



## MIKO'S WORLD *THE STORY BASED SNOW PARK*

### THE IDEA

Taking Snow and Ice parks away from a site which looks like an industrial building with some snow and ice, into an emerging winter environment for the guests to fall in love with. Make this concept interesting and suitable for almost any location in the world. This is the foundation for Miko's World, the world's first winter fun concept that will take the guests out of their ordinary world and immerse them into a winter fantasy world.

### THE STORY

Miko's World is based on the IP Miko, a young marmot living with his family and friends in the picturesque Alps, getting into all kind of exciting adventures. The story of Miko can be found throughout Miko's World. The concepts include a Miko's merchandise shop.



### THE CONCEPT

Miko's World is a "Plug and Play" concept. The only requirement is an empty building or temporary structure, with normal air-conditioned temperature, with standard utilities. Miko's World includes everything an attraction needs, including ticketing, F&B and merchandise shop. Miko's World can be developed to fit any size. To get you inspired we developed 4 examples. Ranging from 600 m<sup>2</sup> / 6500 sq. ft. to 5000 m<sup>2</sup> / 53.800 sq. ft. Attractions in Miko's World are easy to change or to update, which keep Miko's World fresh all the time.





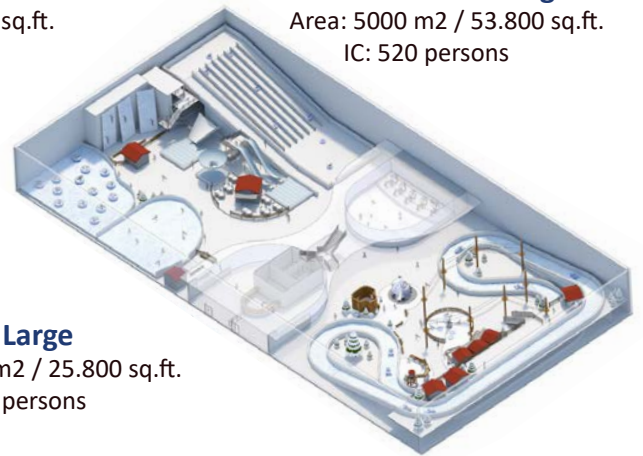
## THE MODELS



### Miko's World **Small**

Area: 600 m2 / 6500 sq.ft.

IC: 150 persons



### Miko's World **Extra Large**

Area: 5000 m2 / 53.800 sq.ft.

IC: 520 persons



### Miko's World **Medium**

Area: 1200 m2 / 12.900 sq.ft.

IC: 290 persons



### Miko's World **Large**

Area: 2400 m2 / 25.800 sq.ft.

IC: 420 persons

## THE BUSINESS

Of course, each location has its own business model. For several locations we have already calculated the business model, resulting in IRR's >20%, gross margins >30% and ROI starting from 3 years time.

## IMMERSIVE APPROACH

From the moment you first check the website of Miko's World, the marmots will be the friendly characters helping you around. This continues by arrival in the Snow Park. The Marmots will welcome the guests at the screens and signage and from time to time a real size walking character will be on site to provide hug mo-ments for the children! And of course, the characters will join you in the games that you enjoy during your stay. Till now we developed already more than 60+ snow & ice games and attractions for all age groups.



Animation:



# THE NEW EXCITING **MIKO'S WORLD IP** AS A FRANCHISE AND LICENSE OPPORTUNITY FOR SNOWPARKS AROUND THE WORLD!



This most enjoyable IP features a marmots' family and other animal characters from the Alps experiencing all kinds of fun adventures in the SnowPark. Visitors are "beamed" into an Alpine winter landscape with mountain sceneries, chalet facades, snowy rockwork, F&B terraces, real snowfall, show control with specially composed music and light effects.

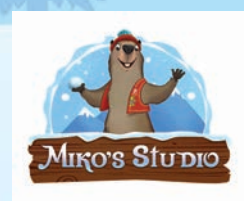


## **CHARACTERS STORY**

The storytelling is based on the adventures of the marmots' family and their friends who live in the Alps. The family consists of Miko (son), Maya (daughter), Mutti (mother) and Max (father). The main character is Miko. He and his sister Maya with their friends go on exciting adventures. There are 8 friends and all characters have their own profile for a consistent storytelling.



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Miko's World ©™





## FILM

An exciting 3D film has been produced called “Miko and the spell of the stone”, whereby Miko encounters a magic stone reversing the seasons.

## GAMES AND ATTRACTIONS

There are 60+ snow & ice games and attractions for all age groups. Some 20 of these are featured in the first Miko’s World opening soon, including lots of snow play, bumper cars on ice, snowmobiling, slides, ice-skating, a 3D theatre and more.

Light projections, AR & VR games, street characters, animatronics are part of a great experience.

## MERCHANDISING

The merchandising program offers great variety of assortment. It consists of adorable plush items souvenirs, games, clothing and more.



## FRANCHISE AND LICENSE

Unlimited Leisure now offers the complete Miko’s World SnowPark marmots experience as a franchise and license opportunity on a geographical exclusive basis for permanent or relocatable facilities, including operations handbook, training, management agreement or joint venture.



Trailer film:

