

PIONEERS

OF HOSPITALITY AND ENTERTAINMENT

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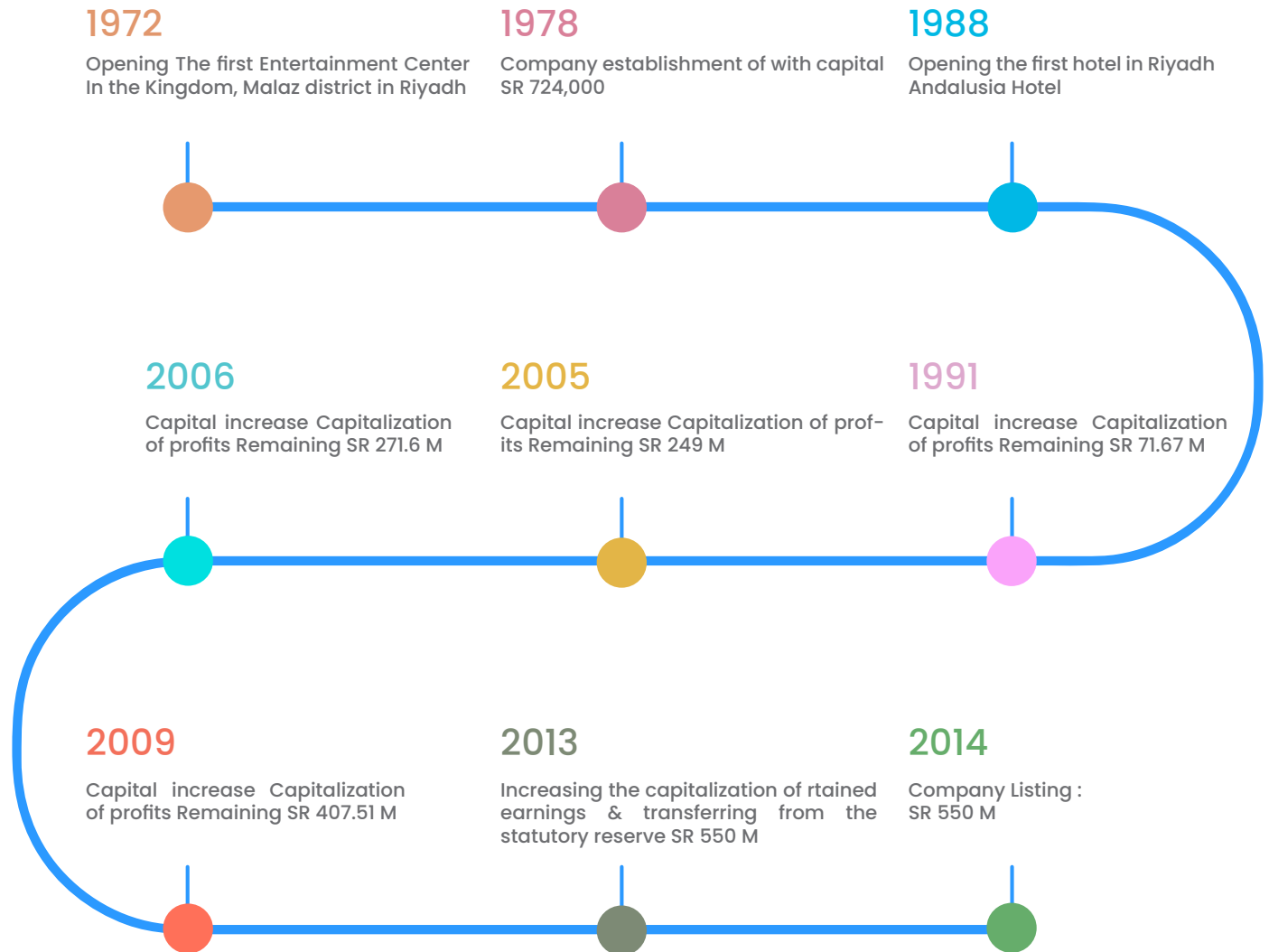
Al Hokair Group

The Al Hokair Group name has been associated with tourism and entertainment in the Kingdom of Saudi Arabia and the Arab world since 1975, when Sheikh Abdul Mohsen Al Hokair started his career by investing in the entertainment and hotel hospitality sectors. Over the past five decades, the group's activity expanded to include 90 entertainment centers, 35 hotels, and 3 commercial centres in Saudi Arabia and the United Arab Emirates.

Al Hokair Group continues to develop its tourism investments to provide the best of what major international companies offer by attracting expertise and forming fruitful partnerships that develop investment returns and make a difference in the fields of entertainment and hotel hospitality in the Middle East.

COMPANY HIGHLIGHT

The development of the group's journey from its founding until the end of 2023



COMPANY HIGHLIGHT

The development of the group's journey from its founding until the end of 2023

2021

Capital Reduction & increase :
SR 650 M

2022

Reduction of the share capital by way of
the cancellation of shares to extinguish
accumulated losses: SR 315 M

2023

Capital Split to become to become
SR 315 M with a nominal value of (1)
riyal per Share.

*Announcing the asset acquisition
process.

2024

Announcing the start of food and
catering work in NEOM.

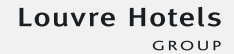
Formation of the current board
and appointment of the new CEO



Entertainment



Hotels and Hospitality



F&B





Mission

To offer our best to our guests and customers by establishing strategic partnerships with top global companies and utilizing the best expertise in entertainment and hospitality sectors.

To be the best in entertainment and hospitality sectors.



Vision



Values

- Gain the trust of investors by creating added value for their investments and growing them.
- Saudi youth and provide them with skills needed to achieve high levels of performance.
- Gain the trust of clients by offering high quality services that satisfy their needs.
- Excel by committing to and maintaining high standards.
- Enhance social responsibility and contribute in supporting the community.



Entertainment Division

Since the beginning of its business in the Malaz theme park in Riyadh, the entertainment sector of the group has expanded until it became the largest in its field in the Middle East region. Today, the group owns more than 90 entertainment centers spread across the region with annual visitors exceeding 30 million.

The group has succeeded in maintaining its leading position in entertainment as the first and most significant investment company in this region. Entertainment options for the family, considering the provision of entertainment that suits all age groups, and the entertainment sector continues to expand its activities in the sisterly United Arab Emirates, and Egypt. and plans to expand further in the Middle East and North Africa.



+300k

Square Meters Area Of Recreational Centers



56

Entertainment Centers



12 Million

Visitors/Year



6000

Mechanical And Electronic Game





**The
BIGGEST
Family
Entertainment
Center Chain
in the Region**



It has been the flagship and first brand of Al Hokair Group since it started in the Kingdom of Saudi Arabia in **2004**, where Sparky's became synonymous with amusement parks and fun for all the family members.

Afterwards, Al Hokair Group expanded its leisure experience to the United Arab Emirates and Egypt and has plans for more regional expansions.

Sparky's became an integral part of the regional landscape with over 50 locations that encourage social interactions and active play within a safe and secure environment. Moreover, a wide offering of a large variety of arcade classics and new high-definition releases that are certain to bring hours of enjoyment! Let's set off on a journey like no other; let the games begin!



Rides



Video Games



Soft Play



Redemption Games



Ice Skating Rink



Table Games



Bowling



Party Halls



Kids Barber Shop



VR Games



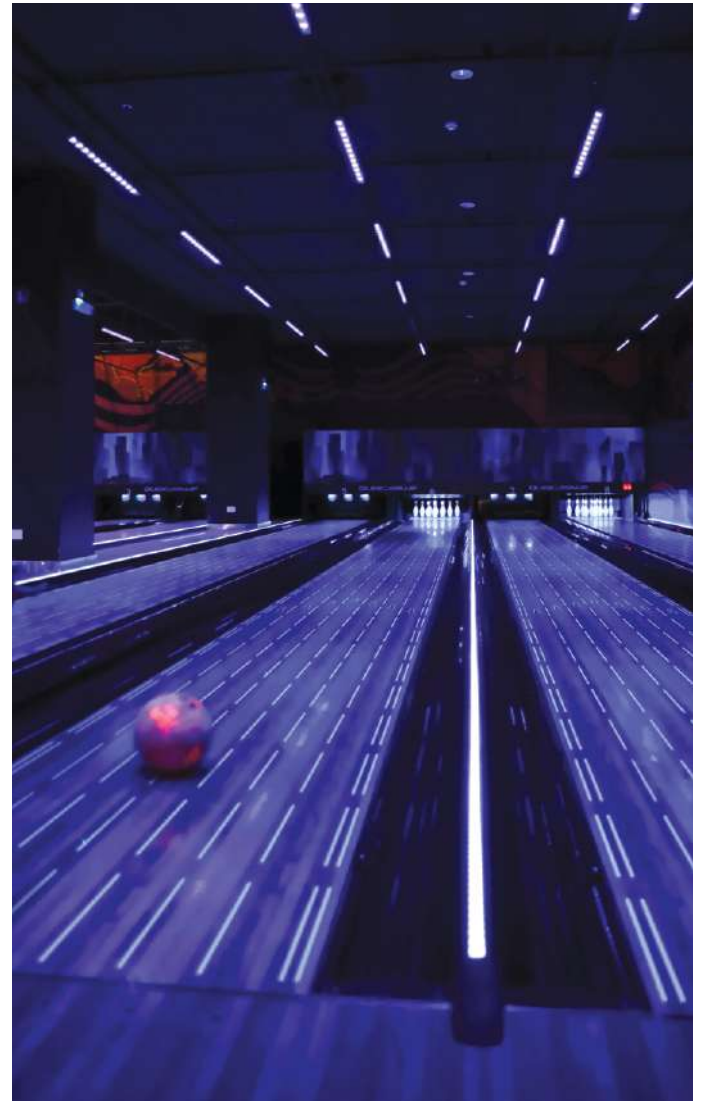
UAE, KSA
and Egypt



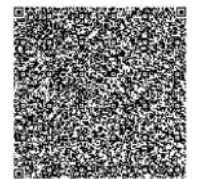
SPARKY'S BOWLING



A unique entertainment space that includes bowling, video games, billiards and live events. You can book the space for birthdays or company parties. Sparky's Bowling is the perfect place for your party! You can rent the entire place or just reserve a table for birthdays, company parties, meet-ups, and team-building events. It is a gathering place for Circles and Groups as the attached Café is curated with passion with a classic menu.



KSA



SPARKY'S LOSERTAG

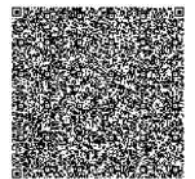


Sparky's Lasertag is well designed and equipped to meet your needs. Laser Tag is a safe and modern combat team game that is suitable for both kids and adults. An ultra-modern interior layout is sure to thrill you, and provides both physical and mental challenges for people of all ages. It's clean, safe, and offers no mess to the environment, but most importantly, it's designed to offer serious fun for everyone.

Laser Tag is a very popular team game throughout the world, appealing to almost all age groups, unaffected by seasons. The Thrill Zone Laser Tag Arena offers a full feet of action packed fun with the latest lasertag equipment.



KSA



Snowy FOREST

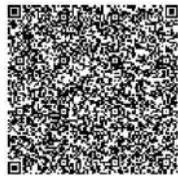




Snowy is a Cluster of Cubes. Cube acts as a Digital themed enclosure for different activity such as a Climbing wall, Slides and Kids Trampoline. Each cube has its identity for its content and environment. it is safe, padded, and only populated by children of the same height and age.



KSA
and UAE



SPLASHA



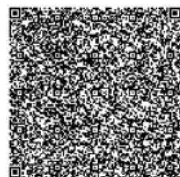


The concept of the FEC was for Splash to invite people into his world and bring a new meaning to excitement and entertainment. The fusion of a unique environment and the latest attractions in the amusement industry.

We have launched Splash in Daren Mall in Dammam, with a design inspired by the seabed and laser lights. Guests will experience a first-of-its-kind feeling of diving into the ocean with water boating rides and more than 80 video games. Exclusive for this location are the famous Super Mario, in addition to a VR gaming zone, and a new release of the Chimpact game.

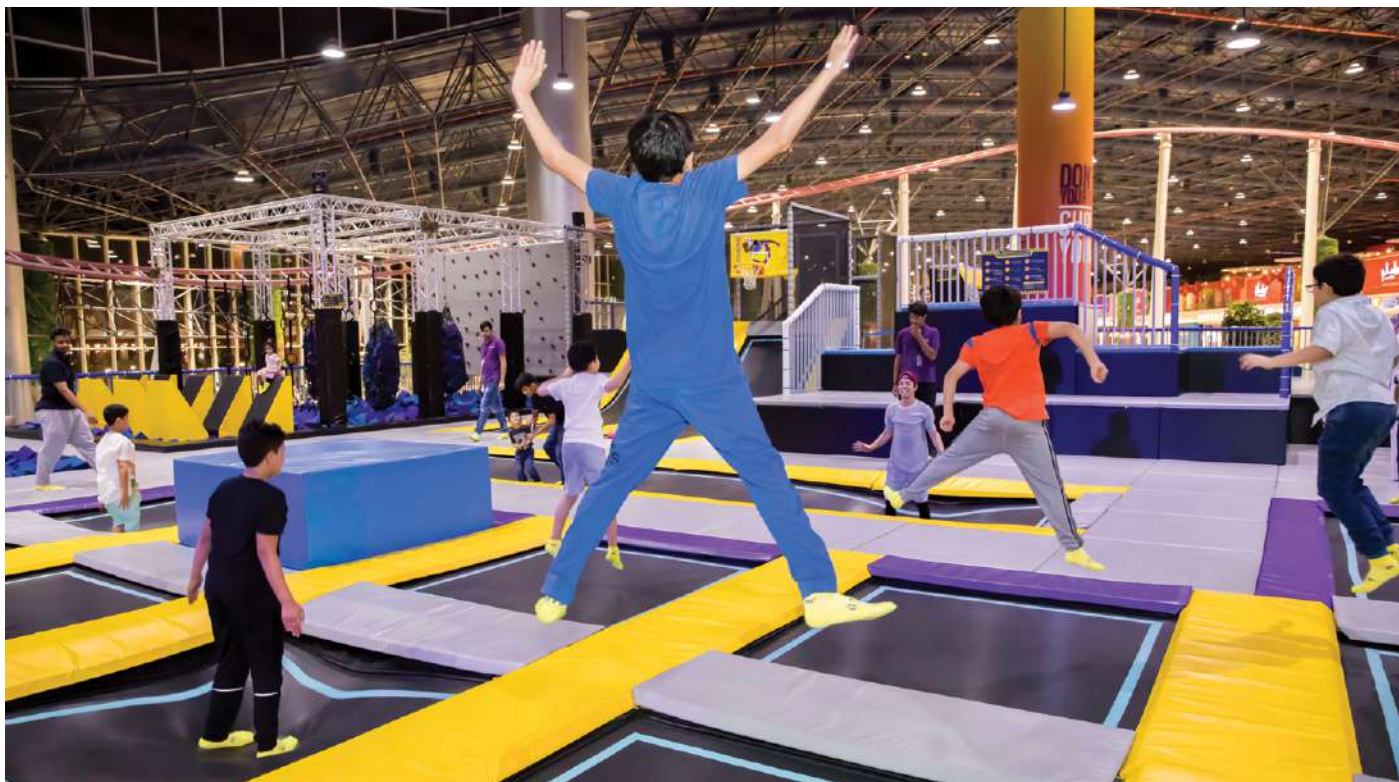


KSA

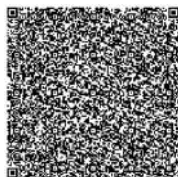




Extreme Trampoline is a family entertainment destination that includes one-on-one entertainment and sports, featuring many physical activities with large trampoline-covered spaces as well as side walls and slopes that provide security and safety for the whole family.



KSA
and UAE



MOONBUG
CoComelon

Playdate



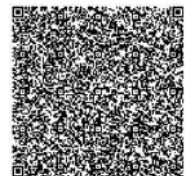


A place where imagination comes to life! The future of Imagination is here! Powered by the world's coolest & most iconic Kids brand COCOMELON.

Are you ready to join JJ, YoYo and TomTom to explore new, fun, creative experiences on the way? Then buckle up, prepare your imagination and let your creativity run wild as the journey is about to start!



KSA
and soon
in UAE



MONOPOLY LIFESIZED

RIYADH



**MISSION:
PLAY!**
by Mattel



Mission: Play! by Mattel is an interactive entertainment experience of 4,000m2 which brings Mattel's iconic brands to life through themed zones for Barbie, Hot Wheels and Mega Bloks.

The centre will combine physical and digital play experiences as well as offering educational programs, events, themed F&B and experiential retail.



UAE



Barbie

Hot Wheels

MEGA

PLAYO CITY

POWERED BY Hasbro



PLAYOCITY is the first Entertainment Park that introduces Hasbro's Brands experience in Saudi Arabia to the world.



A very exciting and adventurous indoor experience that holds all Hasbro's Heroes under one roof. Each character has its own zone inside the entertainment center where you explore all the wonders and excitement throughout your journey. From mechanical rides, such as (drop zone, roller coaster, carousel, etc) to a soft play zone and laser tag.



KSA



THE SMURFS



The Smurfs Family Entertainment Center is the first of its kind in the MENA Region.

In this incredible Smurfs world, different themed zones are scaled to make you feel Smurf-sized to be explored. Like the Fantasy Forest which will contain several great attractions, and The Smurfs Village where children can meet their favorite Smurfs, explore and play in the Smurfs houses and go on different rides experiencing how Smurfs live including Gargamel's house, the Smurfs arch nemesis! Visitors spend an exciting and thrilling time trying to rescue captured Smurfs and escape Gargamel's house.



UAE



الحكير تايم
ALHOKAIR TIME



Al Hokair Time:

A new concept for entertainment centers, with three leading brands: Sparky's, Snowy Forest, Sky Zone Trampoline, Toy Stores, Food and Beverage Shops and world-class restaurants.

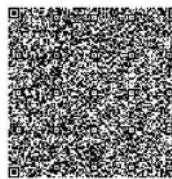
Al Hokair Time Top Brands



Al Hokair Time Top Partners



KSA







Fun Time is a family centered universe where everyone can enjoy a wide variety of arcade games and rides, and the most delicious pizzas in the kingdom! Complete with an area to celebrate birthday parties with friends and loved ones.

The goal is to create positive, lifelong memories for families through fun, play, and delicious handmade pizza complete with an innovative gaming experience.



KSA







Food & Beverage

In a country where cultures mix and witness an increasing growth in food and beverages. The restaurant sector was established primarily to meet visitors' desires to our entertainment sites and expanded to include many hotels. As a result, the number of branches reached more than 40 branches in various regions of the Kingdom.

Later, the group began investing in foreign restaurants and plans to attract many international brands suitable for the Saudi community.





Branch In
All Regions



From Other Signs
In All Regions



Pizzo



La Mode





Services Ecosystem

Al Hokair's has been a dominant force in the entertainment landscape, touching lives through their diverse offerings. We are your ultimate destination for comprehensive entertainment solutions. If your company seeks events activation, merchandising, F&B, or related services, Al Hokair entertainment provides it all. Our holistic approach ensures that clients find everything they need under one roof.

Ride Maintenance & Installations (RMI) Division

50+

Operational since 1972

95+

Technicians

1

Technical Center within KSA

Our Workshops



Mechanical Section



Welding section



Electrical



Painting and fiber glass



Bumper car section



Installation & Dismantling Services:

- RMI excels in installing awe-inspiring attractions within amusement parks. Their expertise extends to assembling and positioning rides, ensuring they meet safety standards and operational requirements.
- From gravity-defying roller coasters to thrilling water rides, RMI's skilled technicians handle the intricate installation and/or dismantling processes as per rides manuals and instructions.



Preventative Maintenance:

- RMI divisions preventive maintenance team provides ongoing daily preventive maintenance services as per daily, weekly, and monthly check lists to keep rides in top condition. Regular inspections, checks, lubrication, and adjustments are part of their preventive approach.
- They focus on minimizing downtime and ensuring the safety and reliability of attractions.



Ride Support:

- When a ride needs attention, RMI steps in promptly. Whether it's troubleshooting technical issues or addressing wear and tear, their team ensures smooth operation.
- They prioritize guest safety and rider experience by promptly resolving any ride-related concerns.



Project Management:

- RMI oversees large-scale projects, from ride installations to park expansions. Their project managers coordinate various aspects, ensuring seamless execution.
- They collaborate with park management, ride manufacturers, and other stakeholders to deliver successful projects.



Ride Refurbishment:

- Full refurbishment of rides including inspection, spare part replacement, paintings, Electrical work, and general certified inspection using a 3rd party company.



Operational and Training Services:

- The Operational Services division conducts comprehensive training programs for ride operators, maintenance staff, and park management to develop and enhance guest journey. This includes safety protocols, emergency procedures, and operational and customer services best practices. They emphasize safety awareness and compliance with industry standards.
- Internally Certified Training programs are created to cater to the brand and are aligned with their guidelines.
 1. FEC Managers (time management, leadership, customer service, employee management, legal documentation, finance for non-financial, civil defense and OSHA)
 2. FEC Operator Operational Training (Customer service and welcoming, ride operations, Emergency evacuation, Health and safety, customer management, crowd management)
 3. FEC Fun and Friend training: (Reading customer behavior, managing grievances for the customers, sales and upselling, negotiations skills).
 4. Visual Merchandising Training: Display techniques and management of merchandise on redemption stations and novelty machines.

Operational Flowcharts and Maintenance Checklists:

- The Operational Services division develops operational flowcharts that outline ride procedures, from loading passengers to emergency shutdowns.
- Their pre-opening checklists cover routine tasks, inspections, and safety checks, ensuring rides remain in optimal condition.

Training FEC Centers

3 Training Centers
Riyadh – Jeddah – EP

Training Period

4 Trainings in a year

Training Heroes

Bilingual Training Experts
Operations
Health and Safety Environment
Maintenance
Arcade and Skills games
Sales and Customer Service

Regions

Eastern Province
Central Region
Eastern Region
Western Region
Madina Region
Jizan



Operational Services:



Operational SOP based on the regional requirements:

- Policy and Procedure
- Daily operational manual pre-opening, closing checklist.
- Quality Assurance inspections
- KPI development
- Risk management



Facility Management:

- Maintenance
- Housekeeping



Staff Management:

- Recruiting, training and supervising the staff members.
- Shift scheduling, managing workload etc.



Customer Service:

- Training of the staff for exceptional customer service
- Handle customer inquiries, complaints, and feedback.
- Maintain a positive and welcoming atmosphere for visitors.

Operational Services:



Inventory and Supplies:

- Manage inventory of supplies (tickets, tokens, merchandise, etc.)
- Coordinate with vendors for timely restocking.



Security and Staff:

- Implement security protocols.
- Conduct safety drills and ensure compliance with safety regulation.



Financial management:

- P&L management
- Accountancy
- Cost Control



Event planning and coordination:

- Organize special events, parties, and promotions.
- Collaborate with marketing and sales teams to attract visitors.

Event Activations:

- The events business unit specializes in creating memorable events, assists with special events within amusement parks. Whether it's a grand opening, seasonal celebration, or promotional campaign, they ensure rides operate flawlessly.
- Their expertise contributes to memorable guest experiences during park events.
- Our Events services, curate customized programs for Birthdays, and school visits. Special costumes and performances are created for shows.
 - Team: Local, and expats
 - Magicians
 - Balloons artists
 - Mascot performers
 - Parade performers.
 - Live dance and music performers
 - Face painting artists and nail artists



Merchandising:

- We take concepts from inception to production. Whether it's merchandise for attractions or themed products, we have got it covered.
 - Mascots
 - Plush toys
 - Bespoke items
 - Toys



Day Care Management Services:

- Our dedicated team of experts excels in operating day care facilities across various centers. We prioritize the well-being and development of young minds, ensuring they receive the highest level of care and attention. From nurturing a safe environment to fostering early learning experiences, our day care management services are designed to support both children and their families.



Marketing Services:

Strategic Partnerships:

- Customer Loyalty programs
- Joint Campaigns
- Indirect Sales



Awards



Menalac Awards



GOLD AWARD
For the best
website



**Best Work
Environment**





**Tourism Award
Of Excellence**

MECSR Awards





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