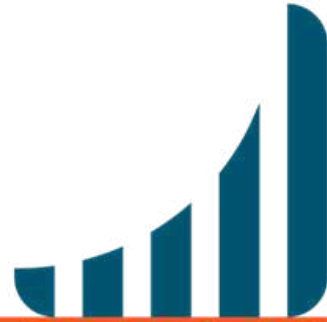




مينالأك
MENALAC

مجلس الشرق الأوسط وشمال أفريقيا للترفيه والحدائق السياحية
Middle East and North Africa Leisure & Attractions Council



MEMBER TALK – FEBRUARY 2022



Fun City revolutionising the amusement industry in Pakistan

Fun City as a pioneer in the industry, maintains its position as a market leader in terms of excellent service, quality attractions, and state of art safety compliant entertainment facility. With two state-of-the-art entertainment centres in Islamabad and Rawalpindi, it caters to an audience of all ages, with many rides and attractions, virtual reality (VR) experiences, kiddie rides, arcades, sports, and novelty games. Fun City as a pioneer in the industry, has tried to maintain its position as a market leader in terms of excellent service, quality attractions, and state of art safety compliant entertainment facility.





مينالأك
MENALAC

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

MEMBER TALK – FEBRUARY 2022



Let's start with some of Fun City, Pakistan's major achievements / milestones over the past 12 months.

Kashif Ali: The year 2022 has been a very happening and exciting year for us. One of our major achievements includes revamping our centre at Centaurus Mall in Islamabad. Fun City in Centaurus Mall underwent a huge refurbishment last year with the motive of introducing "a bigger and better" Fun City. The Centre was completely upgraded with new flooring, artwork, balustrades, attractions, and games. We extended our soft play structure, creating a multi-functional kids' soft play zone that integrates parent-child edutainment in a safe and secure environment. In addition to this, we also added a toddler zone for our younger customers, craftfully designed in a colourful theme to suit the toddlers with its own ball pit, sensory LED wall mount and many thematic play elements.

Fun City also introduced new attraction rides and 30-plus new redemption and arcade games. The centre now offers 9 attraction rides, 12 kiddies rides, 43 redemption games, 10 video arcade games, 5 sports games, 11 novelty games, 3 carnival games and a VR solo and VR 6-player family ride.

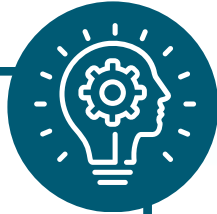
Another major milestone has been our corporate social responsibility (CSR) initiatives. Under our "One Good Heart" CSR programme, Fun City has made remarkable contributions this year aligned with our inclusivity and equal access to all philosophy. This has driven us to passionately engage and liaise with various low-income schools and orphanages to allow their children to experience Fun City facilities. We have entertained 800-plus underprivileged children from the age of 4 up to 18 years in 2022 alone, which is 30% higher than the previous year. We have also continued to work with the Pakistan Autistic Society and arranged numerous trips for children with different abilities. With the power of such projects, we accomplished a collective community initiative leading to a wider impact on meaningful change. This accomplishment is very dear to my heart, and we envision making this programme even bigger in 2023.



مينا لأك
MENALAC

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

MEMBER TALK – FEBRUARY 2022



Please tell us about the new developments/innovations in this segment post-pandemic

Kashif Ali: There are many new developments and innovations in the indoor amusement park and family entertainment centre (FEC) industry in the aftermath of the COVID-19 pandemic. Increased focus on health and safety measures has become a top priority in our industry. We have continued to follow the same strict safety precautions and cleaning and sanitization protocols as we did during the pandemic. We have increased our cleaning schedules, sanitizing our games and rides with timely intervals, and ensuring that our ball-washing exercise is conducted every second day. Since customer and employee safety is our biggest priority, we have invested in increased cleaning and sanitization procedures and systems.

Contactless technology, such as mobile payments and digital ticketing, has become increasingly important in the indoor amusement park and FEC industry post-pandemic. This helps to reduce the risk of transmission and provides a more seamless and convenient experience for visitors. These developments and innovations are helping the industry to adapt to the challenges posed by the pandemic while offering exciting and enjoyable experiences for visitors.

With indoor spaces becoming more challenging to operate due to the pandemic, many indoor amusement parks and family entertainment centres are expanding their outdoor and rooftop attractions. This trend allows for greater capacity and more space for visitors to enjoy, while also providing a more open and airier environment.





مينا لأك
MENALAC

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



MEMBER TALK – FEBRUARY 2022



How is Fun City continuously uplifting the face of the FEC industry in Pakistan?

Kashif Ali: At Fun City, we are dedicated to uplifting the FEC industry in Pakistan. Our mission is to provide a safe and enjoyable environment where families can come together and create memories that will last a lifetime. We aim to set the standard for quality and innovation in the industry by constantly updating and improving our facilities, attractions, and services. We believe that the key to success in our industry is to provide an all-inclusive, hassle-free experience for our customers.

We also place a strong emphasis on safety, with regular equipment maintenance and inspection, as well as trained and friendly staff on hand to assist our customers. We believe that a safe and secure environment is crucial to providing the best possible experience for families. Overall, Fun City is committed to elevating the FEC industry in Pakistan through our commitment to quality, innovation, safety, and sustainability.



On average, how many visitors do you record monthly/annually? What is the rate of repeat visitation?

Kashif Ali: Fun City enjoys an annual footfall of 2 million visitors per annum. A huge part of our customer base consists of visitors from all over the country as Islamabad is a hub for tourists, going up north for vacations and holidays to the mountainous areas of Pakistan. Despite this, we still have 37.2% repeat customers, and we are continuously working to increase our customer retention even further.



مينا لأك
MENALAC

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



MEMBER TALK – FEBRUARY 2022



Retention of visitors is very crucial. What kind of innovation and venue refresh initiatives do you undertake to stay relevant?

Kashif Ali: Retaining visitors is indeed a crucial aspect of the FEC industry and at Fun City, we take this very seriously. To stay relevant and provide the best experience for our guests, we are constantly innovating and refreshing our venue.

Furthermore, we regularly gather feedback from our guests and take their suggestions and ideas into consideration when planning new initiatives. This helps us to stay in touch with the needs and preferences of our customers and ensures that we are always providing the best possible experience.

Celebrating various events and festivals is an important aspect of our commitment to providing a fun and engaging experience for families at Fun City. We believe that special events and festivals are a great way to bring people together and create lasting memories and a sense of excitement. We celebrate a wide range of events and festivals throughout the year from traditional holidays to cultural celebrations including but not limited to Eid, Christmas, Ramadan, and Independence Day. In addition, we ensure incorporating special promotional deals, decorations, activities, and prizes that are in line with the spirit of each occasion.





مينا لأك
MENALAC

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



MEMBER TALK – FEBRUARY 2022



What is your growth outlook for 2023?

Kashif Ali: Fun City is looking forward to introducing an express FEC model in Pakistan, which will be developed as a standalone model to keep overheads to a minimum and to provide access to quality entertainment to a larger and demographically spread audience. This growth model is supportive of the newer restrictions on imports in the country, as we want to bring equipment, games and rides, only from top manufacturers in the world. We also aim to venture into newer cities across the country, trying to meet the growing requirements of cosmopolitan cities. The vision is to mark Fun City across Pakistan's map as a leader in the entertainment industry.

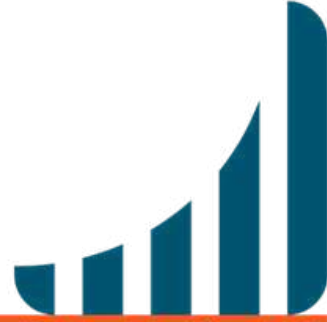
Furthermore, we are about to mark our 10th anniversary since the launch of our first centre in Islamabad's Centaurus Mall. We have some great rebranding initiatives and plans in the pipeline, and we are really excited about the celebrations that await us on this amazing occasion.





مينا لأك
MENALAC

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



MEMBER TALK – FEBRUARY 2022



Finally, please share a few trends that you think will dominate the leisure and entertainment land space in Pakistan

Kashif Ali: The leisure and entertainment industry in Pakistan is rapidly evolving and here are a few trends that are likely to dominate the landscape in the coming years:

- **Technology integration:** Technology is playing a growing role in the indoor amusement park and FEC industry. From digital ticketing and ride reservations to interactive games and attractions, technology is helping to streamline operations and enhance visitor experience.
- **Food and beverage offerings:** Food and beverage (F&B) offerings are becoming an increasingly important part of the visitor experience at indoor amusement parks and FECs. Nowadays venues offer a wide range of F&B options, including healthy foods and are investing in innovative F&B concepts to enhance the overall visitor experience.
- **Focus on health and wellness:** Indoor amusement parks and FECs are placing a greater focus on health and wellness offering a wider range of activities that promote physical activity and healthy lifestyles. From climbing walls and obstacle courses to yoga classes and dance workshops, these types of attractions are becoming an increasingly important part of the visitor experience.
- **Virtual and Augmented Reality:** With advances in technology, virtual and augmented reality-based experiences are becoming increasingly popular in the leisure and entertainment industry. These immersive technologies are proving to be new and exciting ways for visitors to engage with attractions and games and are becoming staple in many FECs in Pakistan.

I strongly feel that by staying on top of these trends and adapting to the changing needs of visitors, FECs in Pakistan can continue to provide exciting and engaging experiences for families for many years to come.

Thank you so much for your time and we wish you great success in the exciting months ahead.