



SPORTZLAB

INVESTOR DECK

PRE SERIES A



1. OVERVIEW:

SPORTZLAB Riyadh is a high-tech, IP-backed sportainment hub launching in April 2026 inside a premium mall in Saudi Arabia with Cenomi Westfield.

It integrates interactive sports simulators, athlete academies, esports, entertainment zones, and brand activations into one premium destination.

ORIGINAL BUDGET: SAR 42M

- **Landlord Contribution: SAR 13M**
- **Contractor Contribution (secured): SAR 14M** for construction/fit-out, to be repaid post-opening from revenue in 12 instalments.
 - Includes **SAR 5M in profit** convertible to **5% equity** at a **SAR 100M valuation**

REMAINING TO RAISE: SAR 18M

OPENING DATE: APRIL 2026

TARGET VALUATION AT LAUNCH: SAR 180M

BRANDS:



2. INVESTMENT OPPORTUNITY

We are offering a strategic opportunity to participate in the **PRE-SERIES A ROUND OF EX SPORTS DMCC HOLDINGS**, the parent company driving the global expansion of Sportzlab.

The raise targets **SAR 18M** at a **SAR 180 MILLION VALUATION**, equating to a **10% EQUITY STAKE** in the holding company. This investment grants shareholders access to all current and future revenue streams—including royalties, management fees, and brand licensing income—across both wholly owned and asset-light Sportzlab locations worldwide.

As the Riyadh flagship progresses toward launch and three additional international sites advance into execution, this early entry point provides investors with both downside protection and significant upside through rapid multi-market scale

INVESTOR TERMS

- **Anti-Dilution Protection:** Pre-Series A investors will retain their full **10% equity stake post-Series A**, with no dilution in the next round. Standard dilution applies for all subsequent rounds.
- **Conversion Option:** Investors have the right to **convert their holding company shares into shares of the local Saudi entity or Riyadh project SPV** within **12 months** of the investment. This offers flexibility to increase their exposure in a specific asset or geography by shifting into a project-level position with enhanced operational upside.

This is a time-sensitive opportunity to invest at the holding level before exponential growth is unlocked through the flagship Riyadh opening and the rollout of the SPORTZLAB platform across the Kingdom and key international markets.



3. CORPORATE STRUCTURE OVERVIEW

A. IP HOLDING COMPANY

- ✔ **Entity:** EX Sports DMCC (UAE)
- ✔ **Role:**
 - Owns the global **IP rights for Sportzlab.** and exclusive Saudi development license for brands: Urban Ball, TK MMA Elite, Muay Thai 10, and Taekwondo Fit.
 - Holds BOT agreement with **Al Othaim Investment** for Saudi operations (SAR 5M annual retainer for 6 years).
 - Collects an average **6%-8% royalty** on exclusive licensed brands in Saudi Arabia.
- ✔ **Strategic Objective:** Global expansion of SPORTZLAB and brand IP licensing.




B. LOCAL DEVELOPMENT & OPERATING COMPANY

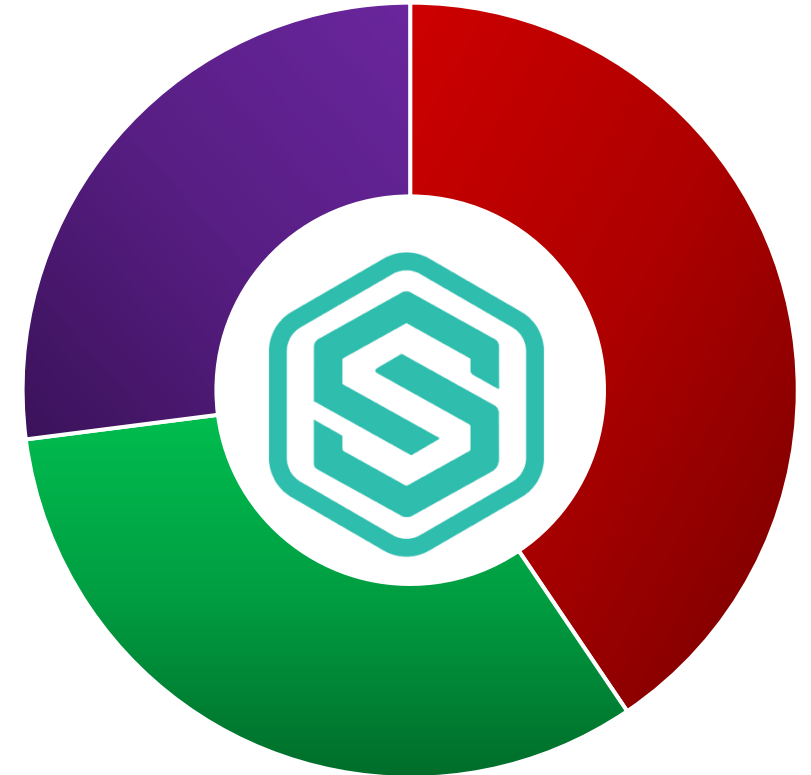
- ✔ **Entity:** EX Sports Saudi Arabia (100% owned by UAE)
- ✔ **Registration:** MISA (Saudi Ministry of Investment)
- ✔ **Roles:**
 - Holds exclusive **Saudi development license** for Sportzlab and other brands.
 - Manages Saudi rollout and operations of Sportzlab.
 - Owns **25% in Health Recovery Company (HRC)**, which:
 - Holds master license for Cryo Clinics in Saudi Arabia.
 - Controls exclusive Cryo Science equipment distribution rights.
 - Owns **10% in GolfXperience**, a Saudi-based golf simulator venture.

C. PROJECT OPERATING SPV

- ✔ **Entity:** “SporstLab Riyadh SPV” (to be formed for Jawharat Riyadh project)
- ✔ **Ownership Structure (post-raise projection):**
 - **EX Sports Saudi Arabia:** ~95%
 - **Contractor (TriSpec):** Up to 5% convertible equity (if SAR 5M profit converts)

4. CAPITAL STRUCTURE & VALUATION FRAMEWORK BY ENTITY

ENTITY	FUNCTION	EST. VALUATION	NOTES
 EX Sports DMCC	Global IP holder	SAR 180M	IP rights owner and master license owner for Saudi of brands + international expansion potential
 EX Sports Saudi Arabia	Development & operations in KSA	SAR 120M	Includes stake in HRC (Cryo) + GolfXperience + BOT value
 Sportzlab Riyadh SPV	Project-level company (Jawharat)	SAR 100M (ramp-up)	Initial valuation starts at 100M



■ EX Sports DMCC ■ EX Sports Saudi Arabia ■ SportLab Riyadh SPV

5. GLOBAL EXPANSION ROADMAP (2025–2026)

SPORTZLAB is securing 5 additional locations globally where **developers fund 50% of construction** and EX Sports DMCC earns from:

- ✔ **Management Fees (10–15%)**
- ✔ **Royalties on Gross Revenues (5–8%)**
- ✔ **Franchise/Brand Licensing Fees**
- ✔ **50-80% of EBITDA**

LOCATION	MODEL	STATUS
Riyadh/Jeddah	Fully owned	Underway (April 2026 opening)
Abu Dhabi / Dubai	Joint Venture	In negotiation – Q4 2025 signing
Tokyo	Joint Venture	Target signing Q1 2026
London	Joint Venture	Target signing Q1 2026

TIMELINE:



RIYADH
Underway
(April 2026 opening)



UAE
In negotiation
Q4 2025 signing



TOKYO
Target signing
Q1 2026



LONDON
Target signing
Q1 2026

6. VALUATION GROWTH FORECAST

MILESTONE	DATE	PROJECTED VALUATION
Riyadh build underway	Q1 2025	SAR 100M
UAE Sites MOU	Q4 2025	SAR 160M
London & Tokyo Sites MOU	Q4 2025	SAR 180M
Riyadh Opening + operational run-up	April 2026	SAR 200–220M
Year-end 2026 Valuation	Q4 2026	SAR 250M+



7. SERIES-A RAISE SUMMER 2026

PRE-MONEY VALUATION	POST-MONEY VALUATION	EQUITY GIVEN FOR SAR 60M
SAR 250M	SAR 310M	~19.35%

UPDATED OWNERSHIP STRUCTURE (POST SERIES-A RAISE)

SHAREHOLDER	STAKE (%)
Founders / Original Holders	~70.65%
Pre-Series A Investors (SAR 18M)	~10.0%
Series A Investors (SAR 60M)	~19.35%

MILESTONES:

- ✓ Opened Riyadh successfully
- ✓ Signed and secured financing for the 5 new sites
- ✓ Proven management & IP model with initial cash flow

Conservative valuation: SAR 310M (post-money)

USE OF FUNDS

- ✓ Each new location cost: SAR 40M
- ✓ Developer contribution: 50% (SAR 20M per site)
- ✓ Funding required by Sportzlab: SAR 60M total (SAR 20M × 3)
- ✓ Ownership in revenues per site: 80% (Sportzlab Global), 20% (developer/land partner)
- ✓ Founders Cash Out maximum 20%