



SKLIDING

## ■ What is skliding?

- ◆ There have been several attempts so far - with limited success - to imitate winter skiing in summer
- ◆ With the patented technology of SINE RIDE<sup>®</sup>, it is possible to implement winter skiing at summertime without any compromise.



- ◆ The solution is:
  - ◆ uniquely simple and impressive
  - ◆ can be practiced in the summer at several different outdoor places
  - ◆ a brand new art of sport

# About the market

## ■ Ski resorts

- ◆ The ski market is saturated.
- ◆ Cut-throat competition between the market players to extend/keep market shares.
- ◆ Geographical and climate obstacles make the expansion hard. The effects of such obstacles can hardly be reduced by continuous development (snow cannon, dry ski, snow halls, etc.)



- ◆ Short winter season
- ◆ Extension of operation is not possible due to the lack of snow in summer
- ◆ Only 5-10 percent of the income is generated during summer

# About the market

## ■ Aquaparks



- ◆ The aquapark market is saturated.
- ◆ Limited number of newly developed attractions for years
- ◆ This process results in a loss of attractivity and consequently in decreasing profits.
- ◆ The market potential has also been affected by the financial crisis.



# SKLIDING

## ■ The Skliding market

- completely new market
- extended space of time
- extended geographical opportunities
- strong monopoly
- high potential market share
- brand new sport art
- worldwide patent protection system
- green solution
- encourages healthy lifestyle



## ■ Advantages

### ◆ Skiing

- ◆ extended seasons
- ◆ completely new market
- ◆ use of current infrastructure of ski resorts
- ◆ environment friendly technology and maintenance
- ◆ incorporates all advantages of winter skiing and summer time

### ◆ Aqua parks

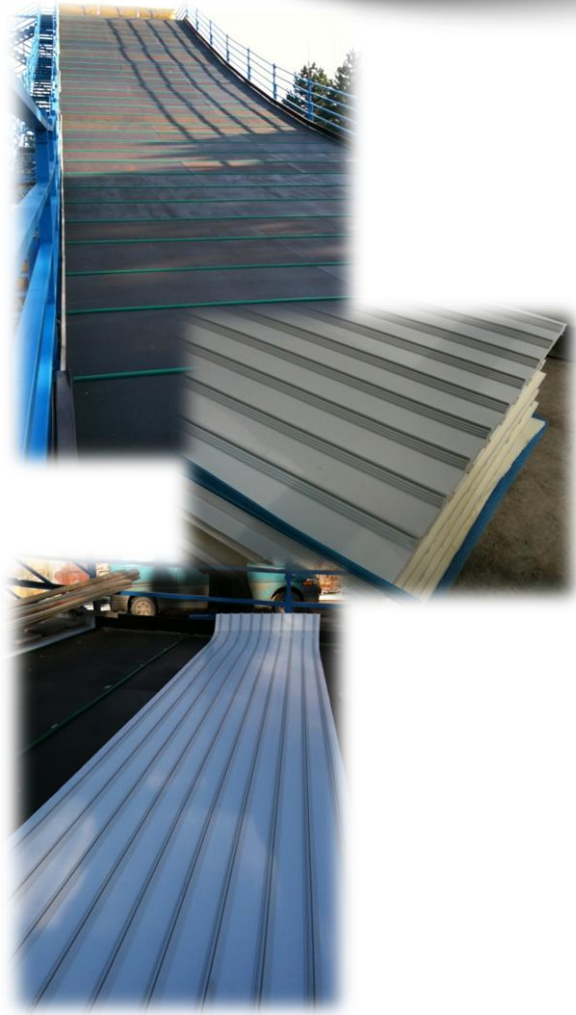
- ◆ instead of passive time spending exciting activity
- ◆ both outdoor and indoor implementation
- ◆ wider target audience
- ◆ independent from weather conditions

### ◆ Skliding resorts

- ◆ ski slopes can be implemented at places, where climate conditions do not allow winter skiing
- ◆ independent from the lie of the land
- ◆ ready to go manufacturing infrastructures

## ■ Technology

- ◆ Sliding is technically ready to sell.
- ◆ Operation and functionality has been tested.
- ◆ The German manufacturer is prepared to provide unlimited capacity in the highest quality.
- ◆ The structure of the slope is easy to design and construct.
- ◆ The water management system is solved, can be related to the existing systems like snow cannons, pools and slides.
- ◆ The winter ski infrastructure (from ski lifts to ski equipments) can be used without restructuring.
- ◆ The current ski equipment (e.g.: ski boots; skis; snowboards; bindings) is suitable for skidding.
- ◆ No difference between the safety systems of ski slopes and sine ride.
- ◆ All the further conditions are well known among the owners and/or operating companies of the winter ski resorts.



## ■ Doppelmayr

- ◆ *is able to realize the market introduction with relatively small efforts*
- ◆ *possesses all the required resources*
- ◆ *its design system is professional*
- ◆ *manages a worldwide selling network*
- ◆ *has got outstanding experience in professional global implementation*
- ◆ Skliding stands close to its main product line (ski lifts) and is able to grant new market opportunities for the use of its current products.
- ◆ Skliding provides an opportunity for Doppelmayr to offer a new attraction to its present partner network.
- ◆ Skiing brings Austria to our mind straight away, and skliding would definitely contribute to Austria's further achievements in the ski industry.



## ■ Our offer

- ◆ Doppelmayer to step in to the skidding market, to be more exact create it.
- ◆ Doppelmayer's suggested role
  - ◆ leading role in a global company, that manages the expansion and operation of skidding worldwide.
  - ◆ designing end to end systems, selling surface, organizing the construction
  - ◆ creating a worldwide franchise system that grants the long term profitability and sustainability



## ■ Risks



- ◆ *There are no risks.*
  - ◆ Technically ready solution
  - ◆ Operation tested
  - ◆ Long term operation solved
  - ◆ Equipment tested
  - ◆ The fun factor exceeded expectations based on test slope experiments
- ◆ *It's time to test it on the market!*



## ■ Wins



**The opportunity for building up a global system, in which the rules and trends of innovation could be determined by Doppelmayr.**

## ■ Contact details



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