

# Small Worlds ME Dubai Expo City



Interactive dynamic model worlds – 100 x smaller than reality – yet alive and moving!

*Dubai lacks affordable family leisure entertainment - we bring a unique affordable attraction*

*German digital technology brings creativity, interactivity, edutainment to a new market*

Introduction (February 2025)



# SUMMARY FACT SHEET



## Typology

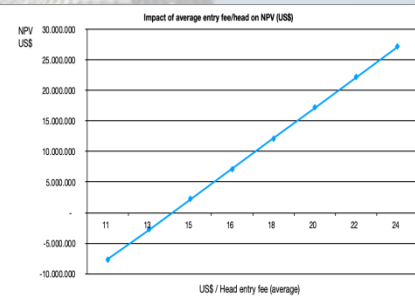
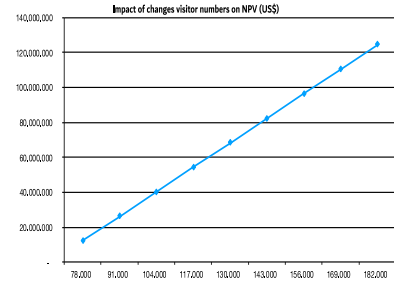
Name: Small Worlds Expo City, Dubai, UAE  
Segment: Visitor Attraction, Family led Entertainment  
Market: UAE Residents (families), short haul tourists (GCC)

## Description

- Experiential visitor attraction (EVA) in Dubai: **interactive miniature worlds**. New and unique concept to the GCC
- Scaled at 1:87 - all parts move which makes the miniature worlds **appear alive** when observing and interacting
- Highly **successful** in Hamburg Germany - since copied in Austria, Switzerland, New York, St. Petersburg and Tokyo.
- Target segment: families -> affordable entry price levels (due to low Capex and large demand segments).
- Incremental revenues: F&B, retail and events. Experience can be taken home as a family hobby – Small Worlds will offer products, training and home building service.
- **Sustainability** and **German digital technology** in focus.
- Phases 1&2: ~300 m<sup>2</sup> exhibit, highly interactive, F&B, Shops. Expansion to ~500 m<sup>2</sup> in 1500 m<sup>2</sup> GLA over 3 years.
- P1 building started Q2 2024, opened Feb 2025

## Market

- Most EVAs in Dubai reach 1 mn visits p.a. within 1-2 years from opening (40-70% even during Covid).
- Small Worlds need only 120k p.a. visits to reach targets in a high demand market with insufficient supply (12%).
- We are family oriented/affordable (wide target groups).
- Market entry and marketing strategies are implemented.



## Status

- Detail planning Phase 1 completed (built).
- Incorporation done 2023. 90% financed.
- Building leased and moved in.
- Supplier negotiations completed. Orders placed.
- Material arrived and built in.
- Technical team (50% from comparable projects) & managers (experience in attraction opening) in place.
- Works started April 2024 – Now open to visitors

## Projected Performance

Target IRR: ~ 200%  
10-year ROI: 604%  
Project NPV: AED 325 mn (64 times original Capex)  
Stabilised year: AED 85.6 mn Revenue  
AED 50.5 mn EBITDA (60% margin)

## Investment Criteria

Currency US\$: AED pegged @ 3.68 AED/\$US1  
P1 Capital: AED 5.2mn (raised and employed)  
Finance target: AED 900k for 3 shares @300k each  
Valuation now: AED 67 mn  
Valuation stable AED 407 mn  
VPS: Y1 AED 679k Y5 AED 4,1 mn  
EPS: Y1-5 AED 1.61 mn  
Finance will contribute to Opex after Phase 1 opening

# WHAT ARE WE DOING?

## WE ARE ...



...building a fascinating, interactive, experiential leisure attraction ...

... featuring very active & exciting miniature worlds, "brought to life".

It is affordable for family leisure due to its low Capex base ...

... which creates wide target segments and high repeat visitation ...

... in a booming market desperately needing affordable leisure activities.

The concept idea is proven and highly successful in Hamburg ...

... and already multiplied around the world.

We are introducing it to the Middle East - fast.



# WHY ARE WE DOING IT?

## PROBLEMS & SOLUTIONS



Dubai needs more leisure offerings for families (not tourists)

Small Worlds goes beyond the first visit. Target: repeat visits and „continue the experience at home“

Most existing leisure attractions are too expensive for „normal“ families

Through low capex and volume (wide target segments) we can offer affordable pricing

Many of the affordable offerings are of sub-optimal quality (no value for money)

Our products feature very high technical, contentual and qualitative value (established German technology)

Inter-generation relations in families suffer (Screen Syndrom, insufficient experiences to continue at home)

Small Worlds inspires to continue the experience at home (we offer products, courses and home assistance service)

Sustainability is not often a focus (in leisure activities and edutainment)

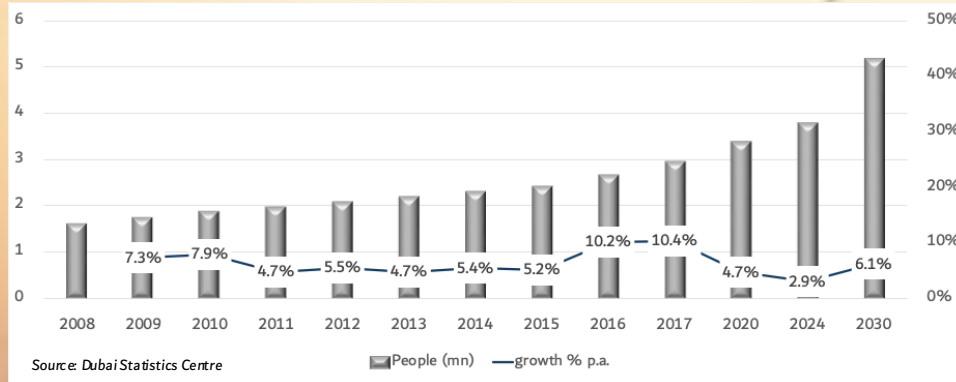
Recycling (plastic bottles), renewable energies (solar) and smart insulation instead of AC demonstrated and taught

Employees in Dubai are often not adequately tasked and/or paid

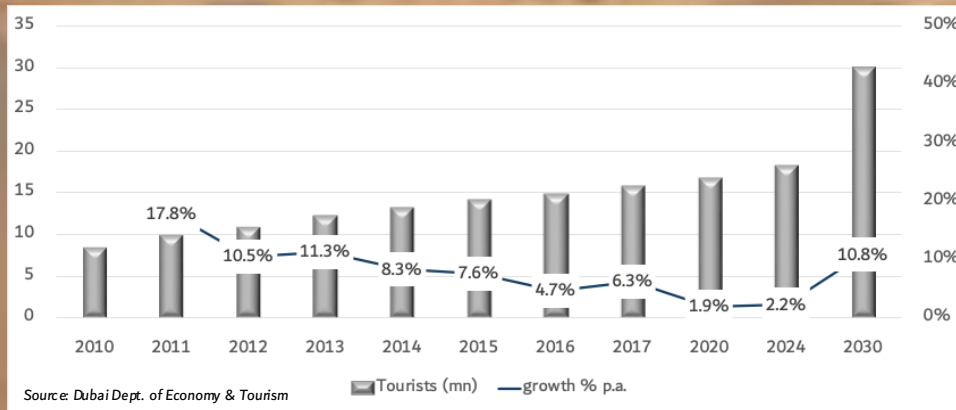
For us fair conditions and emphasis on disadvantaged employees are easy to offer and implement

# MARKET KPIs

## OUR POTENTIAL



- Dubai's population grows continuously ...
- ... regardless of global or regional crises
- it features a very high share of families
- average household income AED16,000-22,000 (pcm), incl. ca. 20% „leisure surplus“
- tourism was impacted by Covid but is growing strongly again (2022: 15mn tourists)
- a high short haul tourists' portion (ca. 30%), who return frequently (ca. every 3 months) is important



### Target segment potential:

SAM

55% Dubai population (3,8 mn)

20% other UAE (9,5 mn)

10% Dubai tourists 20 mn

Total target segment (SOM):

Annual visits required:

SOM

= 2,1 mn

= 1,9 mn

= 2 mn

**= 6,0 mn**

**120.000 (2%)**

(typical for Dubai attractions: 1mn p.a.)

# COMPETITION

## OUR POSITIONING AND ADVANTAGES



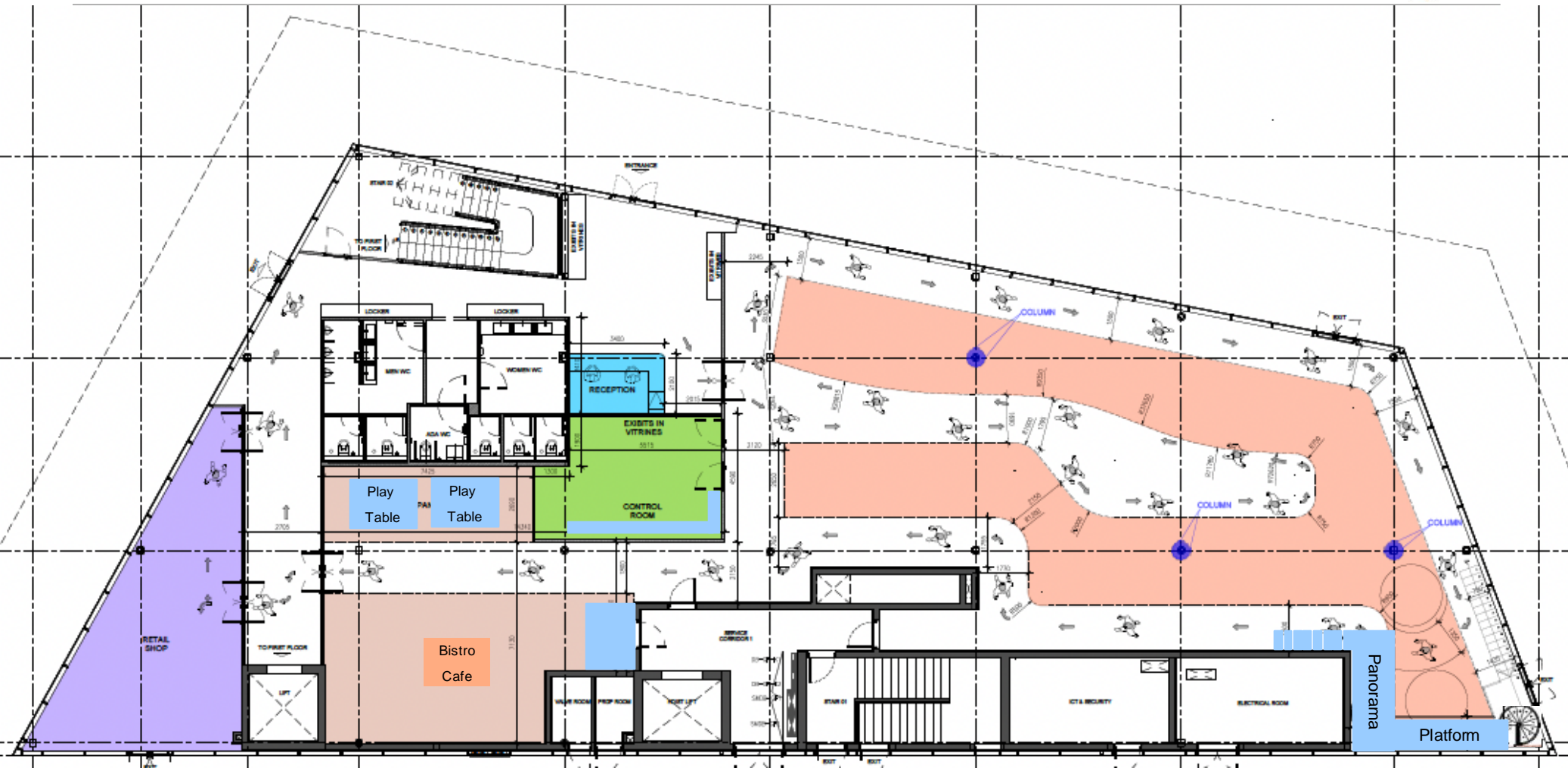
- Attractions in Dubai: geared towards international tourists – and expensive
- A typical resident family (4 pax) would need to plan on an all-in cost for a day out of ca. 1,500-2,000 AED
- That is not often repeatable, reduces target segments and prevents return visitation
- **The opportunity – our niche:** Dubai's insufficient offering in the **affordable** family segment

Free or almost free (max 10)	AED 11 - 100	AED 100 +
Window Shopping / Mall Cruising (no buying)	Global Village (16 without purchase)	La Mer Laguna Water Park (100)
Visit public beach	Dubai Frame (50)	Green Planet (120)
Visit a Park (Safa, etc.)	Butterfly Garden (55)	Dinner Dhow Cruise (120)
SMCCU visit	Miracle Garden (55)	FLEC visit (mall, etc.) (120)
Visit Souks (no buying)	Dubai Safari Park (85)	Dubai Garden Glow (120)
Walk the Marina / JBR / City Walk	Ice Skating Dubai Mall (100 for 1.5 hr)	RIB Boat (124)
Self organised Desert Trip	not enough	Burj Khalifa At the Top (145)
ImaGINE Festival City events		Bollywood Park (175)
View an Aquarium (outside)		Visit an Aquarium (199)
See Dubai Fountain (walk only, transport cost)		Desert Safari (200)
Walk Downtown and Burj Khalifa (walk only, transport cost)		Ski Dubai (210)
Visit La Mer (walk only, transport cost)		Motiongate (245)
Visit Dubai Water Canal (walk only, transport cost)		Legoland (245)
Visit Ras Al Khor (walk only, transport cost)		Dubai Opera (250)
Visit Al Qudra (walk only, transport cost)		Bus Tour hop on / off (250)
Visit Fishmarket (walk only, transport cost)		IMG World (285)
Abra Ride Creek (1)	for families	Hotel Beach Day Pass (300)
Visit Al Fahidi, Al Bastakiya, Dubai Museum, etc. (3)		Wild Wadi Waterpark (310)
Visit Palm Jumeirah (transport cost)		Seaplane Flight DXB (940)

# OUR BUILDING IN EXPO CITY— A VERY DISTINCT DESTINATION ... ... AND OUR GUESTS LOVE WHAT WE DO AND OFFER!



# PHASE 1 – GROUND FLOOR OPEN - OFFERING THE FULL RANGE WE EXPAND AND ADD (1ST FLOOR) WHILST IN OPERATIONS



# SUMMARY OF KPI ASSUMPTIONS (IN AED)



Dashboard AED										
Capex & Dev't schedule		2024	2025	2026	2027	2028	Total			
m2 display space (net table top)		120	190	150			460	1,250	Euro/m2 experience/comp incl. cont.	
Exhibition Capex		600,000	950,000	750,000	-	-	2,300,000	5,000	AED	
Circulation / Front of House space		320	80	600	-	375	1,000	0.75	m2/m2NXA	
F&B / Retail m2		130	-	-	-	-	130	500	seats F&B, Retail space in FoH	
F&B / Retail Capex /m2		260,000	-	-	-	-	260,000	2,000	AED	
Total Space rented (GLA)		1,476					1,476		rounded with workshop allowances	
One Off Items + Space Preparation		750,000							Incorporation, IT, Cars, Tools, Misc	
Total Capex incl. F&Bm circulation, etc.		1,610,000	950,000	750,000	-	-	3,310,000		expansion capex financed by proceeds	
<b>Opex p.a. (stabilised)</b>			<b>10.0%</b>	<b>10.0%</b>	<b>10.0%</b>	<b>10.0%</b>	<b>5.0%</b>		payrise in years 2 and 3 (first full years)	
Salaries (stabilised, incl. benefits), visas, HR		2,203,589	4,428,488	5,950,345	6,824,835	6,824,835	6,824,835			
Rent		-	2,453,548	2,453,548	2,453,548	2,453,548	2,453,548		as per lease agreement	
Marketing		-	353,867	780,046	1,308,058	1,868,526	2,567,394	3%	% of revenue	
Utilities, Admin, Telecoms, Licensing		-	300,000	300,000	300,000	300,000	300,000		experience assumption + AFG charges	
Professional Services, Insurances		50,000	350,000	350,000	350,000	350,000	350,000		experience assumption	
annual Depreciation		-	322,000	512,000	512,000	512,000	512,000	20%	per annum starting 2026	
Total Annual Opex		<b>2,253,589</b>	<b>8,207,903</b>	<b>10,345,939</b>	<b>11,748,440</b>	<b>12,308,909</b>	<b>13,007,777</b>			
Margin		0%	27%	58%	72%	79%	84%		spread over 3 months	
One Off Opex (Start Up Marketing) = WC										
<b>Annual Visitors</b>		<b>base</b>	<b>2024</b>	<b>2025</b>	<b>2026</b>	<b>2027</b>	<b>2028</b>	<b>stabilised</b>		
base year		100,000		110,000	143,000	200,200	260,260	325,325		
Growth per annum				10%	30%	40%	30%	25%		
Max Capacity				285,000	510,000	735,000	735,000	735,000		
Target Capacity				142,500	255,000	367,500	367,500	367,500	50%	
Base Gate Fee Adult		91	91	91	109			100		
<b>Revenue Build Up (AED/visitor)</b>		<b>Base/Growth</b>	<b>0%</b>	<b>0%</b>	<b>20%</b>	<b>20%</b>	<b>10%</b>	<b>10%</b>	<b>% mix stabilised</b>	<b>CoS</b>
Door		81		81	97	116	128	140	53.3%	5%
Retail		30		30	36	43	48	52	19.9%	40%
F&B		40		40	48	58	63	70	26.5%	55%
Total Spend		151		151	181	217	238	262	0.2%	
Home Set Up Services / Courses		100,000		100,000	120,000	144,000	158,400	174,240	0.1%	assist @ home - excl. material (retail)
Sponsorships		40,000		40,000	48,000	57,600	63,360	69,696	100.0%	

# SUMMARY OF KPI RESULTS (IN AED)



## Summary of Results AED

### Financial Indicators (AED)

<b>Project IRR</b>	<b>194%</b>					
<b>Project NPV</b>	<b>335,201,749</b>	incl. terminal value @ exit multiple		<b>64.3</b>	times Capex & Investment (MOIC)	
<b>IRR on Investment &amp; FCF</b>	<b>148%</b>					
<b>Project on Investment &amp; FCF</b>	<b>316,717,767</b>			<b>55.2</b>	times Capex & Investment (MOIC)	
DSCR	<b>750.4</b>	average		<b>37.93</b>	TVPI 5 yrs	
ROI	<b>604%</b>			<b>97,847.82</b>	Y1 VPS Y5	<b>568,649.79</b>
Payback Period (max)	<b>2</b>	years starting 2023		<b>1,435,207.21</b>	EPS Y1-5	
ARR	452%					
	<b>2024</b>	<b>2025</b>	<b>2026</b>	<b>2027</b>	<b>2028</b>	<b>stabilised</b>
Revenue	<b>1</b>	<b>11,795,571</b>	<b>26,001,522</b>	<b>43,601,917</b>	<b>62,284,213</b>	<b>85,579,809</b>
GOP	-	8,848,459	19,476,046	23,220,157	33,204,824	64,024,204
NOP	-	<b>2,470,756</b>	<b>602,556</b>	<b>9,102,107</b>	<b>20,862,677</b>	<b>34,270,500</b>
Net Income	-	<b>2,523,608</b>	-	<b>889,256</b>	<b>7,739,817</b>	<b>19,984,907</b>
EBITDA per annum	-	<b>2,487,239</b>	-	<b>425,005</b>	<b>8,321,367</b>	<b>20,508,603</b>
EBITDA of Revenue %	<b>0%</b>	<b>-4%</b>	<b>32%</b>	<b>47%</b>	<b>54%</b>	<b>60%</b>
DSCR		272.59	2,717.97	1,635.03	-	750.39
Revenue Growth		1179556983%	120%	68%	43%	37%
Valuation	<b>9,784,782</b>	<b>56,864,979</b>	<b>143,520,721</b>	<b>242,711,066</b>	<b>331,513,245</b>	<b>242,711,066</b>

# CASH FLOW 10 YEARS (IN AED)



Small Worlds Dubai 10 year Cashflow - AED

AED	2024	2025	2026	2027	2028 (s)	2029	2030	2031	Total
<b>Development (Capex)</b>	- 1,610,000	- 950,000	- 750,000	-	-				- 3,310,000
Total NOP	- 2,470,756	602,556	9,102,107	20,862,677	34,270,500	50,988,427	50,988,427	50,988,427	214,689,029
Annual Interest	- 36,369	- 142,250	- 69,550	- 11,696	- 31,185	-	-	-	- 291,050
Principal Repayment	- 3,150	- 1,027,561	- 780,740	- 354,073	- 911,497	-	-	-	- 3,077,022
Equity Repayment	- 13,333	-	-	- 1,538,358	- 1,538,358	-	-	-	- 3,090,049
Operating Cashflow	- 4,133,608	- 1,517,256	7,501,817	18,958,549	31,789,460	50,988,427	50,988,427	50,988,427	204,920,908
Equity inflow	3,257,500	-	-						3,854,216
Debt finance inflow	750,000	500,000	-						1,846,716
<b>Net Cashflow year</b>	- 126,108	- 1,017,256	7,501,817	18,958,549	31,789,460	50,988,427	50,988,427	50,988,427	210,621,840
<b>Cash Position before dividends</b>	<b>423,988</b>	- 593,268	6,908,550	25,867,099	57,656,559	108,644,986	159,633,413	210,621,840	
EBITDA	- 2,487,239	- 425,005	8,321,367	20,508,603	33,359,003	50,988,427	50,988,427	50,988,427	211,598,674
Terminal Value								407,907,416	407,907,416
Free Cashflow	- 4,356,633	- 167,695	8,794,558	51,500,427	51,500,427	51,500,427	51,500,427	51,500,427	261,129,029
Investment/Terminal Value								407,907,416	407,907,416

## Financial Indicators

<b>Project IRR</b>	<b>194%</b>						
<b>Project NPV</b>	<b>335,201,749</b>	30.4 times Capex & Investment (MOIC) Note: Terminal Value based on exit multiple of					8
DSCR average Y 1-4	<b>750.39</b>	- 41.72	52.74	272.59	2,717.97	1,635.03	
Project ROI (10 years)	<b>2223%</b>						
Y1 VPS / Y5 VPS / EPS Y1-5	<b>150,571.34</b>	<b>679,052.61</b>	<b>1,561,500.66</b>				
TVPI 5 yrs	<b>0.23</b>						
Payback Period	<b>2.20</b>	years					

- Raised funds will be applied for 3-month post opening Opex until footfall reaches target
- Future phases Capex (additions, expansion to 1<sup>st</sup> floor), Opex, repayments, etc. will be covered by operating income.
- Raised to date: AED 5.2 mn (own resources/cash/equity/debt incl. PE investors)

# VALUATION AND INDICATIVE RETURNS (IN AED)



- we have 3-6 shares (of total 100) left to sell (allocated target)
- each share offered for AED 300,000
- to finance Opex whilst building up footfall
- our first year (2025) is projected to be profitable
- dividends from year 1 expected (12% return projected)
- limited time offer!

Valuations AED	2024	2025	2026	2027	2028	2029	2030
Revenue		11,795,571	85,579,809	85,579,809	85,579,809	85,579,809	85,579,809
Net Income	- 2,523,608	- 425,005	8,321,367	20,508,603	33,359,003	50,988,427	50,988,427
Valuation/Business Value Spot (Ebitda*Multiplier)	-20,188,865	- 3,400,042	66,570,938	164,068,828	266,872,024	407,907,416	407,907,416
2 yr forward average	-11,794,453	31,585,448	115,319,883	215,470,426	337,389,720	407,907,416	407,907,416
3 yr forward average	14,327,344	75,746,575	165,837,263	279,616,089	360,895,619	407,907,416	407,907,416
4 yr for average	51,762,715	123,527,937	226,354,801	311,688,921	360,895,619	407,907,416	407,907,416
<b>Average of methods</b>	<b>9,784,782</b>	<b>56,864,979</b>	<b>143,520,721</b>	<b>242,711,066</b>	<b>331,513,245</b>	<b>407,907,416</b>	<b>407,907,416</b>

**Total of funds invested to date: 14,817,172**

Cap Table	Ops/Growth	Ops/Growth	Stabilised	Stabilised	Stabilised	Stabilised	Stabilised
Capitalization							
Vamm Holdings	94%	90%	90%	90%	90%	90%	90%
AG	4%	4%	4%	4%	4%	4%	4%
NH	2%	3%	3%	3%	3%	3%	3%
Investor Shares (on offer)		3%	3%	3%	3%	3%	3%

Share Value and Earnings							
VPS (Value per Share)	<b>97,848</b>	<b>568,650</b>	<b>1,435,207</b>	<b>2,427,111</b>	<b>3,315,132</b>	<b>4,079,074</b>	<b>4,079,074</b>
EPS (Earnings per Share)	-	-	<b>83,214</b>	<b>205,086</b>	<b>333,590</b>	<b>509,884</b>	<b>509,884</b>
Equity return/Share	-	-	-	-	-	-	#VALUE!

Total Shares in company	1%		100	shares			
% investment	<b>300,000</b>	300,000.00		per share			
EBITDA	-	-	83,214	205,086	333,590	509,884	509,884
Cumulative	-	-	83,214	288,300	621,890	1,131,774	1,641,658
NPV stabilised (year 7)	<b>1,062,664</b>						

# REALISED BY EXPERTS

## PROFILE SVEN P GADE, TEAM STRUCTURE



- German National with > 30 years of international (expat) life. That's more than 50% 😊.
- Entrepreneur & CEO. Built and led ~10 businesses/units. Start-up expert.
- 25 years working in the GCC, 20 years resident in Dubai. Been to 50 countries, speaks 6 languages (varying degrees).
- Qualifications: BSc Intl. Hospitality Mgmt, MSc Real Estate Development Mgmt, German Diploma Hotel Mgmt.
- 30 years of senior Business Advisory with Blue Chip Brands (EY, Deloitte, PKF).
- 40 years of Hospitality/Leisure/Tourism/Transportation Expertise, strong in real estate projects.
- Expert areas: Strategy, Positioning, Business Planning & Creation, Start Ups, Organisational Design.
- Last role as Executive Director Strategy @ Qiddiya KSA (giga attraction).
- Credentials: Tourism Master Plan KSA, Hotel Classification Oman, many MENA high-profile mixed-use projects – incl. leisure, attractions.
- Deep knowledge on technical subject matter (model world development).
- Long experience running businesses in Dubai. Deep negotiation/sourcing expertise. Fellow Institute of Hospitality since 2008.
- Core attitude: make it happen and spread enthusiasm to the team!



Already on board (confidential/stand-by):

Chief Admin/Finance Officer	Dileep PT, 20 years in Dubai, MBA, CFA, business set up and mgmt. consultancy experience
Chief Marketing Officer	Peter JC Gutsmuths, 15 years in Dubai, start-up tested, product and business development
Chief Technical Officer	Johann Lemp, 25 years professional model builder, deep experience in large attractions (Hamburg, Vienna)
complete technical team	10 pax, years of model building, all skills covered (structure, micro-electrical, micro-electronic, landscaping)

**WE WOULD BE DELIGHTED,  
TO HAVE YOU JOIN  
OUR JOURNEY  
TO SUCCESS!**

**[INV@SMALLWORLDSME.COM](mailto:INV@SMALLWORLDSME.COM)**

