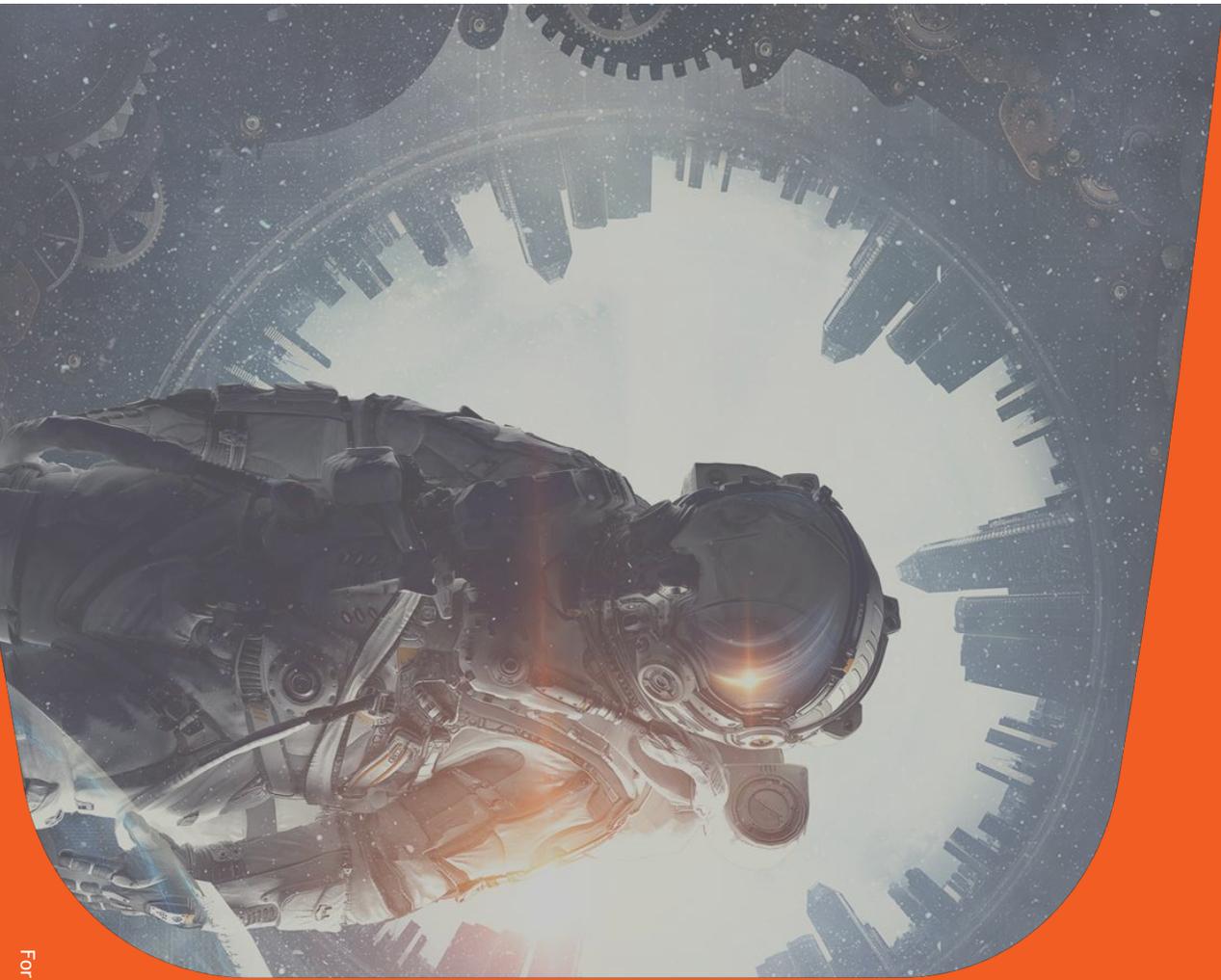
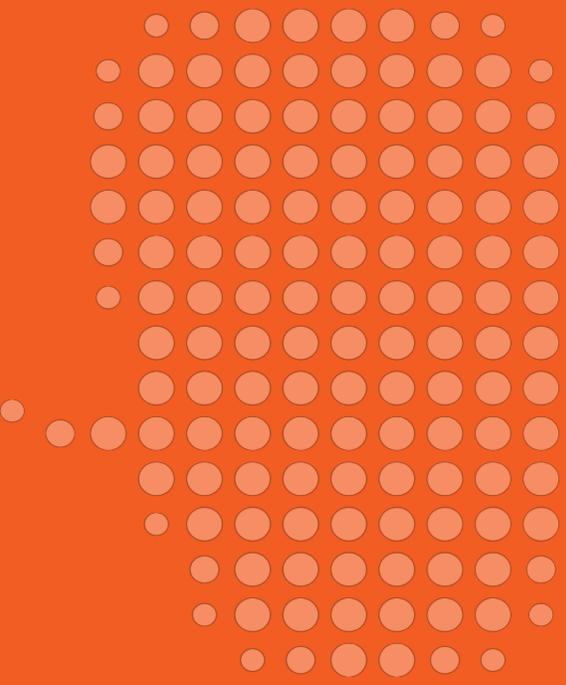




ARMAGGA VR
Immersive virtual reality



Location-based virtual reality, Reimagined.



Overview

STRICTLY PRIVATE AND CONFIDENTIAL

For the sole use of the intended recipient(s). Unauthorized review, use, disclosure or distribution is prohibited.

Who We Are

We offer a distinct blend of immersive entertainment for individuals and families at transport hubs and select retail venues.

ARMAGA VR is a Chicagoland amusement startup.

OUR MISSION

We seek to modernize travel and retail shopping experiences through immersive virtual reality technology.

KEYS TO SUCCESS

- Build strong partnership with customers, suppliers & retail venues.
- **Speed to market:** Become the standard for retail entertainment.
- Recruit and retain local tech savvy staff for exceptional guest experience.
- Maintain a robust library of virtual reality content across our studios.

Headquarters: Chicago (Western Suburbs)

Founder: Archie Thompson

What We Offer

- ✔ **Augmented and Virtual Reality Entertainment.**
- ✔ **Interactive & Immersive Entertainment.**
- ✔ **Entertainment for the travelers and shoppers.**



FOUNDER-LED, INNOVATIVE



Archie Thompson

Founder/Sales/BD

- Set strategic direction, oversee partnerships & business growth.

EDUCATION



EXPERIENCE



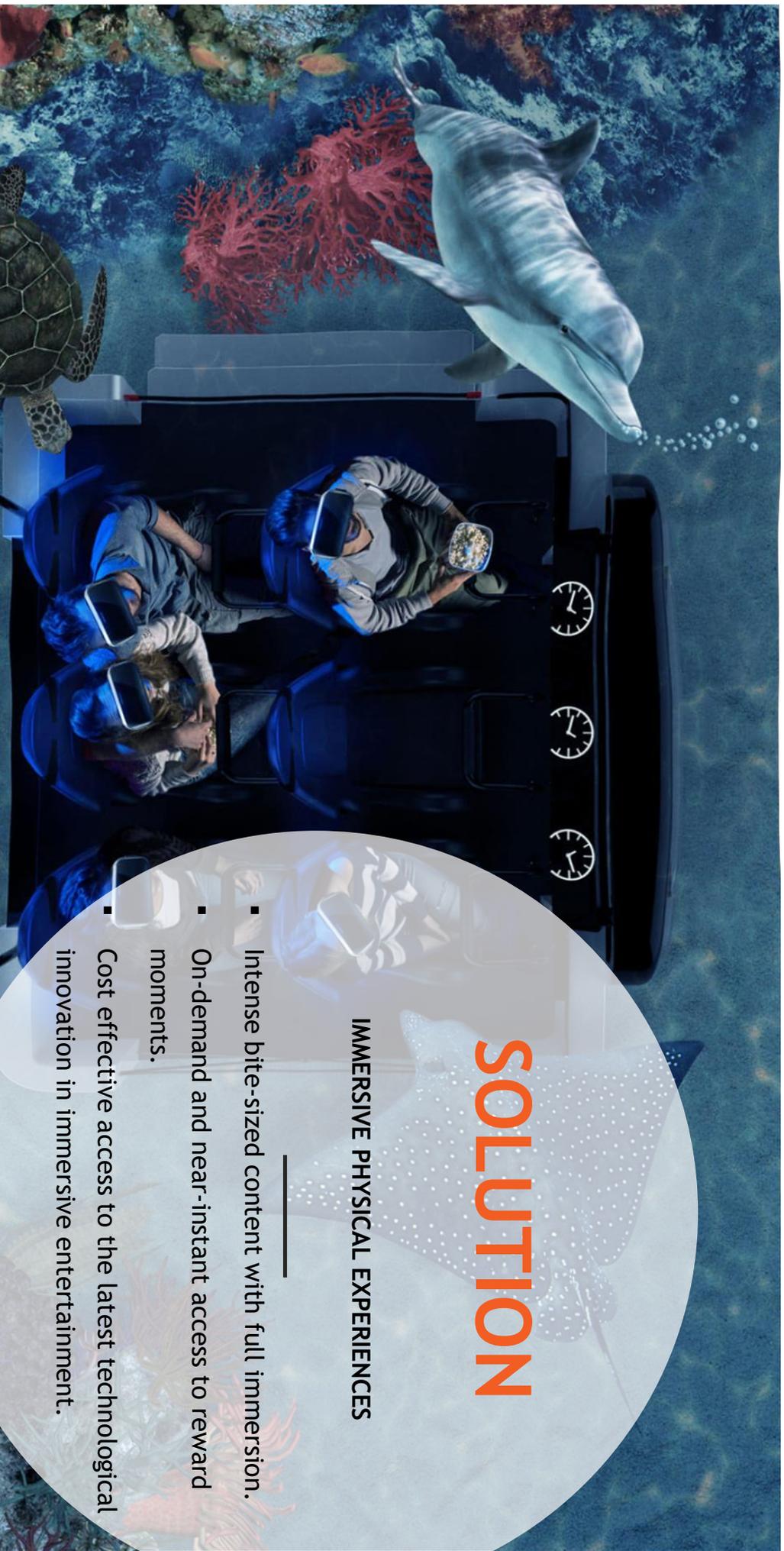
PROBLEM

1. Declining attention spans and consumer expectation of more immersive physical experiences.
2. Millennials and Gen-Z desire for on-demand, personal, relevant and accessible entertainment moments.
3. Amusement park and family entertainment centers lack of technology innovation, costly admissions & long wait (~45 to 200 mins).
4. Antiquated and shuttering amusement parks as a result of COVID. Massive entertainment void in the marketplace.

SOLUTION

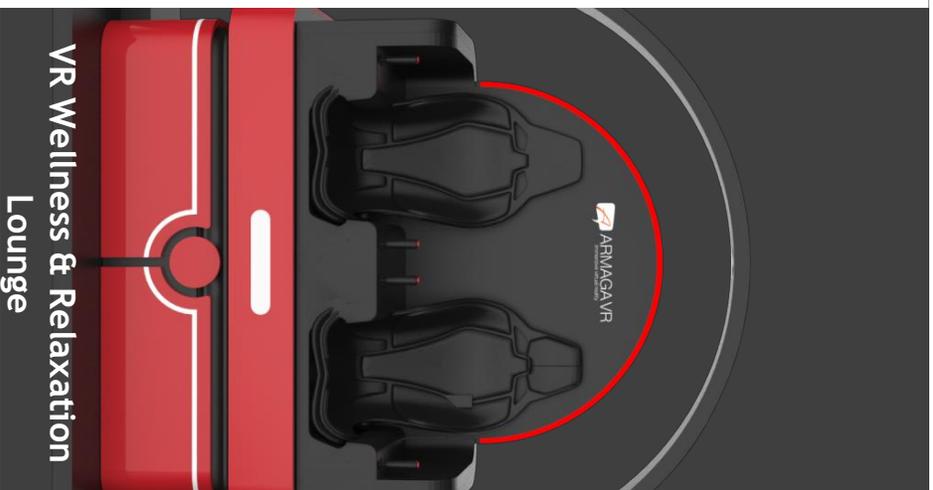
IMMERSIVE PHYSICAL EXPERIENCES

- Intense bite-sized content with full immersion.
- On-demand and near-instant access to reward moments.
- Cost effective access to the latest technological innovation in immersive entertainment.





VR Roller Coaster

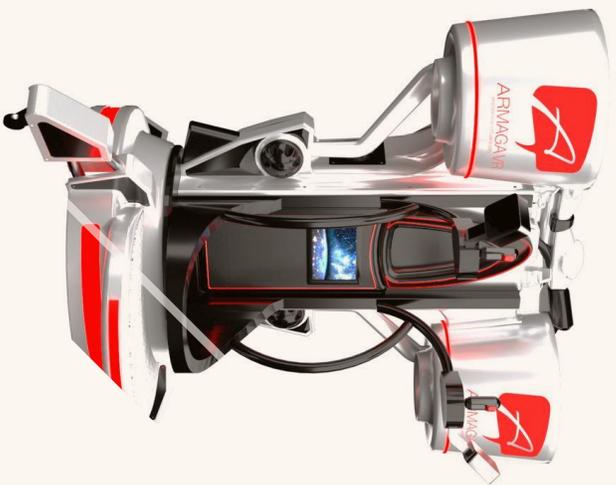


VR Wellness & Relaxation Lounge



VR Space Racing

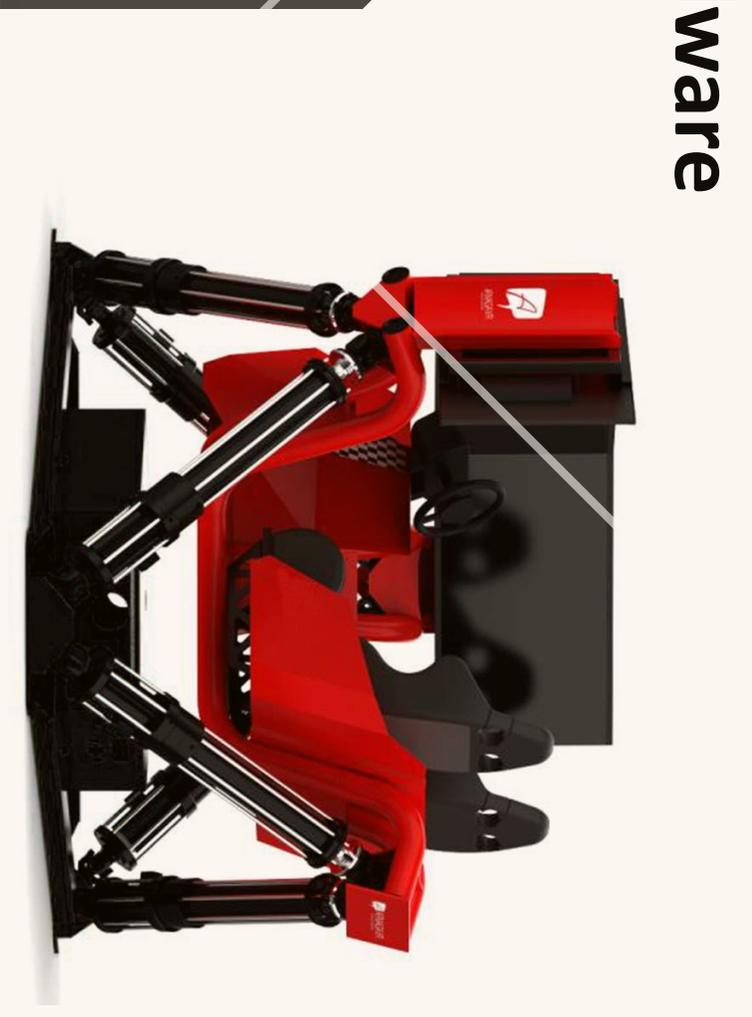
Available VR Experiences



Advanced



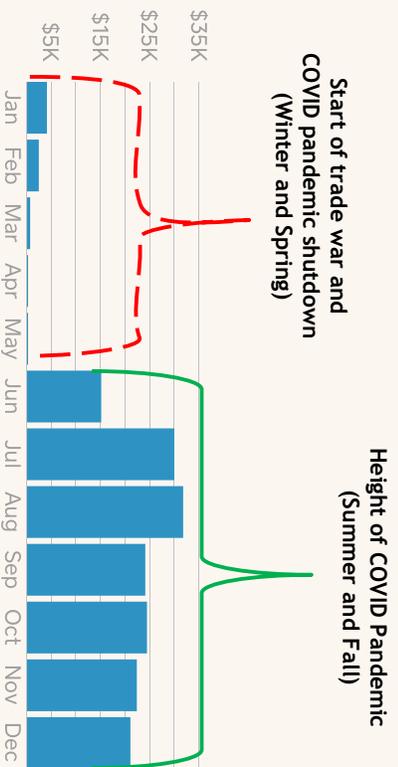
Hardware



KEY OPERATING METRICS

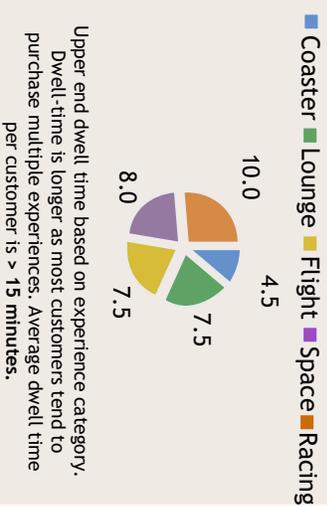
- **2019:** Successfully beta-tested in both affluent (Northbrook Court) and middle-class (Chicago Ridge) shopping malls in Illinois from April to October. Strong reception across all demographics and income-level.
- **November:** Awarded ACDBE (Airport Concessions Disadvantaged Business Enterprise) certification.
- **December:** Awarded contract at O'Hare T-5 to open first VR studio.
- **2020:** Delivered strong performance despite COVID-19.
 - Nominated for **2020 Best Innovative Consumer Experience** Concept or Practice by ACI (Airports Council International). More than **15,000** experiences delivered at Orland Sq. Mall.

Over 15K unique experiences delivered this year

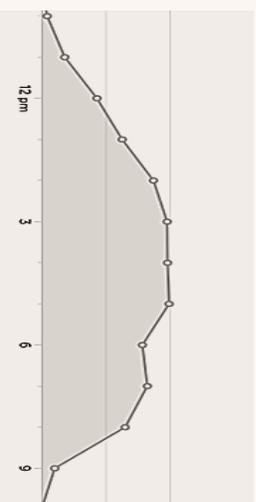


2019 Highlights

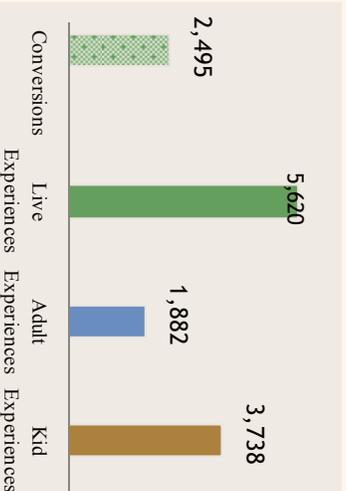
Conversions/Traffic (April - October)



Time of Day (12 noon - 9 pm)

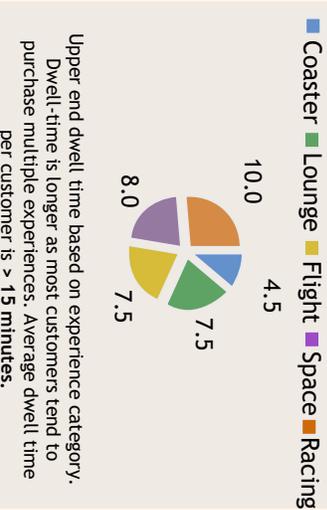


Customers & Conversions (April to Oct)

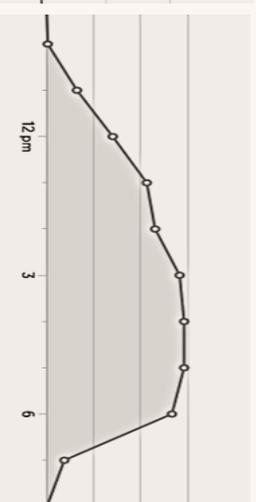


2020 YTD Highlights

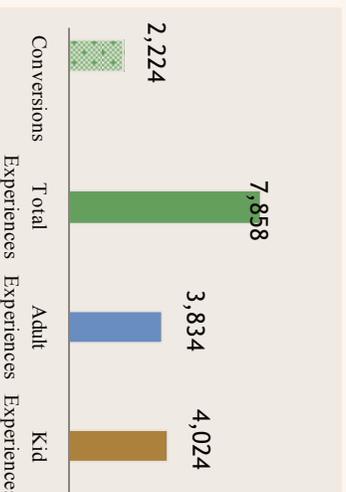
Conversions/Traffic (June - Dec)



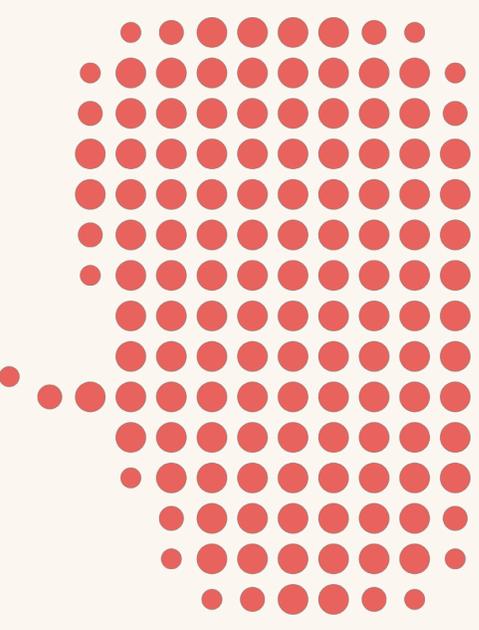
TIME OF DAY (11 am - 7 pm)



Customers & Conversions (as of 9/10/20)



HOW WE MAKE MONEY



TODAY

Revenue per hardware, per day:

\$170/hardware/day x 6 hardware = \$1,000/day
(avg. ticket size of \$15 x 67 (avg. guest per day))

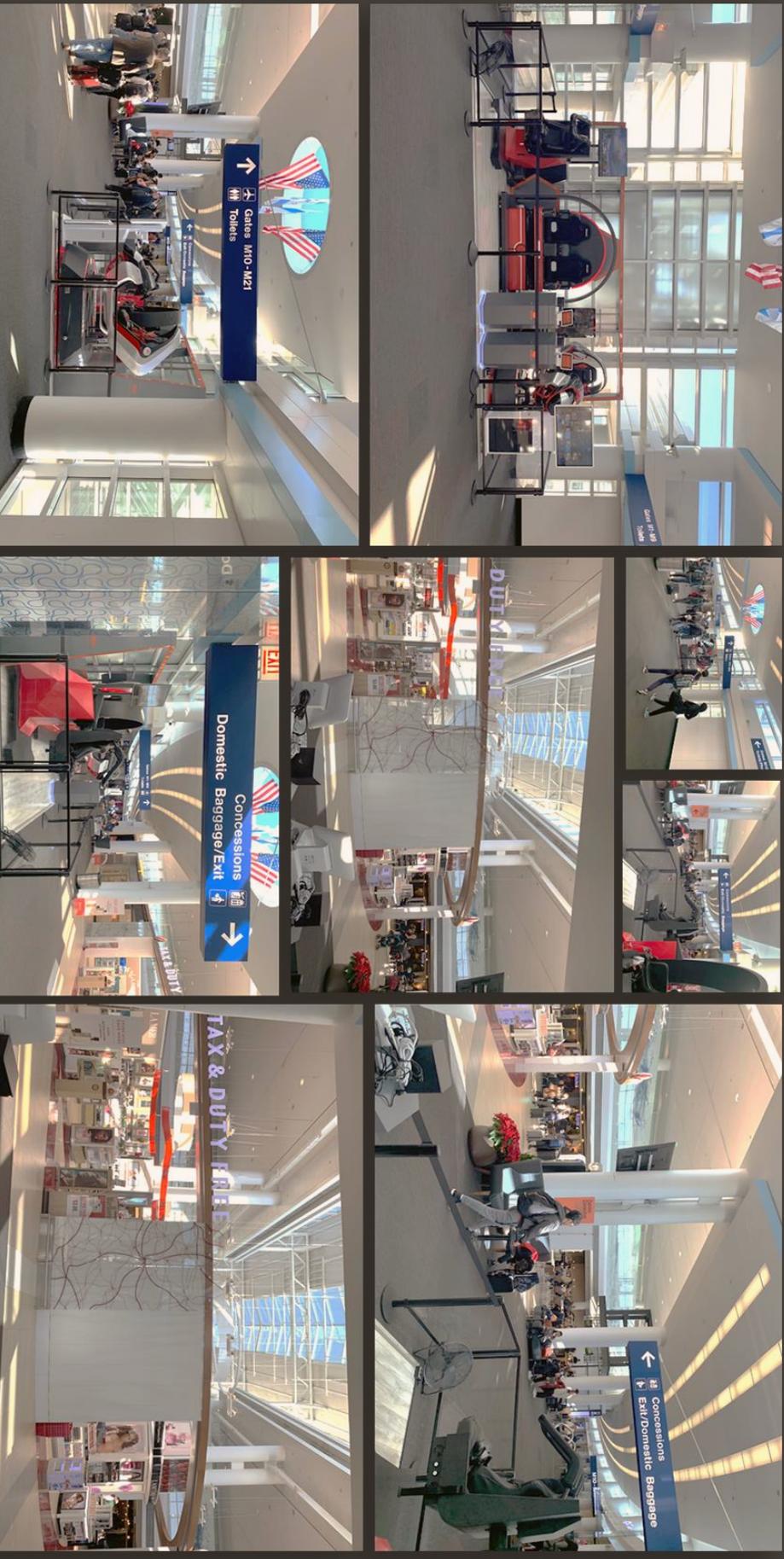
IN THE FUTURE

VR EXPERIENCES

\$200/hardware/day x 16 hardware = \$3,200/day
(avg. ticket size of \$15 x 213 (avg. guest per day))

Pre-COVID Airport Studio

OUR STUDIO AT O'HARE AIRPORT





EXAMPLE OF ACTIVE VR STUDIO

Shopping Mall

Launched June 2020 in the height of a pandemic

MARKET OVERVIEW

GROWING CONSUMER DEMAND FOR AMUSEMENT WITH VR/AR/MR LEADING THE WAY (21.6% CAGR thru 2027)²

Market size of the AR/VR
Market in 2020

Size of the VR industry by
2027

Number of people in the United
States that will use virtual
reality technology at least once
per month

\$18.8 B (1)

\$92.31 B (2)

52.1 M (2)

Growing Demand

By 2030, 23 million jobs
will be using AR/VR
technology with gaming
and entertainment being
the primary driver. (2)

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SOURCES:

1. IDC Research (<https://www.idc.com/getdoc.jsp?containerId=prUS45679219>, Nov 27, 2020)
2. Oberlo (<https://www.oberlo.com/blog/virtual-reality-statistics>)



COVID has disrupted amusement park attendance - causing pent-up consumer demand for amusement. AR, VR, XR & Spatial Computing is transforming amusement.

We reach engaged consumers through immersive VR experiences.



ARMAGAVR
Immersive virtual reality

Ready for
SOMETHING NEW?

THANK YOU!

CONTACT INFO:

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Email: hello@armagavr.com

