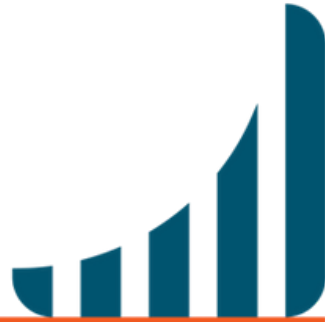




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Middle East and North Africa Leisure & Attractions Council



MEMBER TALK – MAY 2023

MEMBER TALK WITH **G Hassan Assi** COO, TRAMPO EXTREME



Tell us a bit about TRAMPO Extreme – USP, offerings, outlets, reach and target audience



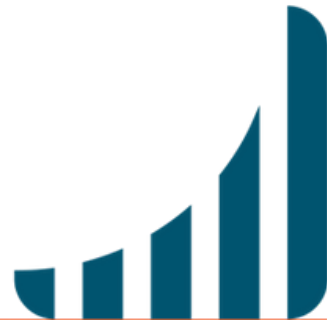
Ghassan Assi: “Let kids be kids” – that our motto at TRAMPO Extreme! We want them to jump, climb, zip, flip ... and certainly scream and shout. Away from electronic play platforms, we offer children a safe and secure environment for active play. While children are having fun, their parents can relax a few meters away enjoying a savoury meal or a fair-trade coffee..

Large trampoline parks, skytrails, ziplines, climbing walls, artificial caves, soft edutainment spaces, our offering is diverse but always falls under the umbrella of physical or adventure active play.



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We target boys and girls aged 6 to 12. We also welcome younger children and families and we also encourage parents to engage with their children in physical activities. Our brand ethos is built around *"families that play together stay together"*.

TRAMPO Extreme started its operations in 2015 in Kuwait and currently has a network of seven outlets in Kuwait, the UAE, Qatar and Oman, with many more in the pipeline.



LET KIDS BE KIDS

- Motto of TRAMPO Extreme



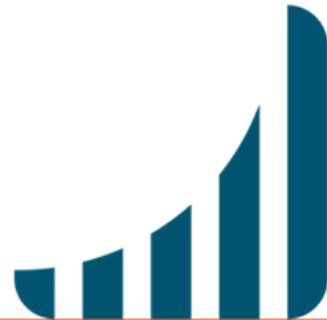
Please share some of your biggest milestones over the past 12 months

Ghassan Assi: Our biggest milestone over the past 12 months is, without a doubt, shifting gear from "post-Covid 19" damage control and recovery to growth and development. As such a turning point is taking the brand to Bahrain. We can feel the energy and drive permeate across the entire organisation.



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How do you keep the customers returning to your outlets? How do you ensure variety and fun for the entire family at TRAMPO Extreme?

Ghassan Assi: We recognise the value of providing top notch welcoming and friendly services. Parents come to us because they understand the importance of a safe environment where their children can have fun and children visit us for the fun quotient.

Being mindful of the need to offer them quality entertainment, we regularly renovate our facilities and introduce new games and activities. We spend a substantial effort in monitoring active play market trends and researching new ideas and concepts.



**FAMILIES
THAT PLAY
TOGETHER
STAY
TOGETHER**

- Ghassan Assi

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Health and safety are a top priority in the leisure and entertainment industry. How does TRAMPO Extreme maintain best practice for health and safety?

Ghassan Assi: We take a 360 degree approach to Health & Safety (H&S) management. Our facilities are designed to maximise H&S and our operating policies and procedures are curated keeping H&S at the heart.

- During the design and execution phases we work closely with our suppliers and with external H&S auditors to reduce the risk of any accident.
- Before going live with a facility, we conduct intensive customer service and H&S trainings. The staff is trained on briefing participants about safe play and managing clients that push that envelope. After going live, the staff is trained regularly to maintain a high level of preparedness.
- We have an above average ratio of floor staff to participants thus allowing us to foresee risky situations and to prevent any possible accident.
- We maintain a very strict daily, weekly, monthly and yearly safety inspection schedule.
- We review and analyse all incidents, no matter how minor they are, to learn from such incidents and avoid them in the future.

The process is quite exhaustive and complex, but it has paid off. We have been able to maintain an excellent H&S record.

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What is TRAMPO Extreme's commitment to children's well-being?



Ghassan Assi: We are highly committed to children's well-being and mental health. All our activities are participatory rather than competitive. Children are encouraged in a safe context to push the edges of their abilities and hence build confidence, a sense of achievement and leadership skills.

We strongly believe that children are very self-aware and that a developed self-image of achievers early on in life will carry them well into their adulthood. That's what we have set out to help them achieve whenever they visit us at TRAMPO Extreme but in a fun way.



What is your growth outlook for the next 24 months?

Ghassan Assi: The future looks very bright for TRAMPO Extreme.

We have a project under execution in Bahrain and we forecast opening the facility by end of 2023. Also, we are in advanced negotiations with a potential partner in Saudi Arabia with the objective of entering that market sometime in 2024. Furthermore, we are actively seeking another location in Qatar, and last but not least we have in the pipeline a facility in Kuwait that will open towards Q3 2024.



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Finally, please share three trends that you think will dominate the leisure and entertainment landscape in Kuwait

Ghassan Assi: The Kuwait leisure and entertainment landscape is bound to mushroom in the coming three-to-five years. This is the general trend in the GCC, and it is bound to spill over to Kuwait.

Consumers in Kuwait are affluent, discerning and are seeking diverse entertainment opportunities. They are increasingly seeking adventures and emotions that go beyond classic consumerism and impulse shopping. They want to live unique emotions and build memories that they can share with families and friends. Enjoyment opportunities that will deliver on that will see great success.



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