

THE **TRCK**

IMAGINE A PLACE...

...where you can belong to a gaming community, a sports group, and a worldwide movement. Where you can spend time in different worlds at one time. A place that makes it easy to do sports every day, **compete** with others and have fun in different narratives.

The Place

An average of **17,000 people** visit the concept shopping centre every day, with Saturdays being the **busiest days with 25,000 visitors.**



THE TRCK

...is the place where you

- can have and experience professional physical eSports tournaments
- have your individual seat are in league of competitive people.
- can live and experience the story from zero to hero
- get fit with gamification and newest tech
- Engage with a gamified sports community



THE TRCK App



The Audience

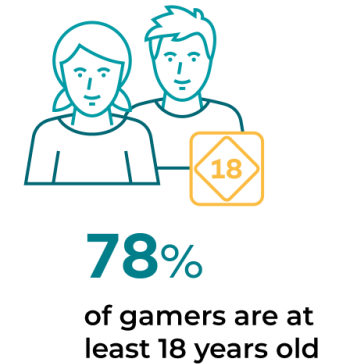
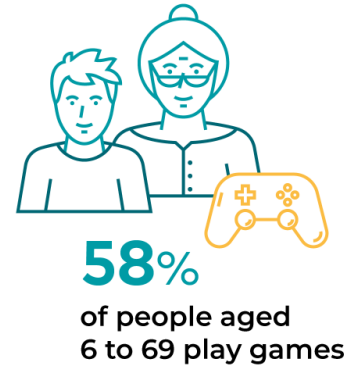
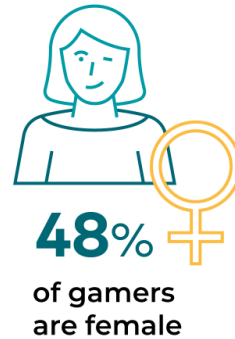
Who are we targeting on?

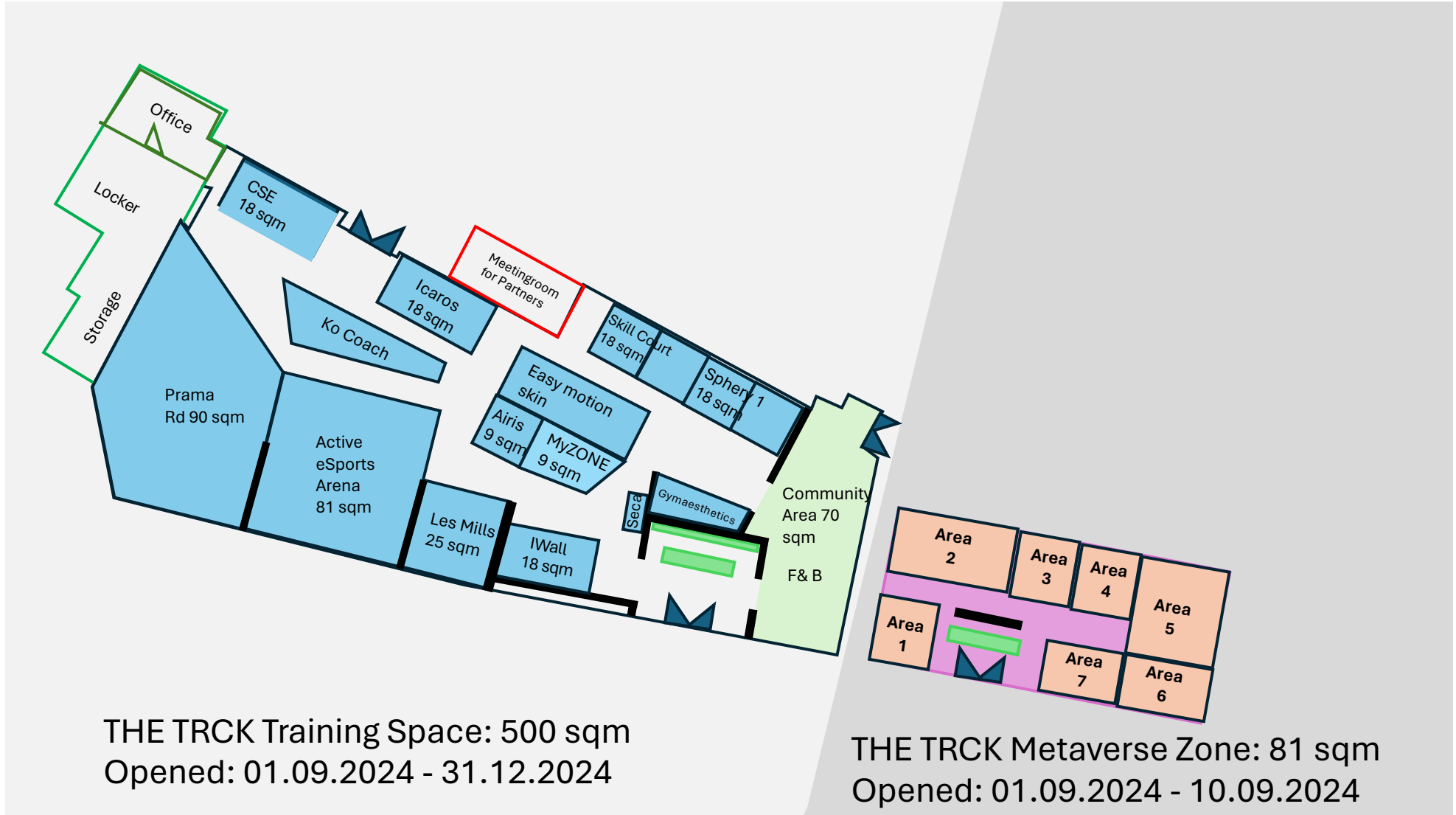
Age: 10 – 49 years

Gender: male & female & diverse

**Interests: Fitness, Gaming, Innovation,
Tech, Community, First Mover**

The diversity of gamers in Germany





Marketing

- We are Starting at IFA 2024 and we are the space where technology brings people into movement and exercise
- We talking to the **most successful media and TV companies** to achieve the widest reach for the innovative topic of **THE TRCK**.
- We have very strong contacts with **gaming and sports influencers** and **communities** in Germany and internationally.
- We are working very closely with **IFA** to give the product **international** impact and reach.
- We are **recommended by Bikini Berlin** as an entry point to new fitness opportunities in the range.

IFA Innovation
For All



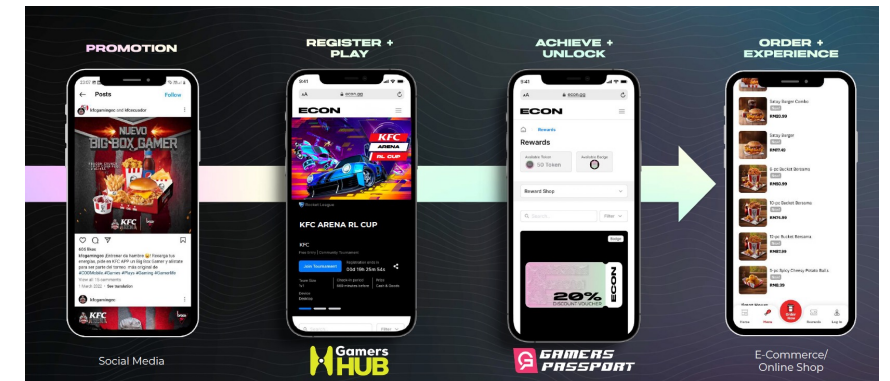
DER SPIEGEL

DER TAGESSPIEGEL

WELT

Full Service

- The area will be **staffed and supervised** by trained coaches and members of the gaming community from **8:00am to 10:00pm daily**.
- As well as a unique sporting experience, **visitors** will also have the opportunity to **socialise and enjoy a protein-rich, healthy meal in a separate area**.
- Members will be able to **track their progress and achievements** in the games on their **own mobile app** and share them on social media channels and within their communities.
- We will create **branded events** and make them the anchor point for the new sports experiences.



Timeline

Communication rules

04.04.2024

15.04.2024

01.09.2024

28.02.2025

Start
Communications
Phase I

Partner and Media
Communications

Grand Opening with
IFA 2024
Communications

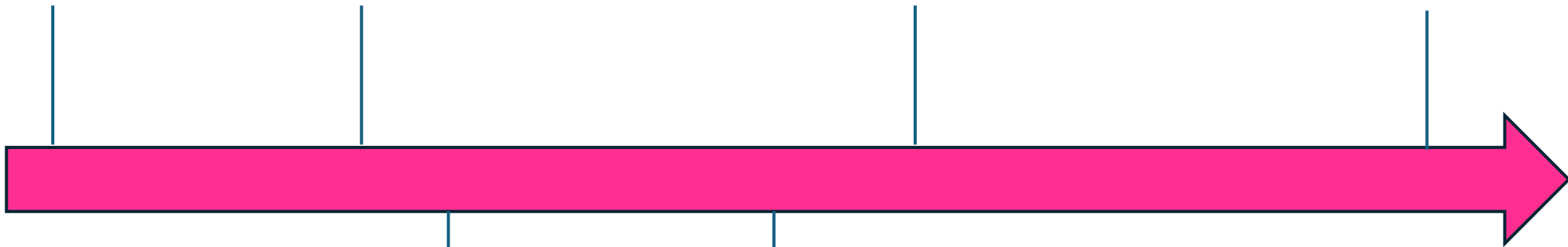
New Locations (DE /
NL)

31.05.2024

01.08.2024

Konzept and
Integrationplanning

Setup &
Communications
Phase II.



SCAN ME



Get your space in **THE TRCK**

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Training VR

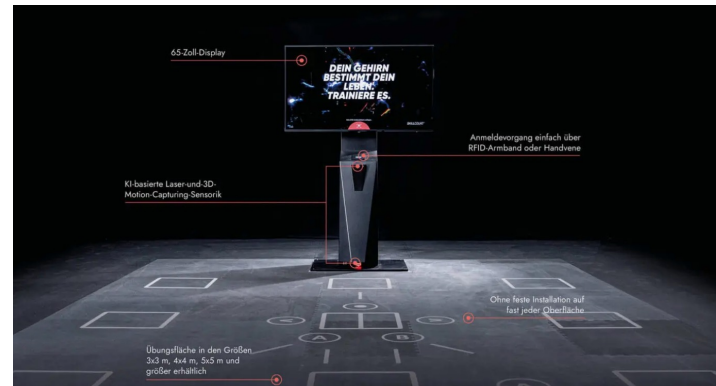
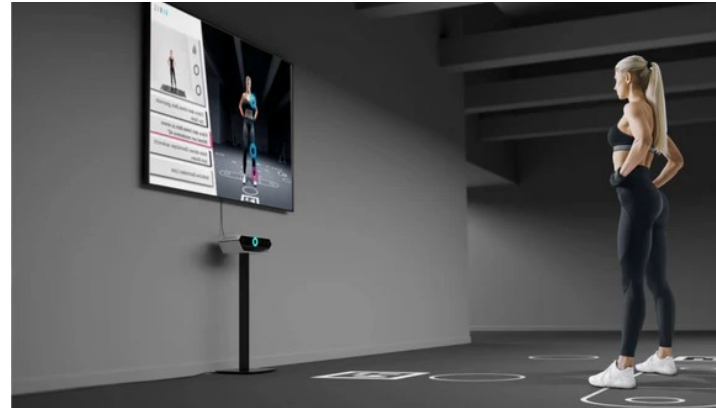


LES MILLS

**ACTIVE
ESPORTS
ARENA**

ICAROS

Training AR



AIRIS® i-Wall PAVIGYM THE BASIS OF FITNESS SKILLCOURT® (sphery)

Training Tech Partner

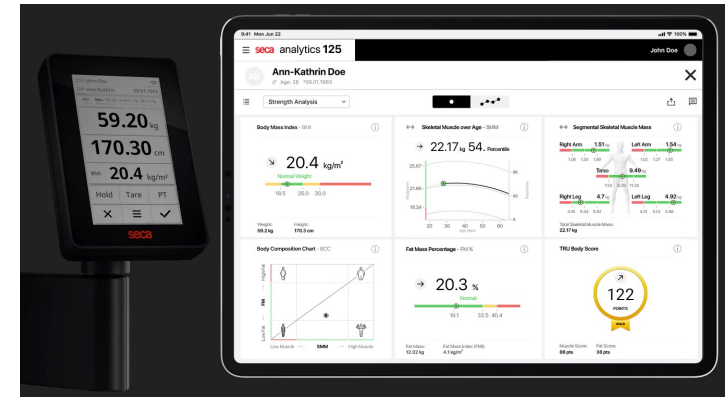


YOND. Users Schedule Check in Sales Other Search

Check-in overview 78121 total Export Actions

Search Facilities 18/02/2024 - 18/03/2024 00:00 - 24:00 Advanced filters

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Mike Smith mikesmith@gmail.com	15/03/2024 at 14:09 Checked in	---	EGYM Welpass	Green	Frankfurt Westend FRA025
Gordon Hawkins gordonhawkins@gmail.com	15/03/2024 at 13:32 Checked in	---	---	Green	Frankfurt Westend FRA025
Jenny Wilson jennywilson@gmail.com	15/03/2024 at 11:06 Checked in	---	EGYM Welpass	Green	Frankfurt Westend FRA025
Jacob Jones jacobjones@gmail.com	13/03/2024 at 16:02	13/03/2024 at 17:32	Gympass	Green	Frankfurt Westend FRA025
Robert Fox robertfox@gmail.com	---	---	---	Red	Frankfurt Westend FRA025
Kristin Watson kristinwatson@gmail.com	13/03/2024 at 11:56	13/03/2024 at 13:06	Gympass	Green	Frankfurt Westend FRA025
Devon Gelman devongelman@gmail.com	13/03/2024 at 11:33	13/03/2024 at 12:33	---	Green	Frankfurt Westend FRA025
Liza Weil lizaweil@gmail.com	13/03/2024 at 12:12	13/03/2024 at 12:01	Gympass	Green	Frankfurt Westend FRA025
Klara McCarthy klaramccarthy@gmail.com	13/03/2024 at 10:10	13/03/2024 at 10:50	EGYM Welpass	Green	Frankfurt Westend FRA025



seca
Präzision für die Gesundheit

KO COACH

YOND.

E MS | **EASYMOTIONS**
SKIN

The partners VR Active ESPORTS Arena

81 sqm

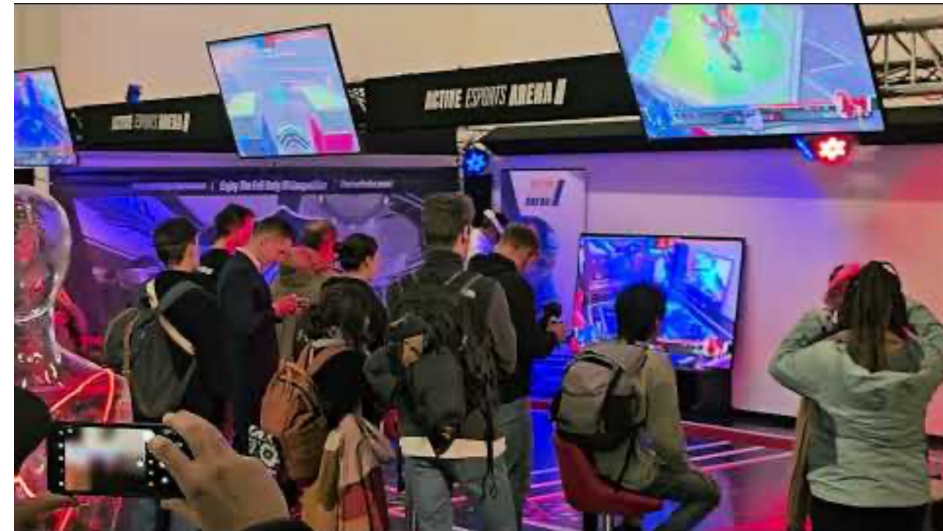
Use your body instead of your controller

4 players, the crowd to support and a tournament system to manage
Running, jumping, crawling are movements we love to see at AEA. Think of full body control as the new input device for gaming. Become one with your virtual body. Notice how players become more expressive than ever before.

There is something new on the horizon: the game changer that combines XR gaming, health and science. These are the ingredients for a unique competition.

A whole new genre that turns couch potatoes into digital and physical champions! An activity that's fun to play and great to watch.

Join the Active Esports Arena NOW!



The partners VR

Les Mills Bodycombat

25 sqm

BODYCOMBAT

is available as a 55-, 45- or 30-minute workout and as a virtual class so that you can integrate it flexibly into your course schedule and cater to the needs of your members. You can offer it at peak times, but also at times when only shorter classes fit into your programme. The specially trained LES MILLS instructors motivate your members to push their limits and guide them safely through the workout, regardless of their previous experience.

Workouts inspired by martial arts are all the rage in the fitness sector. They are among the six most popular group fitness formats, which together account for 84% of group fitness participation worldwide. With BODYCOMBAT you can fulfil this demand. It's a science-based programme that delivers real results for your members.



The partners VR ICAROS

18 sqm

Our mission is to create highly motivating and health-promoting training experiences. We accompany people on their journey to recovery and help athletes to achieve their full potential. Our values are reflected every day in our product development, innovation and communications:

Health Promotion: We put the well-being and physical improvement of our users at the forefront of our innovations.

Design excellence: We develop solutions that are not only functional but also aesthetically pleasing, setting us apart in the industry.

Joyful engagement: We ensure that every interaction with our products is a pleasure and that routines become memorable experiences.

User-centred innovation: We continually seek feedback and understand the needs of our users to continually improve their training experience.

Integrity and transparency: We build trust in our community by maintaining the highest standards of integrity.



The partners AR Prama Fitness

90 sqm

By combining music, light and timing, the PRAMA system transforms traditional fitness training into an interactive, motivating and intense experience. The energising full body circuit training does away with the usual fitness equipment - instead the floor and wall elements are used for training. The PRAMA® room itself is the fitness equipment. Changing music and lighting, displays that show the exercises, time and training results, and the active elements stimulate the training.

AND WHAT EXACTLY DOES PRAMA® TRAIN?

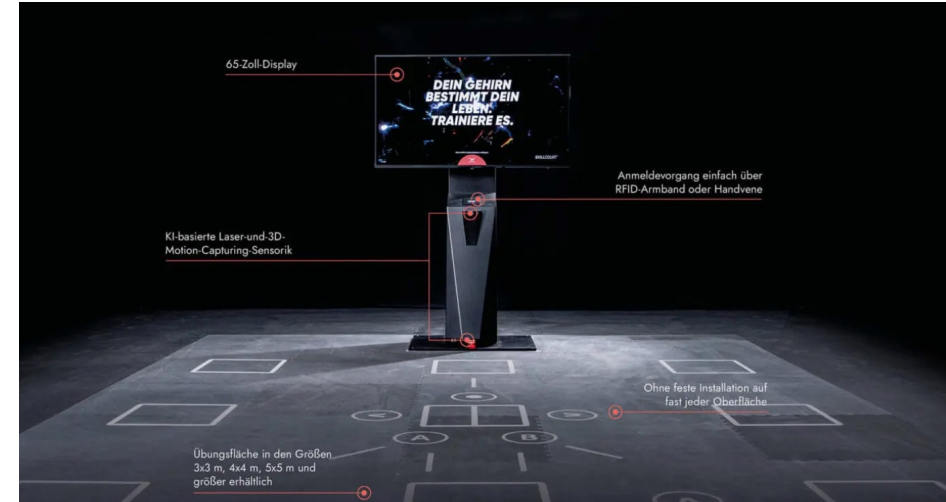
PRAMA® is what is known as functional training. This means that you train with your own body weight and always activate several muscle groups. The aim is to improve strength, speed, endurance and flexibility. Although the rooms and stations are always the same, each training session is a new surprise and challenge due to the wide range of possibilities.



The partners AR SkillCourt

18 sqm

An exercise on the SKILLCOURT goes far beyond an exergame, it is special training for the brain. Based on the latest findings in sports and neuroscience, the SKILLCOURT offers over 80 special training sessions to improve visual, cognitive and motor skills. Together with our scientific partners, we evaluate existing training programmes and are constantly working on the development of new exercises. Brain training at the highest level to optimise performance and health in everyday life, sport, school and work.



The partners AR CSE I-Wall

18 sqm

Immersive Active eSport® experiences for the whole family

iWall is suitable for all ages and provides hours of wearable-free exergaming activities. There's no weight limit on iWall.

All games are controlled by body movement: Running and jumping in a parkour obstacle course and rhythm and dance moves in a dance game.

The iWall can be used for warm-ups, coordination training and efficient cardio exercise. Working out has never been so much fun!



The partners AR SPHERY

18 sqm

Dual Flow Training

Improvements for body and mind

Training programmes are guided by holistic functional training movements.

Functional training is known for its overall training effects to increase endurance, strength and flexibility. It involves the use of multiple muscle and joint activities, the combination of upper and lower body movements and the multiple use of the body in each movement.

The additional cognitive challenge, which is conveyed to the player through various audio-visual and game-mechanical signals, turns the training sessions in the [ExerCube] into a holistic body and brain workout.

A special motion tracking system transfers the player's movements into the virtual training environment. Players also wear a heart rate sensor during training.



The partners AR AIRIS

9 sqm

Interplay between brain and muscles

Training with AIRIS not only offers exercisers the opportunity to stay mentally and physically fit, but is also the perfect warm-up to prepare the central nervous system for upcoming challenges. In addition, AIRIS is not only a training device, but also a perfect analysis tool that can be used for regular check-ups, for example.

Training with AIRIS offers a good opportunity for rehabilitation after brain diseases such as a stroke. The technology helps patients regain their mobility and paves the way back to a self-determined life. In today's world, AIRIS is proving to be a contemporary training device - a real success story for a better quality of life.



The partners Tech Easy Motion Skin

20 sqm

The MotionSkin - high-tech, lightweight and comfortable

The latest technology and materials:

This suit is made from strong, elastic and anti-bacterial high-tech fibres. All electrodes are integrated into the fabric. This means the suit remains flexible, easy to clean and hygienic at all times.

Patented dry electrodes:

Our patented dry electrodes use the skin's natural moisture to conduct electricity. The result? You can enjoy the EMS system without having to moisten the suit or wear special underwear. The MotionSkin gives you unrivalled comfort and a positive body feeling.



The partners TECH SECA

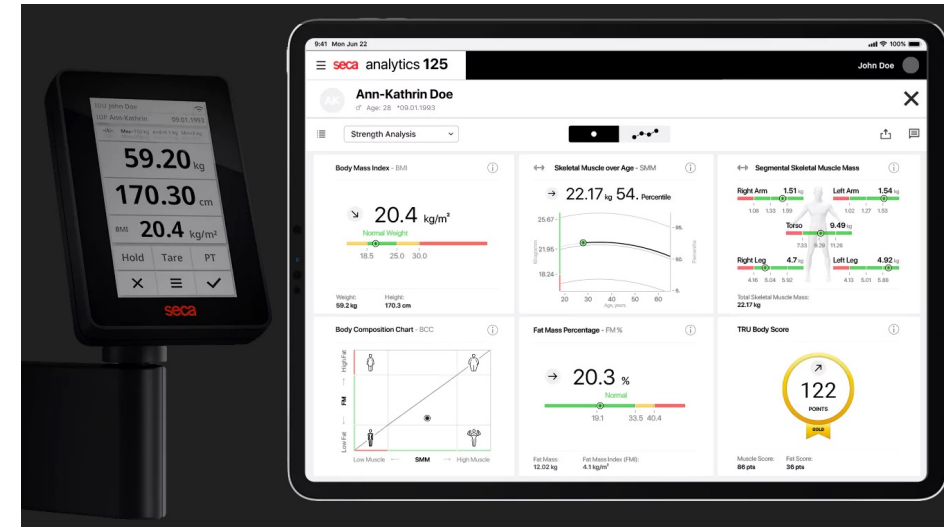
6 sqm

MORE QUALITY + MORE MOTIVATION.

The truth about your potential with Medical Fitness: Every workout improves your body composition. That's why the seca TRU is not just the next piece of equipment in your gym. The seca TRU has the power to change things. By analysing body composition, you can precisely determine the individual fitness of your users. And make every success visible and plannable. So you can focus on what really matters: the ratio of muscle mass to body fat and water. Not by the numbers. But with medical precision.

With the seca TRU, you become a health service provider that offers its users highly professional advice and individual training plans based on medically valid data.

In plain language: The motivational power of the seca TRU also becomes your success.



The partners TECH KO Coach

8 sqm

We are shaping the future of cardio and martial arts training. Our solution is a global innovation, the most advanced technology that will become an everyday experience. Our mission is to inspire individuals to achieve excellence in physical and mental fitness. We aim to help build strength and resilience in mind and body. We aim to provide the education, tools and motivation that will enable our customers to develop their skills and achieve their goals. We strive to create an inspiring, supportive community that encourages action and facilitates positive life experiences.

