

More smiles More connections More returns

Magic Memories specialise in connecting customers and brands through content.

We generate new revenue streams.

We engage customers.

We significantly increase branded social sharing.

We make people smile!



INTERNATIONAL FOOTPRINT

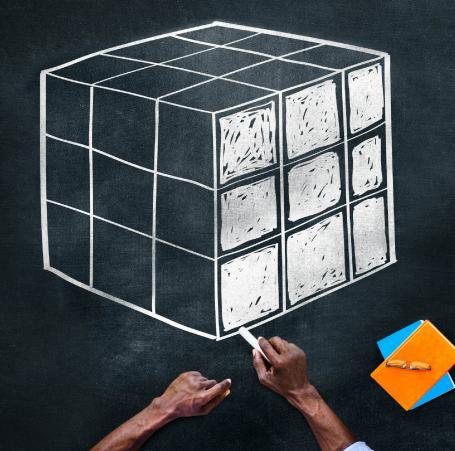
GLOBAL BRAND PARTNERS





DON'T START A BUSINESS. FIND A PROBLEM, THE BUSINESS COMES SECOND.

ROBERT HERJAVEC







BELIEVE BELONG CONTRIBUTE

BECOMING unstoppable



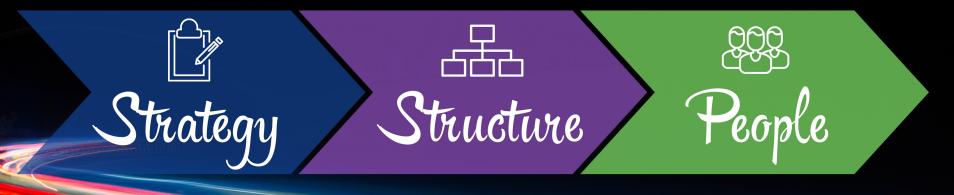
RESET

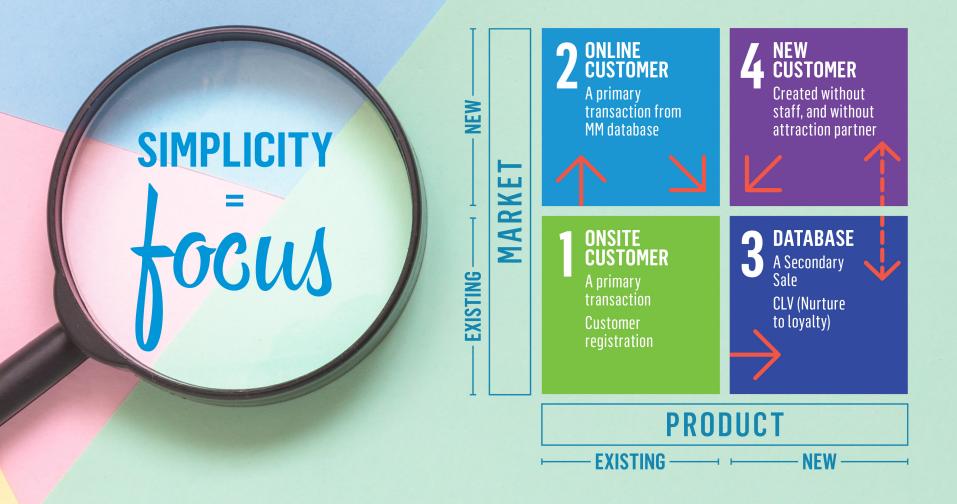
LISTEN TO YOUR customers NOT YOUR **COMPETITORS**

JOEL SPOLSKY



ORDER OF EVENTS





USA GROWTH BY ACQUISITION





66 **A PERSON HEARS ONLY** WHAT THEY understand

JOHANN WOLFGANG VON GOETHE

CODE DE LA SETELL ME WHAT I JUST SAID...

MARCH 20 ALL 170 SITES CLOSED **ACROSS 10 COUNTRIES ONLY REVENUE WAS ONLINE MARKETING CREDITORS SIGNIFICANTLY MORE THAN BANK BALANCE** UNCERTAINTY ON OPENING DATES / VOLUMES / OPERATING RESTRICTIONS **2000 STAFF REDUCED TO 15 IN 72 HOURS**

CONSISTENT COMMUNICATIONS WITH BANKS **CREDITORS ATTRACTION PARTNERS**

MM INTERNAL TEAM SHAREHOLDERS





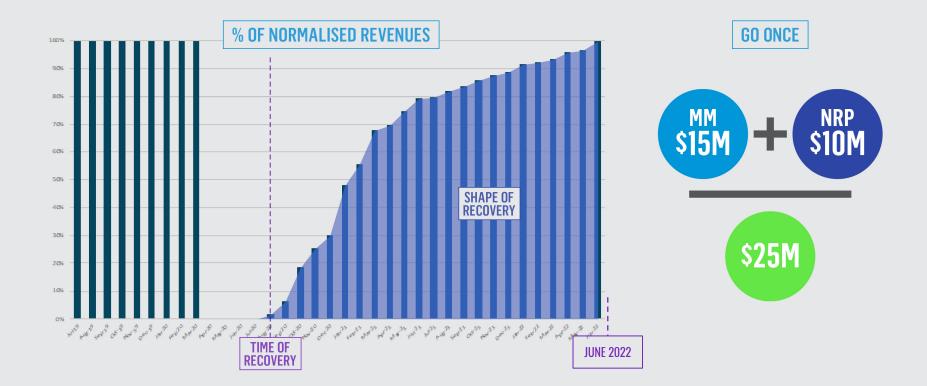
SURROUND YOURSELF WITH WIMMERS

magic memories



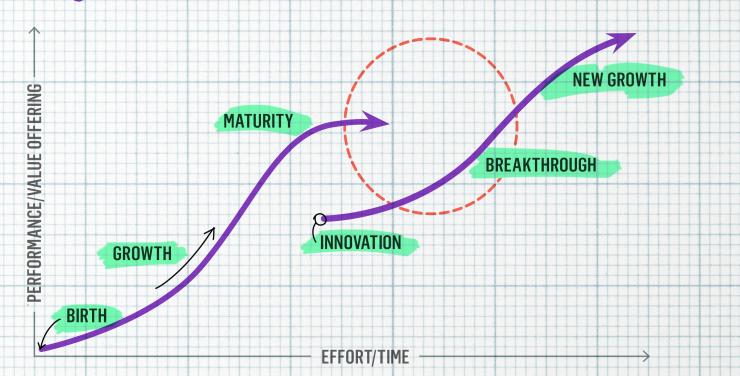
NORTH RIDGE PARTNERS

FIND THE BEST. GO ONCE





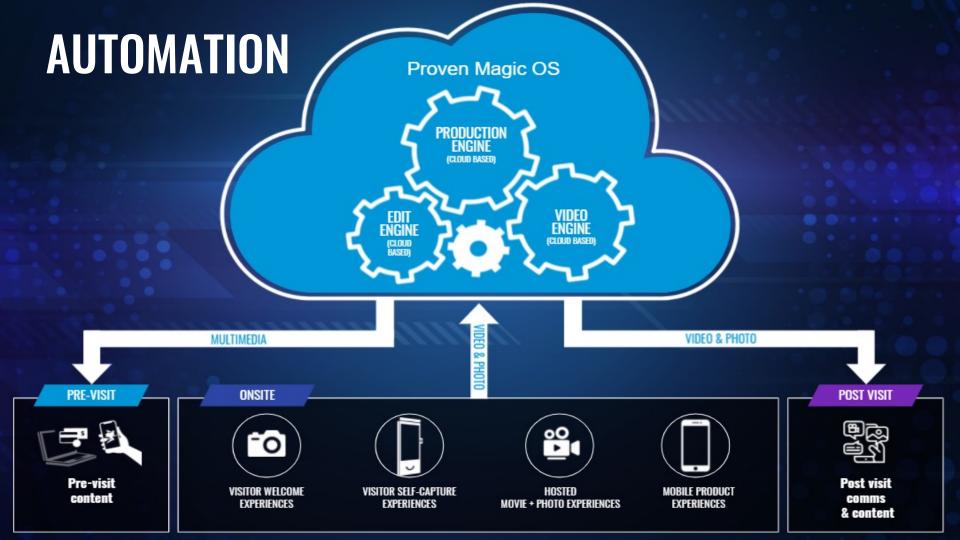




LAST 24 MONTHS

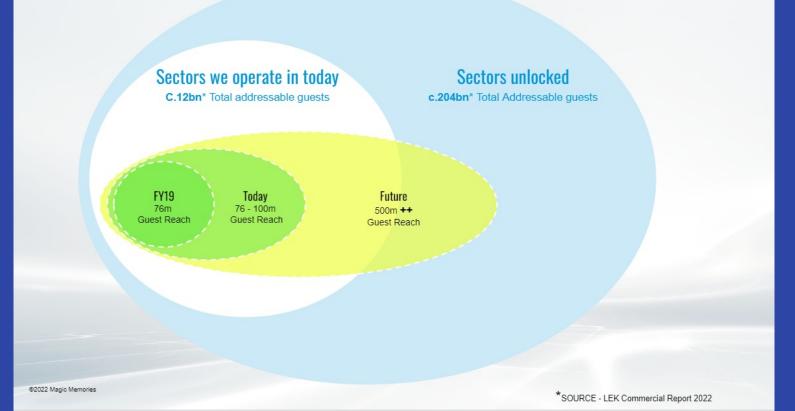
RETAINED OUR BEST PEOPLE 90+ NEW BRAND PARTNERSHIPS MOBILE 1ST MODEL FROM 1 TO 4 REVENUE STREAMS OVER 500% INCREASE IN CONVERSION 300% INCREASE IN REVENUE PER CUSTOMER

DIGITAL TRANSFORMATION CHANGING NEIGHBOURHOODS





COMPELLING FUTURE RUNWAY



2022 snapshot



FAN ZONE concept layout

For both game day & studio tour

Recommend LED strips and projection overlay to provide animated experience

Selfie experiences

are designed in personal spaces



Animated content changing from footballs to social media icons to draw guest's eye into the experience

CONTENT

EXPERIENCES:





CONTENT IS KING

- Automation
- No Labour required
- Direct to mobile

MTS DUBAI: GUESTS ENGAGING WITH FASHION SELFIE KIOSK









Madame Tussauds Dubai Madame

Tussauds

CONTENT EXPERIENCES:



EXPERIENCE IAAPA Magic

Share your Magic Selfie to LinkedIn or another social with the #IAAPA2022

Present your shared selfie at the bar to **claim a free beer or wine**. SCAN QR CODE » to smile, laugh and share....

THE MAGIC

EXPERIENCE

SCAN

We love what we do-THANK YOU







Large % of total visitors

 Multiple transactions per customer

 Mobile first, Multimedia products

Omni channel

Margin at 80%



VIU NLALII

WARREN G BENNIS

HOW TO CHANGE THE ENGINE While Hlying



OWNERSHIP ACCOUNTABILITY RESPONSIBILITY

Living above the line

Living below the line



BLAME EXCUSES DENIAL

A connected guest experience

Simple and fun. Direct to mobile:

