Parents looking for shared activities · Birthday groups and family outings



A concept already loved by players

The concept has already been tested with over 1700 players in Mouscron, Belgium. Key figures from the testing phase:



1700+ players



400+ games played



14450 driven minutes



starting from 1.5 years old

Very fun to play as a family

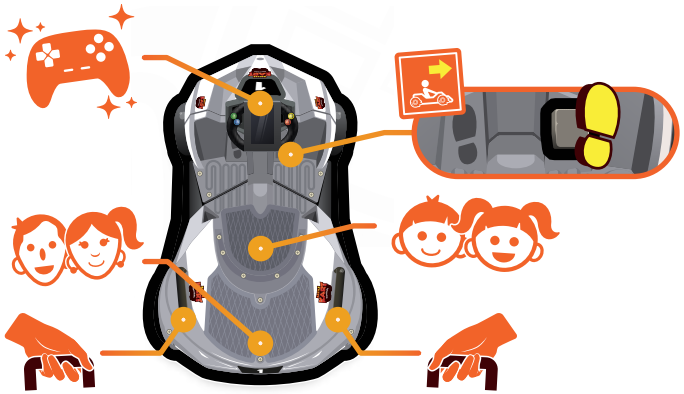
My son absolutely loved it

The kids had stars in their eyes

Great games and very easy to understand

Designed for safety & fun

BattleKart Family has been designed so that anyone can play instantly. The go-karts are specifically designed for children while allowing parents to join the experience.



Two-seat configuration:
- **Lower seat for children**
- **Upper seat for older children or adults acting as copilots**

Single pedal for acceleration and braking

Ergonomic steering wheel with integrated screen

Buttons placed directly on the wheel handles for easy access



Safety is a core part of the experience, the attraction integrates multiple safety features:

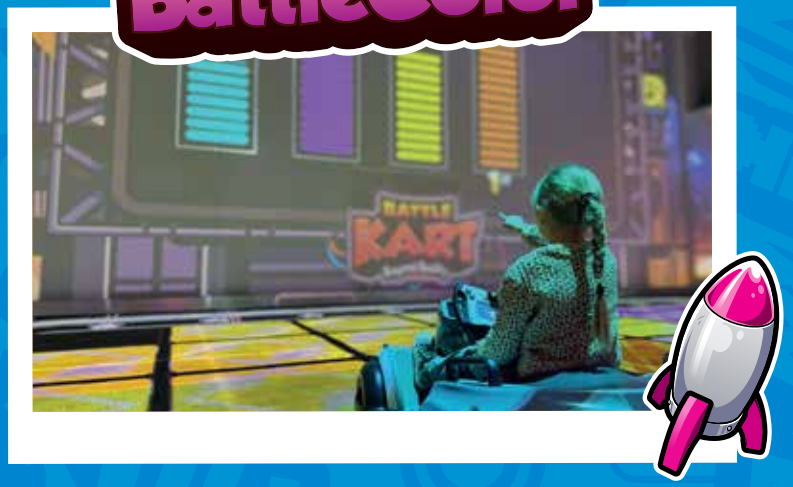
- **Alert button directly on the go-kart**
- **Emergency stop controlled by the operator**
- **Controlled speed adapted to young players**
- **Track infrastructure identical to the adult concept**
- **Anti-collision system**
- **Complete PVC protective casing around the go-kart and wheels**

4 GAME MODES!

BattleRace



BattleColor



BattleFoot



BattleSnake



Easy to operate

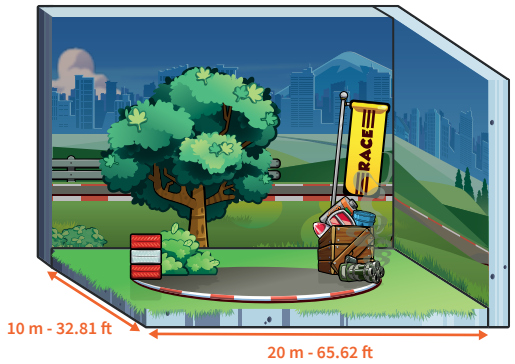
BattleKart Family can be installed in a wide range of venues. The track design prioritizes width over length, ensuring better overtaking opportunities and more engaging races. It has been designed to be simple to operate and maintain.

MINIMUM AREA REQUIRED

10 m x 20 m / 33 ft x 66 ft

RECOMMENDED AREA REQUIRED

15 m x 30 m / 50 ft x 100 ft





MINIMUM GO-KARTS REQUIRED

6 go-karts

RECOMMENDED GO-KARTS REQUIRED

12 go-karts

ESTIMATED GO-KART AUTONOMY

up to 8 hours of gameplay

TWO DIFFERENT TYPES OF CHARGERS

depending on your needs

Business model

	Standard track size	Minimum track size
Track size* (without columns)	15 m x 30 m 50 x 100 ft	10 m x 20 m 33 x 66 ft
Investment	~150K€ (excluding building)	~100K€ (excluding building)
Go-karts driving	12	6
Expected turnover (year 1)	~400K€ (depends on the market)	~250K€ (depends on the market)
Royalties**	8%	8%

*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
**Calculation based on sessions actually played