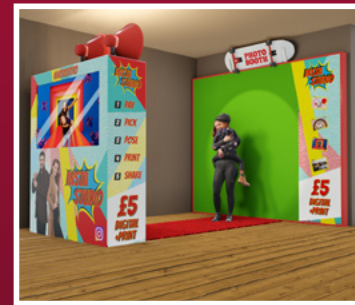
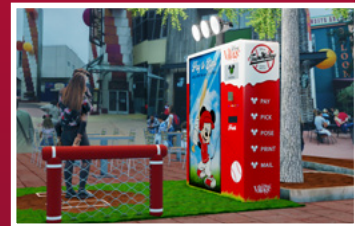
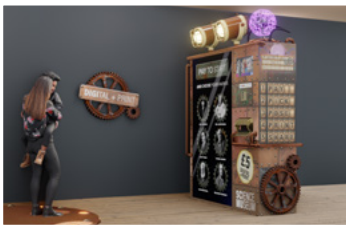
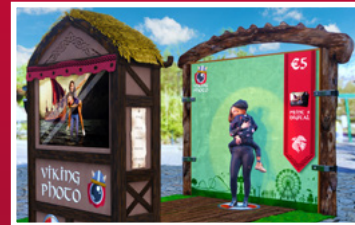
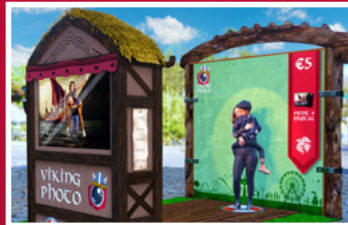
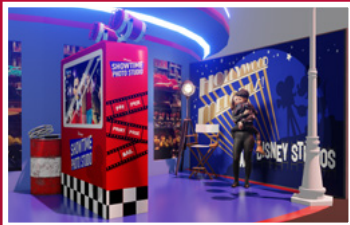




REVOLUTIONIZING PHOTO BOOTHS
REVENUE SHARE BASED

REVOLUTIONIZING PHOTO BOOTHS



REVENUE SHARE BASED

FREE PLACEMENT - NO INVESTMENT - NO COSTS

PHOTO SALOON

Digital + Print



Bobbejaan
land



Photo Saloon

- Betaal
Free
- Kies
Chipsen
- Mail
E-mail
- Print
Inprint
- Share
Parage



Photo Saloon

Bobbejaan
land

“

***Drive record revenue through
game changing photo concepts.
Self serviced & hassle free.***

”



SUCCESS DRIVERS

SAFETY FIRST

Our #1 priority for guests & staff

Complete safety for visitors and employees is our #1 priority. Our equipment is certified, we do monthly audits and of course we are fully GDPR compliant.

HASSLE FREE

Truly hassle free

You have a park to run and not a photo booth business. We are aware of that and offer a hassle free partnership with 24/7 phone support and regular site visits. We only ask you to clean the machine and change the print roll. We even have an app that sends you alerts when the print roll comes to an end!

RECORD REVENUE

A wow experience sells

We generate 295% more revenue per installation than our top 3 competitors (Research 2019). Mainly driven by a WOW experience, a premium product and a downtime ratio of only 0,03%. Last but not least our experiences are always multi-character instead of single-character.

FREE PLACEMENT

Capex free - no costs - flexible contract

We take care of the entire investment; this includes the cabin/roofing. We actually only ask for 6m2, a socket and an internet connection. Flexibility and transparency is in our DNA.

WOW EXPERIENCE

It is not about the photo

The concept, experience *and* the photo souvenir itself get equal attention within our company. This in addition to many players in the industry who still believe it is only about photo; it is not...





SAFARI
STUDIO

€5



GA OP DE FOTO
MET JE
FAVORIETE DIER

€5

PRINT • INSTANT

BEKEND DE DIEREN
SAFARI
STUDIO

BETAL
KIES
POSGEE
PRINT
MAIL

€5

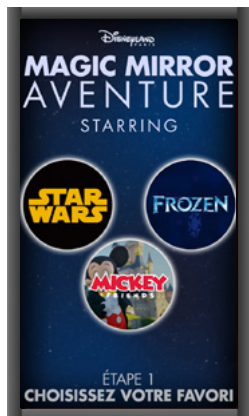
GA OP DE FOTO
MET JE
FAVORIETE DIER

SAFARI
STUDIO

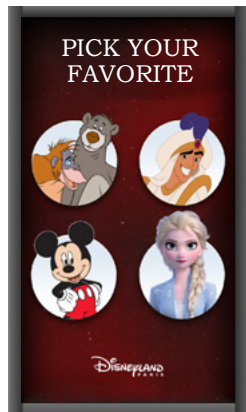
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STUDIO

HOW IT WORKS



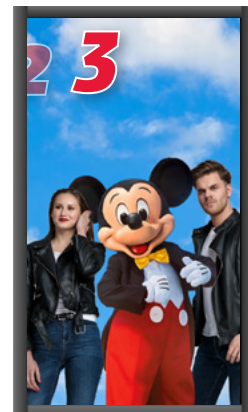
1. PAY TO START



2. PICK YOUR FAVORITE



3. CUSTOM MESSAGE



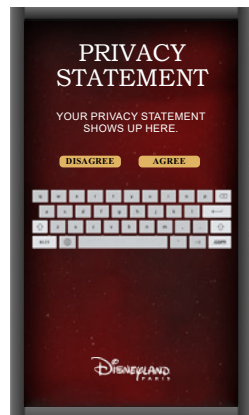
4. A.R. COUNTDOWN



5. PREVIEW



6. GAMIFICATION



7. MAIL, PRINT, SHARE



J.K. ROWLINGS
Harry Potter
UND DAS
VERWUNSCHENE KIND



BUSINESS MODEL

- 1. WE DO THE INVESTMENT**
- 2. YOU PROVIDE 6M²**
- 3. TOGETHER WE SHARE THE PROFIT**

NO STAFFING

NO COSTS

NO INVESTMENT

NO MAINTENANCE

NO DOWNTIME





**YOU PROVIDE THE SPACE,
WE DO THE REST**



KEY BENEFITS

01. Drive profit through photo sales
02. Unique experience
03. Scalable
04. Social sharing
05. Collect data
06. 24/7 live support
07. Advertising platform
08. Self serviced
09. No staffing costs
10. GDPR compliant
11. No wifi required
12. Small footprint
13. In- and outdoor
14. Easy to install
15. Intuitive software



9.6
GUEST
RATING

9.4
CLIENT
RATING

NO
INVESTMENT

NO
FEES

NO
STAFFING

NO
RISK

NO
HASSLE

NO
MAINTENANCE

FLEXIBLE
CONTRACT

PROFIT
GUARENTEED

+ 300 FEATURES



€5



PRINT +
DIGITAL



viking
photo



IN-HOUSE DESIGN



AWARD WINNING

**THIS
PLAYS**



PREMIUM MERCHANDISE





6 WEEK LEAD TIME

**TO GET
STARTED
WE NEED:**



Brand Guidelines



Logo's, Fonts & Visuals



Agreement

**TO GET
ACTIVATED
WE NEED:**



1 Socket (230v)



> 6m2 Space



Wifi or Cable

**FINAL
RESULT
YOU GET:**



World Class Experience



Hassle Free



Avg. Revenue € 64k - p.y.

JUSTICE LEAGUE HERO PHOTO

JUSTICE LEAGUE
HERO PHOTO

A vertical sign with a brick background. It features the Justice League logo at the top, followed by the text 'HERO PHOTO'. Below the text are four white icons on a blue background: a hand holding a photo card, a camera, a printer, and a share symbol.

HAZTE UNA FOTO CON TU
SUPERHÉROE FAVORITO

IMPRESIÓN + DIGITAL

HERO PHOTO

6€
IMPRESIÓN + DIGITAL

A central sign with a brick background. It features the text 'HAZTE UNA FOTO CON TU SUPERHÉROE FAVORITO' and 'IMPRESIÓN + DIGITAL'. Below the text is an illustration of the Justice League members: Flash, Superman, Wonder Woman, Batman, and Green Lantern. To the right of the illustration is a vertical strip of five small photo examples. At the bottom right is a blue circle with the text '6€ IMPRESIÓN + DIGITAL'.

JUSTICE LEAGUE

A vertical sign with a brick background. It features the Justice League logo at the top, followed by an illustration of Wonder Woman standing next to a large green photo backdrop.

BUSINESS MODEL

What is your business model? Revenue share based.

Is it CapEx free? Yes, we invest in the machine and all content.

What about fees and costs? There are no fees and costs.

What about insurance & maintenance? This is covered in our revenue share.

What do we have to facilitate: + 6m2 space, power and a wifi connection.

What is our operational responsibility? Change the print roll every 2-3K revenue and keep the mirror clean.

REVENUE, SHARE & BENCHMARKS

What is the average share? This depends on the investment, retail-space, visitor volume, I.P., scalability, in-park promotion and location.

What is the average revenue per location? € 60.4K.

What is the average revenue per photobooth from other suppliers? € 17K.

Why do you make more revenue? Because our activations are more appealing and our product is more premium.

Anything else? Yes, we never face any downtime which benefits the revenue as well as the guest experience.

OPERATIONAL

Are all models build for self service? Yes, but you can staff it.

Is it possible to relocate the AD.venture? Yes, it takes around 45 minutes from turndown to set up.

What about support: We offer 24/7 live support.

How often are you facing downtime issues? 0,003%, it always works.

How often can we change our content? Up to 12 times per year, depending on your preferences.

Who pays for content changes? We do, this is covered in our revenue share model.

How do you change content? Via dial in we up and unload the content.

PRE-OPENING

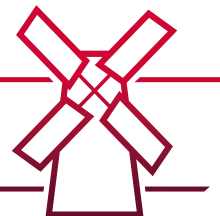
What is the lead time once we have an agreement? At the moment 6 weeks.

Who creates the storyboard, content & artwork? We do, based on the assets we receive.

How long do you need to install the booth: Maximum 4 hours.

Do we receive a training in advance? Yes.

**MANUFACTURED
IN HOLLAND**



EMAIL & DATA

Is the AD.venture GDPR compliant? Yes

Does the AD.venture work without wifi? Yes

What about sending emails? In case there is no wifi, all emails are sent as soon as wifi picks up.

Can we add our own message and link to these emails? Yes

What is your email-opening ratio? 94% of all users opens their email.

Is the AD.venture idiot proof? Yes.

Can we customize the privacy statement? Yes, any time & real time.

Who is who on data?

- Data subjects: individuals whose personal data is stored online (your guests)
- Processor: entity that processes (collects, transfers, stores etc.) data on behalf of someone else a.k.a the Controller (ThisPlays)
- Controller: entity who requires, received processed data by the processor (you as a partner)

PAYMENT STRUCTURE

Which payment options are you offering? Cash, Card, Apple- & Android-Pay + other common methods.

Who receives the payments? All payment terminals are linked to our bank accounts.

How often do we receive our share? Bi monthly.

How can we control the revenue? Via the real time revenue-app that is directly linked to the payment terminal.

24/7 SUPPORT

In English, German, French and Dutch

24/7 phone support

24/7 remote control

Real time revenue app

Print paper alert

Content updates on remote





Disneyland
PARIS

STAR
WARS

PARQUE DE
ATRACCIONES
MADRID

Bobbejaan
land

FAUNIA

J.K. ROWLING'S
Harry Potter
UND DAS
VERWUNSCHENE KIND

SEA LIFE
Paris

PARQUE WB WARNER
MADRID

Coca-Cola

MOVIE PARK

PIXAR
ANIMATION STUDIOS

MERLIN
ENTERTAINMENTS

MUSÉE HERGÉ

DYNAMO®

Bellewaerde



Fabrique



VIKING LINE

**DINO
FABRIEK**



*"We are not impressed easily,
but you guys take creativity and
innovation to the next level."*

Vice President Experience



*"This is a marketing managers
dream! So flexible, so many
options and everything is on brand."*

Vice President The Netherlands



*"Everyone loves it,
buys it and shares it!
And it's so hassle free."*

General Director

*"Increase brand loyalty, create
revenue and go viral at the same
time. A unique business model."*

Director Of Global Partnerships





LET'S BUILD A THEME



THISPLAYS INTERNATIONAL

Nieuw-Loosdrechtse dijk 108, 1231 LB Loosdrecht, The Netherlands, +31(0) 6.4006.45.24
info@this-plays.com, www.this-plays.com