

Candeeeland

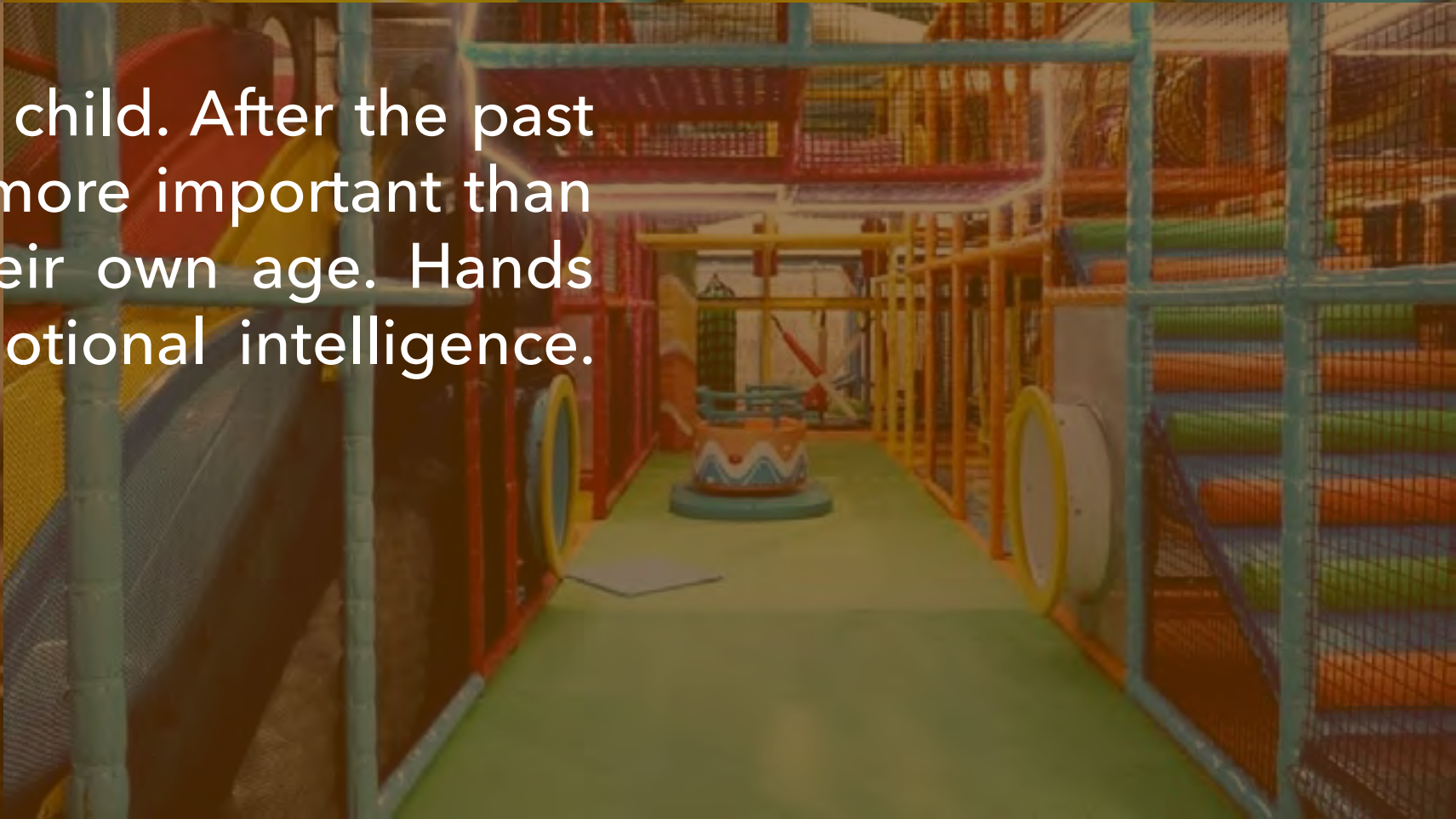
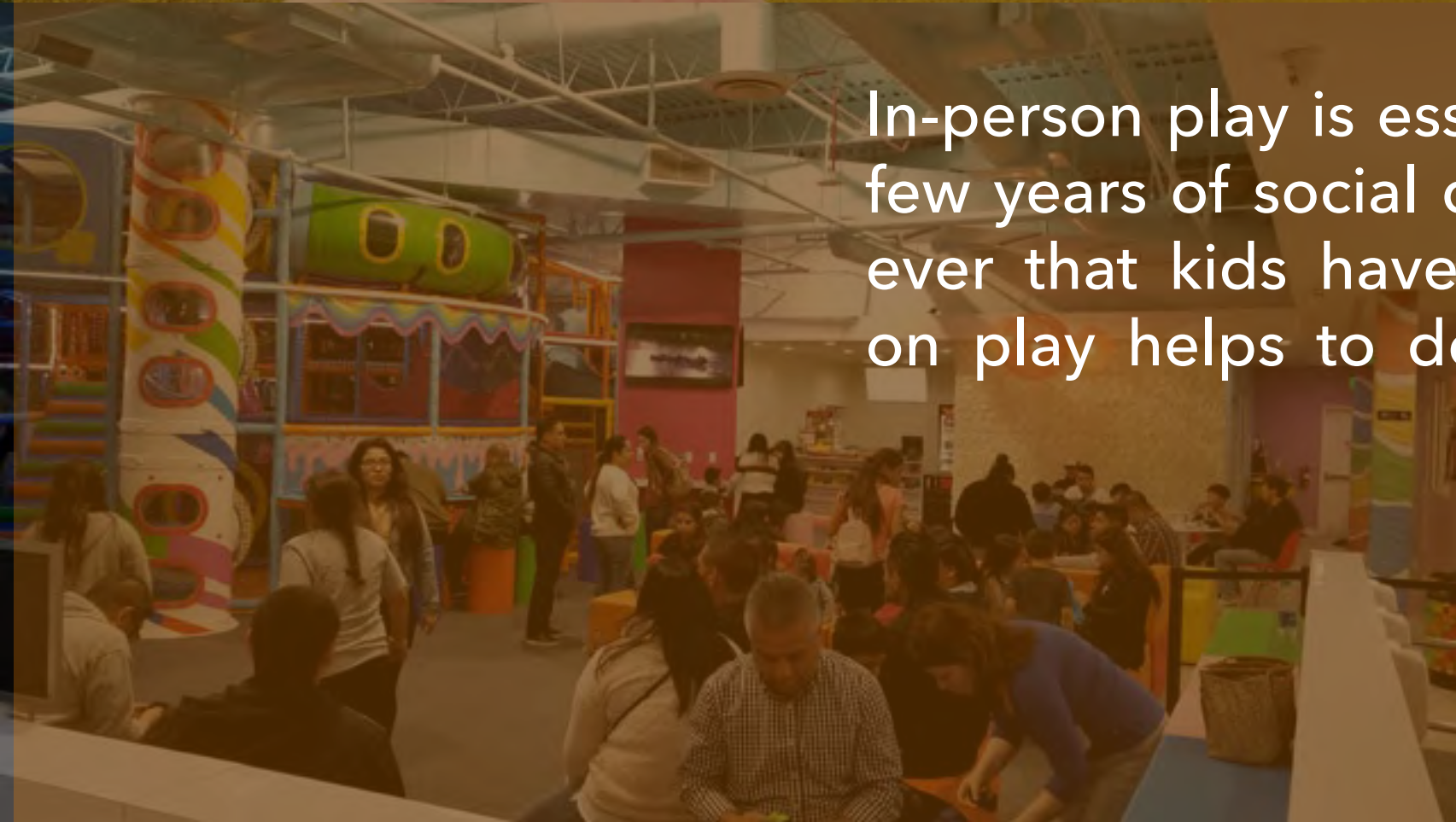
a sweet place to play!



INTRODUCING THE NEXT BIG THING IN CHILDRENS ENTERTAINMENT:

A MODERN CHUCK E. CHEESE WITH A WILLY WONKA TWIST

In-person play is essential to the successful development of a young child. After the past few years of social distancing, masking-up, and school closures, it's more important than ever that kids have avenues for social interaction with children their own age. Hands on play helps to develop imagination, interpersonal skills, and emotional intelligence.



A young girl with brown hair, wearing a light-colored shirt, is smiling from inside a large, colorful play structure. The structure is made of yellow and orange rings and has two large, decorative wheels on either side. The background is a bright, colorful indoor playground with various play equipment.

What is Candeeland?

Candeeland is a new Family Entertainment Center for the modern era. The ultimate indoor playground, our park is bright, colorful, and filled with fun. With an emphasis on movement and inspiring creativity, we provide an engaging experience that gives children and toddlers the opportunity to explore, make friends, and burn off energy.

Unlike other arcade-centered FEC's, Candeeland is filled with attractions geared towards getting kids to be physically active. Ninja courses, slides, zip lines, tunnels, swings, rides, and jumpers abound, providing a plethora of ways for children to exert themselves. Parents can relax or catch up on tasks while their little ones play, secure in knowing their kids are having a blast in our state-of-the-art facilities. Our friendly staff members ensure that every child has a fantastic experience that will leave them smiling ear to ear and excited to come back again and again!

OUR MISSION

At Candeeland Kids, our mission is to bring families together by providing an engaging, clean, safe, and joyous environment for children to exercise their bodies and minds. By fostering physical activity, mental stimulation, and social connection, we strive to provide an unforgettable experience for children and parents alike.

CORE VALUES



Physical movement!

Physical activity has been scientifically proven to aid in the development of both the brain and body. Candeeland embraces this, with all our play structures specifically designed to encourage movement by exciting the imagination.



Building Memories and Connections!

We want to help build **meaningful connections** between family and friends, because making quality memories with loved ones is part of having a fulfilling life. A new best friend, the first time down a slide, a thrilling game of hide and seek... We aim to create fun and lasting memories for everyone that visits our entertainment centers.



Finding Common Ground!

Candeeland is a place where people from **all walks of life can come together** to play and have fun. The more common ground we find with our neighbors the better all of our lives will be. In our increasingly divided world, Candeeland aims to be a place that strengthens communities by bringing people together!



Our Story

Candeeland was started by a husband and wife team. For years, we had dreamed of opening a business that would be both financially successful and help elevate the community it existed in. From working on our other ventures in some of the largest malls in Southern California, we noticed just how many children were getting dragged along for a day of shopping with their parents. Frazzled moms and dads struggled to attend to the needs of their kids as they tried to get their shopping done. The parents needed help, and the children needed a place to expend their energy and let out their creativity.

We saw this not just as a problem we could fix, but as an opportunity to build something that could benefit the entire community. We put our heads together and began brainstorming solutions.



AN ALTERNATIVE TO DEVICES

As parents ourselves, we're aware of how much time modern kids spend on technology and screens. The days of swinging on swings and climbing on monkey bars have been replaced with sitting around, playing games on devices and tablets. This trend towards electronic stimulation over physical activity leaves kids with pent-up energy that makes them misbehave, and increasingly studies are finding that extended screen-time can have harmful effects on developing minds. After watching many parents hand their child a device to keep them entertained, we realized children and parents alike could benefit from having a place where kids could play in the same way we did when we were young: in person, face to face, and hands on.

KIDS CAFE'S FOR THE WEST

Pondering what a place like this would look like brought us to a fusion concept. Being of Korean descent, we were familiar with a business model that was already very popular in Korea: The Kid's Cafe. These spaces are ubiquitous in cities like Seoul, and they offer a curated space where children can play and learn with one another while parents work and relax. We thought about how we could combine this concept with the FEC models that already existed in America.

After much investigation, analysis, and market-research, Candeeland was born.

A WINNING FORMULA

We began to plan-out Candeeland, specifically designing it in such a way as to promote physical activity, learning, creativity, and socialization. We opened our first location at the MainPlace Mall in Santa Ana, California in February of 2020. Parents and children alike were drawn to the colorful and inviting atmosphere, and we were very quickly operating at max capacity. Parents were ecstatic to have an interactive babysitter right at their local mall, and kids immediately fell in love with the experience that Candeeland provided. With daily swarms of excited families lining up to enter Candeeland, we knew we had hit upon a winning idea.

REPLICATING SUCCESS

As serial entrepreneurs with ample experience running small businesses, we began to expand our concept, opening new locations in other malls. To date, there are currently four Candeeland locations open, with 7 more on the way as we finish up construction on them. All of our locations are thriving with 5 star customer reviews, each one having turned a profit within its very first month of operation, and we are hitting record sales in 2023.

With a proven track record of success and a deep understanding of what kids and parents are looking for, we're poised to reach even greater heights in the coming years. What we're looking for potential franchisees who want to join us in our mission to bring convenient, exciting, pro-social fun to families across the country



BENEFITS OF PLAY ON CHILDHOOD DEVELOPMENT

Providing hands on play-places for children has a deeper impact than just giving parents a break. It's been proven that children who are more physically active have ***better academic performance, memory, and attention*** than their under-active peers. Physical activity also promotes enhanced bone, muscle, and brain growth in kids (<https://extension.unr.edu/publication.aspx?PubID=2921>). Up until very recently, the primary place children honed their physical, emotional, and psychological abilities was on the playground.



POWER OF THE PLAYGROUND:

Playgrounds are *ideal hands-on learning environments*, allowing children to naturally develop their motor, social, and problem-solving skills. Sadly, the number of playgrounds in our country is rapidly diminishing. This is unfortunate, as playground activities not only promote good physical health, but help in developing strong psychological traits and social bonds too. Every professional athlete who learned to thrive in competition began their journey on a playground. Every fortune 500 CEO got their first taste of leadership by bringing other kids together on a playground. Every head of state was first introduced to the idea of diplomacy on a playground.

By providing an accessible, affordable indoor playground for children, we are helping kids grow up to be strong, healthy, and productive individuals, which is ultimately beneficial to all of society.

WHAT MAKES US UNIQUE

The main thing that separates Candeeland from other FEC businesses is our *brand aesthetics* and our *theme-driven*, interactive playgrounds. Our facilities are much more vibrant and sophisticated than the generic soft-play FEC structures and your typical jungle themes. Delectable candy designs and splashes of bright colors delight the senses as soon as you walk in. Our custom, multi-level play structures offer ample nooks and crannies for children to explore. We have Littleland, a space specifically designed for toddlers, so they can play at their own pace while older kids romp around on our larger attractions. We also have massage chairs and a cafe, so weary parents can kick their feet up and enjoy a moment of peace while their little ones enjoy themselves.

While public parks and outdoor playgrounds are at the mercy of the elements (some places have long winters or very hot summers that make playing outside unfeasible), Candeeland is open year round, always accessible for kids when they want to have fun or for parents when they need to relax.

THE INS & OUTS OF CANDEELAND

- Hourly play for all ages, and little-land area for Toddlers 4 years and younger
- Birthday & Private Party Rooms rentals
- Café & Seating & Parents sofa Lounge & Massage area
- Multiple Interactive Play & physical challenging games
- Full Kitchen with heat & serve (Candeeland 2.0)
- Train rides & more rides (Candeeland 2.0)
- Candy store and gift shop (Candeeland 2.0)

IN MORE DETAIL...

Our business is largely **admission and birthday party based**: parents pay by the hour to let their children explore and have fun on our playground. Hourly play, monthly membership passes (where a parent/child can come as much as they want), and grip sock sales (which are mandatory to wear in our space, and from which we enjoy a **6x markup**) make up the lion's share of our revenue. Another substantial piece of revenue comes from private party venue rental during after hours wherein our entire space is rented out to a single entity, and special events like school field trips and fundraising programs. We've also rented out our space to be used for high-production filming (being graced by the presence of uber-popular children's icon Blippi), which we would like to do more of in the future.

Our Snack Shop makes up a sizable portion of our revenue. However, our new Candeeland 2.0 stores have a kitchen, candy/gift shop which makes up an additional percentage of sales from heat & serve menu and merchandise offerings.

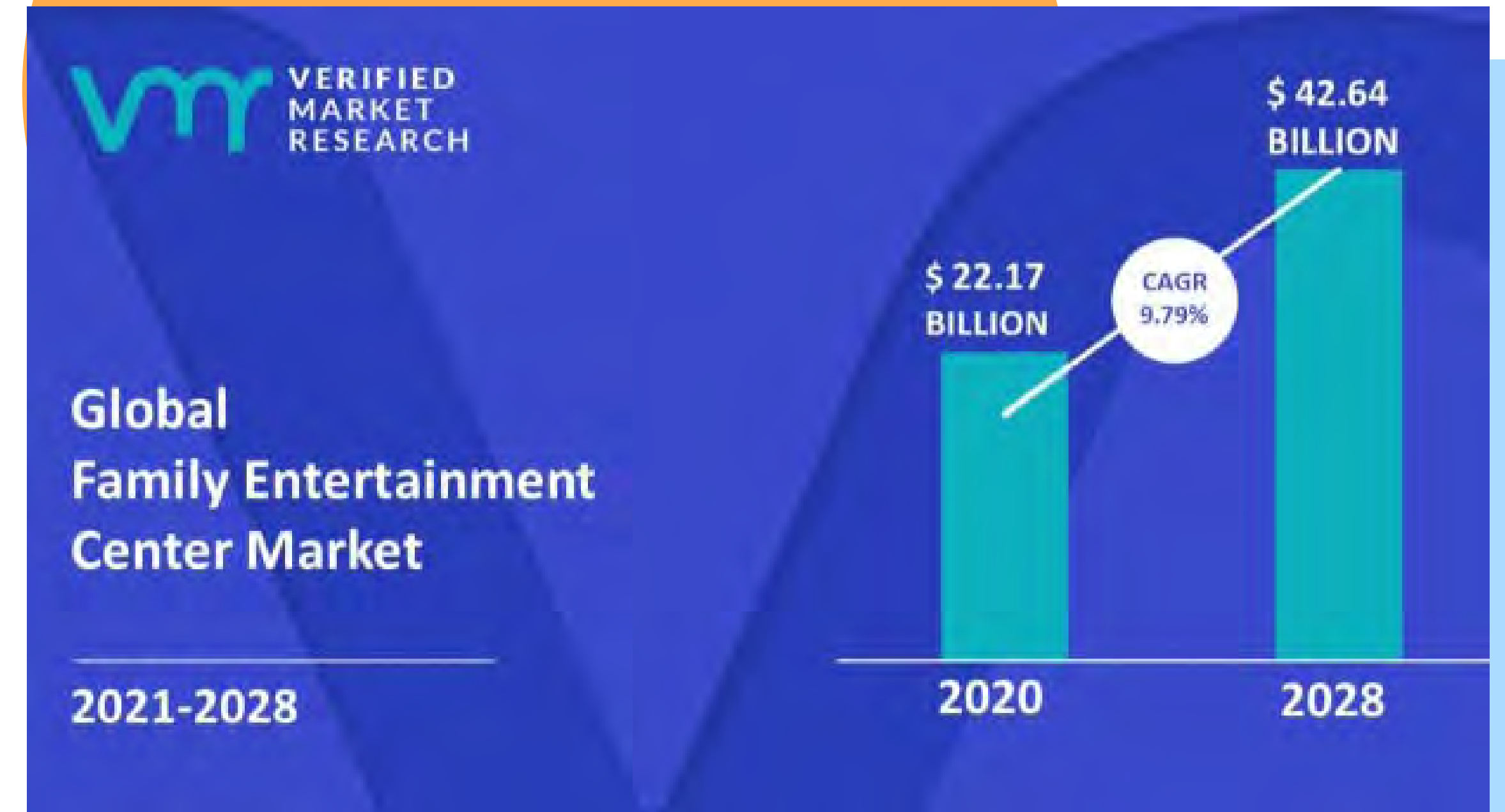


MARKET OVERVIEW

A report from VMR estimated the market value for Family Entertainment Centers (FEC) market size was valued at USD **22.17 Billion** in 2020 and will reach a whopping 42.64 billion dollars between 2021 to 2028. In addition, the report projects the market to progress at a CAGR of 9.79%, growth coming from North America. Market growth in the US and Canada regions will be much quicker than the growth of the FEC market in South America and MEA. A rise of per capita disposable income, the presence of different options regarding entertainment as well as an increase in the popularity of FEC among children can drive the market. In addition, a large number of entertainment options makes it possible to observe a large crowd and thus drive the market growth of FEC.

SEIZING OPPORTUNITY...

Candeeland is in an amazing position to capitalize on this tidal wave of growth. Should some unforeseen global disaster come up (like another pandemic), have no fear. We opened our flagship store (Santa Ana, CA.) a month before covid hit and, despite lock-downs, we **remained at capacity** throughout the pandemic. This is a pandemic and recession-proof business.





ADDITIONAL OPPORTUNITIES AND BENEFITS OF OUR BUSINESS MODEL TO CONSIDER

- **Year-round business:** Academic year in the United States (K-12) has 180 school days and 185 Non-school days. With field trips, and excluding holidays, we enjoy almost a full year of constant commerce.
- Candeeland is a **low-to-no inventory** business.
- **Mall opportunities:** Candeeland brand has established astonishing relationships with major properties like Brookfield, Macerich, Centennial, Simons, Westfields and other power-centers. Shopping Malls are looking for fresh new concepts like Candeeland, as we bring people into the mall and power-centers, which helps the other businesses operating tenants. The landlords provide us with generous rent and tenant improvement allowance. Candeeland is responsible for circulating roughly 20k to 25k people through the mall/centers every month.
- **Compact size:** 8000 to 12,000 sq ft is an ideal size for our businesses. We also partner with a company that provides us with high-powered massage chairs, interactive games and lockers. We do a 50/50 split with them, where repairs and replacement of all the equipment are all provided by the supplier.
- **New Candeeland stores 2.0** have a full kitchen (heat & serve food items), as well as a Gift shop/Candy Shop (open to the public without entry to the park, positioned strategically towards the exit of the park to attract non-park customers), more interactive plays, train ride, and lockers to increase additional sales.

OPERATING STORES

All of our stores are bright, sleek, colorful, inviting, and up and running strong! All of our current locations are profitable, and more are coming soon!

MAIN PLACE MALL - SANTA ANA, CA

BURBANK TOWN CENTER - BURBANK, CA

PROMENADE TEMECULA - TEMECULA, CA

LA PLAZA MALL - McALLEN, TX

STONEWOOD CENTER - DOWNEY, CA

GALLERIA AT TYLER - RIVERSIDE, CA

DEERBROOK MALL - HUMBLE, TX

GREENWOOD VILLAGE - GREENWOOD VILLAGE, CO

MALL OF VICTOR VALLEY - VICTORVILLE, CA

SHOPPES AT CARLSBAD - CARLSBAD, CA

FLATIRON CROSSING - BROOMFIELD, CO

VINTAGE FAIRE - MODESTO, CA



COMING SOON!

(2026)

NORTHRIDGE FASHION CENTER - NORTHRIDGE, CA

THE VALLEY- MISSION VALLEY- SAN DIEGO, CA

IMPERIAL VALLEY MALL- EL CENTRO, CA

VALLEY PLAZA- BAKERSFIELD, CA

4 MORE IN ACTIVE NEGOTIATIONS !!





CONCLUSION

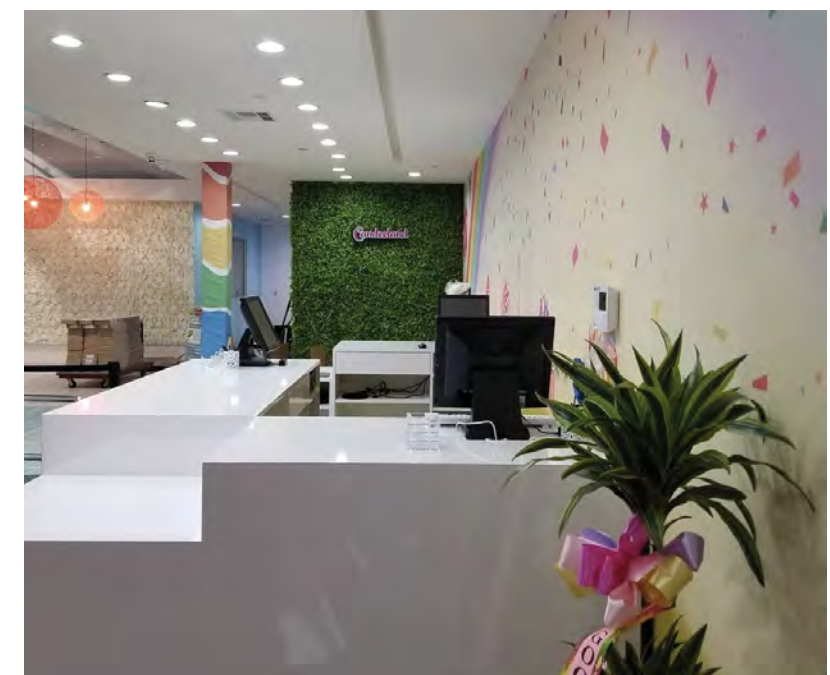
Candeeland is an emerging brand and best-in-class, offering children and families the opportunity to play, make friends, learn, and grow in a unique and wholesome way. We facilitate life experiences for children that will help them to grow up and be the best person they can be. We also make life easier for parents, taking a load off their shoulders by entertaining their kids. This is a great business that has a positive impact on local communities and we'd love to see it grow. "Come build with us", as we look forward to becoming a part of our Candeeland family.



BRIGHT



FUN



COLORFUL



SITE REQUIREMENTS:

CandeeLand needs 9,500 sf -15,000 sf with a minimum of 16 ft. ceilings.

Please submit site plan, demographics and proposed space to:

Cheryl Beckel:
cheryl.beckel@bmw-re.com
949-973-5587
CA RE Lic #: 01854346

Bob Baker:
bob.baker@bmw-re.com
310-344-0001
CA RE Lic #: 00788876



BMW CA Corp RE Lic. # 01527204