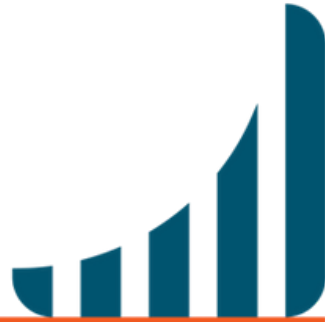




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مجلس الشرق الأوسط وشمال أفريقيا للترفيه والجذب السياحي
Middle East and North Africa Leisure & Attractions Council



MEMBER TALK – DECEMBER 2022

MEMBER TALK WITH AHMED AL SUBAIE

Director of Joury Entertainment & Franchise
Owner of Chuck E. Cheese in Kuwait & Bahrain



Chuck E. Cheese set to expand across the GCC

Chuck E. Cheese is an American family entertainment centre and pizza restaurant chain founded in 1977 by Atari's co-founder Nolan Bushnell. The brand has signed development agreements with franchisees for new Chuck E. Cheese outlets across the GCC countries. The brand is rapidly expanding across the GCC region. They have quickly made a lasting impact in each market through the unique value proposition in gameplay with their innovative Play Pass technology. Their new accomplishment is the Chuck E. Cheese that opened in Bahrain right in the middle of the COVID-19 pandemic.

In an exclusive interview with MENALAC Ahmed Al Subaie, Director of Joury Entertainment and franchise owner of Chuck E. Cheese in Kuwait and Bahrain talked about the brand's future plans in the GCC.

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Could you tell us a bit about Joury Entertainment?

Ahmed Al Subaie: Joury Entertainment is a family-owned business that branched out from a bigger family business operating in the GCC and focuses on the entertainment industry especially the Chuck E. Cheese brand.

Our goal is to become a leading name in the FEC segment of the market. Joury Entertainment operates in Kuwait, Bahrain and having opened Chuck E. Cheese in these countries, we now plan to launch around 7 outlets in other GCC countries. Our focus is to be an entertainment company that offers families the opportunity to have fun and we hope to accomplish this in the entire GCC region.

Tell us a bit about Chuck E. Cheese.



Ahmed Al Subaie: Chuck E. Cheese is known for world-class family food and entertainment. The brand brings its world-renowned birthday parties to Bahrain offering local flavours and unforgettable appearances from Chuck E. Cheese himself to delight the birthday star and their friends.

Holding over one million parties annually across the globe, Chuck E. Cheese is the number one party destination for kids and families. Operating more than 500 outlets in the US and 90 international locations across 16 regions Chuck E. Cheese is one of the world's largest family entertainment centre chains. The company is expanding its presence internationally and hosting franchise enquiry meetings.

CEC Entertainment, the parent company of Chuck E. Cheese, also owns the Peter Piper Pizza and Pasqually's Pizza & Wings brands.

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Why did you choose to get the franchise rights for Chuck E. Cheese?

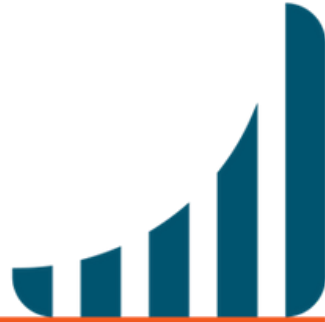
Ahmed Al Subaie: Chuck E. Cheese is a much-loved entertainment brand for families. With Chuck E. Cheese our goal is to create positive, affordable, lifelong memories for families through entertainment, food and play. In addition, at Chuck E. Cheese young children don't just play games, they also learn important developmental and social skills, create memories and spend quality time with family and friends.



What kind of uniqueness will you bring to GCC with Chuck E. Cheese?

Ahmed Al Subaie: We're focused on families, and we're focused on accessibility. That is our key proposition. We strongly believe that an entertainment business should not only be focused making money but also create enjoyable experiences even for those families that don't have a lot to spend on entertainment.





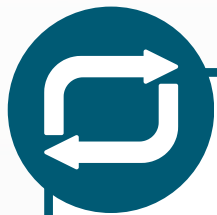
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What does the future look like for Chuck E. Cheese in the region?

Ahmed Al Subaie: There will be fierce competition. But I believe the brand still has huge growth potential since it brings to the table something that's not existing. A space that's family centred, safe, reliable and accessible to all income segments.

In addition to Chuck E. Cheese, we're also considering expanding our entertainment business by acquiring other franchises or even starting something of our own that will also expand across the GCC. In fact, we are already expanding our current location in Bahrain due to a significant rise in demand.



What would be your advice to a new investor considering opening a leisure and entertainment business?

Ahmed Al Subaie: Go ahead and give your dream a shape. It is such a fun business to be in even though the competition is high, and the ideology of entertainment is changing. Entertainment is diverse. It is interactive as people are looking for entertainment in a physical space to enjoy together with their family – something more than just arcades or electronic games. That's why, we are introducing some physical activities in our entertainment centres. And parents like the change. So, I think this is a good time to be in the business of entertainment.