



pico **PLAY**
We Create Fun

Demand is growing for unique experiences that can be shared with family and friends; and cherished for a lifetime.

Gumbuya World, Australia



In a competitive landscape, there is a need to find new ways to grow the tourism economy by developing extraordinary destinations.

Axion City, 11 Skies, Hong Kong

picoPLAY



How do you anchor
your investment with a
compelling reason for
people to choose your
destination over others?

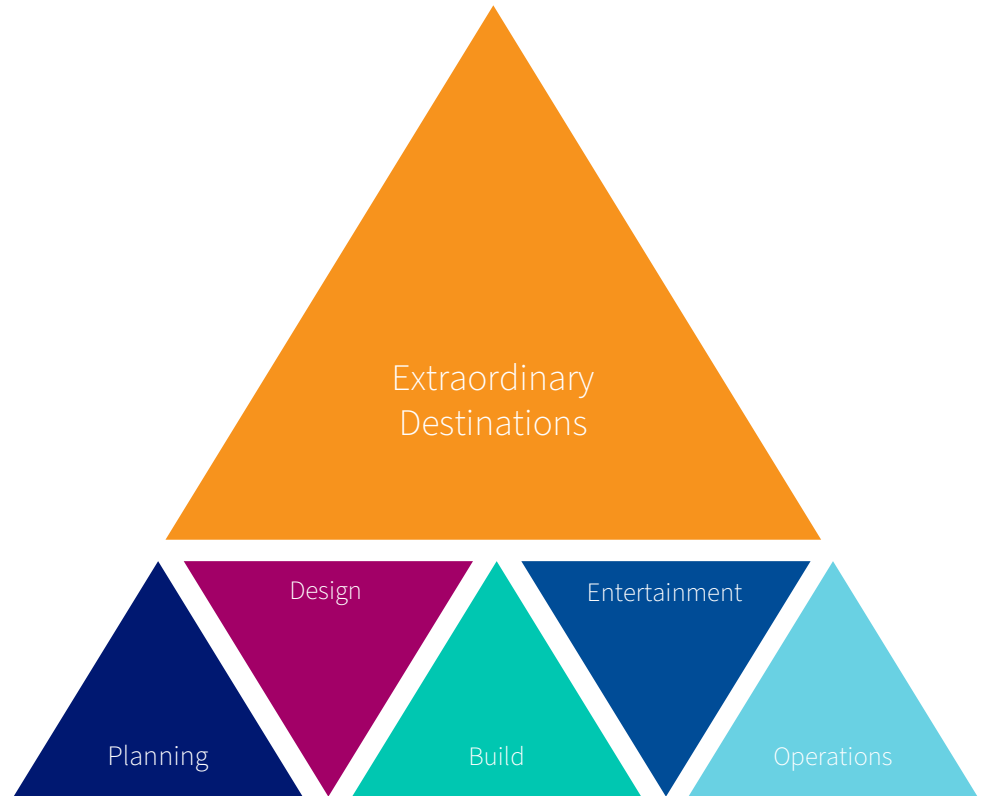
Singapore Zoo River Safari, Singapore



We Create Fun

Pico Play is a global leader in leisure and themed entertainment solutions, delivering outstanding guest experiences.

We are the Fun-Makers.



We are global.

Pico Play is part of Pico Group, a global leader in total brand activation specializing in engaging people, creating experiences and activating brands.

50+

Years of Experience

More than

2,300

Talented People Worldwide

Global Presence in

36

Major Cities

Production Facilities

70,000

square meters

Revenue

US\$681

Million (Oct 2023)

Market Capitalisation

US\$217

Million (Oct 2023)

Pico (Thailand) Public
Company Limited Thailand
MAI Stock Code

PICO

Pico Far East Holdings
Limited HKEX Stock Code

752



World Class, World Conscious

Bangkok | Beijing | Boise | Cairo | Doha | Dongguan | Dubai |
Gold Coast | Guangzhou | Hanoi | Ho Chi Minh City | Hong Kong |
Jakarta | Jinjiang | Kuala Lumpur | London | Los Angeles | Macau
| Manama | Manila | Melbourne | Milan | New York | Perth |
Riyadh | Seoul | Shanghai | Shenzhen | Singapore | Sydney |
Taipei | Tianjin | Tokyo | Xi'an | Yangon



EMS 596518



World leading clients

Pico Play has worked with the world's leading themed attractions, leisure, and entertainment companies.





Gumbuya World, Victoria, Australia

Customer First

Pico Play works with customers to develop end-to-end leisure and entertainment solutions that deliver unforgettable guest experiences.

Inspired Design

Pico Play is driven to design themed attractions and entertainment that sparks imagination, builds atmosphere, creates unforgettable experiences and surprises and delights guests.



Spectacular Build

Pico Play has delivered themed attractions and entertainment across the globe in theme parks, zoos and animal parks, waterparks, family entertainment centres, aquarium and marine parks and public spaces.

Superior Outcomes

Pico Play immerses itself in the customer journey across all touchpoints to deliver superior outcomes, commercial sustainability and unforgettable guest experiences.

SERVICES

Planning

Developing an unforgettable experience starts with data, insight and strategic planning.

Our business advisory and operational planning services provide a commercial framework and operational brief to inform the design and master planning process.

- Market surveys and market studies
- Feasibility studies and business case development
- Benchmarking and competitive analysis
- Investment rationale



SERVICES

Design

Our talented team of designers offer a full range of design services across all professional software platforms.

- Concept Design
- Master Planning
- 3D Modelling and Scanning
- BIM and Revit Integration
- Schematic Design
- Design Development
- Construction Documentation
- Theatre Design and Consultancy
- Show, AV and Lighting Design
- Gamification



SERVICES

Build

Our global network has more than 50 years' experience in building, fabrication and project management so we can deliver your project on time and on budget, with access to over 80,000 sqm of fabrication facilities in the Group.

- Specialty Fabrication
- Creative Engineering
- CNC Reproduction and Moulding
- Thematic Facades
- Thematic Interior Fit-Out
- Sculptures, Props & Scenic Art
- Public Art Installations



SERVICES

Entertainment

We use creative storytelling to build unique show experiences. From planning to execution, we deliver world class productions.

- Story Driven Performances
- Musicals and Stage Shows
- Global IP Productions
- Stunt Shows and Training
- Cirque Shows
- Animal Conservation Presentations
- Special Effects
- Permanent & Seasonal shows
- Light Installations



SERVICES

Operations

The delivery of an unforgettable experience comes from mapping the customer journey and understanding every touchpoint.

- Operational Planning
- Brand Strategy & Marketing Comms
- Business & Master Planning
- Pre-opening Planning
- Safety & Maintenance
- Environmental Sustainability
- Technology & Information
- Delivery of Operating Excellence





Universal Studios, Singapore, Beijing & Osaka

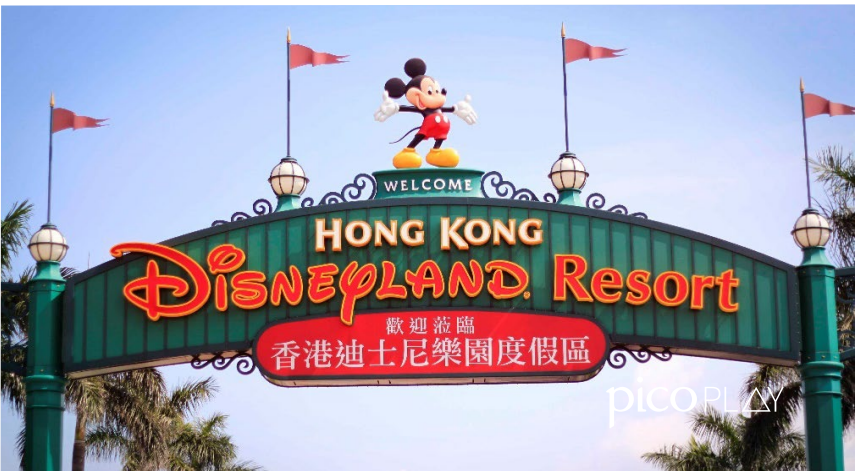
Design and Build – Themed
Interiors, Facades and Area
Development





Disney Resorts, Hong Kong & Shanghai

Design and Build –
Architectural Ornamentation,
Props, Signage and Area
Development

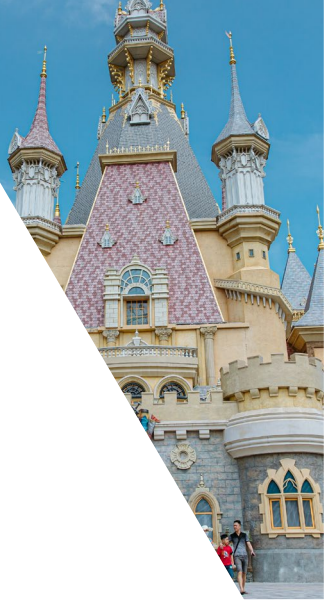




Gardens By The Bay Cavern, Singapore

Design and Build – Public Art, Sculptures, Artificial Rockwork

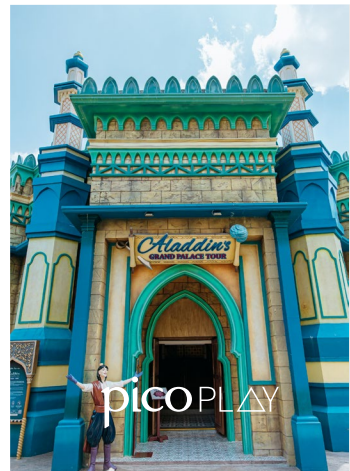




VINPEARL

Vinpearl Theme Park, Phu Quoc, Vietnam

Design and Construction of Themed Interiors, Audio Visual, Special Effects and Show Sets





Currumbin Wildlife Sanctuary, Australia

10 Year Strategic Masterplan,
Themed Environment Design
and Construction



CYBER
STAGE



LEVEL

LEVEL 2

AXTION CITY
極限都市

Axtion City, Indoor Adventure Centre, 11 Skies, Hong Kong

Concept Design, Business
Case, Masterplanning, Turnkey
Construction, Operations
Planning and Advisory



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AXTION CITY
動感城市

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River Safari, Singapore

Design and Build – Animal
Enclosures, Exhibits, Retail,
Cafe and All Guests Areas



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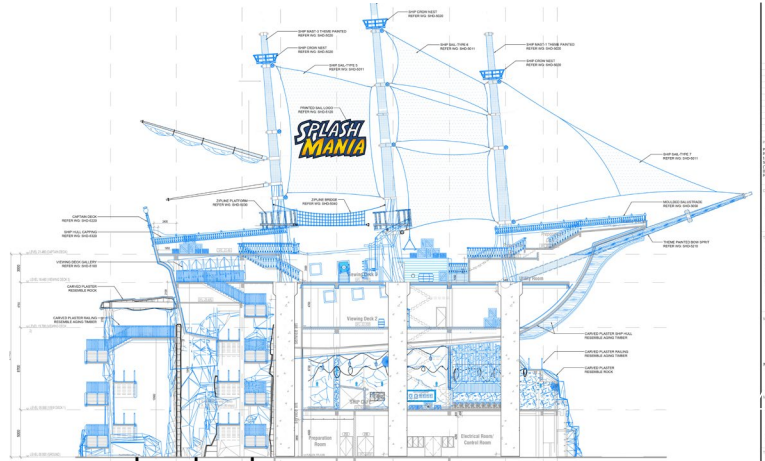


Gamuda Cove, Splash Mania, Malaysia

Design and Build – Themed
Finishes, Props, Artificial
Rockwork, Water Systems, etc.



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Water Parks

Business Planning, Design,
Masterplanning, Theming Art
Direction



Gumbuya World, Melbourne, **Australia**



Adventure Cove, Sentosa, **Singapore**



HomeTeamNS Water Park, Singapore



Tiki Water Park, Ho Tram, **Vietnam**

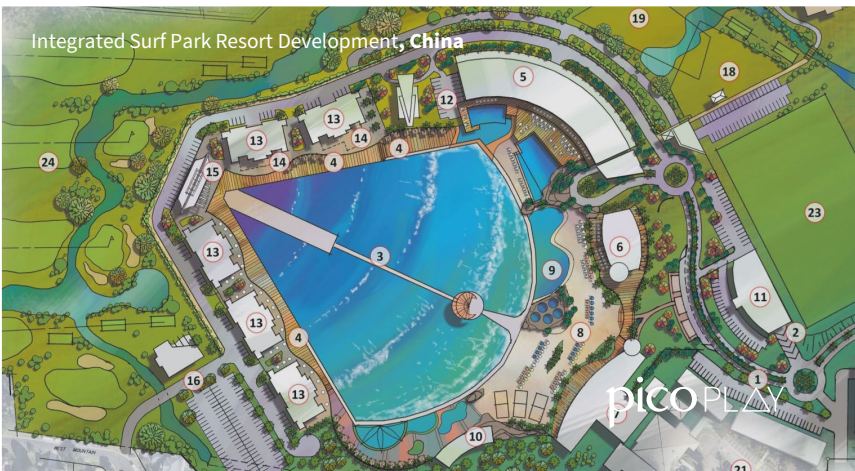


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The Club at Parkwood Village, Queensland, Australia



Pellicano Surf n Play, Australia



Integrated Surf Park Resort Development, China

picoPLAY

Surf Parks

Business Case, Feasibility Study, Design and Masterplanning, Operations Planning, Lead Advisory Services

LIGHT/STATE

WHERE LIGHT KNOWS NO BORDERS

Light/State, Mildura, Australia



iLight, Marina Bay, Singapore

Light Shows

Feasibility Study, Business Planning, Financial Cost Analysis, EOI, Operations Planning, Lead Advisory Services, Event Management services, marketing and campaign activation



Rainforest Lumina, Singapore Zoo



Bahrain Light Festival, Bahrain

TNT

「We Create Fun」

THUNDER
DEMOLITION BROS.



「Thank you」

Darren McLean

Executive Director

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Our Locations

Australia | Honk Kong | KSA | Malaysia | Singapore | Vietnam | UAE

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