

Small Worlds ME Dubai Expo City

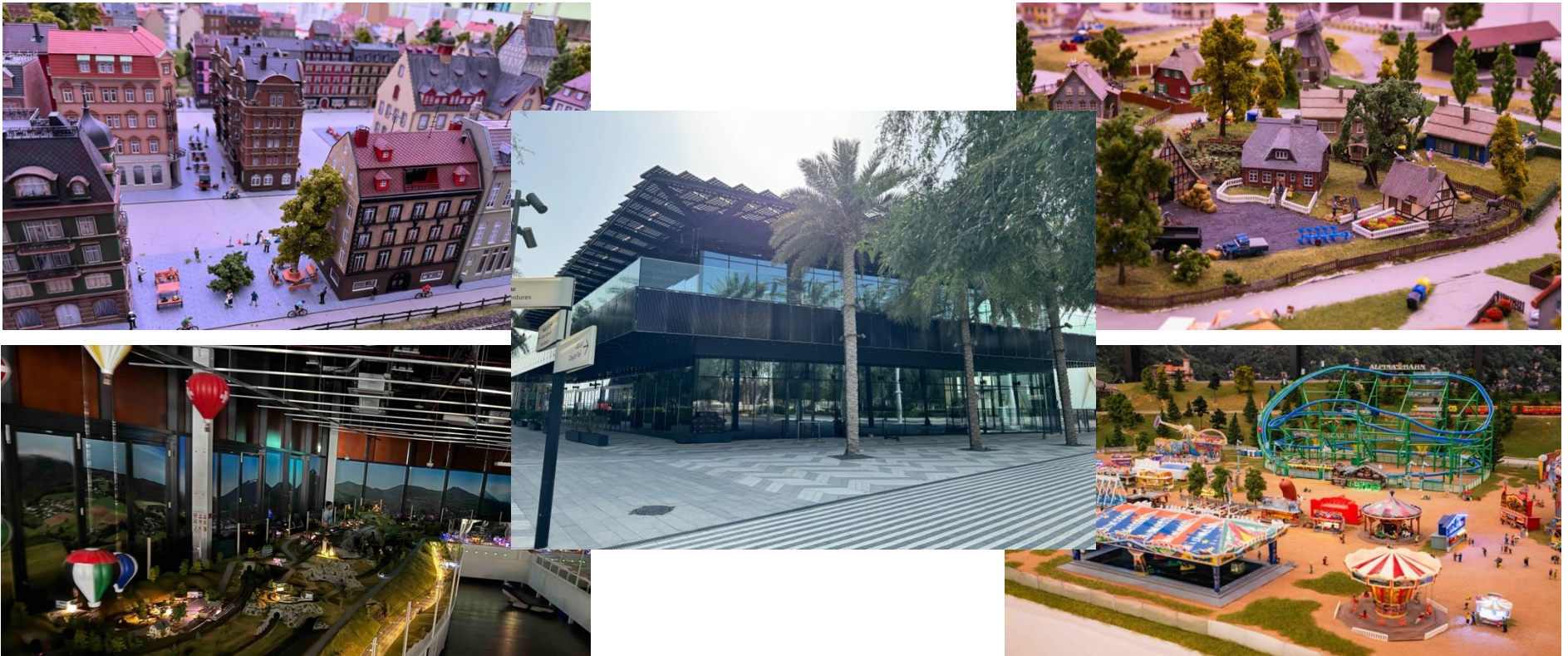


Interactive dynamic model worlds – 100 x smaller than reality – yet alive and moving!

Dubai lacks affordable family leisure entertainment - we bring a unique affordable attraction

German digital technology brings creativity, interactivity, edutainment to a new market

Introduction (February 2025)



SUMMARY FACT SHEET



Typology

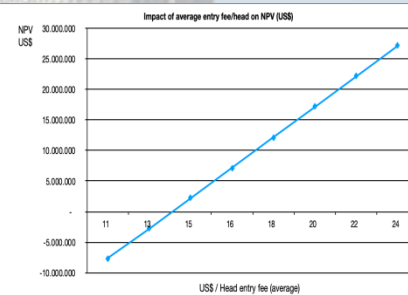
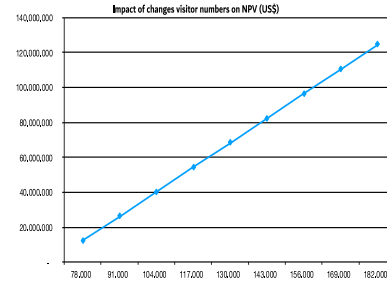
Name: Small Worlds Expo City, Dubai, UAE
Segment: Visitor Attraction, Family led Entertainment
Market: UAE Residents (families), short haul tourists (GCC)

Description

- Experiential visitor attraction (EVA) in Dubai: **interactive miniature worlds**. New and unique concept to the GCC
- Scaled at 1:87 - all parts move which makes the miniature worlds **appear alive** when observing and interacting
- Highly **successful** in Hamburg Germany - since copied in Austria, Switzerland, New York, St. Petersburg and Tokyo.
- Target segment: families -> affordable entry price levels (due to low Capex and large demand segments).
- Incremental revenues: F&B, retail and events. Experience can be taken home as a family hobby – Small Worlds will offer products, training and home building service.
- **Sustainability** and **German digital technology** in focus.
- Phases 1&2: ~300 m² exhibit, highly interactive, F&B, Shops. Expansion to ~500 m² in 1500 m² GLA over 3 years.
- P1 building started Q2 2024, opened Feb 2025

Market

- Most EVAs in Dubai reach 1 mn visits p.a. within 1-2 years from opening (40-70% even during Covid).
- Small Worlds need only 120k p.a. visits to reach targets in a high demand market with insufficient supply (12%).
- We are family oriented/affordable (wide target groups).
- Market entry and marketing strategies are implemented.



Status

- Detail planning Phase 1 completed (built).
- Incorporation done 2023. 90% financed.
- Building leased and moved in.
- Supplier negotiations completed. Orders placed.
- Material arrived and built in.
- Technical team (50% from comparable projects) & managers (experience in attraction opening) in place.
- Works started April 2024 – Now open to visitors

Projected Performance

Target IRR: ~ 260%
10-year ROI: 2230%
Project NPV: AED 509 mn (34 times original Capex)
Stabilised year: AED 62 mn Revenue
AED 34 mn EBITDA (36% margin)

Investment Criteria

Currency US\$: AED pegged @ 3.68 AED/\$US1
P1 Capital: AED 5.2mn (raised and employed)
Finance target: AED 900k for 3 shares @300k each
Valuation now: AED 25 mn
Valuation stable: AED 387 mn
VPS: Y1 AED 248k Y5 AED 4,7 mn
EPS: Y1-5 AED 1.63 mn
Finance will contribute to Opex after Phase 1 opening

WHAT ARE WE DOING?

WE ARE ...

...building a fascinating, interactive,
experiential leisure attraction ...

... featuring very active & exciting
miniature worlds, "brought to life".

It is affordable for family leisure due to its
low Capex base ...

... which creates wide target segments
and high repeat visitation ...

... in a booming market desperately
needing affordable leisure activities.

The concept idea is proven and highly
successful in Hamburg ...

... and already multiplied around the
world.

We are introducing it to the Middle East -
fast.



WHY ARE WE DOING IT?

PROBLEMS & SOLUTIONS



Dubai needs more leisure offerings for families (not tourists)

Small Worlds goes beyond the first visit. Target: repeat visits and „continue the experience at home“

Most existing leisure attractions are too expensive for „normal“ families

Through low capex and volume (wide target segments) we can offer affordable pricing

Many of the affordable offerings are of sub-optimal quality (no value for money)

Our products feature very high technical, contentual and qualitative value (established German technology)

Inter-generation relations in families suffer (Screen Syndrom, insufficient experiences to continue at home)

Small Worlds inspires to continue the experience at home (we offer products, courses and home assistance service)

Sustainability is not often a focus (in leisure activities and edutainment)

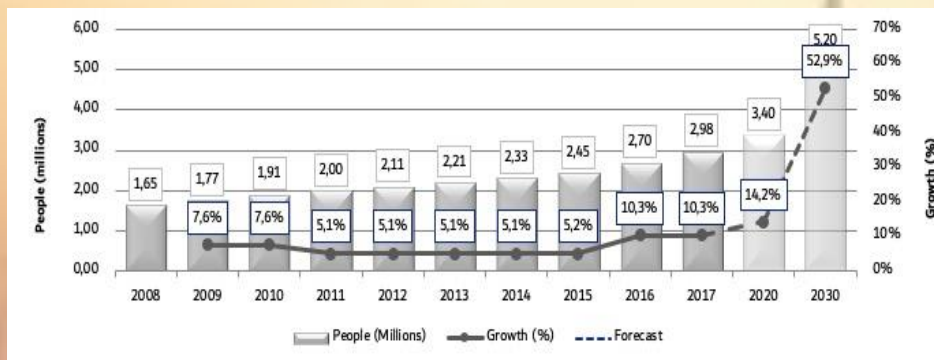
Recycling (plastic bottles), renewable energies (solar) and smart insulation instead of AC demonstrated and taught

Employees in Dubai are often not adequately tasked and/or paid

For us fair conditions and emphasis on disadvantaged employees are easy to offer and implement

MARKET KPIs

OUR POTENTIAL



- Dubai's population grows continuously ...
- ... regardless of global or regional crises
- it features a very high share of families
- average household income US\$ 4.000-5.500 (pcm), incl. ca. 20% „leisure surplus“
- tourism was impacted by Covid but is growing strongly again (2022: 15mn tourists)
- a high short haul tourists' portion (ca. 30%), who return frequently (ca. every 3 months) is important



Target segment potential:

SAM

SOM

55% Dubai population (3,8 mn)

= 2,1 mn

20% other UAE (9,5 mn)

= 1,9 mn

10% Dubai tourists 20 mn

= 2 mn

Total target segment (SOM):

= 6,0 mn

Annual visits required:

120.000 (2%)

(typical for Dubai attractions: 1mn p.a.)

COMPETITION

OUR POSITIONING AND ADVANTAGES



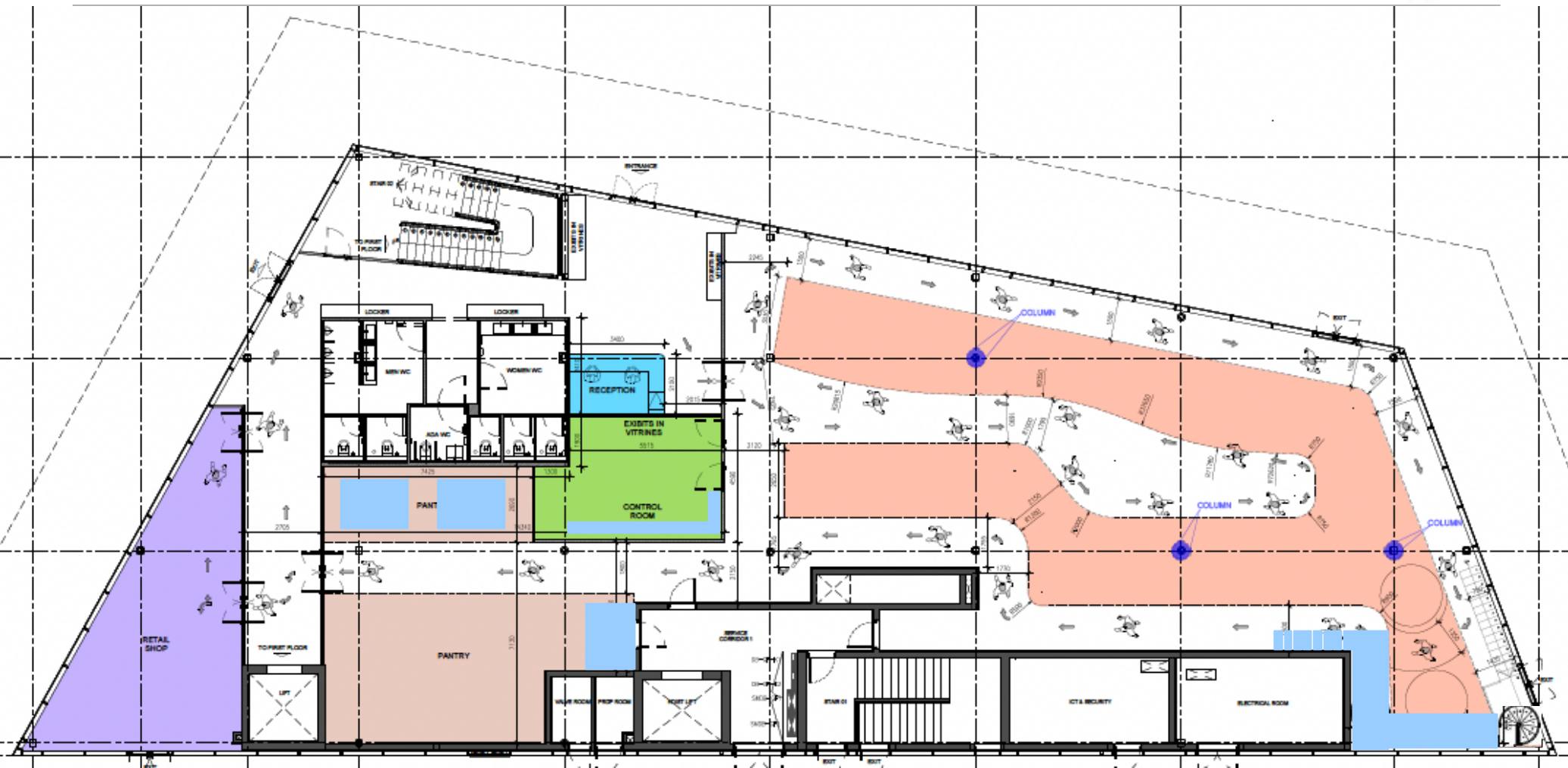
- Attractions in Dubai: geared towards international tourists – and expensive
- A typical resident family (4 pax) would need to plan on an all-in cost for a day out of ca. 400-500 US\$
- That is not often repeatable, reduces target segments and prevents return visitation
- **The opportunity – our niche:** Dubai's insufficient offering in the **affordable** family segment

Free or almost free (max 10)	AED 11 - 100	AED 100 +
Window Shopping / Mall Cruising (no buying)	Global Village (16 without purchase)	La Mer Laguna Water Park (100)
Visit public beach	Dubai Frame (50)	Green Planet (120)
Visit a Park (Safa, etc.)	Butterfly Garden (55)	Dinner Dhow Cruise (120)
SMCCU visit	Miracle Garden (55)	FLEC visit (mall, etc.) (120)
Visit Souks (no buying)	Dubai Safari Park (85)	Dubai Garden Glow (120)
Walk the Marina / JBR / City Walk	Ice Skating Dubai Mall (100 for 1.5 hr)	RIB Boat (124)
Self organised Desert Trip	<div>not enough</div> <div>affordable leisure</div> <div>for families</div>	Burj Khalifa At the Top (145)
ImaGINE Festival City events		Bollywood Park (175)
View an Aquarium (outside)		Visit an Aquarium (199)
See Dubai Fountain (walk only, transport cost)		Desert Safari (200)
Walk Downtown and Burj Khalifa (walk only, transport cost)		Ski Dubai (210)
Visit La Mer (walk only, transport cost)		Motiongate (245)
Visit Dubai Water Canal (walk only, transport cost)		Legoland (245)
Visit Ras Al Khor (walk only, transport cost)		Dubai Opera (250)
Visit Al Qudra (walk only, transport cost)		Bus Tour hop on / off (250)
Visit Fishmarket (walk only, transport cost)		IMG World (285)
Abra Ride Creek (1)		Hotel Beach Day Pass (300)
Visit Al Fahidi, Al Bastakiya, Dubai Museum, etc. (3)		Wild Wadi Waterpark (310)
Visit Palm Jumeirah (transport cost)		Seaplane Flight DXB (940)

OUR BUILDING IN EXPO CITY— A VERY DISTINCT DESTINATION ...
... AND OUR GUESTS LOVE WHAT WE DO AND OFFER!



PHASE 1 – GROUND FLOOR OPEN - OFFERING THE FULL RANGE WE EXPAND AND ADD (1ST FLOOR) WHILST IN OPERATIONS



CASH FLOW 10 YEARS (IN AED)



Small Worlds Dubai 10 year Cashflow - AED

AED	2022	2023	2024	2025	2026	2027	2028 (s)	2029	2030	2031	Total
Development (Capex)	-	-	- 1,610,000	- 950,000	- 750,000	-	-				- 3,310,000
Total NOP	- 360,018	- 283,318	- 2,470,756	2,276,578	9,102,107	20,862,677	34,270,500	50,988,427	50,988,427	50,988,427	216,363,051
Annual Interest	-	-	- 36,369	- 140,750	- 69,550	- 11,696	- 31,185	-	-	-	- 289,550
Principal Repayment	-	-	- 3,150	- 1,027,561	- 780,740	- 354,073	- 911,497	-	-	-	- 3,077,022
Equity Repayment	-	-	- 13,333	-	-	- 1,538,358	- 1,538,358	-	-	-	- 3,090,049
Operating Cashflow	- 360,018	- 283,318	- 4,133,608	158,266	7,501,817	18,958,549	31,789,460	50,988,427	50,988,427	50,988,427	206,596,430
Equity Inflow	596,716	-	3,257,500	-	-						3,854,216
Debt finance inflow	596,716	-	750,000	500,000	-						1,846,716
Net Cashflow year	833,414	- 283,318	- 126,108	658,266	7,501,817	18,958,549	31,789,460	50,988,427	50,988,427	50,988,427	212,297,362
Cash Position before dividends	833,414	550,096	423,988	1,082,254	8,584,071	27,542,621	59,332,081	110,320,508	161,308,935	212,297,362	
EBITDA	- 360,018	- 283,318	- 2,487,239	1,249,016	8,321,367	50,988,427	50,988,427	50,988,427	50,988,427	50,988,427	261,381,943
Terminal Value										509,884,270	509,884,270
Free Cashflow	- 360,018	- 283,318	- 4,356,633	1,507,827	8,794,558	51,500,427	51,500,427	51,500,427	51,500,427	51,500,427	262,804,551
Investment/Terminal Value										509,884,270	509,884,270

Financial Indicators

Project IRR
Project NPV
DSCR average Y 1-4
Project ROI (10 years)
Y1 VPS / Y5 VPS / EPS Y1-5
TVPI 5 yrs
Payback Period

262%						
422,052,639	33.9 times Capex & Investment (MOIC)					Note: Terminal Value based on exit multiple of 10
762.05	4.35	53.30	272.59	2,717.97	1,635.03	
2230%						
165,119.00	248,386.76	527,682.64				
0.26						

- Raised funds will be applied for 3-month post opening Opex until footfall reaches target
- Future phases Capex (additions, expansion to 1st floor), Opex, repayments, etc. will be covered by operating income.
- Raised to date: AED 5.2 mn (own resources/cash/equity/debt incl. PE investors)

VALUATION AND INDICATIVE RETURNS (IN AED)



- we have 3 shares (of total 100) left to sell (allocated target)
- each share offered for AED 300,000 (max AED 900,000)
- to finance Opex whilst building up footfall
- our first year (2025) is projected to be profitable
- shareholders receive dividends from year 1 (12% return projected)
- limited time offer!

Valuations AED	2024	2025	2026	2027	2028	2029	2030
Revenue	1	14,129,018	85,579,809	85,579,809	85,579,809	85,579,809	85,579,809
Net Income	- 2,523,608	1,249,016	8,321,367	50,988,427	50,988,427	50,988,427	50,988,427
Valuation/Business Value Spot (Ebitda*Multiplier)	16,511,900	29,002,065	83,213,672	509,884,270	509,884,270	509,884,270	509,884,270
3 yr average	5,503,967	22,756,982	42,909,212	207,366,669	367,660,738	509,884,270	509,884,270
4 yr average		22,756,982	32,181,909	159,652,977	282,996,069	403,216,621	509,884,270
Average of methods	16,511,900	24,838,676	52,768,264	292,301,305	386,847,026	474,328,387	509,884,270

Share Funders

Cap Table							
Capitalization	Ops/Growth	Ops/Growth	Stabilised	Stabilised	Stabilised	Stabilised	Stabilised
Vamm Holdings	94%	90%	90%	90%	90%	90%	90%
AG	4%	4%	4%	4%	4%	4%	4%
NH	2%	3%	3%	3%	3%	3%	3%
Investor Shares (on offer)		3%	3%	3%	3%	3%	3%

Share Value and Earnings							
VPS (Value per Share, AED1472/share purchase price)	165,119	248,387	527,683	2,923,013	3,868,470	4,743,284	5,098,843
EPS (Earnings per Share)	-	12,490	83,214	509,884	509,884	509,884	509,884

Total Shares in company	3%	100	shares				
% investment	900,000	300,000.00	per share				
EBITDA	-	37,470	249,641	1,529,653	2,429,653	1,529,653	16,826,180.92
Cumulative	-	37,470	287,112	1,816,764	4,246,417	5,776,070	22,602,251
NPV stabilised (year 7)	13,790,075						



- German National with > 30 years of international (expat) life. That's more than 50% 😊.
- Entrepreneur & CEO. Built and led ~10 businesses/units. Start-up expert.
- 25 years working in the GCC, 20 years resident in Dubai. Been to 50 countries, speaks 6 languages (varying degrees).
- Qualifications: BSc Intl. Hospitality Mgmt, MSc Real Estate Development Mgmt, German Diploma Hotel Mgmt.
- 30 years of senior Business Advisory with Blue Chip Brands (EY, Deloitte, PKF).
- 40 years of Hospitality/Leisure/Tourism/Transportation Expertise, strong in real estate projects.
- Expert areas: Strategy, Positioning, Business Planning & Creation, Start Ups, Organisational Design.
- Last role as Executive Director Strategy @ Qiddiya KSA (giga attraction).
- Credentials: Tourism Master Plan KSA, Hotel Classification Oman, many MENA high-profile mixed-use projects – incl. leisure, attractions.
- Deep knowledge on technical subject matter (model world development).
- Long experience running businesses in Dubai. Deep negotiation/sourcing expertise. Fellow Institute of Hospitality since 2008.
- Core attitude: make it happen and spread enthusiasm to the team!



Already on board (confidential/stand-by):

Chief Admin/Finance Officer	Dileep PT, 20 years in Dubai, MBA, CFA, business set up and mgmt. consultancy experience
Chief Marketing Officer	Peter JC Gutsmuths, 15 years in Dubai, start-up tested, product and business development
Chief Technical Officer	Johann Lemp, 25 years professional model builder, deep experience in large attractions (Hamburg, Vienna)
complete technical team	10 pax, years of model building, all skills covered (structure, micro-electrical, micro-electronic, landscaping)

**WE WOULD BE DELIGHTED,
TO HAVE YOU JOIN
OUR JOURNEY
TO SUCCESS!**

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