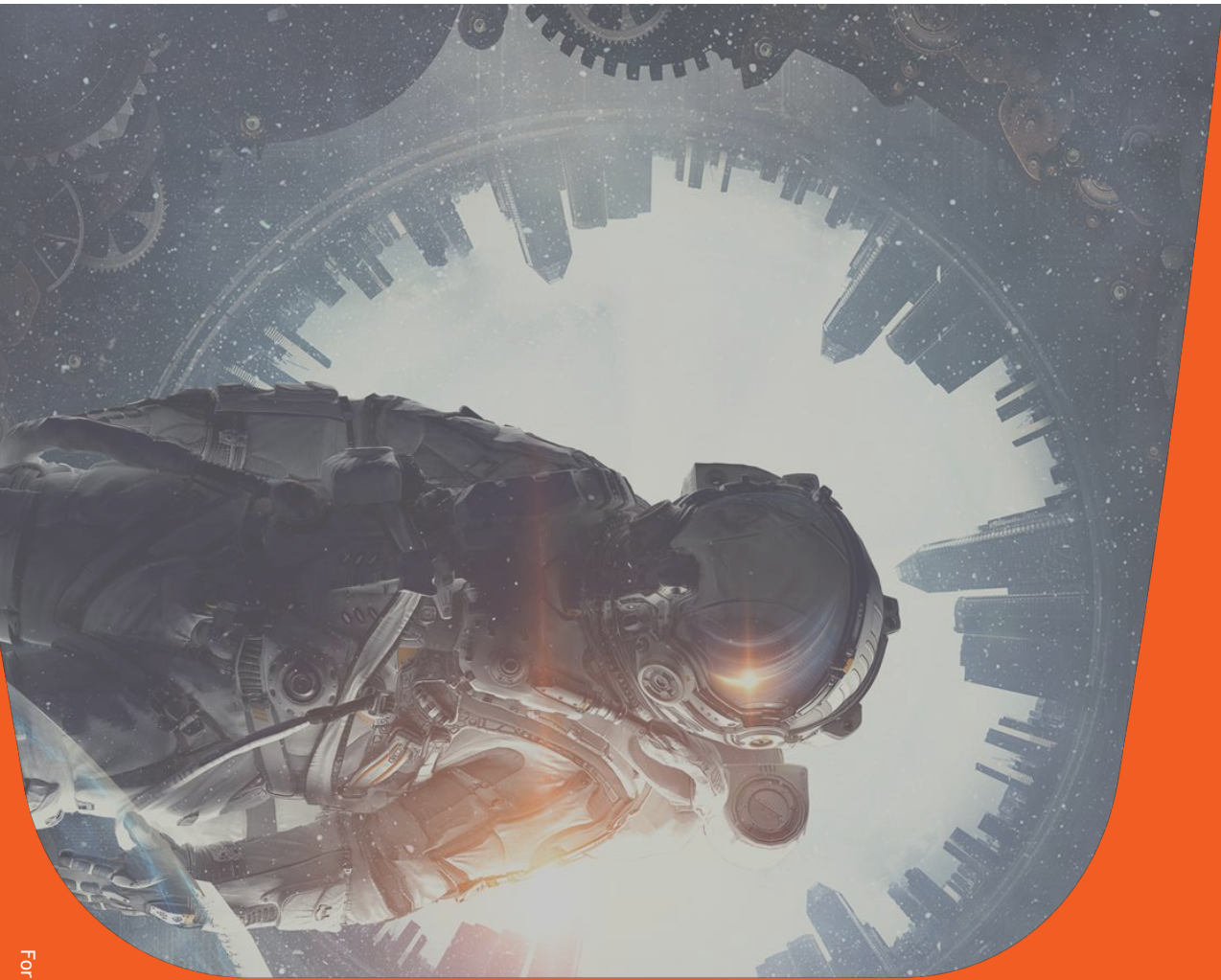
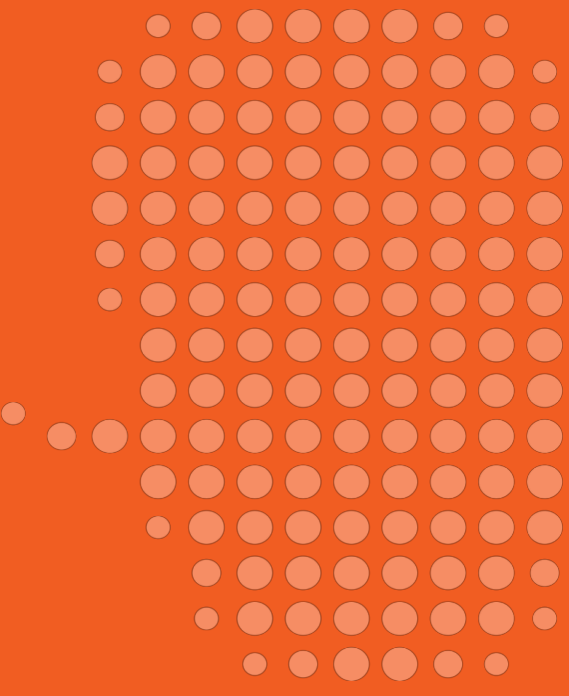




ARMAGGA VR
immersive virtual reality



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



THE UNIVERSITY OF
CHICAGO



DOMINICAN
UNIVERSITY



Saint Mary's
University
OF MINNESOTA

EXPERIENCE



GE Capital



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

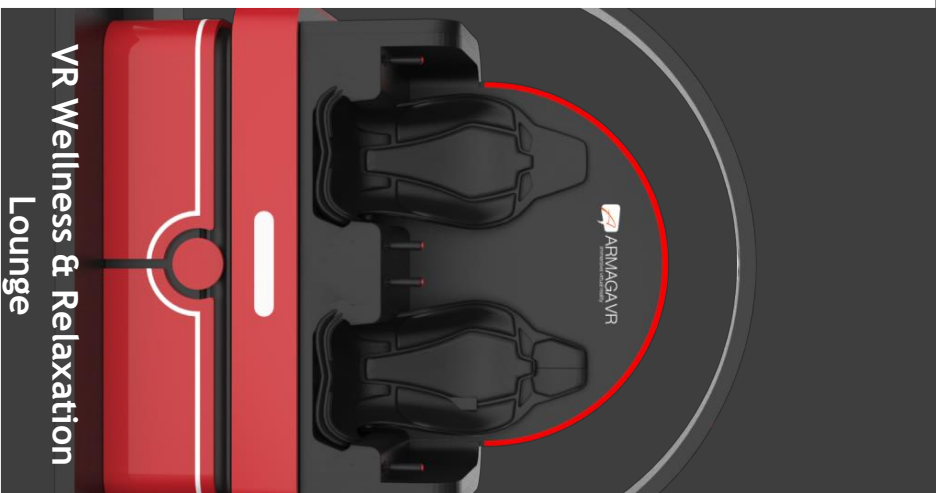
IMMERSIVE PHYSICAL EXPERIENCES

- 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

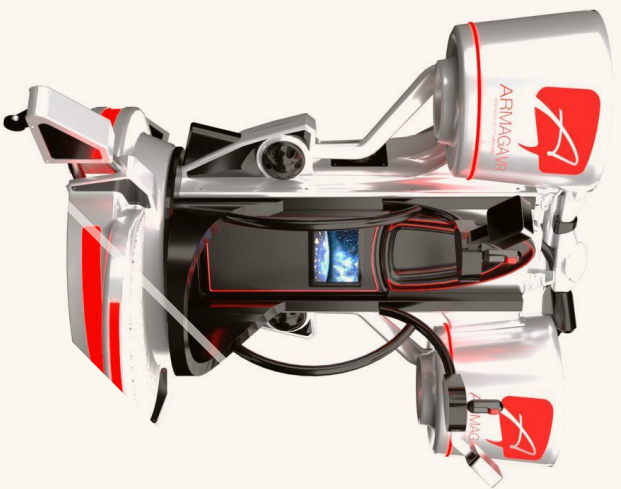


VR Wellness & Relaxation Lounge

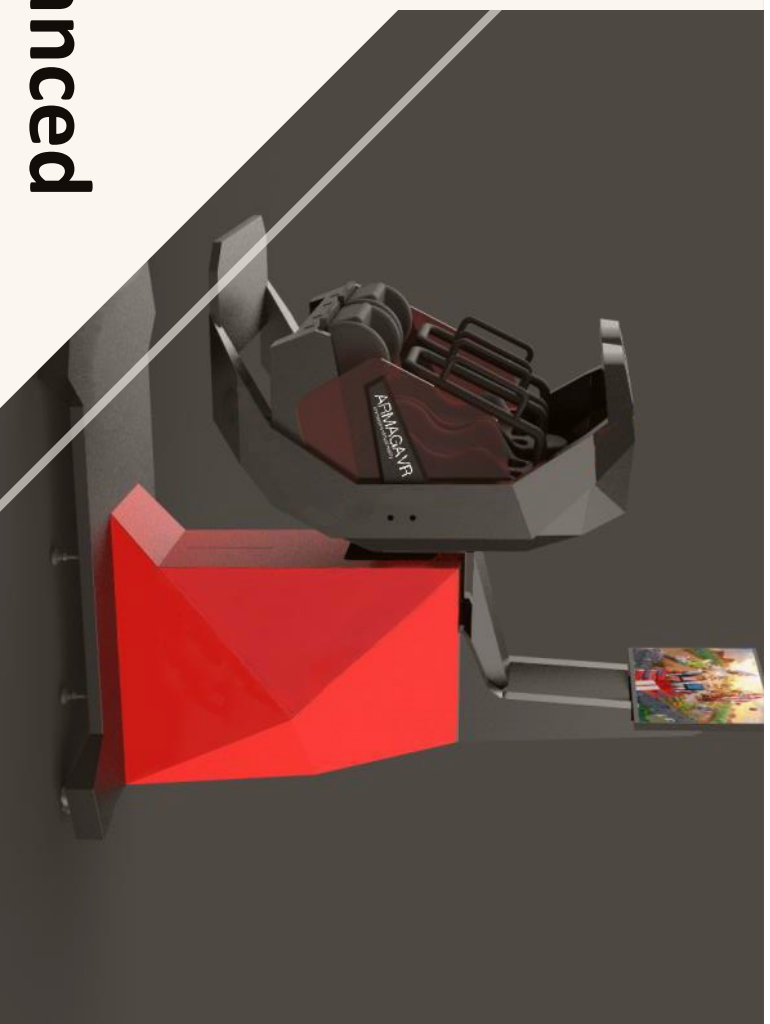


VR Space Racing

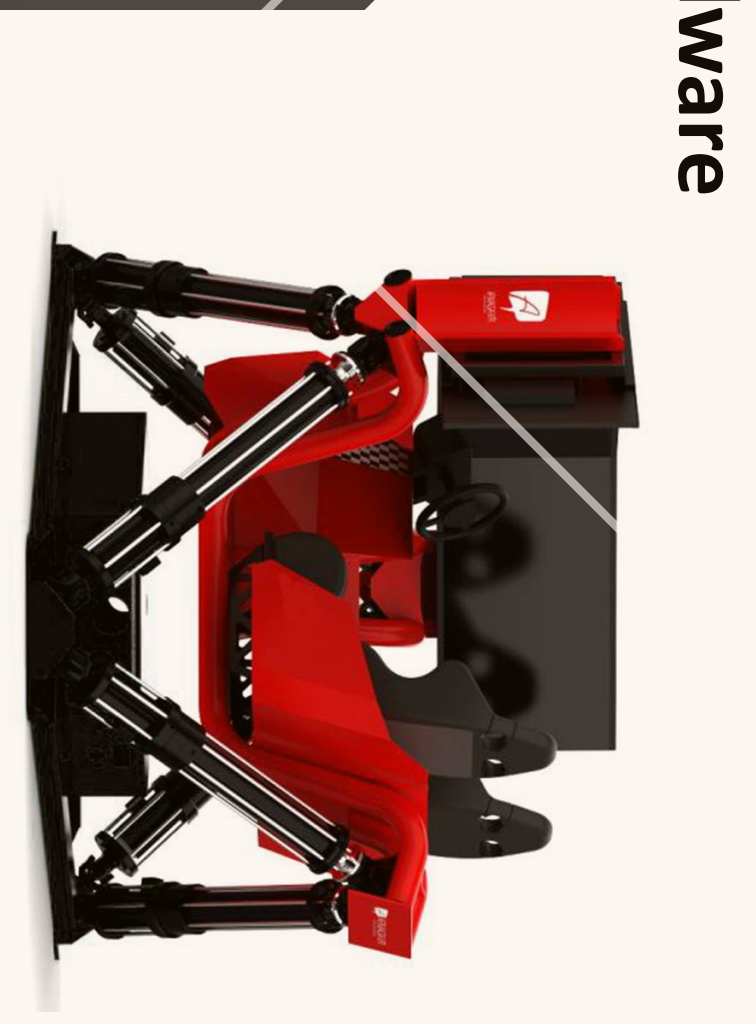
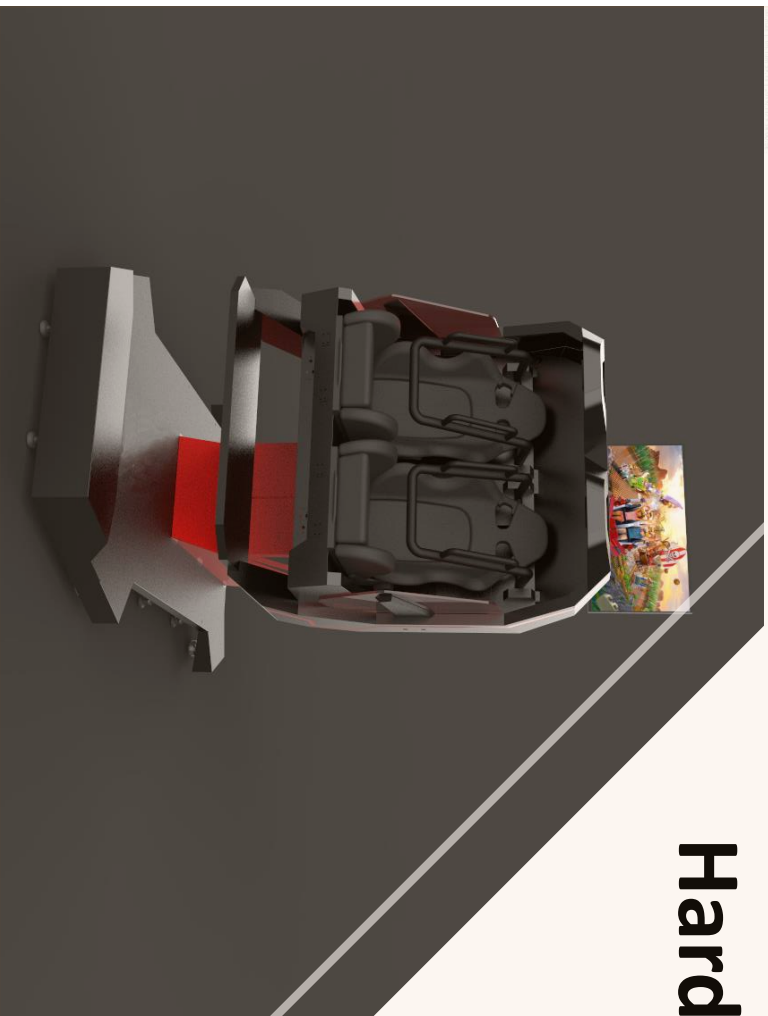
Available VR Experiences



Advanced



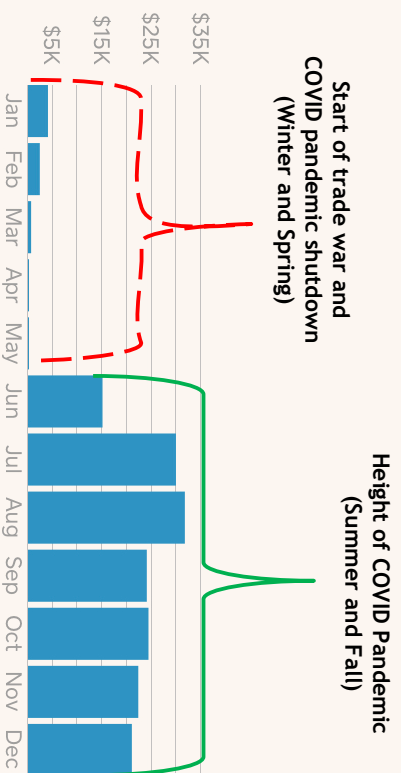
Hardware



KEY OPERATING METRICS

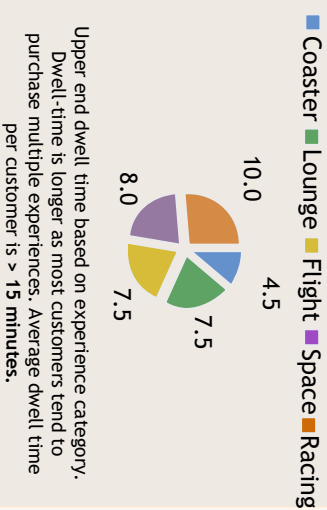
- **2019:** Successfully beta-tested in both affluent (Northbrook Court) and middle-class (Chicago Ridge) shopping malls in Illinois from April to October. Strong reception across all demographics and income-level.
- **November:** Awarded ACDBE (Airport Concessions Disadvantaged Business Enterprise) 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

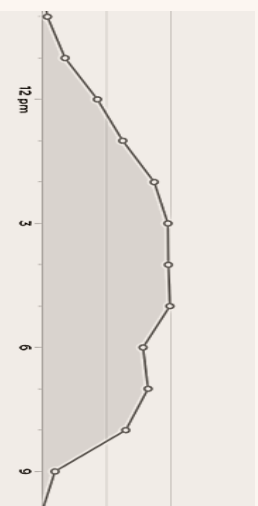


2019 Highlights

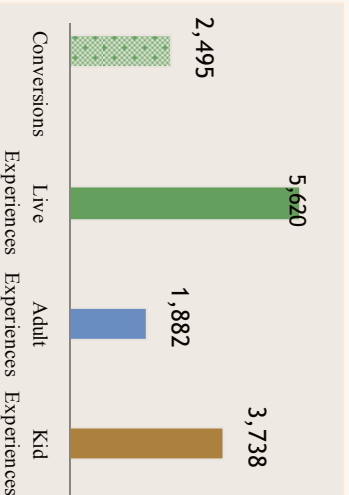
Conversions/Traffic (April - October)



Time of Day (12 noon - 9 pm)

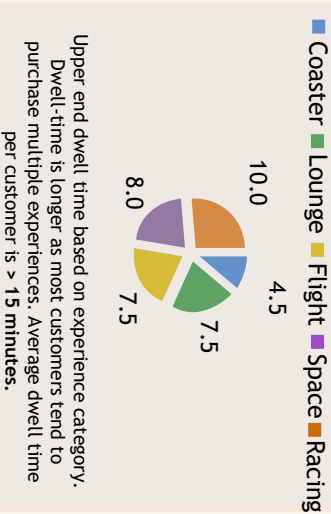


Customers & Conversions (April to Oct)

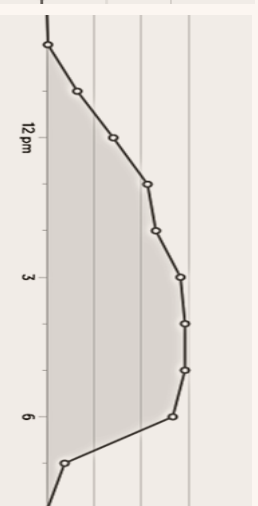


2020 YTD Highlights

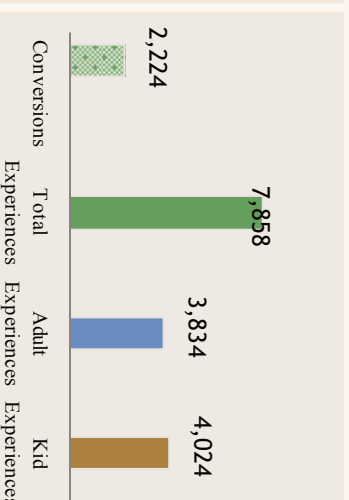
Conversions/Traffic (June - Dec)



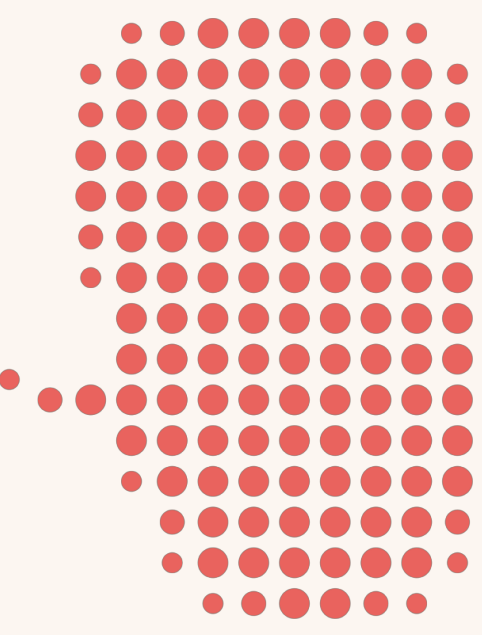
TIME OF DAY (11 am - 7 pm)



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))

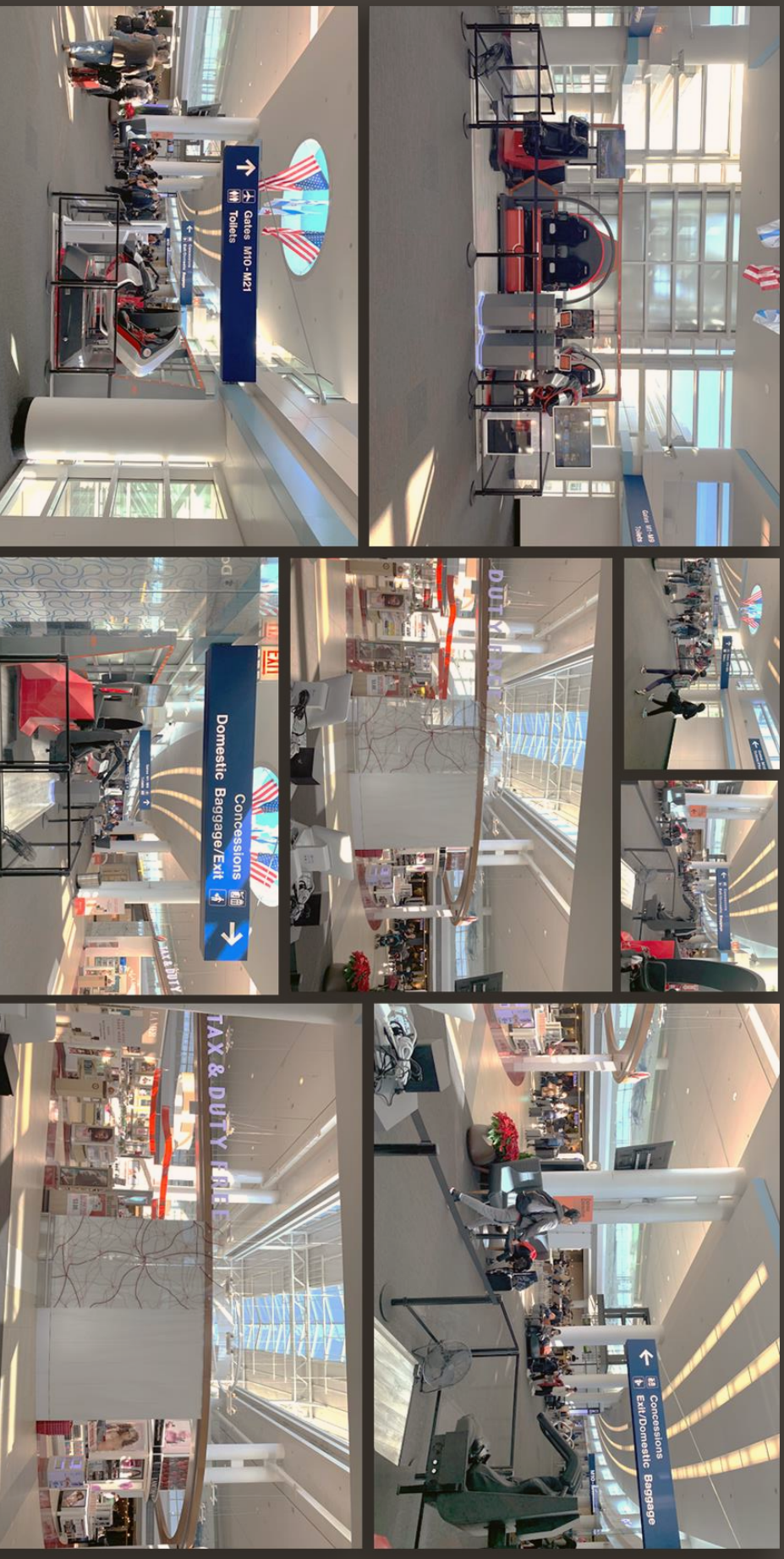
IN THE FUTURE

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

