

COMBAT CITY



AIRSOFT BATTLEFIELD



FRANCHISE **KIT**

WELCOME TO COMBAT CITY!

CAPTURE THE FLAG. ESCORT THE VIP. DEFUSE THE BOMB AND OTHER FIRST PERSON SHOOTER GAMES. OUR YOUTHFUL IMAGINATION PROVIDED LONG DAYS AND NIGHTS OF SEEMINGLY ENDLESS, YEAR-ROUND ENTERTAINMENT.

We have found a way to keep the fun and excitement going! Imagine the anticipation of suiting up for a day of airsoft combat battles, all in a facility dedicated to providing a safe environment for children and adults while they put their bodies and minds to the test. Hoorah! Hooah! Hooyah! LET'S GO!

Airsoft play is an indoor and outdoor recreational activity that has steadily grown in popularity since the 1980s. Now Combat City is providing a combat-themed entertainment franchise opportunity that meets the demands of a large fan base while providing owners with practically unlimited sales potential. We are thrilled that you have downloaded our Combat City Franchise Kit, and hope you see how our winning business model also is the perfect recreational entertainment setting.

The Combat City franchise model provides you with a profitable business that is only open on weekends or special occasions. Our arena and outdoor fields are suitable for all ages. There are very few opportunities that provide this type of financial benefit from part-time franchise ownership combined with strong vocational interest.

I hope you will visit us soon, so you can witness the crowds of enthusiastic airsofters first-hand. Maybe I can talk you into securing our required face and eye protection and engaging in a short strategic battle with me on the field. When it comes to this game, we give "try before you buy" a whole new meaning.

Dave Kaplan
Founder
Combat City Franchising



COMBAT CITY OVERVIEW

It is estimated that airsoft is a multi-billion-dollar-a-year industry. It has grown from a backyard war game into a major national and international event drawing tens of thousands of players.

"I started Combat City thinking that I could put together a business model that would be fun to own, easy to manage and would not require for me to be onsite every day."

-Dave Kaplan, Founder

Recreational airsoft combat can be an exciting business to own, both as a passive investment and as a part-time career. With a relatively low startup cost, our business model allows you to maintain your current profession and operate a Combat City arena during the weekend.

We have created a number of vertical revenue-generation streams that include:

- ⊕ Airsoft Retail Operations
- ⊕ Birthday Parties
- ⊕ Team Building Events
- ⊕ Law Enforcement Training
- ⊕ Military Unit Training

Our protected market area provides you with a 20-mile radius around your location. We also have a number of experimental programs and services that are currently being tested in affiliate-owned locations, including laser tag, archery and kiddie bowling. Now is the perfect time to join our team!

If you are looking for a solid investment that provides high returns, one that is a proven business AND fun to own—you have found it! Keep reading to find out how Combat City will provide you with the best of both worlds.

Are you ready to learn more about our mighty combat-themed entertainment franchise?

GAME ON!



FAQs

DO I NEED TO HAVE ANY PRIOR EXPERIENCE IN THE FRANCHISE INDUSTRY TO OWN A COMBAT CITY ARENA?

Experience always helps, however you don't need any experience as a business owner or franchise operator. We understand that the majority of new franchise owners do not have prior experience and we will provide a thorough training program. In addition, we will be with you on your opening weekend.

HOW LONG WILL I BE AT TRAINING AND WHAT CAN I EXPECT TO LEARN?

Our initial training consists of a 10-day on-site training program that will be hosted for you and your staff at our Combat City training facility in Orlando, Florida.

Our training program is structured to provide comprehensive, practical training on facility operations. We will cover front desk operations, referee protocol, snack bar management, customer service, safety practices and policies, marketing concepts and opening and closing procedures.

WILL YOU ASSIST ME WITH ESTABLISHING AN INDOOR FACILITY AND OUTDOOR ARENA?

Absolutely. Our plan is to begin working with you immediately to show you the benefits of owning either an indoor or outdoor operation. We will assist you in locating and signing a lease for space that will maximize your opportunity for success. Plus, we will work with your construction team to make the most efficient use of the space that you have leased or purchased.

DOES THE COMBAT CITY FRANCHISE OFFER FINANCING?

Currently, we do not have a relationship with a third party who will provide you with financing. We will assist you with your business plan and operational structure.

WHAT ARE THE INITIAL FRANCHISE FEES AND ONGOING ROYALTIES?

The initial franchisee fee is \$25,000. You will pay ongoing royalties of 5.5 % and contribute 1% to our marketing fund, which helps support digital promotion of our stores.

WHERE SHOULD I LOCATE MY COMBAT CITY ARENA?

Due to the space requirements, we usually search for industrial-area spaces. Our goal, however, is to find locations with visibility. In general, we are looking for significant community activity, including proximity to:

- ⊕ Mixed-Medical Complexes and Offices
- ⊕ Schools and Recreational Areas
- ⊕ YMCAs or Large Fitness-Related Centers
- ⊕ Theaters and Other Social Gathering Spots
- ⊕ Residential Communities

Since we have two models, we will need to discuss the space requirements of an indoor arena versus outdoor arena. We want road visibility when possible and signage is very important, too.

Combat City Franchising will work directly with your local real estate professional to help select the best available location. We recommend a 30,000-square-foot area to provide the ideal experience for players.

HOW LONG WILL IT TAKE TO OPEN MY ARENA ONCE I HAVE SIGNED A FRANCHISE AGREEMENT?

Your first location will generally open within 6-9 months of signing your agreement (sooner if you are operating an outdoor location). If your location has already been identified prior to signing, the time to open can be reduced considerably.

WILL YOU HELP ME WITH MY INITIAL MARKETING STRATEGY AND GRAND OPENING?

Yes. We will assist you with all aspects of your opening, and we will be in attendance at your grand opening.

SOCIAL MEDIA IS REALLY BIG RIGHT NOW. DO YOU HAVE A POLICY AS TO WHAT I CAN AND CANNOT DO?

We have an extensive social media policy coupled with best practices. Some store owners are better equipped than others to monitor and manage their social media presence. We will discuss this at length during training, so you will be set up before opening your location. We spend an enormous amount of energy building our digital footprint and ensuring customers find us through multiple searched channels.

The Approval Process

STEP 1

HAVE AN INITIAL CONVERSATION with our Franchise Sales Director and discuss your background, territory availability and the financial qualifications necessary to own a Combat City Arena.

STEP 2

COMPLETE THE LGA (Let's Get Acquainted Form) on our franchise website. During this step of the process, you will be asked to complete our online Financial Application from a safe and secure link. Your application will be reviewed by the Franchise Sales Director and Franchise President within a few days of submitting your form and application.

STEP 3

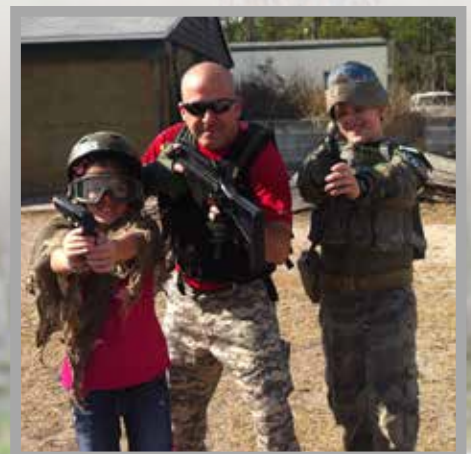
SCHEDULE A Q & A SESSION with our Franchise Sales Director and Dave Kaplan, our President and CEO. This initial call will provide you an opportunity to ask questions directly to the Founder and determine if this is a good fit for you and us.

STEP 4

ATTEND A DISCOVERY DAY in Orlando, Florida. Your visit to Orlando will start on a Friday afternoon and conclude on Saturday. This time will give you a complete overview of what it is like to be the owner of one of our facilities. We will thoroughly review the FDD (Franchise Disclosure Document) and answer any final questions concerning the details of the franchise territory and franchise agreement.

STEP 5

SIGN FRANCHISE AGREEMENTS and schedule your introductory session with our team to prepare for your training session.





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We are passionate about ensuring that our franchise model is a good fit for you as much as we are about the adrenalin rush of our simulated combat venue. Give yourself a shot at owning a popular business that is addictive and super-charged with fun for all ages.

Let us help you take on a challenge that you're sure to win!

Our franchise model perfectly positions you for success by providing:

- ⊕ A solid investment and high-profit business with high-gross margins.
- ⊕ Multiple, ongoing sales opportunities.
- ⊕ Proprietary design of facilities.
- ⊕ Little-to-no competition in most markets.
- ⊕ A simplified operational plan, allowing those with limited experience to own and operate their own franchise business.

We look forward to having our initial conversation. Remember: The FIRST STEP is setting up a call with our Franchise Sales & Development Director, John Armatas, at 1-855-844-8377.

