

Investor Memorandum

EX Sports DMCC Holdings — Sportzlab Global Pre-Series A Round

Executive Summary

EX Sports DMCC Holdings (“EX Sports”) is raising a Pre-Series A round of SAR 18 million at a SAR 180 million valuation, representing a 10% equity stake in the holding company.

EX Sports is the global IP owner and operator of Sportzlab, a cutting-edge sports entertainment (“sportainment”) platform combining technology, fitness, esports, and brand-driven experiences.

The flagship location: Sportzlab Riyadh launches in April 2026 in partnership with Cenomi Westfield, establishing the first high-tech sportainment hub in the region.

Project Overview: Sportzlab Riyadh

- Location: Premium Mall, Riyadh, Saudi Arabia
- Opening Date: April 2026
- Original Budget: SAR 42M
- EX Sports Contribution: SAR 13M
- Contractor Contribution (secured): SAR 14M
- Remaining Raise: SAR 18M
- Target Valuation at Launch: SAR 180M
- The Riyadh venue integrates sports simulators, academies, esports, and brand activations — the anchor and blueprint for global rollout.

Investment Opportunity

Investors in this Pre-Series A will acquire 10% equity in EX Sports DMCC Holdings, the global parent company of Sportzlab.

Key Benefits: Access to all global revenue streams including royalties, management fees, and licensing income.

Protections: Pre-Series A investors retain 10% post-Series A (anti-dilution) and have a conversion option into the Saudi entity or Riyadh SPV within 12 months.

Corporate Structure

- EX Sports DMCC (UAE): Owns Sportzlab IP, Saudi licenses, and BOT agreement with Al Othaim Investment (SAR 5M annual retainer).
- EX Sports Saudi Arabia: Manages local operations; owns 25% of Health Recovery Co. (Cryo) and 10% of GolfXperience.
- Sportzlab Riyadh SPV: Operates the Riyadh project (95% EX Sports Saudi, 5% contractor convertible equity).

Capital & Valuation Framework

- EX Sports DMCC – SAR 180M (IP and global rights)
- EX Sports Saudi Arabia – SAR 120M (development & Cryo/GolfXperience stakes)
- Sportzlab Riyadh SPV – SAR 100M (project-level valuation)

Expansion Roadmap (2025–2026)

- EX Sports is securing five additional Sportzlab sites globally with co-funded construction (50% developer-funded).
- Pipeline: Riyadh/Jeddah (underway), Abu Dhabi/Dubai (Q4 2025), Tokyo (Q1 2026), London (Q1 2026).
- Revenue Streams: Management Fees (10–15%), Royalties (5–8%), Franchise Fees, 50–80% EBITDA participation.

Valuation Growth Forecast

- Q1 2025 – SAR 100M (Riyadh build underway)
- Q4 2025 – SAR 160–180M (UAE, London & Tokyo MOUs signed)
- April 2026 – SAR 200–220M (Riyadh Opening)
- Q4 2026 – SAR 250M+ (Global rollout in progress)

Series A Round (Planned Summer 2026)

- Pre-Money: SAR 250M | Post-Money: SAR 310M | Raise: SAR 60M (19.35% equity)
- Ownership Post-Series A: Founders 70.65%, Pre-Series A 10%, Series A 19.35%
- Use of Funds: Launch next 3 locations (SAR 40M each, 50% developer-funded). Total SAR 60M required.

Summary

Sportzlab merges sports, technology, and entertainment — aligning with regional youth and wellness trends.

The Pre-Series A offers de-risked, IP-backed entry into a high-growth, multi-market expansion anchored by the Riyadh flagship.

Raise: SAR 18M | Valuation: SAR 180M | Equity: 10% | Target Launch: April 2026 | YE 2026
Valuation: SAR 250M+