



SPORTZLAB

SPORTZLAB is a pioneering *sportainment* concept combining cutting-edge sports technology, immersive experiences, and lifestyle-driven entertainment under one roof. Developed by EX Sports DMCC and now positioned for global expansion through strategic collaborations with **Westfield**, **DIFC** and other international JV partners, Sportzlab aims to redefine how people interact with sport — as participants, fans, and creators.

Our mission is to build the world's leading multi-format sports hub, merging physical activity, digital engagement, and social experiences.

Sportzlab is **built around five core verticals** that seamlessly integrate to serve all generations of sports lovers, families, gamers, and digital-first audiences.



DIFC DUBAI - UAE

SportLab DIFC represents a strategic expansion of the SportLab brand into one of Dubai's most prestigious destinations — the DIFC Mall, positioned at the heart of the financial district. The project aligns perfectly with DIFC's evolution into a lifestyle-driven destination focused on social dining, entertainment, and innovation.

A fully operational 2,800 sqm food hall is already established on-site, generating **AED 13 million in annual revenue with 14 outlets** occupying approx. 800sqm and serving as an ideal foundation for the transformation into the SportzLab DIFC concept — a high-end “sportainment” hub combining immersive sports technology, premium dining, and curated social experiences.

1.1 PRIME LOCATION:

Located inside the DIFC Mall, with direct access from Gate Avenue and surrounded by top-tier restaurants, hotels, and offices.

1.2 ESTABLISHED OPERATION:

The existing 2800sqm foodhall already generates AED 13M YTD revenue as of Sept 2025 through 14 F&B outlets across 800sqm, providing a stable base operation and immediate revenue continuity.

1.3 MASSIVE FOOTFALL:

Over 14 million annual visitors pass through DIFC Mall, offering unparalleled exposure and audience engagement potential.



COMPETITIVE BENCHMARKING



Direct Competitors:

- **Bounce Inc:** Primarily trampoline-based entertainment, lacks diversity in sports simulations and F&B integration.
- **Top Golf & Swingers.**



Indirect Competitors:

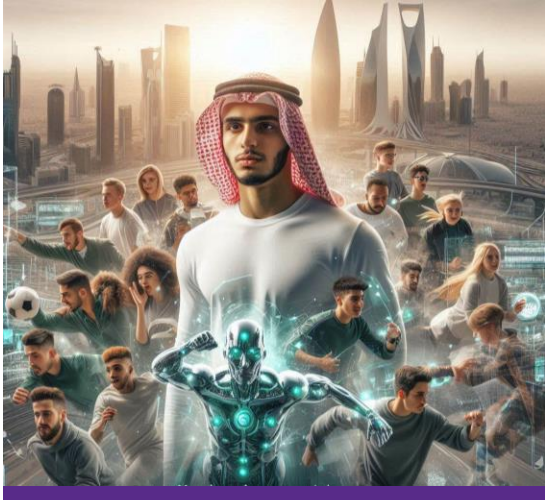
- **Warehouse Gyms:** Offers traditional fitness and sports activities without integrated leisure entertainment or significant F&B experiences.
- **Local Entertainment Parks:** Primarily focused on children's activities and family-oriented amusement, missing the corporate and young-adult segments.



Sportzlab Differentiation:

- Unique combination of advanced sports simulators (golf, football, cricket, baseball, tennis), physical activity spaces, and vibrant street-food-inspired F&B offerings.
- Superior technology integration (Trackman iO and multi-sport simulators), delivering interactive and immersive experiences unmatched by direct competitors.

DEMOGRAPHIC INSIGHT



Youth and Young Adults (15-35 years old):

They seek dynamic, technology-driven, socially engaging experiences, strongly aligned with Sportzlab offerings.



Families:

Middle to upper-middle-class families looking for inclusive recreational activities suitable for various age groups. The integrated approach of sports and dining significantly appeals to families.



Corporate Clients:

Organizations increasingly utilize recreational sports activities for team-building events and corporate gatherings, driven by initiatives to enhance employee wellness and productivity.



Health and Wellness Enthusiasts:

Individuals prioritizing active lifestyles, seeking innovative recreational opportunities that blend physical activity with social interaction.

THIS DETAILED DEMOGRAPHIC SEGMENTATION CLEARLY POSITIONS SPORTZLAB TO CAPTURE BROAD MARKET APPEAL AND SUBSTANTIAL FOOTFALL ACROSS DIVERSE CUSTOMER SEGMENTS.

"SPORTS BAR CONSUMER BEHAVIOR: DWELL TIME AND SPEND INSIGHTS"

AVERAGE TIME SPENT IN A SPORTS BAR

- **General visit:** 1.5 to 2.5 hours
- **For major sports events (e.g. football, UFC, F1):** 2.5 to 4+ hours
Especially if guests arrive early and stay post-match.
- **During off-peak times (lunch or casual drink):** 45 minutes to 1.5 hours

WHAT AFFECTS DWELL TIME:

- **Type of event:** Big games = longer visits
- **Group size:** Bigger groups tend to stay longer
- **Food & entertainment mix:** Live music, games, or special menus extend stay
- **Venue layout:** Comfortable seating, screens from all angles, lounge areas
- **Loyalty or membership perks:** Encourages return visits and longer stays

STRATEGIC TIP SPORTZLAB/WESTFIELD-TYPE PROJECTS):

Combining a **sports bar within a larger concept**, aim to average **2+ hours** dwell time by:

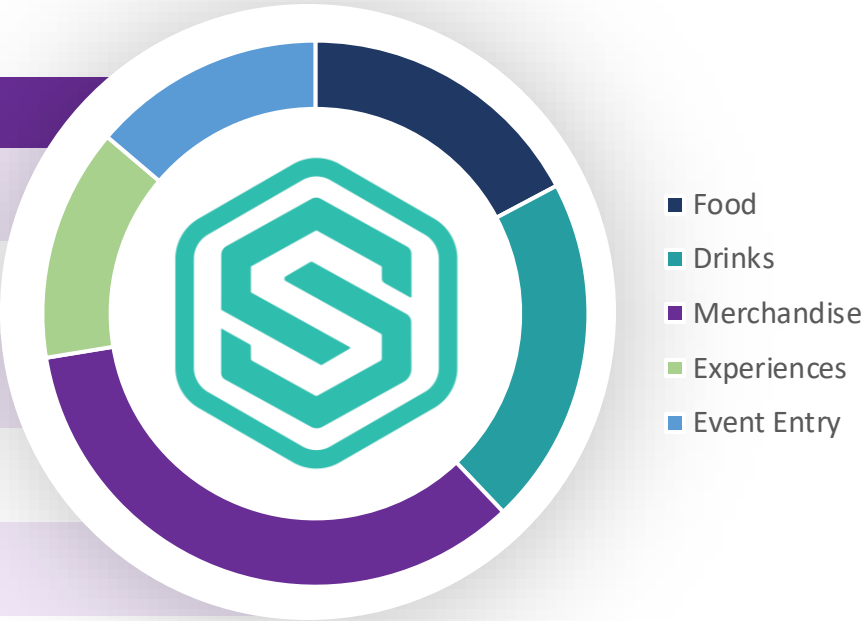
- Programming events (e.g. match nights, trivia, gaming contests)
- Offering varied menus across time slots (happy hour, late night, etc.)
- Integrating fan zones, merch counters, or token-based challenges

AVERAGE SPEND PER VISIT (PER PERSON)

Type of Visit	Average Spend (USD)
Casual visit (no major event)	\$15–30
Major game day (e.g., Champions League, UFC)	\$30–60
Premium experiences (VIP seating, bottle service)	\$75–150+

CATEGORY BREAKDOWN

Category	Typical Spend	Category
Food	\$10–25 (varies by menu style)	Food
Drinks	\$8–30 (beer vs. cocktails)	Drinks
Merchandise	\$5–50 (if integrated)	Merchandise
Experiences	\$5–20 (games/simulators if pay-to-play)	Experiences
Event Entry	\$0–20 (if ticketed event nights)	Event Entry



WHAT DRIVES HIGHER SPEND:

- **Game day bundles:** Pitcher + platter deals
- **Loyalty programs:** Incentivize higher spend for rewards
- **Interactive zones:** Token systems, pay-per-use simulators
- **Merchandise tie-ins:** Limited drops for teams/events
- **Premium seating:** Reservations with minimum spend

EXAMPLE (GAME NIGHT SCENARIO)

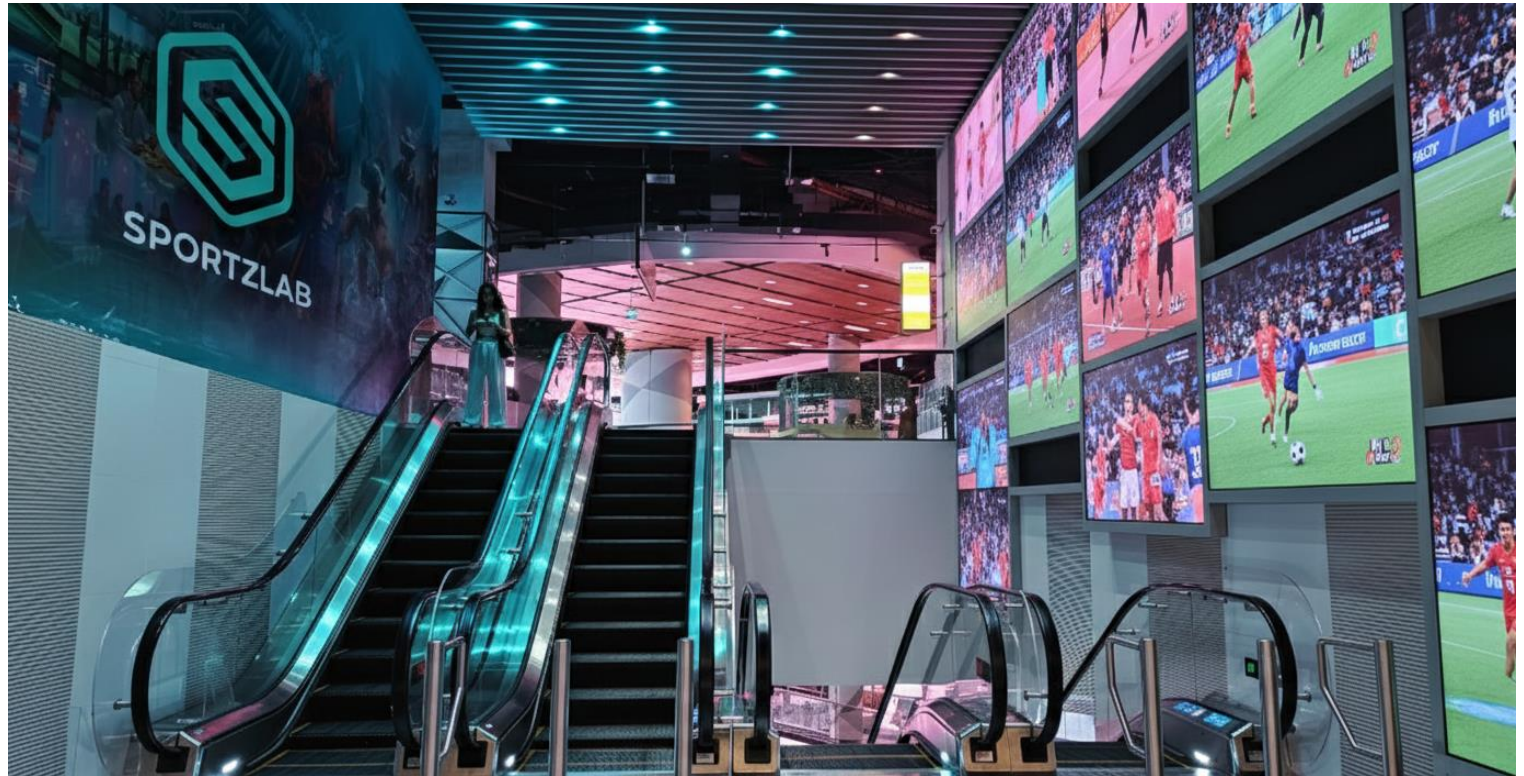
If your bar has:

- 100 guests for a football match
- Avg. spend of \$40/person
You're looking at **\$4,000 in revenue for 2.5–3 hours**, excluding potential upsells like merch or simulator tokens.

MOODBOARD AND VISUALS:

A collage of high-energy images representing:

- ❑ Modern sports simulators and interactive technology.
- ❑ Vibrant F&B hubs with communal seating.
- ❑ Family-friendly and inclusive design aesthetics.



CENTER HUB FOOD HALL

F&B ZONE:

The heart of the Sportzlab, featuring:

- A bar top offering beverages and quick bites.
- Communal seating for groups and families.
- A menu inspired by global street food trends, tailored for active and health-conscious visitors.
- **+150 square meter digital screens broadcasting various sports content**

SOCIAL HUB:

A gathering place for sports enthusiasts to relax, watch live games, and engage in friendly competition.





COMPETITIVE SOCIAL

Competitive social gaming merges casual entertainment with structured competition, allowing players to face off in skill-based games—physical or digital—within social, often venue-based environments.

It transforms traditional gaming into an immersive, communal experience that blends esports, nightlife, and hospitality to drive engagement and footfall. |

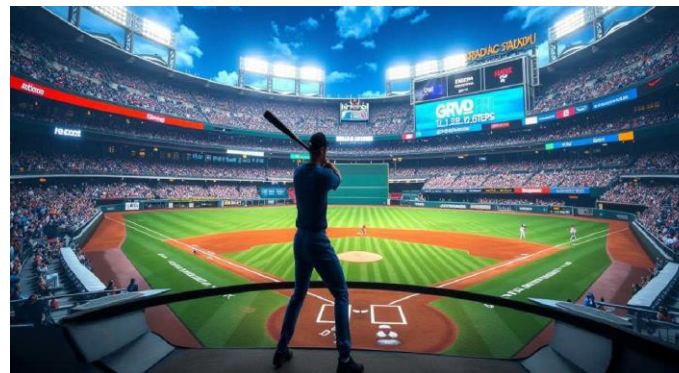
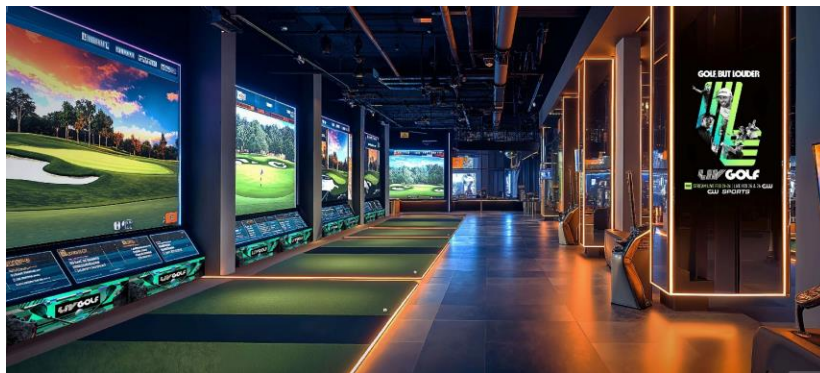




SPORTS ARENA

SIMULATORS:

- **Baseball:** Pitching and batting experiences with accurate analytics.
- **Cricket:** Real-time simulations for batting and bowling.
- **Tennis:** Interactive gameplay and training modules
- **Boxing:** Interactive training & gamification
- **Audience:** High-energy zones designed for casual players and competitive users.





RACING

TECHNOLOGY: State-of-the-art racing simulators with ultra-realistic precision tracking, powered by cutting-edge telemetry and force feedback systems.

FEATURES:

- Hyper-realistic virtual circuits from around the world, including F1, rally, and GT tracks.
- Adaptive difficulty and immersive cockpit setups for all experience levels.
- **Target Audience:** Motorsports fans, amateur racers, and team-building corporate groups.

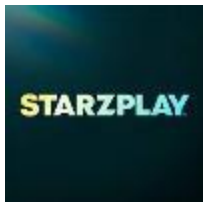


FUN PLAY AREA

- Best boxer challenge
- Hammer challenge
- Boxing game
- King of guns
- Darts machine
- Panka football
- Foosball
- Table football
- Shuffleboard
- Eye fast quick catch

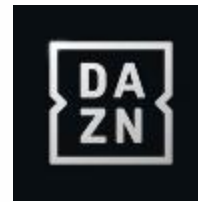


IP & BROADCAST PARTNERSHIPS



STARZPLAY:

- UFC (exclusive)
- PFL (exclusive)



DAZN:

- FIFA Club World Cup 2025 (exclusive)
- LIV Golf, Boxing, Riyadh Season events
- Snooker, Cycling, Esports, Darts, Handball



MBC / SSC:

- Saudi Pro League (exclusive)
- King Cup, Super Cup
- Motorsports: Dakar Rally, Formula E, Extreme E
- Golf: LIV Golf, Aramco Team Series
- Tennis: ATP & WTA events, Riyadh Season Cup
- NFL, Basketball, Baseball United, and more

CAPEX

PARTICULARS	AMOUNT PER CLUB	TOTAL AMOUNT
PROPERTY, PLANT & EQUIPMENT:		
Play Segment PPE	12,500,000	12,500,000
F&B Segment PPE	1,500,000	1,500,000
Bar PPE	1,800,000	1,800,000
Audio, Visual, Screens & Technology	4,700,000	4,700,000
Other Equipment's	1,600,000	1,600,000
IP and Brand Rights	2,000,000	2,000,000

REVENUE PER SEGMENT

REVENUE SUMMARY	2025	2026	2027	2028	2029	2030	2031
Play Segment Revenue	-	10,447,294	18,100,917	24,363,097	30,907,828	38,140,746	45,770,287
Beverage Segment Revenue (non alch)	-	2,285,346	3,959,576	5,329,427	6,761,087	8,343,288	10,012,250
Events Segment Revenue	-	1,500,000	1,800,000	2,000,000	2,200,000	2,400,000	2,600,000
Sponsorship Segment Revenue	-	1,500,000	2,000,000	2,500,000	3,000,000	3,500,000	4,000,000
Advertising Segment Revenue	-	1,000,000	1,200,000	1,500,000	2,000,000	2,000,000	2,000,000
Rental F&B Segment Revenue	-	3,000,000	3,500,000	3,700,000	4,000,000	4,300,000	4,500,000
TOTAL REVENUE		19,732,639	30,560,492	39,392,524	48,868,915	58,684,034	68,882,537

BEVERAGE REVENUE INCREASE BY 20% WITH BEER AND WINE ALLOWANCE

RENT

		2025	2026	2027	2028	2029	2030	2031
Facility Area	Sqm	2,800	2,800	2,800	2,800	2,800	2,800	2,800
Fixed Rental	SAR/Sqm	-	1,300	1,300	1,300	1,300	1,300	1,300
Variable Rental	% of Revenue	0%	5%	5%	5%	5%	5%	5%
Rent Growth	%	0%	3%	3%	3%	3%	3%	3%
Fixed Rental Costs		-	3,731,000	3,824,275	3,919,882	4,017,879	4,118,326	4,221,284
VARIABLE RENTAL COSTS		-	986,632	1,528,025	1,969,626	2,443,446	2,934,202	3,444,127

INCOME STATEMENT

FISCAL YEAR		2025	2026	2027	2028	2029	2030	2031	TOTAL
REVENUE	SAR		19,732,639	30,560,492	39,392,524	48,868,915	58,684,034	68,882,537	266,121,142
Ex Sports Royalty Fee	SAR								
Cost of Sales	SAR		(5,050,062)	(7,518,056)	(9,471,448)	(11,599,892)	(13,786,136)	(16,027,732)	(63,453,326)
Gross Profit	SAR		14,682,577	23,042,436	29,921,076	37,269,024	44,897,898	52,854,805	202,667,816
GP Margin	%		74%	75%	76%	76%	77%	77%	76%
Selling and Distribution Cost	SAR		(1,973,264)	(3,056,049)	(3,939,252)	(4,886,892)	(5,868,403)	(6,888,254)	(26,612,114)
General and Administrative Cost	SAR	(1,200,000)	(10,737,452)	(11,479,757)	(12,087,090)	(12,731,798)	(13,398,743)	(14,090,302)	(75,725,143)
Pre-operating Expenses	SAR	(4,420,000)							(4,420,000)
EBITDA		(5,620,000)	1,971,861	8,506,630	13,894,734	19,650,334	25,630,752	31,876,249	95,910,559
EBITDA Margin	%		10%	28%	35%	40%	44%	46%	36%



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EX SPORTS DMCC