



picoPLAY
Creating Fun

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

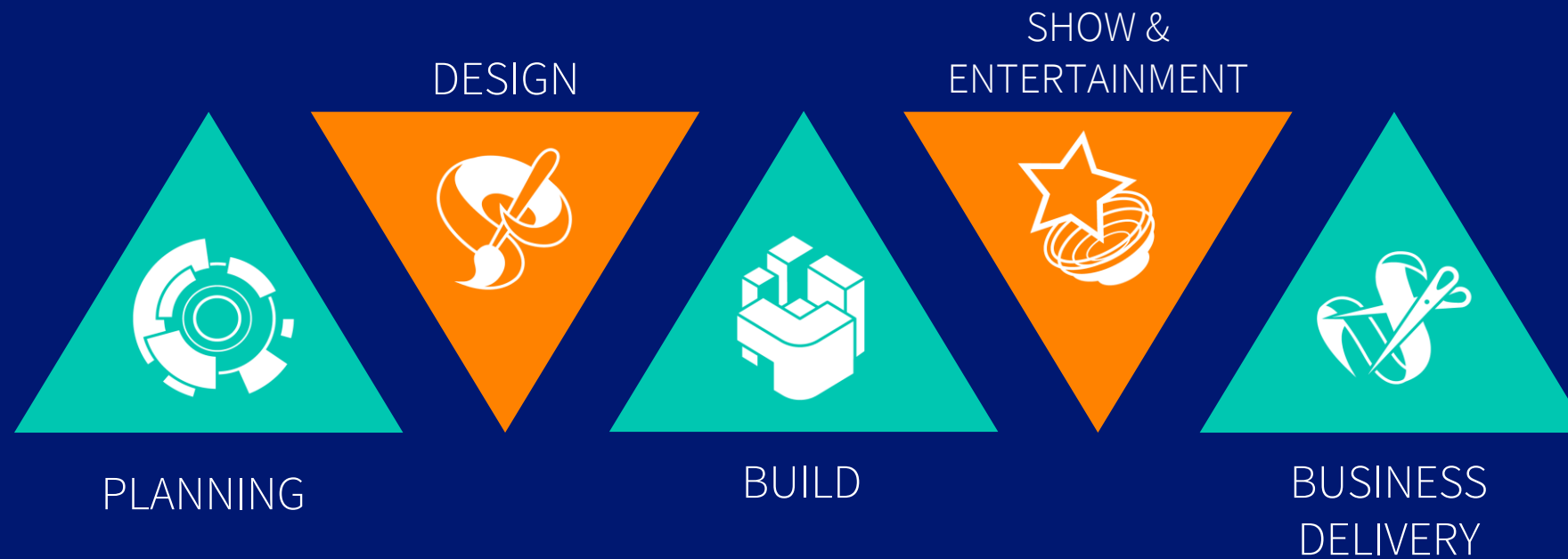
In a competitive landscape, there is a need to find new ways to grow the tourism economy by developing unique destinations.

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

Great attractions understand the higher purpose for visitors and deliver outstanding customer experiences at every touch point.

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

We are the fun makers.



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

Almost Half a Century of Experience	More than 2,400 Talents Worldwide	Global Presence in 34 Major Cities	Production Facilities 100,000 (about) sq. m.
Revenue US\$640 Million	Market Capitalisation US\$422 Million	Thailand MAJ Stock Code PICO	Pico Far East Holdings Limited HKEX Stock Code 752

World Class, World Conscious



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



「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.



PLANNING SERVICES

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

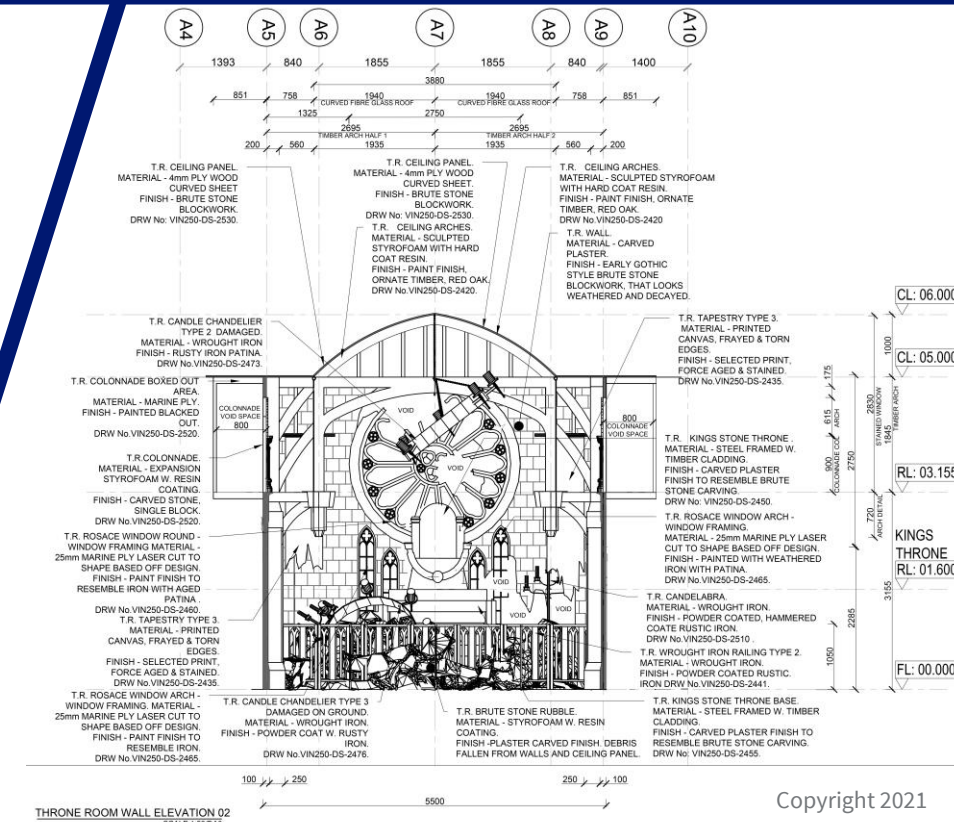
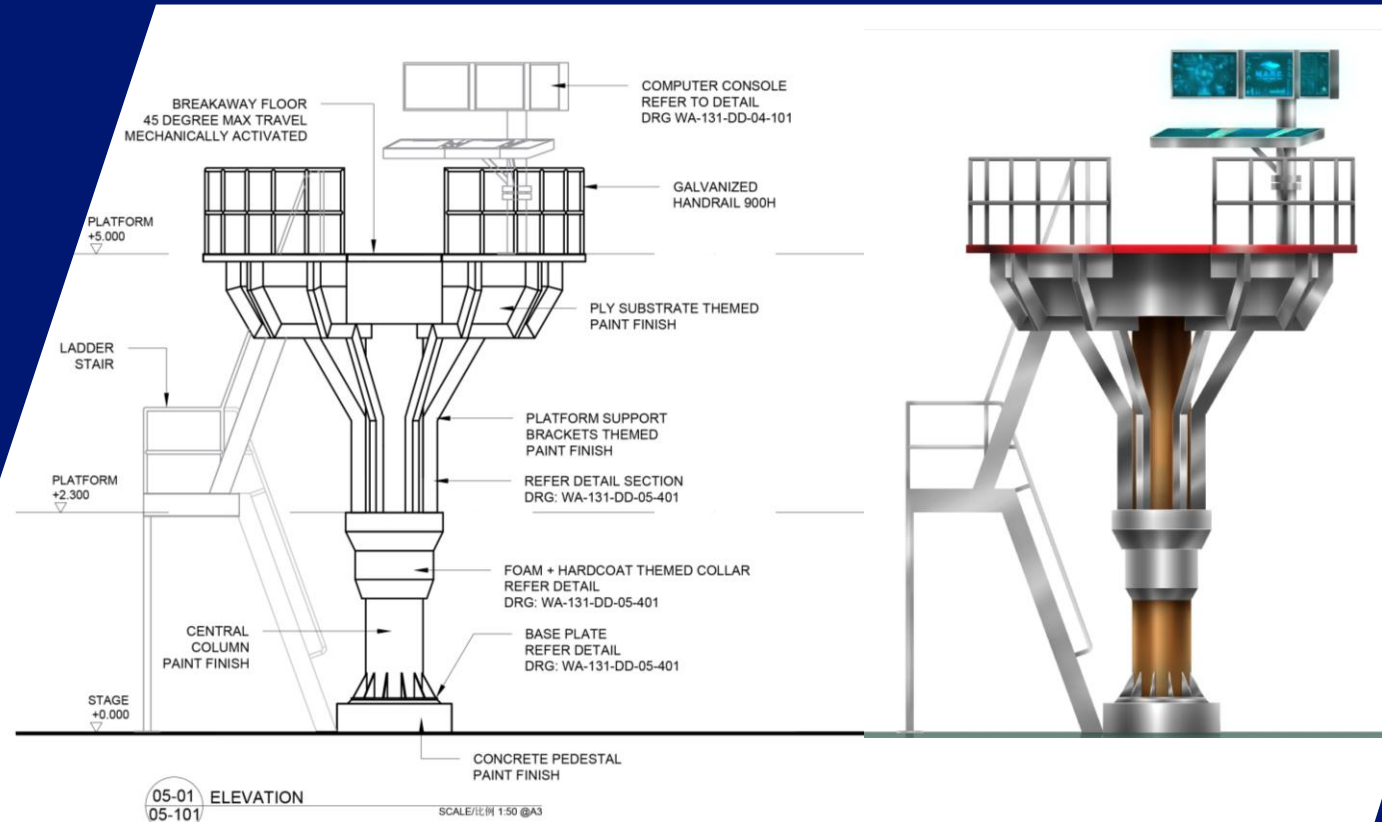
- Market Surveys and Benchmarking
- Market Studies and Competitor Analysis
- Feasibility Studies
- Social and Economic Impact Analysis
- Economic Business Case Development



DESIGN SERVICES

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

- Concept Design
- Masterplanning
- 3D Modelling and Scanning
- Schematic Design
- Design Development
- Construction Documentation
- Theatre Design & Consultancy



BUILD SERVICES

picoPLAY

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 100,000 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



SHOW & ENTERTAINMENT SERVICES

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



BUSINESS DELIVERY SERVICES

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

- Strategy development
- New concept & branding
- Master planning through to Business planning
- Pre-opening
- Launch
- Delivery of Operating Excellence



Strategy/concept/
Brand



Business & Master
planning



Environmental
Sustainability



Marketing &
Comms



Safety &
Maintenance



People
Resources



Customer
Service



Technology &
Information



Business
Improvement



Operations
Management



Universal Studios, Singapore

Design & Build – Themed
Interiors, Facades & Area
Development





Disneyland®

Disneyland Resorts, Hong Kong & Shanghai

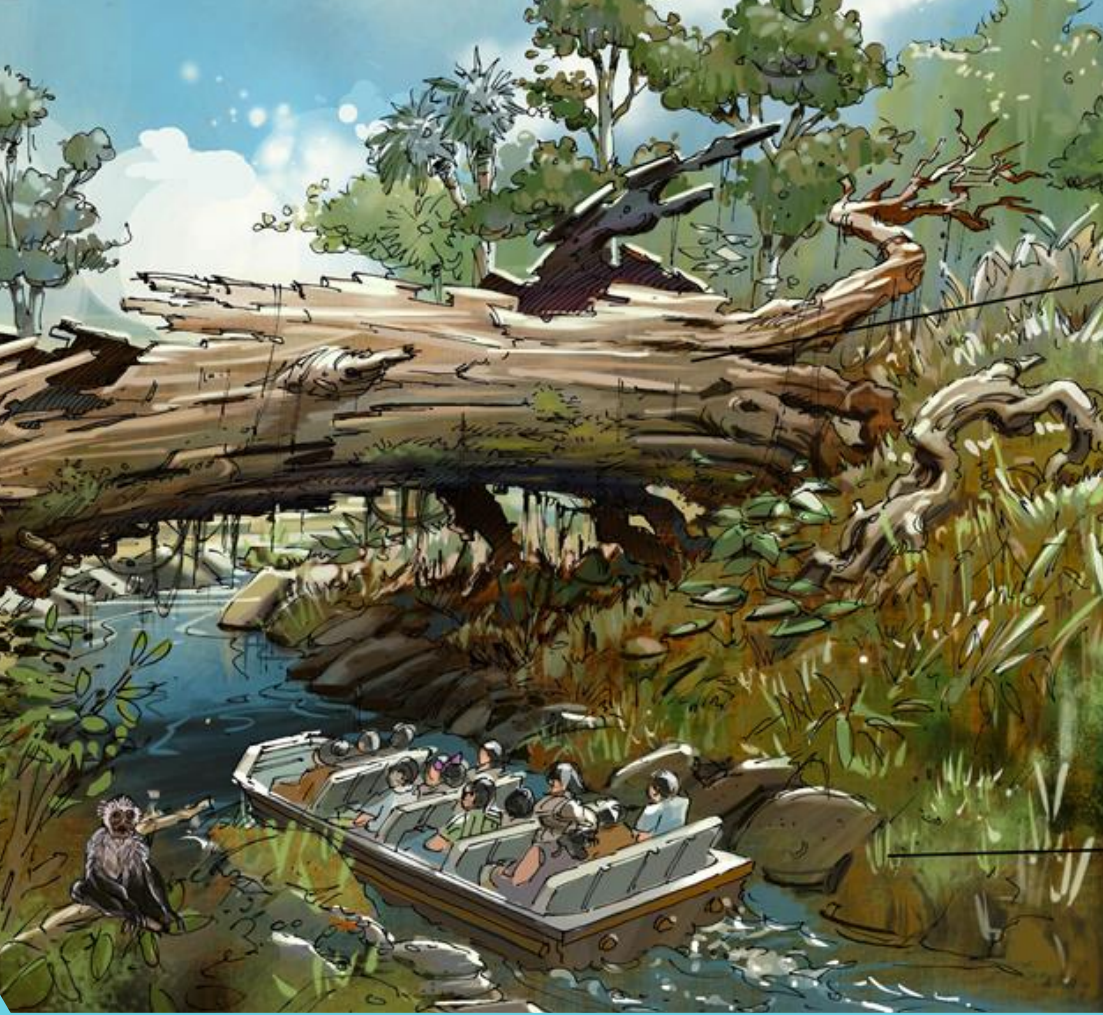
Design & Build – Architectural
Ornamentation,
Props & Area Development





River Safari, Singapore

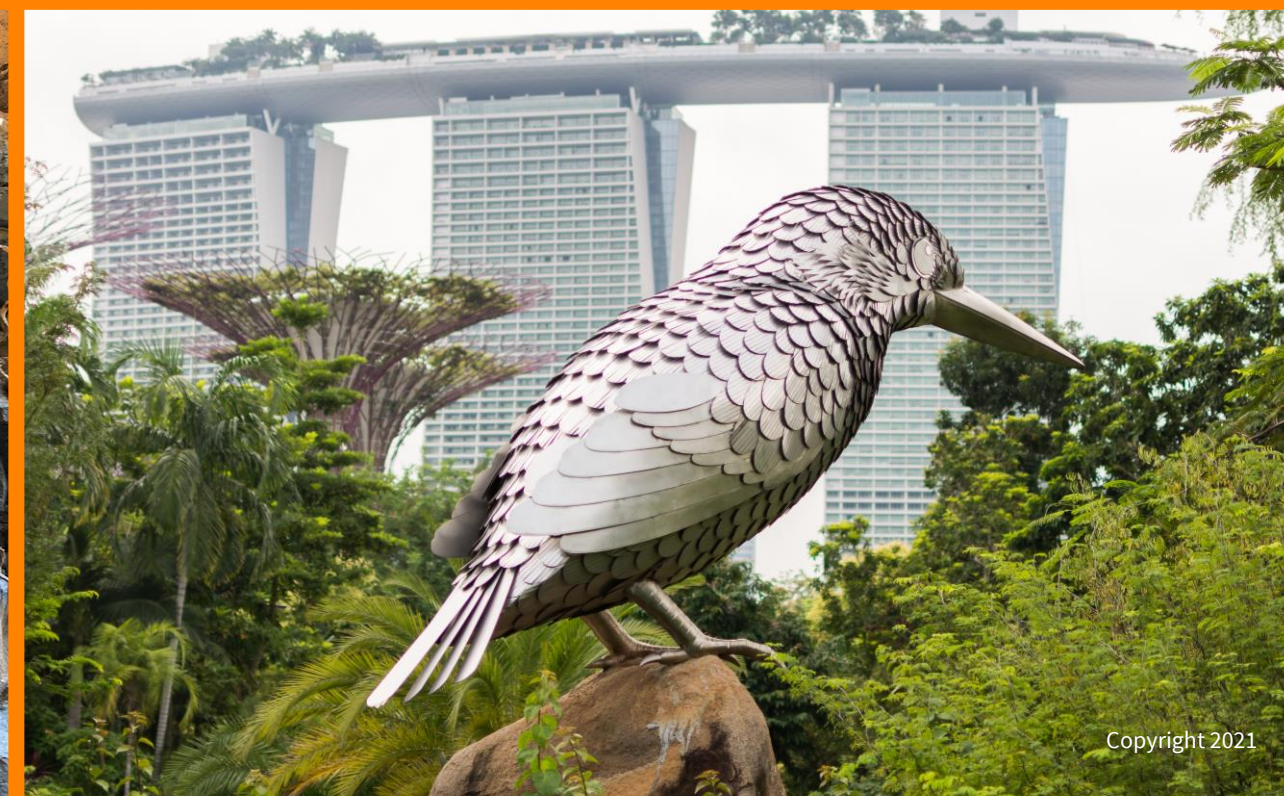
Design & Build – Animal
Enclosures/ Exhibits & All
Guests Areas





Gardens By The Bay Cavern, Singapore

Design & Build – Themed Rockwork





Gumbuya World Melbourne, Australia

Design, Masterplanning,
Economic Planning, Theming &
Art Direction





pico PLAY
WAVE ZONE



Darwin Water Theme Park, Australia

Concept Design,
Masterplanning, Economic
Planning, Economic and Social
Impact Analysis

**URBAN
XTREME**
SKI + ADVENTURE PARK

Urban Xtreme, Indoor Adventure Centre, Australia

Concept Design,
Masterplanning, Construction
Documentation, Interior Fit-out



「Creating Fun」

pico PLAY

Darren McLean
Director
M. +61 414 534 946
E. darren.mclean@pico.com

Pico Play Pte Ltd. Level 1 Pico Creative Centre, 20 Kallang Ave, Singapore 339411

Pico Play Pty. Ltd. Unit 2B, 11 Station Street, Nerang, Gold Coast, QLD 4211, Australia

Disclaimer: The visuals shown in this literature were taken by photographers commissioned by Pico or Pico's direct or indirect clients. The visuals were chosen to highlight Pico's part in our clients' projects and to place it in context. While care has been taken to select the most appropriate visuals, no implication is intended that all elements in the projects depicted were created or built solely by Pico.

www.pico-play.com