



LICENSING INTERNATIONAL Webinar

February 19, at 12PM (EST)

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OpSec Security



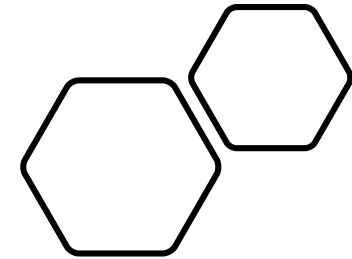
Secure · Enhance · Protect

A Strategic Look at Location Based Entertainment

WITH MATT PROULX,
VICE PRESIDENT OF LOCATION
BASED ENTERTAINMENT, HASBRO
&
WENDY HEIMANN-NUNES,
FOUNDING AND MANAGING
PARTNER OF NOLAN HEIMANN LLP



Matt Proulx
Vice President
Location-Based Entertainment
Hasbro, Inc.





Our Purpose is to Make the World a Better Place for Children and Their Families



Creating the
World's Best Play
Experiences

Passion

Integrity

Creativity

Community

Brand Blueprint







MA
MONOPOLY
MANSION
BY SIROCCO
KUALA LUMPUR

Opening Spring 2020



TRANSFORMERS®



UNIVERSAL
BEIJING RESORT



Clue

ON STAGE

 ARACA
THE GROUP



WORK LIGHT
PRODUCTIONS



BACK TO 2049

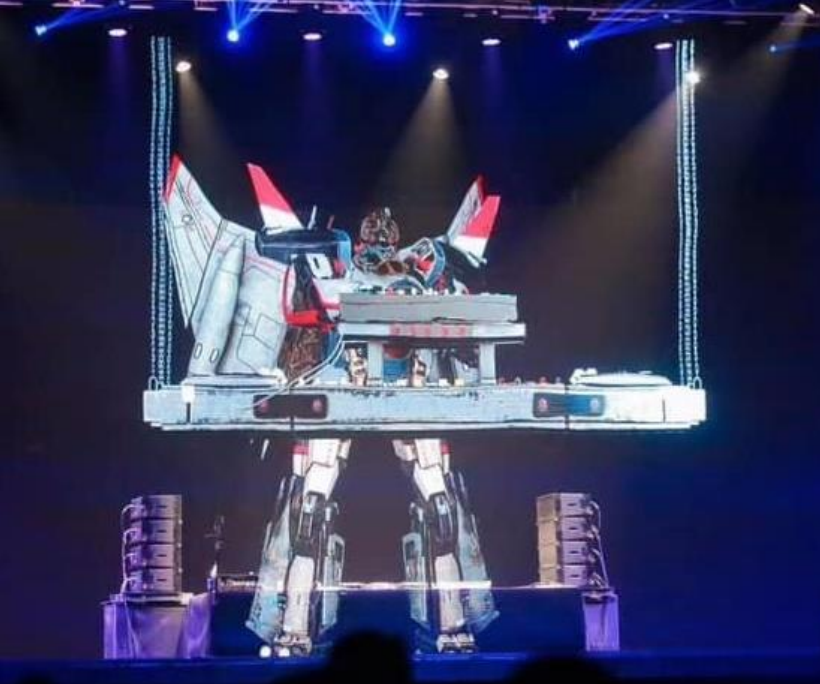


◀ HOLOGRAM ▶

◀ ELECTRIC MUSIC ▶

变形金刚主题全息电音嘉年华

Holö x TRANSFORMERS



TRANSFORMERS MUSIC FESTIVAL







Wendy Heimann-Nunes
Partner
Nolan Heimann LLP







What IS Location-Based Entertainment?

Key Categories



Theme Parks
& Attractions



Family
Entertainment
Centers (FECs)



Live Shows &
Events



Water Parks



Museums &
Exhibitions



Travel



Retail, Dining
&
Entertainment





Why LBE, and why now?



Why LBE, and why Now?

- The Experience Economy
- Technology
- Digital Entertainment
- “Retailpocalypse”
- Business Models/Monetization

The Industry

The travel & tourism industry is one of the world's largest industries with a global economic contribution of **\$7.6 Trillion**. Close to **1 Billion guests** visit an LBE attraction annually.



Theme Parks
& Attractions

\$44.3B
market size by
2020
440M
visitors
worldwide
each year



Family
Entertainment
Centers (FECs)

\$17B
→ **\$61B**
projected
market
growth 2017
to 2027



Live Shows &
Events

47M
US theatre
visitors
annually
\$13B
US revenue



Water Parks

\$5.5B
Global
revenue
29.7M
visitors
worldwide
each year



Museums &
Exhibitions

107.8M
visitors
worldwide
\$13B
US revenue



Travel

\$495.1B
Global Hotel
Market Retail
Value
\$35.5B
Global Cruise
Industry
20.3M
passengers
annually



Retail, Dining
&
Entertainment

\$7.3TR
Global
Restaurant
Market



**What are some
Strategic
Considerations?**

A diverse group of people of various ages and ethnicities are gathered around a large, stylized blue map of the United States. They are holding the map, suggesting a collaborative effort or a shared goal. The background is a plain, light color.

Strategic Considerations

- What and how should brands think about entering the LBE space?
- US vs. Global Strategy
- Finding the right LBE Partners



How are LBE Deals Different?

Revenue Pillars



Development Fee



Licensing Fee



Merchandise



F&B



Sponsorships



How are LBE deals different?

- ✓ Revenue “Pillars
- CapEx
- Term
- Territory/Exclusivity Zones
- Fee Structure
- Development Process
- Review/Approvals/Internal Resources

How are LBE deals different? (cont'd)

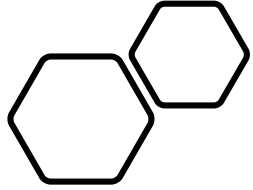
- Possible Mixed/Mingled IP
- New Vocabulary (“throughput”, “price per square foot”, “design day”, “length of stay”)
- Challenges: throughput, accessibility, reliability, safety
- Risks: opening/getting to market, brand implications

LBE Metrics

- Revenue
- Brand Awareness
- Guest Experience



Q & A



THANK YOU!

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INTERNATIONAL**

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