





Sportainment
Leisure Management Group

Company Overview



July 2011

The Leisure & Management Specialists

With over 25 years experience and expertise as the premier provider of indoor sports and team-based management services in Australia, New Zealand, Japan and via affiliates in South Africa and UK, **Sportainment** is the ideal partner for developers, operators and investors who are seeking to create successful multi-sport arenas.



Our **Action Sports Stadiums** brand and business model is synonymous with market leadership and we are now seeking partners in emerging markets to take our exciting and proven concept to “*new playing fields*”, creating a strong global brand.

We are an integrated active leisure company that provides construction, architectural design, business software and operational expertise for unique multi-sports stadiums.

We have a suite of licensed products and offerings that provide healthy, fun and socially-orientated games, all year round, catering for all age groups – from active young adults, school children and diverse groups, to active seniors. *Action Sports* is not just sport ... its entertainment. You could say *Sportainment*.



Multiple Sports ... Multiple Fun – for all ages

John Kilgour, Director, Chief Executive Officer

As a Senior Executive and a career spanning over 32 years with BP plc, John has established an enviable track record delivering major investment projects in the Oil & Gas, Retail, Petrol & Convenience sectors throughout Australia, New Zealand & South East Asia.

John is also CEO of Stonehenge Property and Consultation services, operating out of South Melbourne, Australia.



Brett Clark, Director, Operations Manager

Brett has assisted numerous licensees with staff training and development in the establishment of their Action Sports facility and assisted in the development of Sportskeep stadium management and Datascore software systems.

Brett is the Licensee of the Action Sports brand in Victoria and Tasmania and owns/operates Action Indoor Sports Stadiums at Tullamarine (Melbourne) and Eastern Shore (Tasmania). Brett handles all the stadium operations within Sportainment and assists licensees in the training of key staff members.



Andrew Vernes, Director, Commercial/Finance Mgr

With over 23 years with the BP Group of companies in Australia, Singapore, Vietnam, South West Pacific Islands (Fiji) and Papua New Guinea, Andrew has extensive strategic, business development, commercial and finance experience in large complex corporate environments, as well as hands on leadership skills.

Underpinned by his CPA (Certified Practising Accountant) qualifications, Andrew is well placed to assist in the appraisal, evaluation and delivery of this strategic business opportunity.



Mark Davis, Director, Business Development Mgr

Mark has been involved in the sports and leisure market for over 20 years through the creation of Clubtek International Pty Ltd.

Having overseen Action Sports' entry, growth and ultimate success in the tough Japanese market, Mark has the extensive experience and business acumen to greatly assist partners in local, Asian and International markets.

As well as being involved with Sportainment, Mark is the Founding Managing Director of Australian property design and construction company, Stonehenge.



We provide

At **Sportainment**, we provide a complete leisure business system and operating model tailored for your local market, which creates a unique business opportunity. Our total package features everything you need:

Facility Infrastructure:

The creation of indoor and outdoor stadium designs, multi-court action cells, cafés, bars and function rooms, as well as installation of playing surfaces that contributes to efficient use of available space.

Games:

The provision of modified rules that create new games such as Action Cricket, Action Football or Soccer, Action Netball, Action Volleyball, Action Tennis, Action Basketball, Beach Volleyball and Beach Soccer at a variety of graded levels. Our Birthday Parties are also incredibly popular with children of all ages.

Marketing support:

A complete corporate image and identity program comprising stadium signage, branding, brochures, TV commercials, other support programs and uniforms. All of this works together to present a professional image, which has the potential to achieve the very highest levels of brand awareness, recognition and customer loyalty in your local market.

Software Systems:

Our **Sportskeep** computer software system, not only tracks player/team registrations, but has the capability to include fixtures, results and generation of reports. Additionally, it also acts as a central repository for important documentation and staff training resources.

A key benefit of **Sportskeep** is that players can access their team's scores, playing schedules and competition ladder rankings via the internet. Our revolutionary new scoreboard system, **Datascore**, provides individual player statistics at the end of each game. But it does *far more* than this – it takes the action to the next level through a stunning LCD display that delights players and spectators alike.

Training & Consultation:

A comprehensive range of operation and training modules has been developed to ensure optimum knowledge transfer – from “hands on” management training and advice to on-line support. We provide all the necessary assistance and support you need to make everything happen.



The opportunity

Securing an **Action Sports Stadium** or **Action Street Arena** licence creates the opportunity to go into business for yourself but you're never on your own; because you can be assured we will be with you every step of the way!

Sportainment will provide all the necessary support you need to get started, including:

- ▶ License agreements to use all trademarks, IP and property rights under *Action Sports Stadiums* or *Action Street Arena* models.
- ▶ Architectural Design & consultation services
- ▶ "Start Up" Project Management
- ▶ IT Systems & Software
- ▶ Marketing, Operational & Training support
- ▶ In-country / market visits and consultative business advice



In return, as our licensed business partner, we expect you to secure and fund developments, including fit out and operation of **Action Sports Stadiums**.

A single four court (4 x action cell) facility can accommodate more than 400 games per week, which translates to a successful and profitable business model for operators in all our current markets.

Our exciting new **Action Street Arena** product literally takes the "sporting action to the streets". Our transportable **Action Street Arena** courts transform an open space or streetscape, into a dynamic sports and activity arena in just a matter of minutes.

So, if you have a passion for business, with the appropriate in-country experience in the hospitality, sport, entertainment and leisure industries ... this could be the ideal business partnership you have been looking for.



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Contacts

A company is only as good as its people and at **Sportainment** we are confident we have some of the best people in the industry on our team.

We are a committed and dedicated group of professionals who already have an established "track record" of performance delivery in overseas markets, including Asia.

We welcome new development and business licensing opportunities and are willing to expand our business model into emerging markets by establishing long term relationships and partnering arrangements built on confidence, trust and mutual respect.

If you have what it takes to join us at **Sportainment**, why not contact us?

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