



INSPIRE MOVEMENT, SELF EXPRESSION & HUMAN CONNECTION

The BOUNCE vision and extraordinary growth story reaches far beyond trampolines. A powerful global brand and business model by any measure, BOUNCE has set a new standard in the trampoline park category and is fast creating a new category in action-adventure entertainment.

- 20 venues across 8 countries & 4 continents
- Will double in size within 12 months
- Market leading performance around jumper hours & revenue
- Fully codified and systemised business system
- Unique culture, customer experience and innovation
- Average ROI less than 18 months
- World-class training program and on-going support.
- Strong board and executive team with a proven track record of building internationally successful franchise business systems

"There is something very special in the power of this brand and culture that I have not seen in 20 years of marketing. We followed the formula and have watched BOUNCE become a premium household brand throughout Sweden before we even opened the first venue. Incredible".

Daniel Dersen
Licence Partner & CEO
Scandinavia



TAPPING INTO SUSTAINABLE MACRO DRIVERS AND CUSTOMER TRENDS

- Health and wellbeing
- Progression and development
- Sociability
- 'Adventure Challenge' in a controlled and safe environment
- Emerging mainstream appeal of adrenaline sports

A SOPHISTICATED HIGH GROWTH GLOBAL BRAND

- BOUNCE operates in more countries than any of its competitors
- BOUNCE has more venues outside its home country than any of its competitors
- BOUNCE works with license partners to localise its offer and optimise its proven model for maximum local adoption




















SOCIAL MEDIA STATISTICS

- Circa 1,000,000 global Facebook fans accross international network
- 64% of total industry engagement
- 150,000+ active global Instagram fans
- World's best engagement scores of over 10%

BROAD APPEAL TO CLEARLY DEFINED AND UNDERSTOOD CUSTOMER SEGMENTS

Venue features and brand positioning have been developed to appeal to broad segments ranging from pre-school children, families and young adults, to schools and corporate groups.

Competitor segments

HIGHLY SYSTEMISED PROGRAMS ENSURE VENUES ARE BUSY ON WEEKDAYS

Structured programs have been developed for each customer segment with built in progression that encourages ongoing usage habits and loyalty. Competitor alternatives lack segmentation and program sophistication and consequently have significantly lower occupancy during weekdays.



kinder
BOUNCE gym

Accredited development program for kids aged 3-5, focussed on building skills & confidence for an active life.



BOUNCE
ED

Accredited program developed specifically for primary and secondary schools groups, covering physical and social development outcomes, lesson plans and structured team building



BOUNCE
FIT

A suite of structured high intensity, low-impact exercise classes for a range of skill levels and fitness objectives.



BOUNCE
FLIGHT
ACADEMY

Trampoline coaching classes covering trampoline skills & tricks in a program format for all skill levels.



BOUNCE
GROUPS
& EVENTS

Flexible program packages and structures to meet the specific objectives of schools, corporates, clubs and group special occasions



BOUNCE
Parties

Highly systemised and fully hosted experience that receives worlds best practice customer feedback and drives significant and predictable business revenue.



OUR UNIQUE BOUNCE CULTURE DELIVERS AN EXCEPTIONAL CUSTOMER EXPERIENCE

- Our *Brand & Culture System* is built around an obsession with delivering worlds best customer service
- The BOUNCE culture ‘system’ has a proven capacity to attract and inspire exceptional young people to consistently achieve world’s best practice customer satisfaction outcomes
- Fully codified Brand & Culture Ecosystem allows international licensees to create, manage and monitor powerful drivers of customer loyalty that are often regarded as intangible.
- Consistently high customer and staff satisfaction levels deliver consistent business performance across the diverse markets and cultures that BOUNCE operates.

WORLD CLASS TRAINING & SUPPORT

- Our global People, Culture and Training team thoroughly train licence partner teams in every aspect of the business operations from recruitment and induction, to brand management, marketing campaign execution and everything in between.
- After the initial training, there are regular conference calls between respective department leads in Global HQ and your local HQ plus in person reviews and ongoing coaching during regular visits to your country.
- The BOUNCE Global Conference is an annual forum dedicated to best practice sharing, system and information updates and leveraging the collective IP within the global network.
- Every part of the BOUNCE business system has been fully codified with manuals and tools regularly updated and shared via our global intranet.



LEADING THE MARKET IN CATEGORY DEFINING INNOVATION

BOUNCE has a dedicated Innovation Team focused exclusively on maintaining our position as *the front-runner, market leader and game changer*. The innovation mandate is guided by the BOUNCE vision and has never been limited to improvements and enhancements of the trampoline-based offer.

We work collaboratively with partners to ensure the customer offer resonates locally, and can also produce localised innovation to meet specific market dynamics.



Enhancing the free-jumping experience with the addition and evolution of vaults and jump-boxes to allow for progression and freestyle expression. Includes slam dunk, high performance, wall running, dodgeball, airbags, supertramps, and freejumping arena.



An Adventure Challenge Course providing public accessibility to popular Ninja Warrior concept and the innate appeal of obstacle courses that encourage progression and competition.



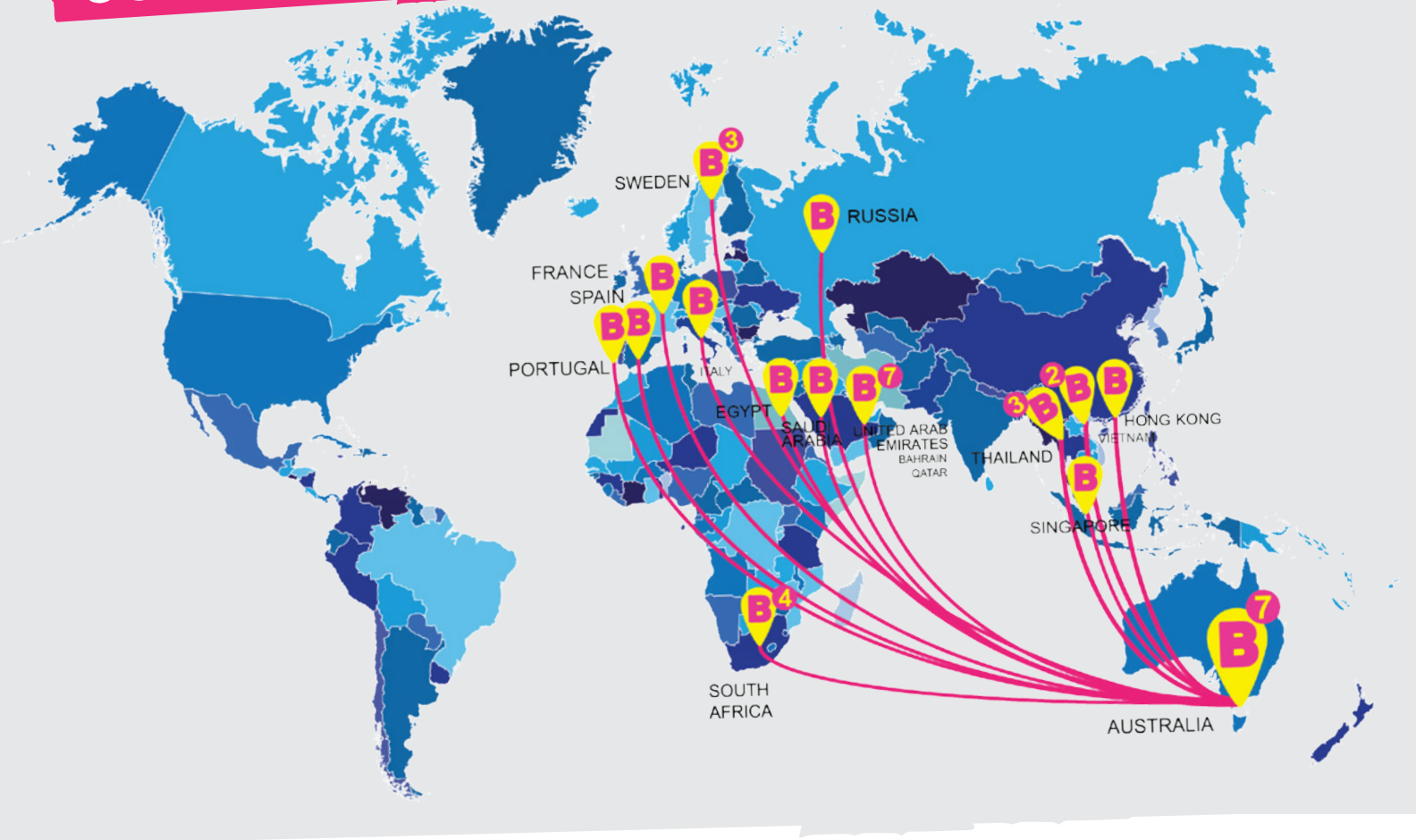
BOUNCE FreeRun is one of the world's leading indoor Parkour facilities. FreeRun caters to elite practitioners, as well as providing mass-market accessibility to the wave of beginners flocking to this emerging sport.



Entry level to intermediate climbing features that facilitate safe access to the joys of climbing with built in competition timing mechanisms to enhance appeal.

THE LARGEST BRAND OUTSIDE OF AMERICAS

By the end of 2017 BOUNCE will operate more than 30 venues across 15 countries.

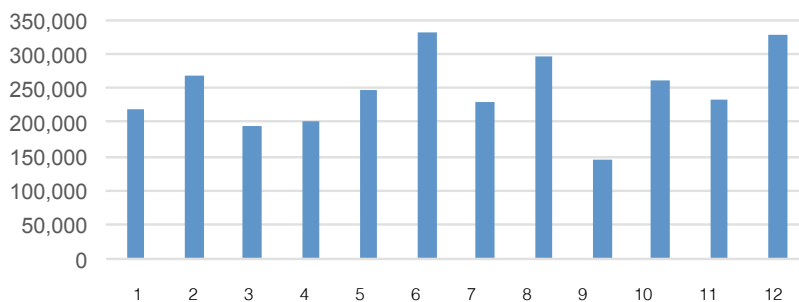


THE BOUNCE MODEL DELIVERS SUPERIOR RETURNS

- The BOUNCE model delivers far greater jumper hours and revenue than our competitors
- On average, the initial capital costs to set up a venue are paid back from profits within 18 months
- Average fitout cost circa USD\$2m

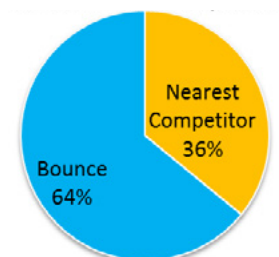
Venues average 250,000 customers a year

Annual number of jumpers



BOUNCE vs Nearest Competitor - Comparative Customer numbers

(Comparison of Brisbane sites - Part Sept 14 online bookings)





VENUE & LOCATION REQUIREMENTS

- Ideal venue foot print of 2500-3000sqm
- Minimum clearance of 6.5m, however 70% of the space can be 5m.
- Highly accessible to large catchments of densely populated areas

SIGNIFICANT APPEAL TO SHOPPING MALL OWNERS AND DEVELOPERS

- Proven destination capable of driving significant traffic and repeat visitation
- Strong point of difference
- Safe supervised fun for children whilst parents shop
- Community and family orientated
- Premium market leading brand and reputation for brand conscious consumers

BUILDING A NETWORK OF STRONG PARTNERS

Underscoring the intentional growth of BOUNCE is a group of talented partners leading the markets in which we operate. We are now actively seeking territory licence partners with the following attributes:

- Strong local market knowledge
- Financial capacity to develop at least 3 venues in reasonably quick succession
- Property leasing experience
- Shared values
- Entrepreneurial or business building experience

TESTIMONIALS

"The level and quality of training, support and systemisation allowed us to seamlessly launch the venue and position the brand in our very competitive market".

Simon Ogilvy
Licence Partner & CEO
Singapore

"When our first venue paid itself back within five months we knew this was a powerful model. Three years on, the ongoing returns have inspired our confidence in pursuing an exciting roll-out throughout the Middle East".

Ross Milton
Licence Partner & CEO
Middle East

"The depth and rigour around program development allows for simple implementation from promotion and marketing campaigns through to the delivery of the in-venue customer experience".

Shaun Strydom
Licence Partner & CEO
South Africa

FURTHER INFORMATION

If you are interested in becoming a license partner for a new territory, please contact us &

1. Complete the enquiry form on the website; bounceinc-global.com
2. Email us at licencing@bounceinc.com.au
3. Call +61 3 8823 6000 and ask for Danny or Simon