

# RATIFICATION OF THE AGREEMENT WITH PARQUES REUNIDOS



**FCBARCELONA**  
*més que un club*



# PARQUES REUNIDOS

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Created in

**1967**

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Turnover 2016

**€584 M**

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Number of employees (average 2016)

**8,397**

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EBITDA

**€188 M**

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# PARQUES REUNIDOS

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- Manages **61 parks in 14 countries**.
  - **2<sup>nd</sup> biggest leisure park operator in Europe** and **8<sup>th</sup> biggest in the world** in terms of visitors.
  - **Most active leisure park group in Europe and USA** in last 8 years in terms of acquisitions.
  - **Trades** on Madrid, Barcelona, Valencia and Bilbao stock markets since 29/4/2016.
  - More than **20 million visitors** a year.
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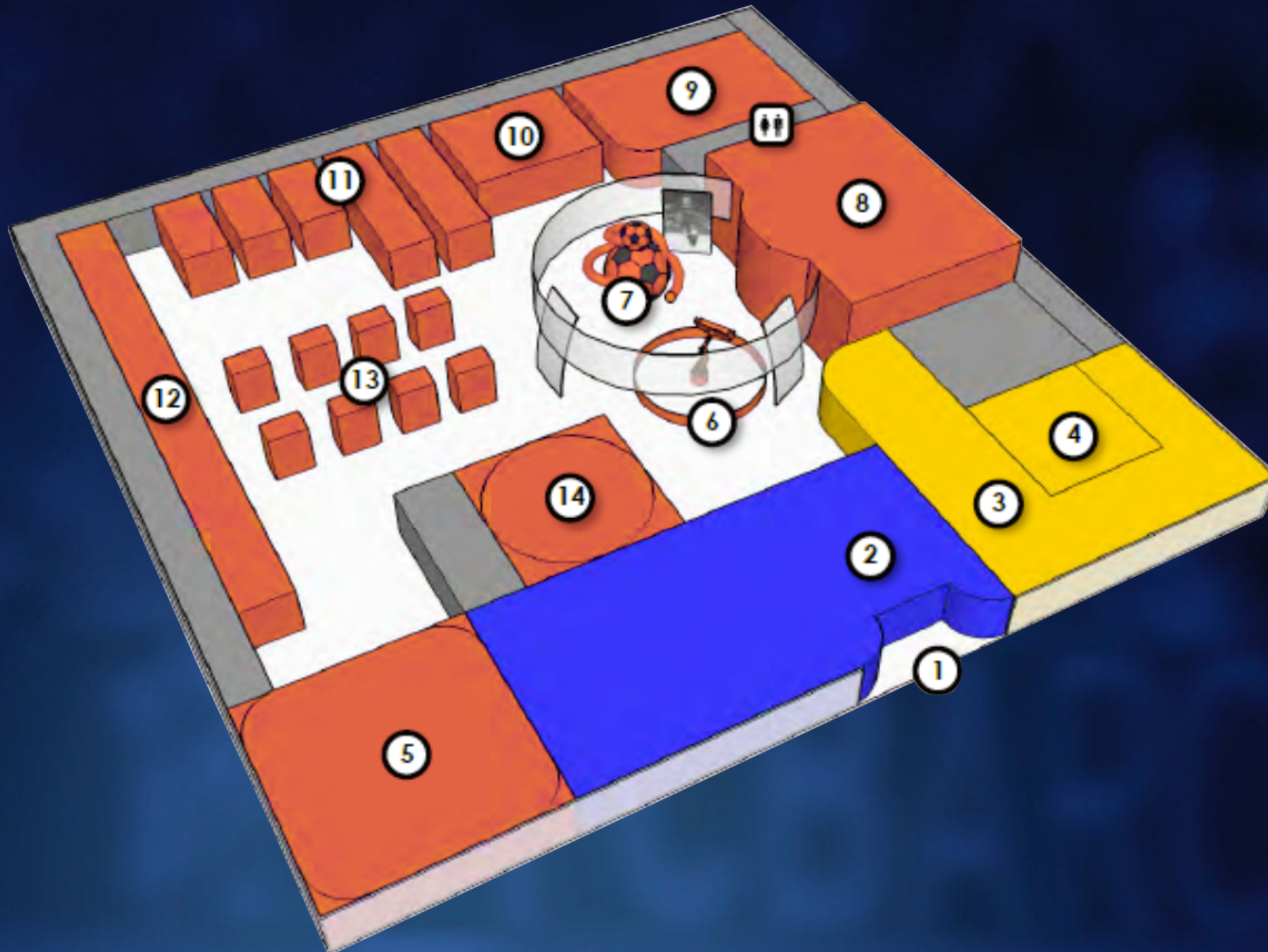
# THE PROJECT

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- Opportunity to develop a **new concept of indoor park based on the history and values of FC Barcelona.**
  - **Objective:** implant leisure spaces in shopping malls and iconic urban buildings.
  - **Content:** interactive, technological, educational and leisure.
  - **Surface:** between 3,000 m<sup>2</sup> and 10,000 m<sup>2</sup>.
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# SPACE LAYOUT



1. Entrance
2. Merchandising store
3. Café - bar
4. VIP area
5. Hall of fame
6. From a Ball's perspective
7. Game area
8. Fish-eye theatre
9. Obstacle course
10. Games of skill
11. Shooting gallery
12. Running wall
13. Virtual reality zone
14. 4D experiences

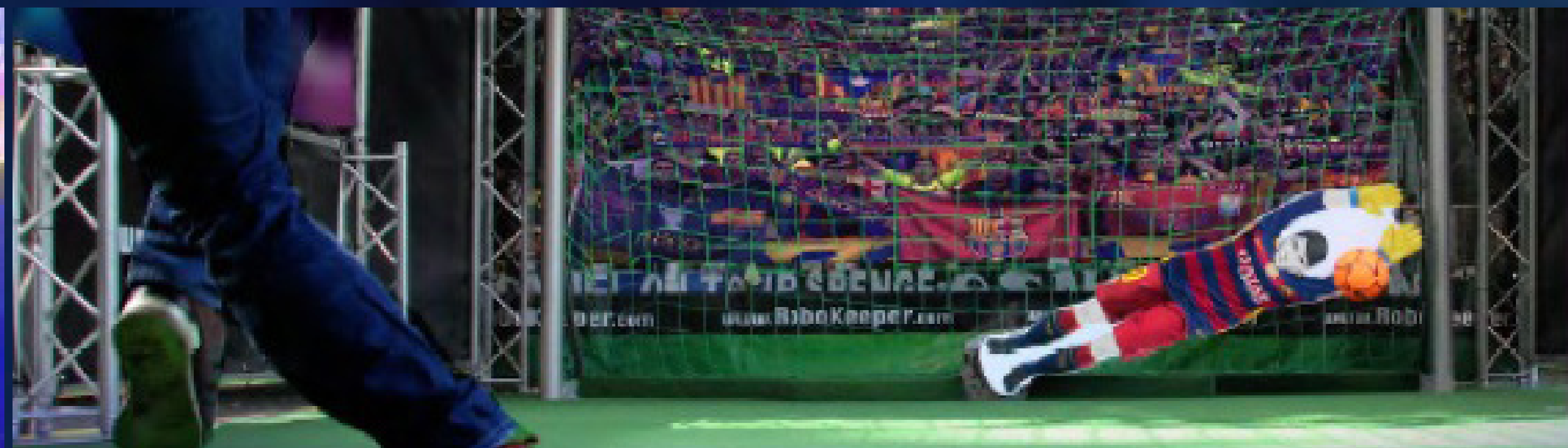
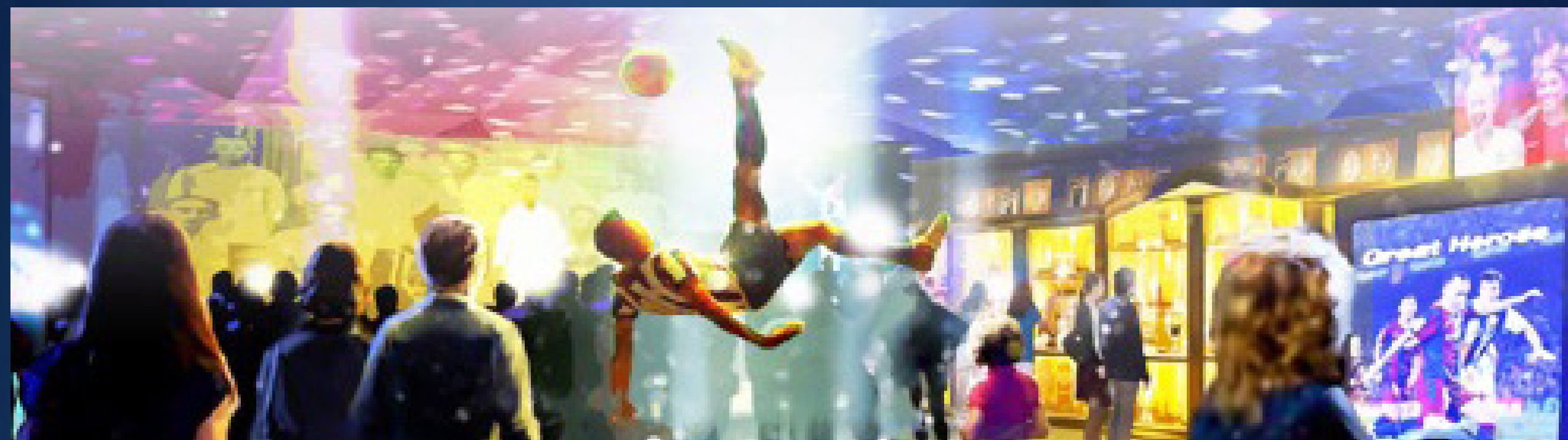
# CONCEPT

- Interactive museum
- Virtual reality activities
- 4D augmented reality projections
- Moving simulators



# CONCEPT

- Physical experiences
- Corporate and family event zone
- Thematic café
- Barça store





# SIMULATION



# PARTNERSHIP

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- **Formula:** Transfer of use of brand and contents to Parques Reunidos.
  - **Parques Reunidos assumes 100% of the investment** (design and construction of the parks).
  - **Territory:** Worldwide.
  - **Parques Reunidos shall manage the parks for a minimum of 10 years** with possible extensions of agreement.
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# PARTNERSHIP

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- Barça **controls all contents** of the parks.
  - Forecast opening of **5 parks in the first 5 years** of the deal.
  - **Duration of the contract:**  
5 years + 5 years extension.
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# CALENDAR



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Approval by  
Delegate  
Assembly

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Approval by PR  
board of  
administrators

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Signature of  
framework  
agreement  
between  
Barça-PR

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Launch of  
international  
design tender

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Start of talks  
with strategic  
shopping malls  
and site owners

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Implantation of  
the first indoor  
park

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# BENEFITS



## OPPORTUNITY

for business and increased revenue



## BRAND EXPANSION

in the club's strategic markets



## OPEN

new business lines associated to  
already existing others



## POSITIONING

in new markets of  
commercial interest

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