



EVA

ESPORTS VIRTUAL ARENAS

Franchise Offer + & Concept 2024



EVA brings gaming experience to the next level, by using immersive technologies across the **largest VR Esport playgrounds in the world**.

Our arenas are made both for **competitive gaming and fun**: get ready to enter a 500 sqm (5400 sqft) virtual arena to play against other players!

EVA worldwide: a fast-growing powerful network

FRANCE

28 locations open
+45 signed

USA

TEXAS: 1 location open
+4 signed

EMEA

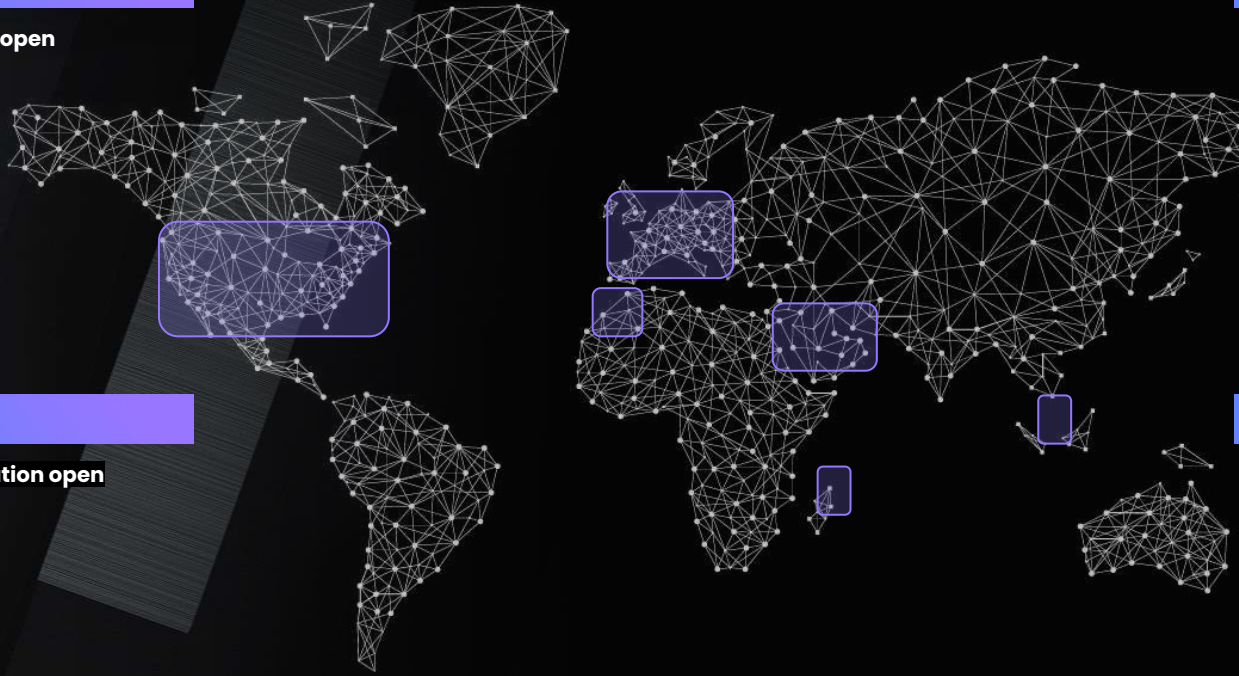
Belgium: 2 locations open
Germany: 7 signed
Spain: 2 signed
Italy: 1 signed
Switzerland: 2 signed
Romania: 3 signed

Bahrain: 1 opened
Saudi Arabia: 4 signed
UAE: 4 signed

Morocco: 2 signed

ASIA - PACIFIC

Malaysia: 1 opened



EVA

ESPORTS VIRTUAL ARENAS

CONCEPT & EXPERIENCE

A concept mixing competitive gaming and fun

EVA



**5500 sqft of
free-roaming VR**

Our Arenas are **unique in the world and allow up to 10 players** to play simultaneously on a 5500 sqft arena, thanks to our hyper free-roaming technology.



**A chill zone with
F&B and entertainment**

The chill zone and the Cyber Bar EVA are **made for everyone to enjoy a relaxing space while drinking, eating and watching live or streamed games** on large screens.



**EVA.gg, players' stats &
booking system**

Developed and maintained by EVA, our website will **showcase your arena and experiences**. Online booking and payment system are available as well.

We've been developing our own VR game, AFTER-H, since 2018.

AFTER-H is a competitive shooter. The game uses the same codes that make the success of classic and famous esports games. We're topping this with innovation thanks to our technology.

In addition, we make remote inter-arenas competition possible thanks to the online multiplayer mode.

Guns, skins, maps, battle pass: the content of the game is **permanently evolving for infinite replayability.**

See the game trailer:



AFTER H
AFTER HUMANITY

AFTER-H: several game modes & new season every 6 months

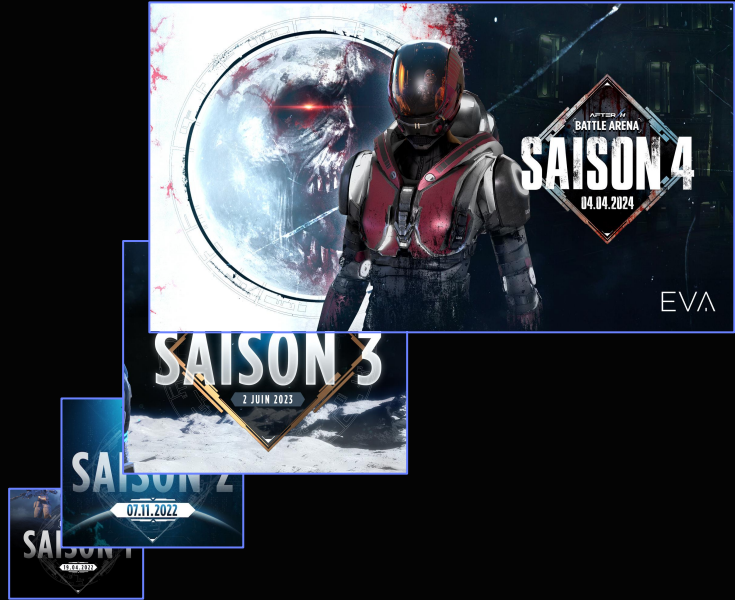
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PVP FPS 2 - 10 PLAYERS



COOP PVE FPS 2 - 10 PLAYERS



Arenas & Players Equipment

EVA

Equipped with a **VR headset** and a **connected gun**, players are 100% freely moving in-game as well as in real-life, as **1 virtual step is also 1 actual step**.

Our arenas are **unique in the world** and allow up to **10 players to play simultaneously on a more than 5500 sqft (500 sqm) arena**, thanks to our hyper free-roaming technology.

VR HEADSET



EVA GUN



102 ft (31 m)

55 ft (16,5 m)

EVA

PLAY HARD

EVA is meant to be an eventful, busy and lively place, where visitors can experiment the best VR experience as well as Chilling in a friendly and cosy space by:

- **Enjoying food and drinks at the EVA Cyber Bar**, a common asset to all our locations
- **Playing other games and entertaining activities like AR Darts** (see next slide), retro gaming & arcade games, etc.
- **Watching live streams** and competitions on large TV screens, etc.



New 2024 partnership: AR Darts in your EVA!

EVA has partnered with SMART DARTS, a leading provider of **Augmented Reality Darts**.

The goal is to provide your visitors with another immersive product that will **enhance their experience at EVA and make them stay longer, while increasing your F&B revenue.**

This product has been approved by our teams and is strongly suggested to be added to your location.



- Internally developed and improved by EVA's teams, the **EVA.gg web platform allows players to book their games and pay online**, manage their subscription and see their statistics.
- It also **allows franchisees to manage their fill rate and planning** thanks to a powerful back-office.
- Desktop & Mobile friendly
- The website is also a strong communication vector to share updates about EVA to the community and **manage client retention**.

[Get access to www.eva.gg](http://www.eva.gg)



EVA

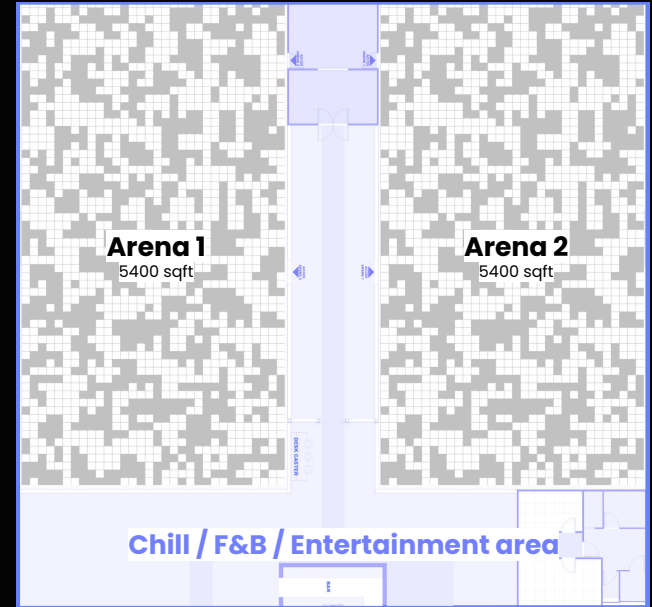
ESPORTS VIRTUAL ARENAS

**INVESTMENT, FINANCING
& PERFORMANCE**

EVA is developing by rapidly growing its franchise network.

To open an EVA location, our teams are providing a strong support to franchisees signing an agreement with us, especially on the following:

- **Location** approval and territory;
- The **surface required** by the configuration considered:
 - 1 arena-configuration requires **at least 11,000 sqft**, free of any obstruction);
 - 2 arenas-configuration require **at least 16,000 sqft**, free of any obstruction);
- **Financing, initial investment** and operational **Business Plan**;
- **Work & construction** follow-up, set up before grand opening.



Layout example - "2 arenas" configuration

Estimated financing & investments required

	1 arena configuration	2 arenas configuration
Estimated initial investment all included*	\$900K to 1.3M	\$1.4M to 1.8M
<i>Including EVA's fees (see next slide)</i>	<i>170K</i>	<i>300K</i>
<i>Including work & construction</i>	<i>500K to 700K</i>	<i>750K to 950K</i>
<i>Including bar/restaurant & furnishing</i>	<i>100K to 200K</i>	<i>150K to 250K</i>
<i>Including financial fees, deposit, Working Capital Requirement, etc.</i>	<i>150K to 250K</i>	<i>200K to 300K</i>

Recommended financing		
<i>30% minimum personal contribution</i>	<i>270K to 390K+</i>	<i>420K to 540K+</i>

*Average amounts shared by existing franchises outside the US. Amounts are excluding taxes, non-contractual and can vary from one location to another depending on work need, suppliers selected, capacity of franchisee, etc.

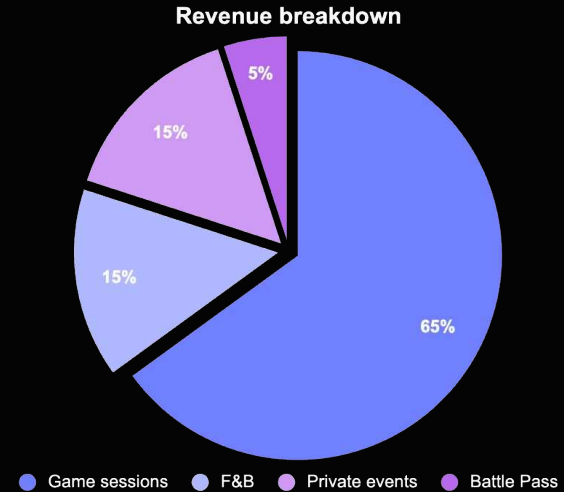
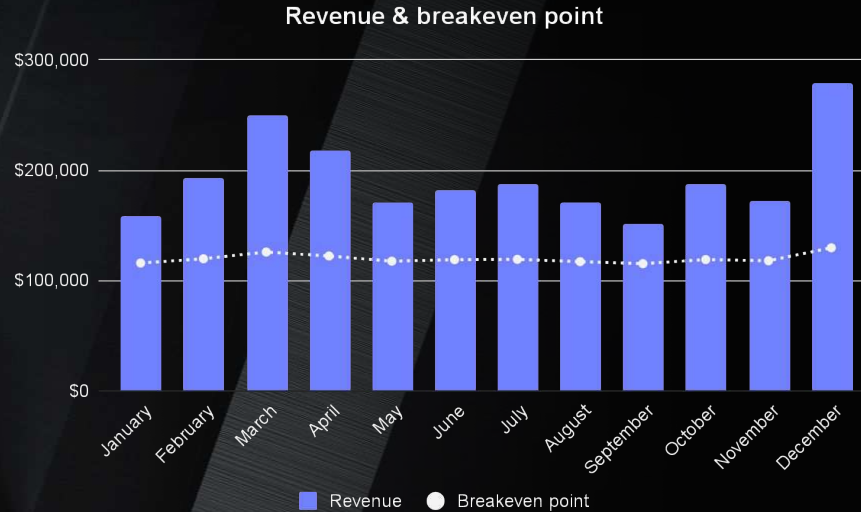
EVA Fees & Pricing in details

Type	Expected	Pricing (excl. local VAT)	Content
BEFORE OPENING	Entry Fees	At contract signature	\$30,000 per Location → Territorial exclusivity; → Full access to EVA know-how and expertise.
	Pre Production	Within 6 months after contract signature	\$120,000 per Arena → Onboarding Project Management: support from signature to opening on work & construction, financing, location seeking, etc. → Players and admin's equipment: purchasing, configuration of hardware equipment; → R&D contribution; → Web platform: setup & configuration.
	Installation & Opening Setup	At the opening	\$3,000 per Arena → Equipements calibration.
	Training	At the opening	\$5,000 → On-site training.
AFTER OPENING	Licence and Support Fee	Monthly	\$3,000 per Arena → Games licensing & updates; → Technical support provided 7 days a week.
	Franchise Fee	Monthly	5% of total revenue → Contribution to national & international communication for brand awareness; → Coaching & network animation; → Performances tracking.

Expected performance & profitability

Source: 2-arenas EVA Locations from their second year of operations;

These numbers are prospective only and **does not in any way constitute a commitment to results or performance from EVA;**



→ Annual revenue up to **\$2M+**
→ **EBITDA: 25-30%+**

40 MIN SESSION PUBLIC RRP*

PEAK HOUR	\$45 – 60
OFF PEAK HOUR	\$35 – 50

F&B average revenue per month*

\$15 to 20K per month on average;

80% of the revenue is made on drinks.

Opening hours & occupancy*

Recommended opening hours per week: **70**
(1 session is 40 minutes: 105 sessions available per week)

Average occupancy rate (year 1): **45%**

Max players per arena: **10**

Private events revenue per month*

\$10 to 15K per month on average;

Average booking for 1 private event: \$1,500 to 2,000.

- ↳ **1. Get introduced to the EVA concept** with your Sales representative through a first video call;
- ↳ **2. Visit an EVA location & test the technology/game**, ideally with your Sales representative;
- ↳ **3.** Start building your **business plan** and seek for a **suitable location**;
- ↳ **4.** Receive a **Franchise Disclosure Document (FDD)** based on your location (legal requirement);
- ↳ **5.** Receive and sign a **Franchise Agreement**;
- ↳ **6.** Connect with our **Onboarding Team** and get access to our **full Operating Manual..**

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jeremy@eva.gg

franchise.eva.gg
www.eva.gg

ESPORTS VIRTUAL ARENAS



APPENDIXES

EVA

ESPORTS VIRTUAL ARENAS

**NETWORK, ESPORTS,
COMMUNITY & PR**

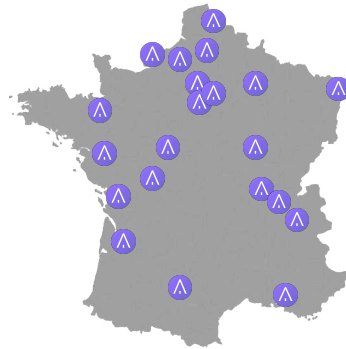
EVA is the only integrated model, acting as game publisher, franchisor, and esports event organizer

Game development and content updates



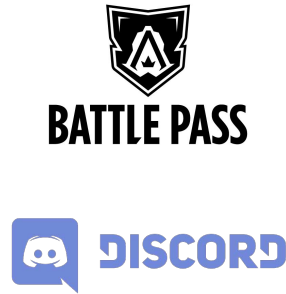
Game **developed by EVA and continuously updated with new content** according to a season system: new maps, weapons and aesthetic content with a **season pass**

Opening EVA franchise locations



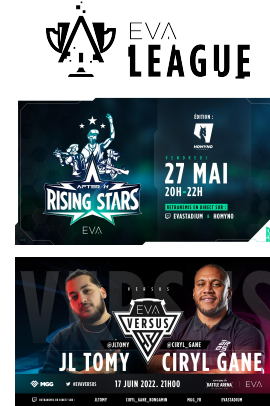
Development of a network of franchises offering the same experience in each venue, in France and abroad, with **gaming arenas and a chill-out area with Cyber Bar.**

Growing players base and community



Grow the community of players in each arena, via **Battle Passes and social networks (notably an EVA community discord).**

EVA competitive tournaments



Creating esports and influencers events to develop the esports ecosystem and **raise awareness about the EVA brand.**

Building & animating our community



Our [Discord server](#) reunites more than **4000 players** who share and communicate everyday about their gaming experience at EVA..

EVA's team is also using this communication channel to share updates about our network, franchisees, the game, etc.

Players are gathering to discuss game tactics, find friends to play with or ask for advices to perform better.



BATTLE PASS

The **Battle Pass EVA** is a subscription model that allows players to play more while reducing their cost per session. It's also a great tool to help franchisees to maximise their fill rate.

3 different type of subscription are available here:

<https://www.eva.gg/battlepass>



Merchandising online shop



EVA | SHOP



- Make the EVA brand visible both in and out-stores, **thanks to a trendy clothing line, lifestyle & sportswear inspired;**
- A complete experience for both players and franchisees that can wear **quality products that reflect our brand image;**
- A clean online store that reminds the in-game experience of EVA.

Find out more on shop.eva.gg



EVA OFFICIAL STORE

DISCOVER

BESTSELLERS



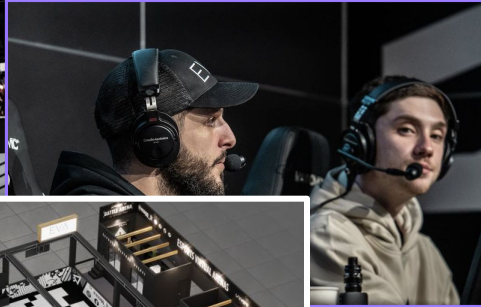
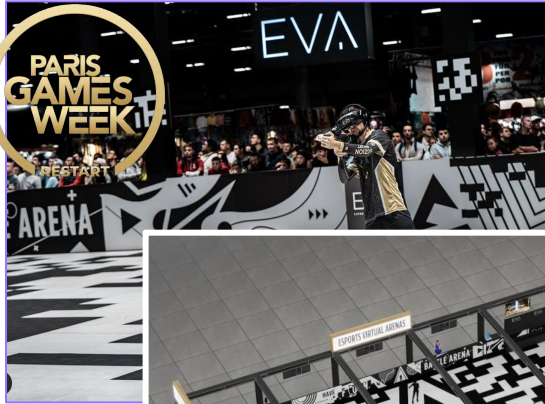
EVA SPORTS BAG
€24,90



MESH C
€24,90

APPENDIX

Events Mobile Arenas: exploiting EVA concept on events and festivals



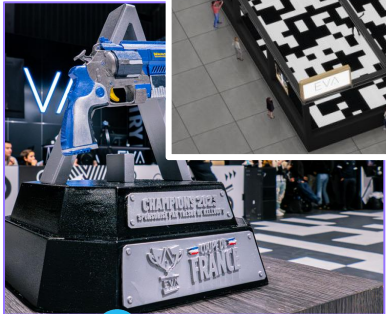
While EVA is developing a franchise network, we also built **mobile arenas that can be set up in hours to be exploited in any events, festivals, fair shows or even malls and shopping centers.**

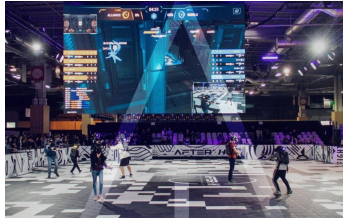
A dedicated EVA team is in charge of this product, which is made for increasing **EVA's global awareness.**

We were thus able to participate in some international event such as:

- **PARIS GAMES WEEK**
- **TWITCH CON**
- **GAMESCOM**
- **GP EXPLORER, etc.**

If you want to know more, download the [dedicated deck available here](#) or reach out to ben@eva.gg





[Paris Games Week 2019](#)



[Streamer Battle EVA](#)



[Interview BFM Business](#)



[Interview
Jean MARIOTTE \(Co-founder\)](#)



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