



Slide into the exciting and rewarding World of Franchising



with

Slick City Action Parks!

FRANCHISE OPPORTUNITY

We are **MAKING WAVES** in the Family Entertainment Industry. You can be part of this exciting concept too!

Are you ready to join the Slick City movement?

Slick City Action Park is the **first indoor slide and action park**. With proprietary attractions designed for all ages, we are unique in our industry... and uniquely positioned for growth!

As a potential franchisee with Slick City, you have the exciting opportunity to become part of a thriving and rapidly growing brand. Our first locations are already a huge hit with guests, and **we have a lot more coming soon!**

- All Slick City franchisees can take advantage of our **comprehensive training program, ongoing support, low startup costs, and exclusive territory protection.**
- With **15 unique slides (and counting)** and **30 patents** filed or granted, you can be confident in the success of our proven business model and operating system.
- You'll also gain access to our established **infrastructure and playbook**, our network of **vendors and suppliers**, our **proprietary slides** and **vertically-integrated manufacturing** and install, and **diverse revenue streams.**
- **We started as franchisees ourselves**, so we know the ins and outs of franchise operations. We're focused on strong leadership development and removing every roadblock in your way as we help guide you to success.

Join Slick City for the opportunity to **elevate your career** with a brand that is primed for **rapid expansion.**

FINANCIALS



Average
Unit Volume
\$4,191,695*



Average
EBITDA Margin
45.95%**



Initial
Investment
\$1.5m-\$3.1m***



Current Parks
3 Open
7 Coming Soon
14+ In Development

*Gross revenue excluding sales tax and refunds. Historical financial performance representation only. Not a projection of future performance. Details in FDD.

**Based on summary income statements of first 20 combined operating months of first two open locations. Details in FDD.

***Cost varies based on footprint, improvements, and other factors. Includes a \$60,000 initial fee. Financing available through lender. Details in FDD.

FRANCHISE FEE
\$60,000

ROYALTY FEE
7%
of gross sales

REQUIRED LOCAL
ADVERTISING SPEND

3%
of gross sales

NATIONAL AD
FUND CONTRIBUTION

1%
of gross sales

ABOUT US

Welcome to Slick City Action Park, the first indoor slide and action sports park. We are looking for enthusiastic, results-driven individuals to team up with!

Slick City franchisees will benefit from five major competitive edges in the FEC Industry:

1

PROPRIETARY, THRILLING DRY SLIDE TECHNOLOGY. Carefully crafted and refined through years of R&D, our affiliate Slick Slide's exclusive and diverse attractions are way ahead of the competition, with 30 patents issued or pending!

2

VERTICALLY INTEGRATED ATTRACTION ECOSYSTEM. Our affiliate's discounted build-and-install service results in a comparatively low cost opening, while we focus on best-in-class park operations.

3

MODULARITY FOR FUTURE INNOVATION. All Slick Slides connect to our standardized, adaptable modular tower system to easily swap in new slides and keep the guest experience fresh for years to come.

4

UNUSUALLY DIVERSE ALL AGES ENGAGEMENT. Thanks to the all-ages appeal of Slick Slides, it's easy and fun for adults to slide with their kids... and it helps drive sales too. Currently, 24% of revenue comes from guests ages 18 and up, which is a standout statistic in our industry.

5

FRANCHISE OPERATIONS ARE IN OUR DNA. Slick City's CEO Bron Launsby is one of the largest multi-unit owners in the industry, and knows exactly what entrepreneurs need to succeed. His team has perfected their "Twelve Systems" operations guidance for all franchisees.

Join Slick City for the opportunity to elevate your career in an exclusive territory with a brand that is primed for rapid expansion!

CAN YOU SLIDE WITH US?

Climbing to the top is better with a partner. We are looking for high performers that possess the following qualities:

1. Passion for providing exceptional customer service and creating a memorable experience for our guests.

2. Ability to manage finances effectively.

3. Enthusiastic implementation of Slick City's proven operating system, business model, policies, procedures, and best practices.

4. Strong entrepreneurial spirit, and the drive to grow your business.

5. Experienced leadership skills and the ability to motivate and manage a team of employees.

6. Dedication to maintaining a clean, safe, and professional environment for our guests.

7. Commitment to upholding Slick City's brand Standards.

8. Minimum \$400,000 liquid capital and a recommended net worth of at least \$1.5 million of candidate owner or ownership group to ensure candidates have the necessary collateral and/or credit to secure necessary financing.



How does Slick City help you **LAUNCH** your business?

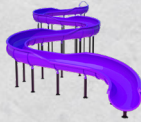


We provide the knowledge, experience, and tools necessary to make every Slick City successful and fun to run including:

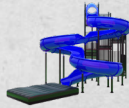
- Ongoing coaching and mentorship to help our Slick City franchisees optimize business operations and profitability.
- Leadership development processes and a proven playbook to follow for every step on the path to success.
- Comprehensive initial and ongoing training in all aspects of the business, including operations, staffing, marketing, and more.
- A dedicated franchise support team readily available to answer any questions or concerns that may arise.
- Assistance with site selection and lease negotiations to help our franchisees find the perfect location for their business.
- Ongoing innovation in new slide and attraction development to keep guests coming back for more and driving repeat business and profitability.

OUR ATTRACTIONS

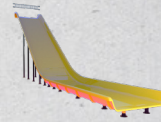
Python



Lazy River



Off Ramp



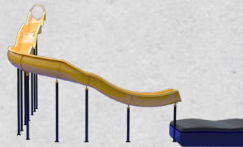
Tailspin



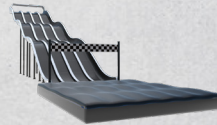
Avalanche



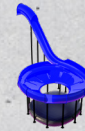
Cowabunga



Fast Lane



Royal Flush



Twister



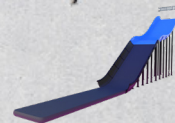
Big Wave



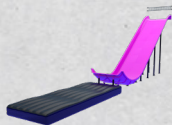
Launch



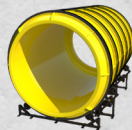
Long Jump



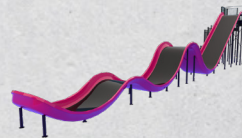
Super Fly



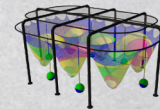
Barrel Roll



The Dragon



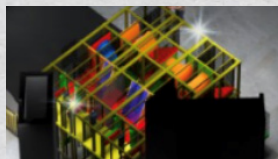
Web Crawler



Mini Motors



Junior Jungle



Acrobat Alley



Air Court



And more coming soon!

FREQUENTLY ASKED QUESTIONS

WHY IS THE RANGE ON THE INITIAL INVESTMENT SO BROAD?

The low end of the range represents a smaller location (25,000 square feet) with minimal renovations needed to the building. The high end of the range represents a larger location (35,000 square feet) with substantial renovations needed to the building.

WHY DO YOU HAVE MINIMUM CAPITAL AND NET WORTH REQUIREMENTS?

We expect that many of our franchisees will use third-party financing to get their Slick City Action Park up and running. We have minimum capital and net worth requirements (\$400k liquid and \$1.5m net worth) in place to ensure that candidates will have enough collateral and/or credit to qualify for the financing necessary to open and operate their park.

WHAT DOES SLICK CITY CHARGE AS A FRANCHISOR?

Slick City charges an initial \$60,000 fee to be awarded a franchise, with a discount for multi-unit franchisees. For the duration of the 10-year renewable term, franchisees pay a 7% royalty and contribute 1% to the national ad fund. More details on this can be found in the Franchise Disclosure Document, available to qualified candidates.

HOW MANY DIFFERENT ATTRACTIONS DOES SLICK CITY HAVE?

Slick City has 15 different slide designs currently available for parks (and more in development) and we plan to continually refresh the line-up. Each park typically has 8-12 slides installed. While slides are our core attraction, we currently offer a variety of 6 other attractions to appeal to all ages: Trapeze, Swing & Zip Line (Acrobat Alley), Toddler Areas (Junior Jungle), Go-Karts (Mini Motors), and Air Courts.

HOW DOES SLICK CITY PRIORITIZE SAFETY FOR GUESTS AND REDUCE FRANCHISEE LIABILITY?

All of our slides have been designed, tested, and continually improved with guest safety in mind. We make sure guests receive instruction via video monitors, signs, and team member guidance about how to safely use the slides. All of our parks have CCTV cameras throughout, and we have standard protocol for how to respond to and properly document any incident that may occur. As a result of these measures, Slick City has relatively modest premium costs and deductibles.

WHAT KIND OF REAL ESTATE DOES A PARK NEED AND HOW DOES SLICK CITY HELP PROSPECTIVE CANDIDATES WITH THE REAL ESTATE SEARCH?

We recommend locations that are 25,000 - 35,000 square feet with a clear height of at least 22 feet (with some exceptions based on unique site conditions). Parking lots should have at least 4 parking spots per 1,000 square feet of indoor location space. Slick City has existing relationships with brokers around the US, and candidates can also work with a broker of their choice. Slick City can provide feedback and insight on potential locations based on our many years of experience selecting and managing entertainment center locations. Leases should not be signed until after you are awarded a territory and your Franchise Disclosure Document and Franchise Agreement are signed.

DO I NEED TO HAVE EXPERIENCE OPERATING AN ENTERTAINMENT CENTER TO BECOME A FRANCHISEE OF SLICK CITY?

While we prefer experienced operators, anyone with past business/team management and financial experience who meets our ideal candidate guidelines can become a successful Slick City franchisee with our training program, and with the right effort and the ability to hire and retain a good manager and team. Slick City Franchise Group is experienced in operating parks and training our team members to run them, and has well-documented processes for all franchisees to follow. All franchisees and their General Manager will undergo training with us prior to opening, and we will equip franchisees with resources to help hire and train the rest of their team.



SLICK CITY

ACTION PARK

We look forward to hearing from you!

Contact us to join the
Slick City
Movement today!

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This brochure and the franchise sales information on this brochure do not constitute an offer to sell a franchise. The offer of a franchise can only be made through the delivery of a franchise disclosure document. Certain states require that we register the franchise disclosure document in those states. The communications on this brochure are not directed by us to the residents of any of those states.

Moreover, we will not offer or sell franchises in those states until we have registered the franchise (or obtained an applicable exemption from registration) and delivered the franchise disclosure document to the prospective franchisee in compliance with applicable law. Any financial information set forth in this brochure is a historical financial performance representation and not a projection of future performance.