

PLAY
LEGEND

PLAYLEGEND

PITCH DECK (ver.2025.05)



MARKET



Increase indoor activities
due to environmental Factor



Spending leisure time
in comfortable environment



Complex shopping mall need more
entertainment service

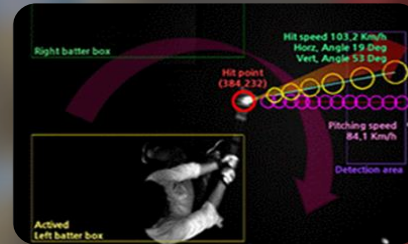
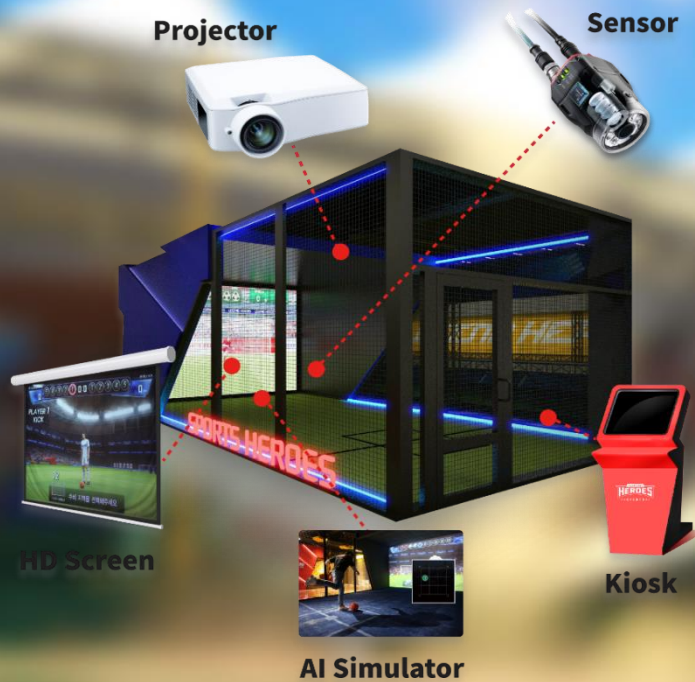


Urbanization factor
especially in Southeast Asian countries



Growth of experiential contents industry
(VR / AR / XR)

Experiential Digital Indoor **AMUSEMENT** PARK



- Technology: High-end Sensing Technology based AR
- Content: Experiential sports game content
- Service: New game contents service for all generations
- Facility: New concept of indoor theme park

LEGEND HEROES

SCREEN SPORTS AMUSEMENT PARK



SOCCER



BATTING



TOSS BATTING



T-BATTING



PITCHING



ARCHERY



PING PONG



HORSE RIDING



FPS



CLAY



DUCK HUNTING



SLING SHOT



CURLING



SKI



FISHING



ACTION RACING



CANDY SLASH



MAGIC POOL



BLOCK PANG



MAGIC ROOM



FOLLOW ME



ARCADE BOWLING



BASKETBALL



PINBALL



SQUASH



JUMP JUMP

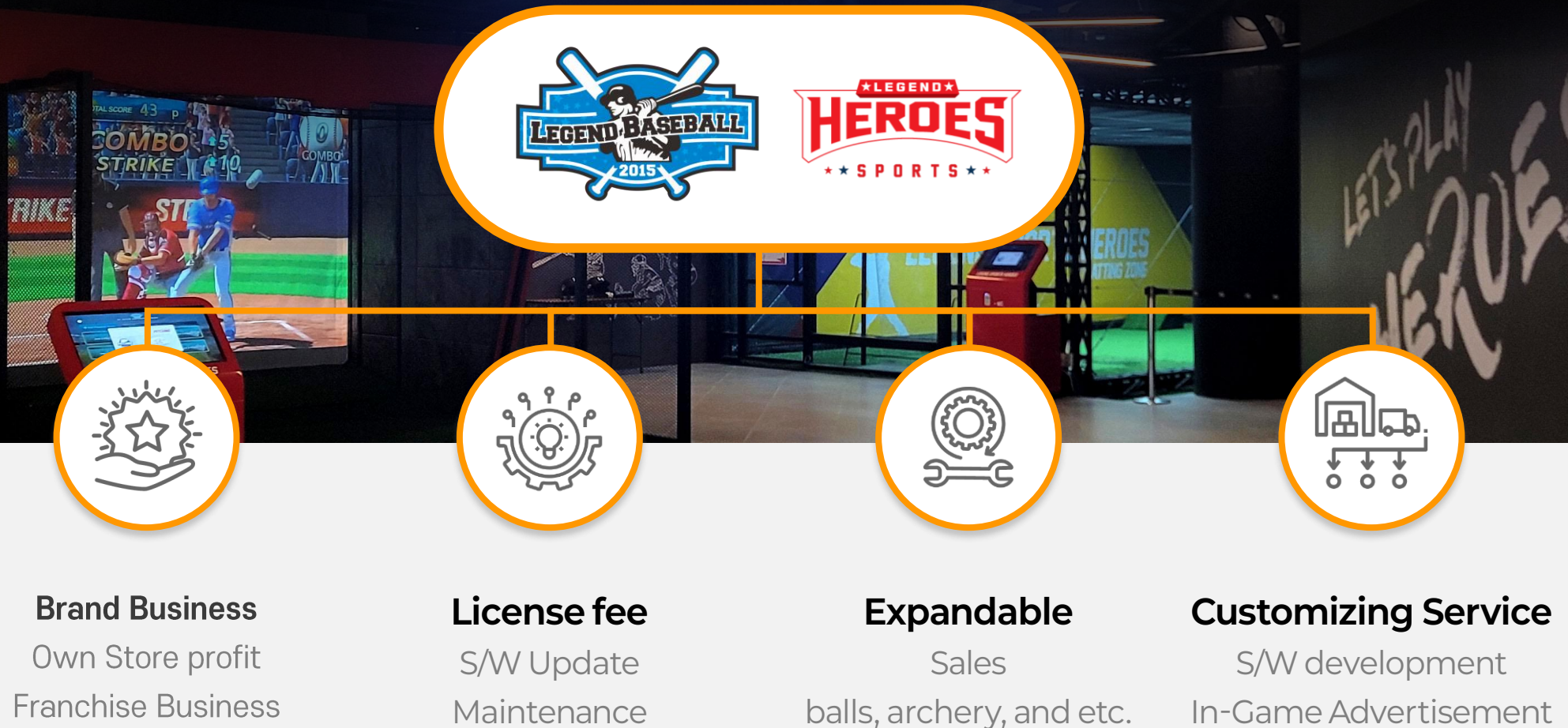


BLUE WORLD



DINO PANG

Business Model



Item Differentiation Key-Factors

- Variety of **self-developed game** contents (30 types)
- Integrated **platform system** to maximize operational efficiency
- **Remote control system** for real-time response in any issue
- **Experience in overseas** markets such as Japan, Vietnam, and Indonesia

Global Competitors

LEGEND HEROES

- + Own Developed Games
- Small BIZ Scale



VS PARK

Indoor theme park



VAUNCE PARK

Only for KIDS



ROUND1

Indoor theme park



JJANG GAMES

Arcade Game Center



DREAM GAMES

Arcade Game Center



SPORTS MONSTER

Partnership with SSG



tiNi WORLD












KIDS CAFE



Business Status

Partners

- In South Korea: **Operating 600 systems in +100 stores**
- Overseas: **Operating 120 systems in 8 different countries**

	PARTNER	STATUS
Attraction Facility		100 systems in 5 different resort facilities
		13 systems in 1 shopping mall
		18 systems in 1 Jeju park
		25 systems in 8 vaunce parks
Corporate Welfare Facility		3 systems in 1 facility
		1 systems in 1 facility
Public Institution		8 systems in 1 tourist center
		8 systems in 1 community center
		Operating in over 80 different school
Franchise Store		Managing 55 franchise stores (+250 systems)
Event Booth		Event operating in several venues

	PARTNER	STATUS
JAPAN		5 systems in 1 VS PARK (OSAKA)
		6 systems in Koshien stadium
		6 systems in Es Con Field Hokkaido
		1 systems in Sanfrecce Hiroshima
INDONESIA		8 systems in 1 shopping mall
VIETNAM		13 systems in 1 shopping mall (Directly managed)
THAILAND		16 systems in 1 shopping mall
		20 systems in 1 shopping mall
		Lease agreement in Progress (Directly Managed)
OTHERS		5 systems in 4 Super Parks (Singapore, Indonesia, Saudi Arabia, Qatar)

Business Status

Sales

Brand Business



Own Store sales
Franchise Business

System Sales



Sales to
various customers

Developing
New contents

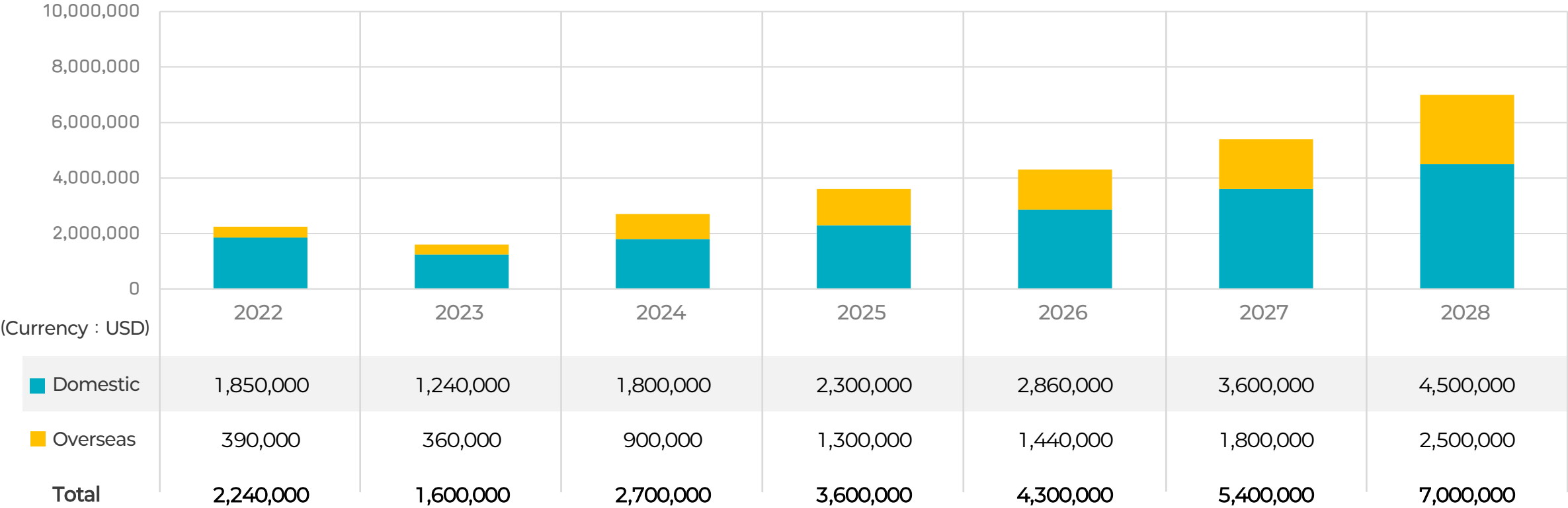


GOLF, SHOOTING,
DANCING

Entry in
New markets



Develop antenna shop
Global franchise business



Overseas Business

Market Strategies

- Large population and a high proportion of young people.
- High economic growth rates
- High Korean wave index
- Well developed shopping mall culture (Malling Culture)
- High rate of smartphone SNS usage for marketing

	Korea	Vietnam	Indonesia	Thailand	Singapore	UAE
Population	50 M	97 M	273 M	72 M	5 M	11M
	U19 16% 20~39 : 26%	U19 30% 20~39 : 32%	11~26 : 28% 27~42 : 26%	U29 : 26% 30~45: 20%	U19: 20% 20~39 : 28%	U24: 32% 25~54 : 66%
Birth Rate	0.78	1.96	2.19	1.34	1.10	1.42
GDP	34,000 USD	4,000 USD	5,000 USD	7,200 USD	133,000 USD	50,000 USD
Economic Growth	2.6%	8.02%	5.3%	2.6%	3.6%	3.5%
Rain / Temp.	105.8 days / 12.8℃ (Seoul)	114 days / 26℃ (Hanoi)	187 days / 25.5℃ (Jakarta)	88 days / 26℃ (Bangkok)	171 days / 27.8℃ (Singapore)	15 days / 27.8℃ (Dubai)
Smartphone Usages	97%	73%	67%	80%	82%	97%

Global Market Strategies

Investment

Pop-up Store: Market test
Company owned store: Brand development

Customization

Language, UI
New contents for the market

Operation

Hiring Local Expert
Payment Method
Local Event

Expansion

Developing New Market
Franchise Business



Business Status



Business Road Map

STEP 01. Domestic Business - Progress

- **System sales & Franchise business**
 - ... Running 600 games in 100 stores in South Korea
 - ... Mainly in major shopping mall and resorts
 - ... Export to Japan and Indonesia

STEP 02. Entry into Asian Market - Progress

- **Vietnam:** Antena shop in Hanoi
- **Thailand:** Running 2 franchise store in Bangkok
- **Indonesia:** Running 1 franchise store in Jakarta
- **Laos:** On going discussion 1st franchise store in Vientiane
- **Australia:** On going discussion 1st franchise store in Queensland

STEP 03. Expand Business Scale - Preparing

- **Preparing company owned stores**
 - ... South Korean, Vietnam and Thailand
- **Targeting new market (Asian and Middle East)**

Overseas Business Capability

- Achievement: Export 1.2 Million USD to 8 different countries
- Experiences being served in the countries in Asia.
- Antenna Shop in Hanoi, expand across Southeast Asian markets
- Create and introduce a new Korean play culture to global market

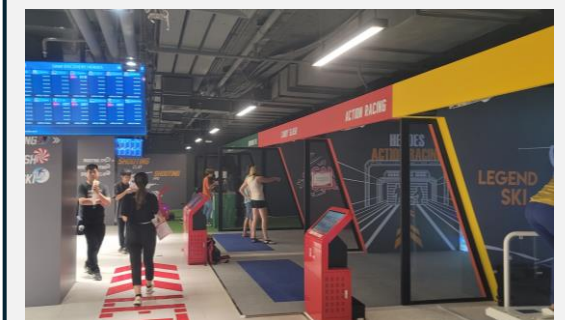
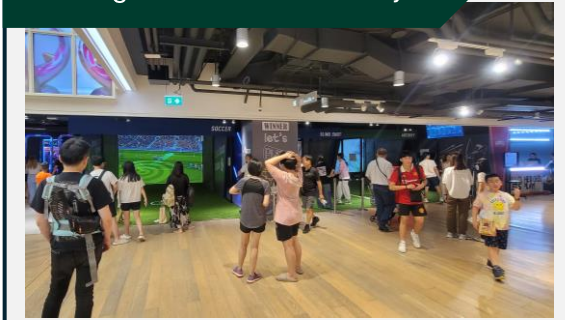
Jakarta, AEON Mall



Hanoi, Royal City



Bangkok, Siam Discovery





Experiential Digital Indoor THEME PARK 'LEGEND HEROES'

Operating

8Countries

Stores

20

Fundraising

2.2M USD

Sales (2024)

2.7M USD

Visitors

1.2M

- 1st **Investment** fund raising (450,000 USD)
- Established R&D Center
- Certified as a venture company
- Export to Indonesia (340,000 USD)
- **Sales 2,300,000 USD**

- Legend Heroes Open in 'Siam Discovery', Thailand
- 3rd **Investment** fund raising (770,000 USD)
- 4th **Investment** fund raising (200,000 USD)
- Legend Heroes Open in 'Seacon Square', Thailand

2021

- Company Founded
- **Sales 720,000 USD**

2022

2023

- 2nd **Investment** fund raising (770,000 USD)
- Legend Heroes Open in Royalcity, Vietnam
- **Sales 1,600,000 USD**

2024

2025

- Legend Heroes Open in 'AEON MALL', Indonesia



CEO

- International Sales, 2012-2016
- New business planning, 2016-2019
- Founder, 2021~

Management Support Team



BIZ Dept.

- International Sales, 2012-2017
- Brand marketing, 2017-2020
- Head of business Dept., 2021~

Business Strategy Dept.

Business Strategy Team



R&D Dept.

- On-line game R&D, 2010-2017
- Immersive game R&D, 2017-2021
- Head of R&D Dept., 2021~

Development Dept.

Heroes Studio

S/W Development Team

H/W Development Team



Tech Dept.

- Immersive game operating, 2010-2017
- Head of Tech Dept., 2021~

Tech&Operation Dept.

Operation Team

Technical Team1

Technical Team2

We Are Looking Forward to

- **Support for investment attraction and direct fundraising**
- **Market verification test and networking with potential partners**
- **Invited to exhibition for showcase and local partner discovery**
- **Support for publicity through domestic and international media, etc.**





THANK YOU

PLAY LEGEND Co., Ltd.

