





SPORTZLAB is a pioneering *sportainment* concept launched in Riyadh as a flagship destination, 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** 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 — while turning Saudi-born innovation into a global export.

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



with sport simulator zones that create a vibrant, shareable atmosphere.



3. SPORTZLAB XTREME

Developed in joint venture with Limitless Flight this adrenaline-charged zone offers next-generation adventure simulations. From indoor wingsuit flying to bungee jump experiences, Sportzlab Xtreme lets visitors experience the thrill of extreme sports in safe, high-tech environments.



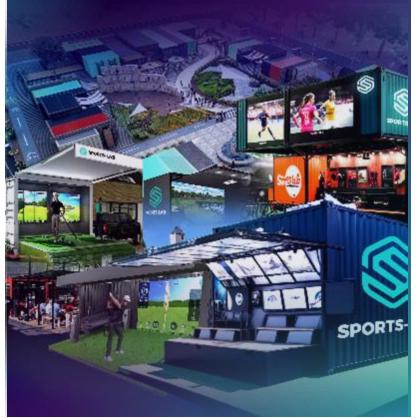


based video games, simulator content, and virtual leagues.

5. SPORTZLAB MOBILE

Designed as a dynamic and transportable version of the Sportzlab ecosystem, Sportzlab Mobile transforms the concept.

With its plug-and-play setup and modern design, Sportzlab Mobile enables rapid deployment, nationwide visibility, and global scalability — turning any venue into a sportainment destination.



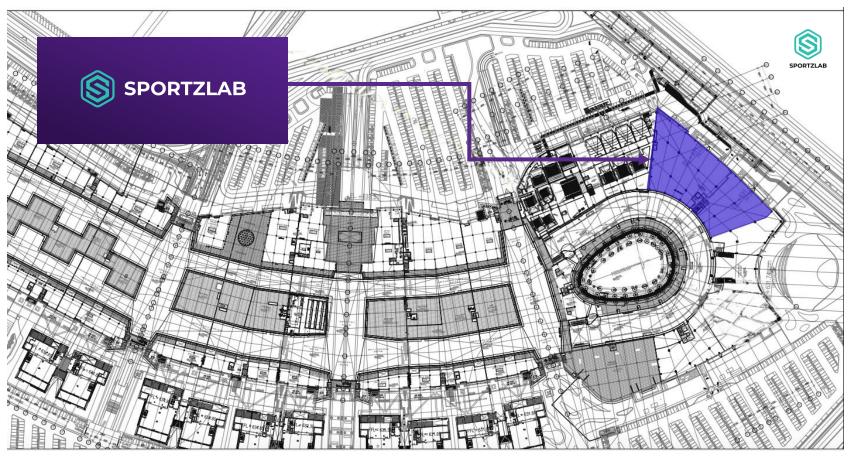
LOCATION

STRATEGIC LOCATION: Cenomi Centers across Saudi Arabia, capitalizing on high footfall and prime urban spaces.

ACCESSIBILITY: Centrally located for convenience, with ample parking and connectivity to public transport.

COMMUNITY IMPACT: Designed to bring families, youth, and professionals together in an active, engaging environment.











THE CONCEPT

OVERVIEW:

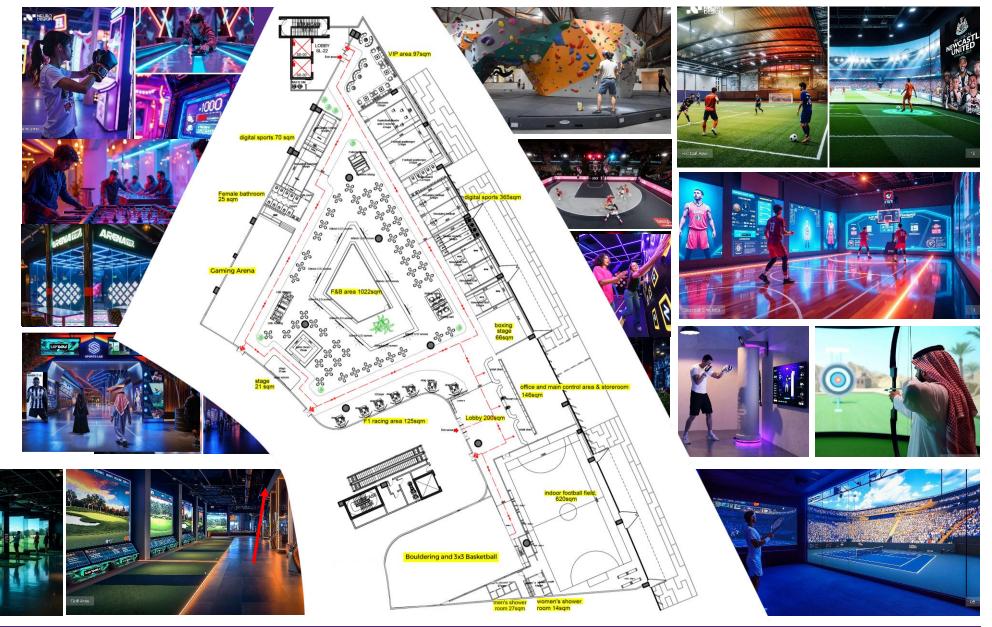
Sportzlab by EX-Sports is an innovative multi-sport entertainment hub offering immersive experiences, interactive simulators, and a vibrant social atmosphere.

VISION:

To create a space where technology, sports, and social interaction converge.

KEY OFFERINGS:

- High-tech sports simulators (golf,tennis, cricket, and more).
- Physical sports arenas (3x3 or 5x5football pitches).
- Immersive F&B experiences withstreet-food-style menus.



MARKET ANALYSIS

The sports and entertainment industry in Saudi Arabia has seen significant growth driven by Vision 2030, which emphasizes enhancing the quality of life and promoting healthy lifestyles.

According to recent market reports, the Saudi entertainment market is projected to reach SAR 30 billion by 2030, with sports entertainment alone expected to grow at a compound annual growth rate (CAGR) of approximately 18% over the next five years.

Consumer spending on recreation and leisure is increasing, especially within urban areas such as Riyadh and Jeddah, driven by young demographics, rising disposable income, and a growing demand for unique social and leisure experiences. This positions Cenomi Sportzlab ideally within a highgrowth segment.

COMPETITIVE BENCHMARKING







Direct Competitors:

- Bounce Inc: Primarily trampoline-based entertainment, lacks diversity in sports simulations and F&B integration.
- Smash Room & Strike10: Bowling and activity-based experiences, limited sports simulators, and fewer interactive technological offerings.

Indirect Competitors:

- Fitness Time 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.
- Strategic locations within Cenomi centers, capitalizing on established high footfall and prime urban accessibility.

DEMOGRAPHIC INSIGHT





Approximately 60% of Saudi Arabia's population falls within this age bracket. 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:

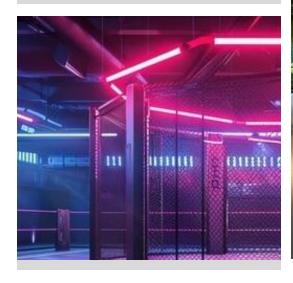
- 100 guests for a football match
- Avg. spend of \$40/person
 You're looking at \$4,000 in revenue for 2.5–3 hours,
 excluding potential upsells like merch or simulator tokens.

MOOD BOARD



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.

















ENTRANCE

DESIGN APPROACH:

A welcoming and visually striking entrance with dynamic lighting and digital screens displaying live sports feeds and promotional content.

CUSTOMER FLOW:

Designed for easy navigation and a seamless transition into the core sports and F&B zones.







CENTER HUB 3

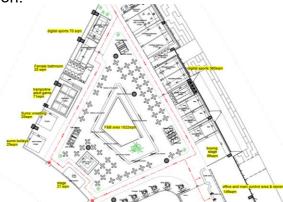
F&B ZONE:

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.
- +300 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.





SPORTZLAB XTREME

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Basketball C

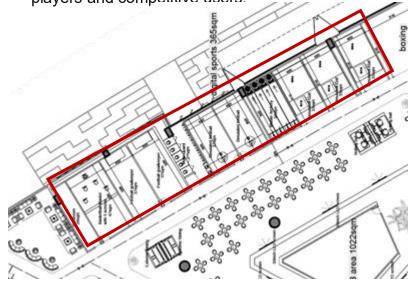
- 1. Golf simulator
- 2. Tennis simulator
- 3. Baseball simulator
- 4. Five screen basketball
- 5. Football robot goalkeeper
- 6. Football simulator
- 7. Table tennis simulator
- 8. Moveable target archery
- 9. Boxing Simulator

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.







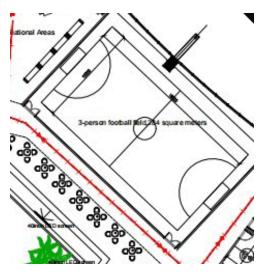




FOOTBALL

EXPERIENCES:

- Immersive football simulators recreating real-world scenarios.
- 3x3 and 5x5 pitches for live games.
- Audience: Ideal for training, tournaments, and casual play for all ages.



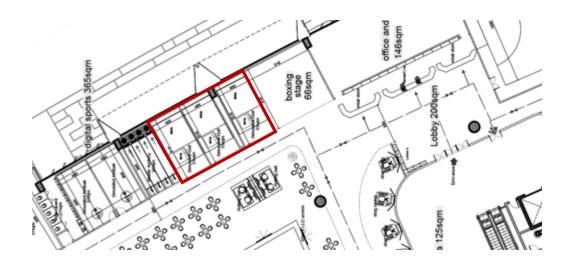












GOLF

TECHNOLOGY: State-of-the-art golf simulators with precision tracking, powered by HD Simulator technology.

FEATURES:

- Virtual golf courses and challenges.
- Golf Gamification
- Virtual League
- Audience: Families, Beginners, and corporate groups.











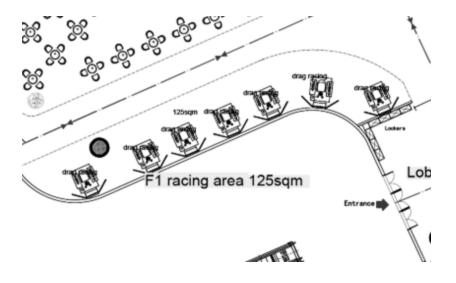


RACING

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.







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













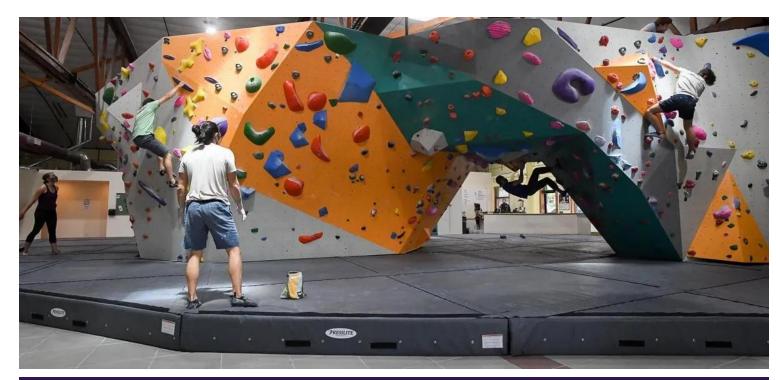








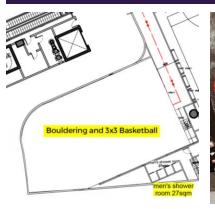






ASKETBALL COURT 3X3

BOULDERING











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



SSC

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











