
FRAGZONE

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MARKET ANALYSIS & FRAGZONE

MARKET ANALYSIS

Today, the French paintball market includes around 150 to 200 active centers.

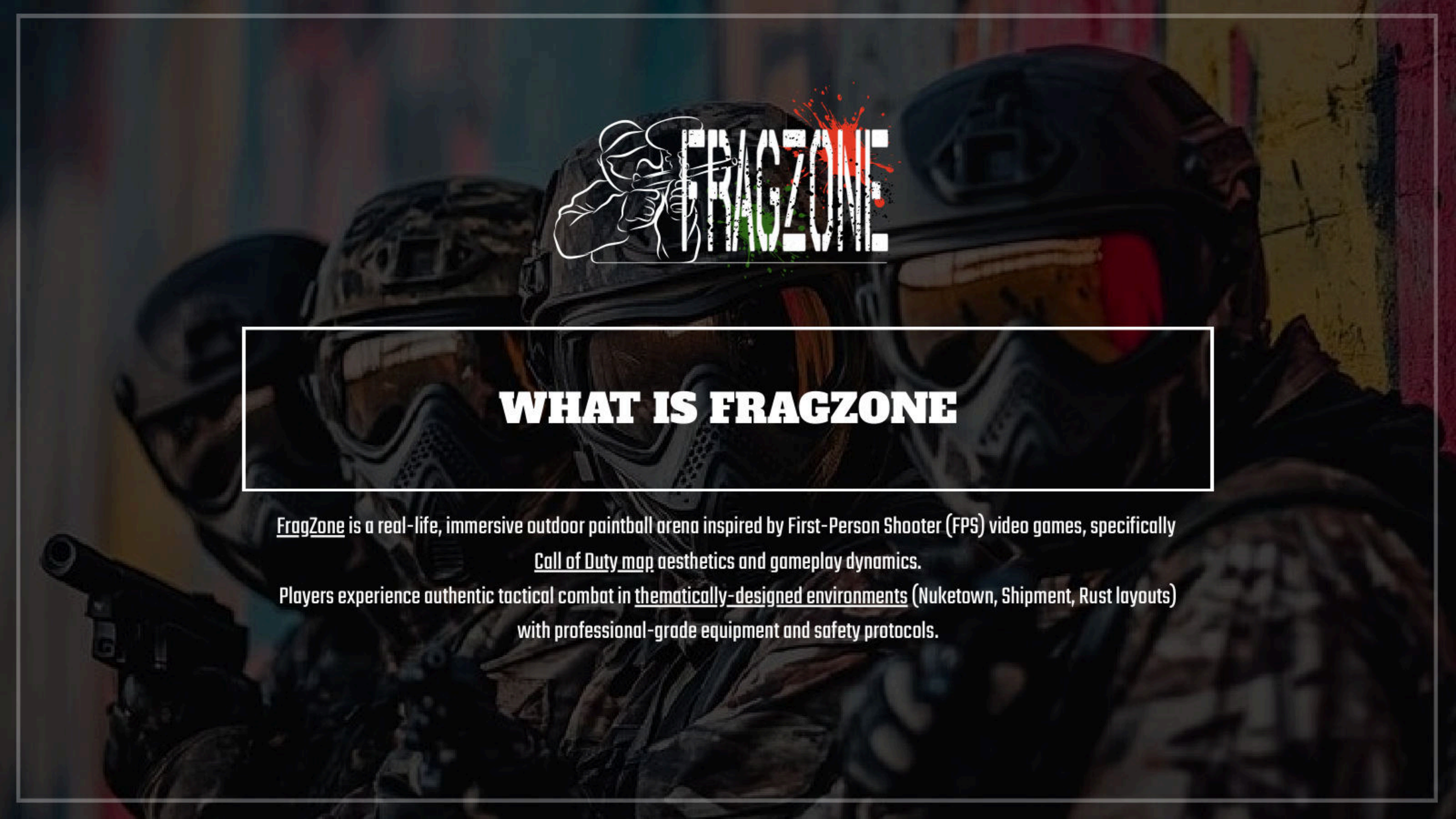
Paintball mainly attracts people aged 15-35 years old, they represent 400K occasional players per years.
The average spending for a standard session : 35-50€



Overall, the sector shows several structural characteristics :

- FRAGMENTED (many small independent operators).
- LOOSELY STRUCTURED (no dominant national brand).
- DEPENDENT (innovation and customer experience).





WHAT IS FRAGZONE

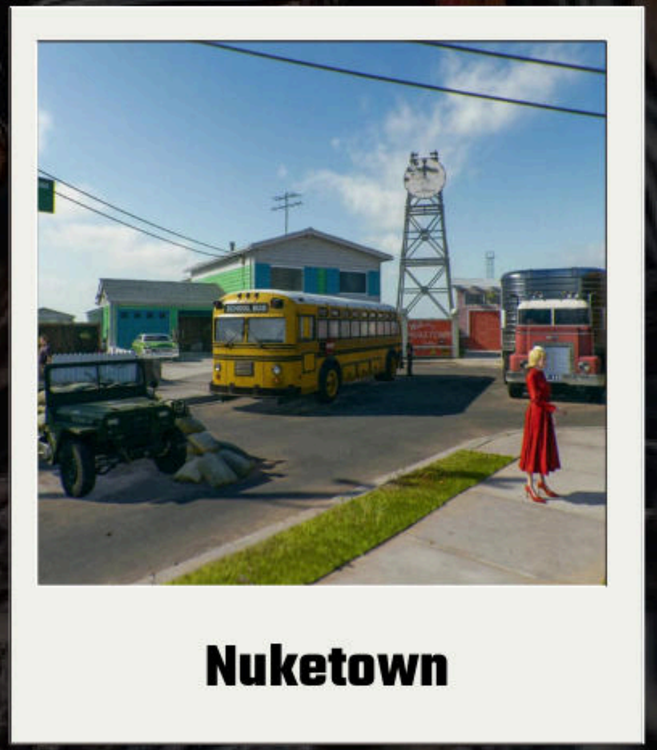
FragZone is a real-life, immersive outdoor paintball arena inspired by First-Person Shooter (FPS) video games, specifically Call of Duty map aesthetics and gameplay dynamics.

Players experience authentic tactical combat in thematically-designed environments (Nuketown, Shipment, Rust layouts) with professional-grade equipment and safety protocols.

THREE CALL OF DUTY MAPS



Shipment

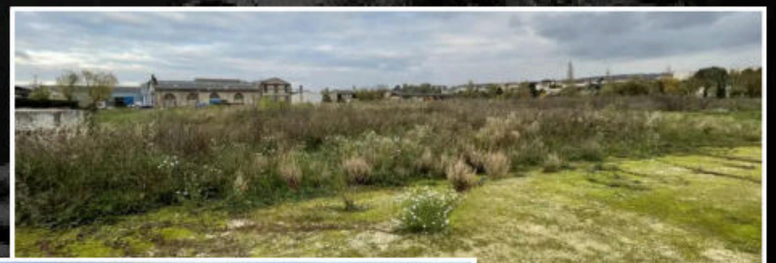


Nuketown



Rust

FRAGZONE - WHERE.



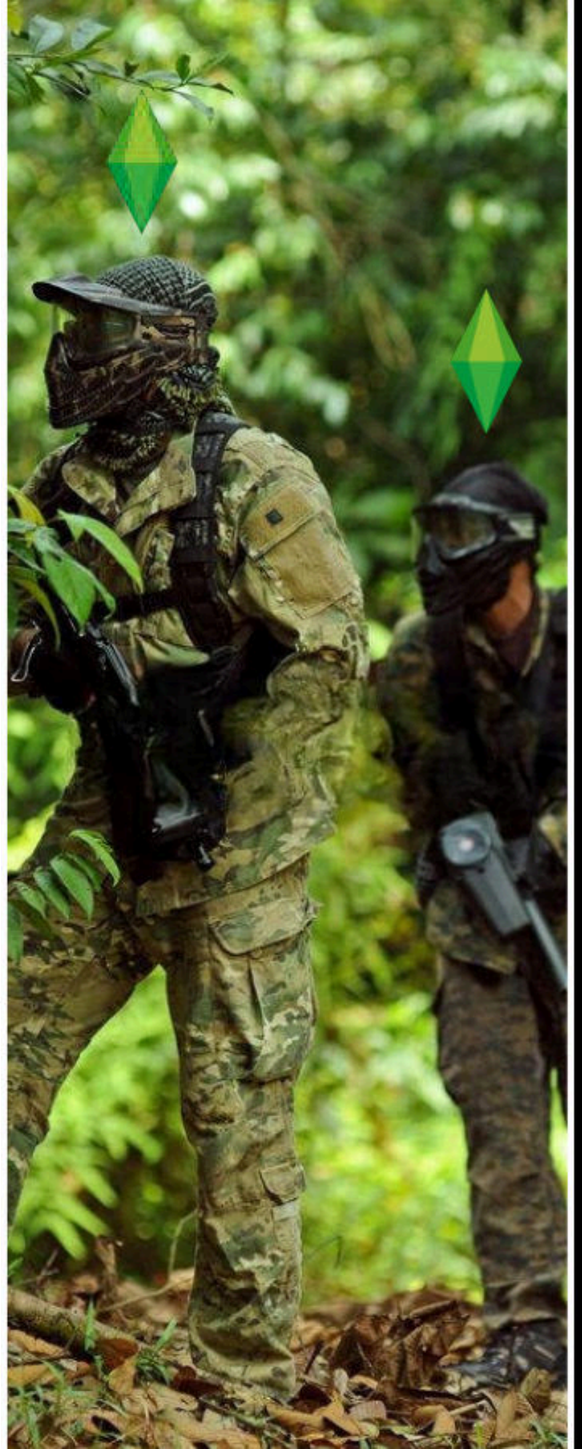


- Location : Le Perray en Yvelines
- Specific site : ~13 000 m² plot



Access & Proximity :

- 45-1H minutes from central Paris by car.
- 1h–1h30 minutes from N Line or TER.



FRAGZONE - WHEN.

Months JAN - FEB :

Concept, Licensing & Land

-

- Finalize concept and business plan.
- Negotiate and sign COD licence.
- Secure the land.
- Start permit process.

-

Months MAR - SEP :

Construction, Setup, Hiring & Training

-

- Build the three FPS arenas.
- Install the operations facilities.
- Finalize permit and inspections.
- Recruit and train staff members.
- Soft-opening, test sessions.

-

Months OCT - NOV :

Grand Opening

-

- Official public launch of FragZone !
- Aligned with the yearly Call of Duty game release for the hype and marketing momentum.

-

FRAGZONE - FOR WHO.



GAMERS, GAMING ENTHUSIASTS

- Love FPS games (COD, CS2).
- Seek immersive, “IRL” experiences.
- Average spend : 50 - 70€ per person.

GROUPS OF FRIENDS

- Group of 4-8 people, high frequency.
- Looking for adrenaline activities.
- Average spend : 50 - 60€ per person.





CORPORATE TEAM BUILDING

- Build team cohesion through competitive activity.
- Premium pricing : 60 - 80€ per person.
- 15 - 25% of annual revenue.

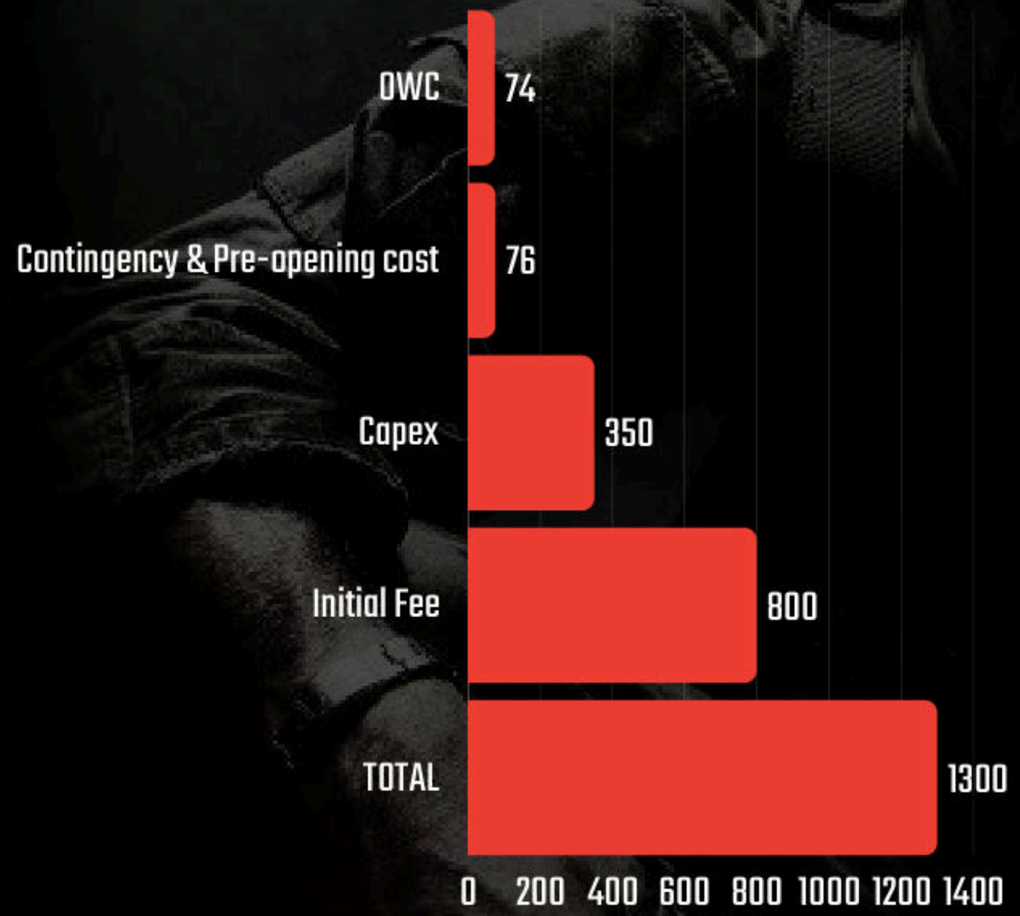
FAMILIES, CASUAL PLAYERS

- Weekend leisure activity.
- Lower price sensitivity.
- Average spend : 40 - 60€ per person.

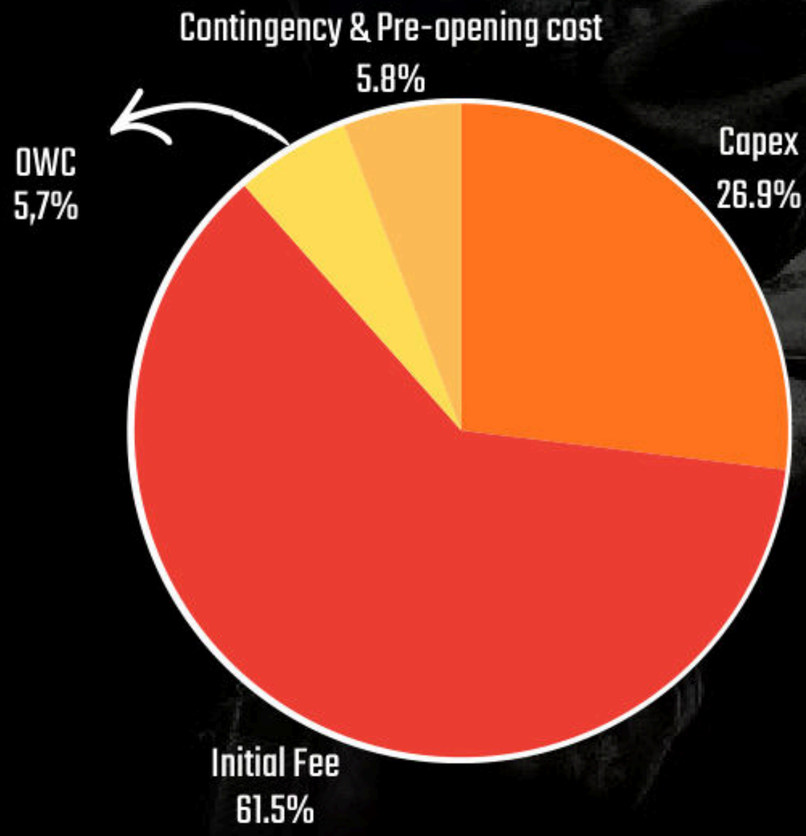



MONEY WE NEED
FRAGZONE

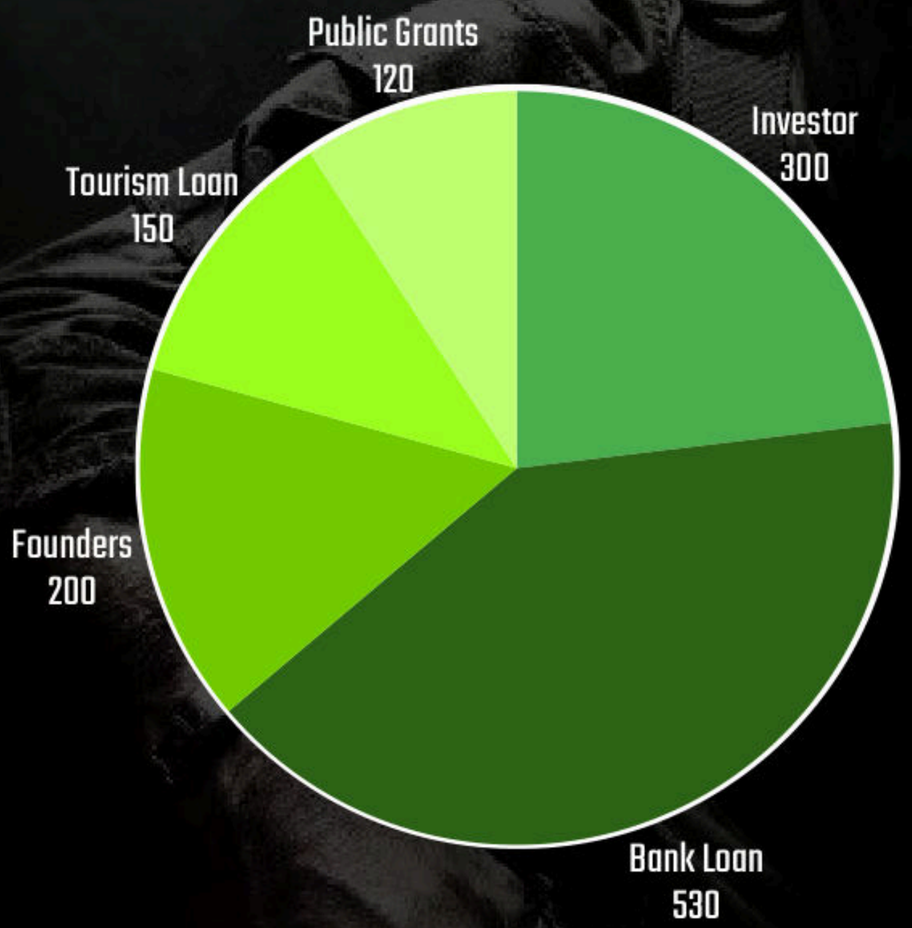
MONEY WE NEED



MONEY NEEDED AT TO



MONEY WE NEED - FUNDING



We are seeking 300K € in equity from you as an investor.

In exchange, we offer 20–25% ownership in FRAGZONE.

300K € → 20 - 25%


MAJOR ASSUMPTIONS
FRAGZONE

MAJOR ASSUMPTIONS

CUSTOMERS	
Capacity MAX	300
Work days	250
Potential clients	4 M
Penetration rate	1 %
Repeat client	40 %
Players	47 K
Occupancy	62 %

€ PRICES	
Average Price / Player	60 €
Annual Revenue	2.79 M €



MAJOR ASSUMPTIONS

Production Costs

- Cost / Player : 16 €
- Equipement : 150K €
- COGS : 32 % of Annual Sales Revenue (894K €)
- Gross Margin : 68 %





Operating Costs

- Salaries & Charges : 545K €
- Rent : 225K €
- SG&A : 141K €
- Royalties : 8% (- 223K €)
- Licence Fee : 800K €



Capital Expenditure (CAPEX)

- New obstacles and themed structures : 200K €
- Terrain layout and construction materials : 80K €
- Storage lockers, shelves, protective gear : 30K €
- Reception & office fit-out : 40K €
- Depreciation : 41K €
- Maintenance CAPEX : 41K €

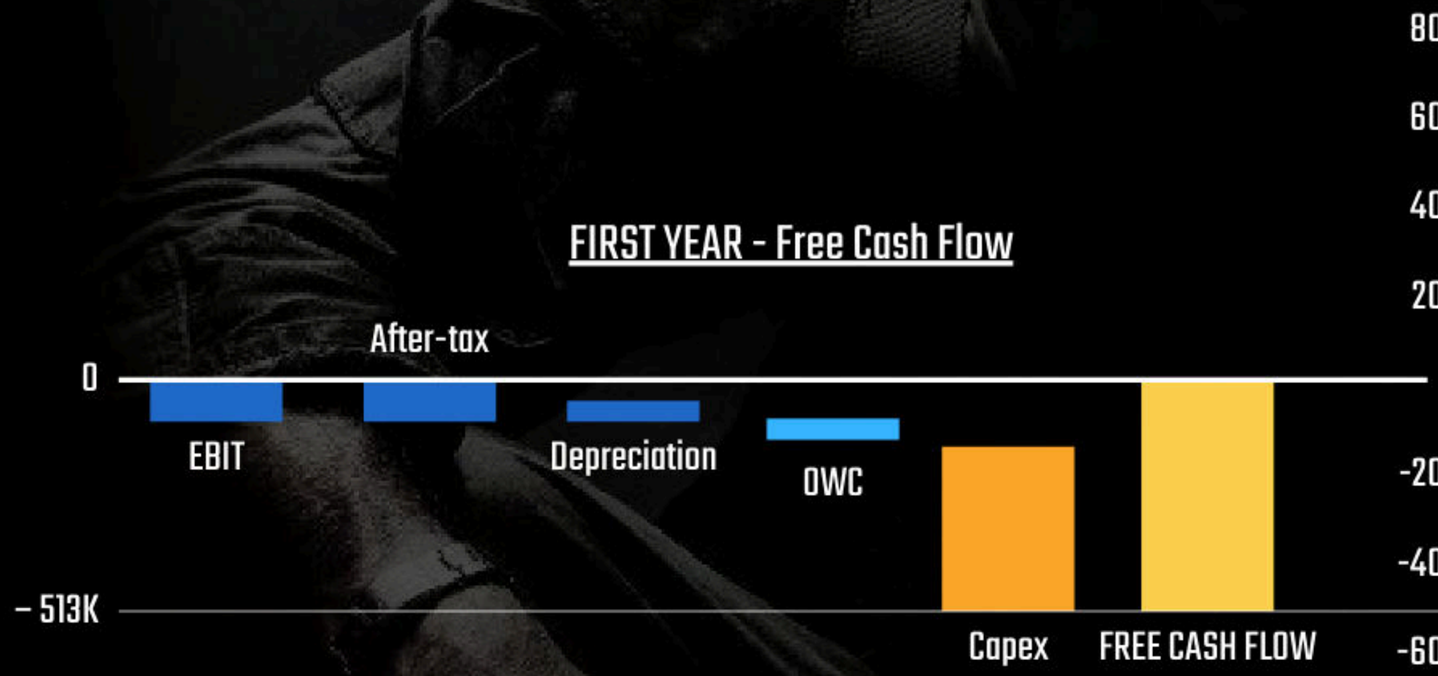


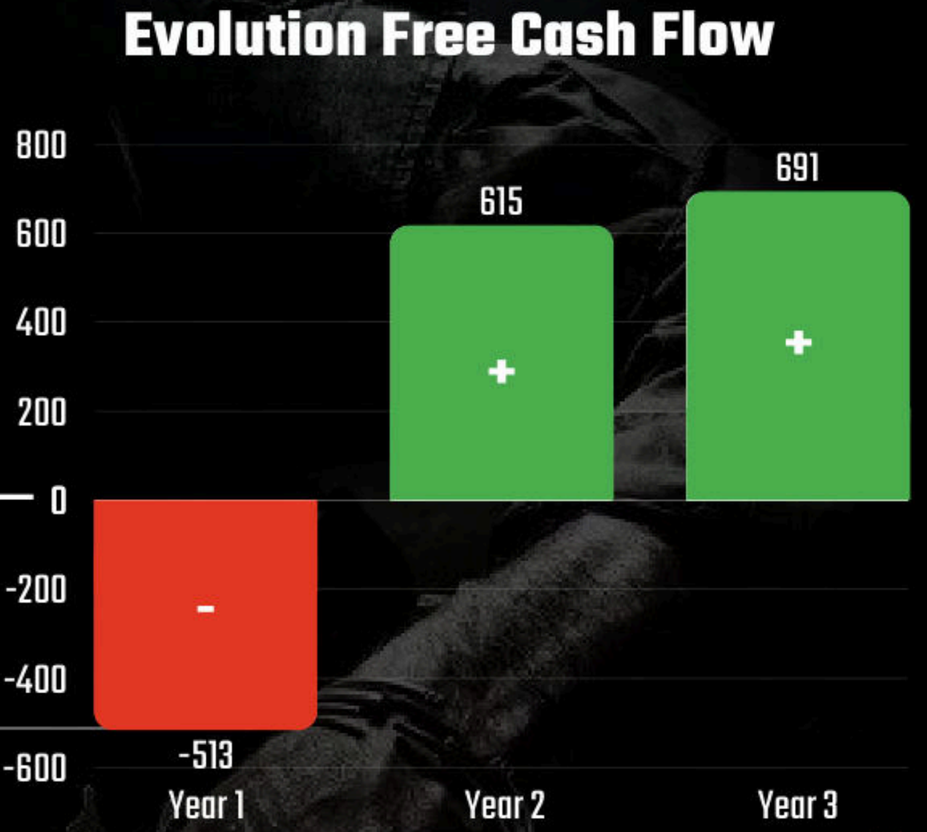
Inventory / Working Capital

- Starting Inventory : 74K €
- Safety Inventory : 8% of COGS
- WC increases with demand

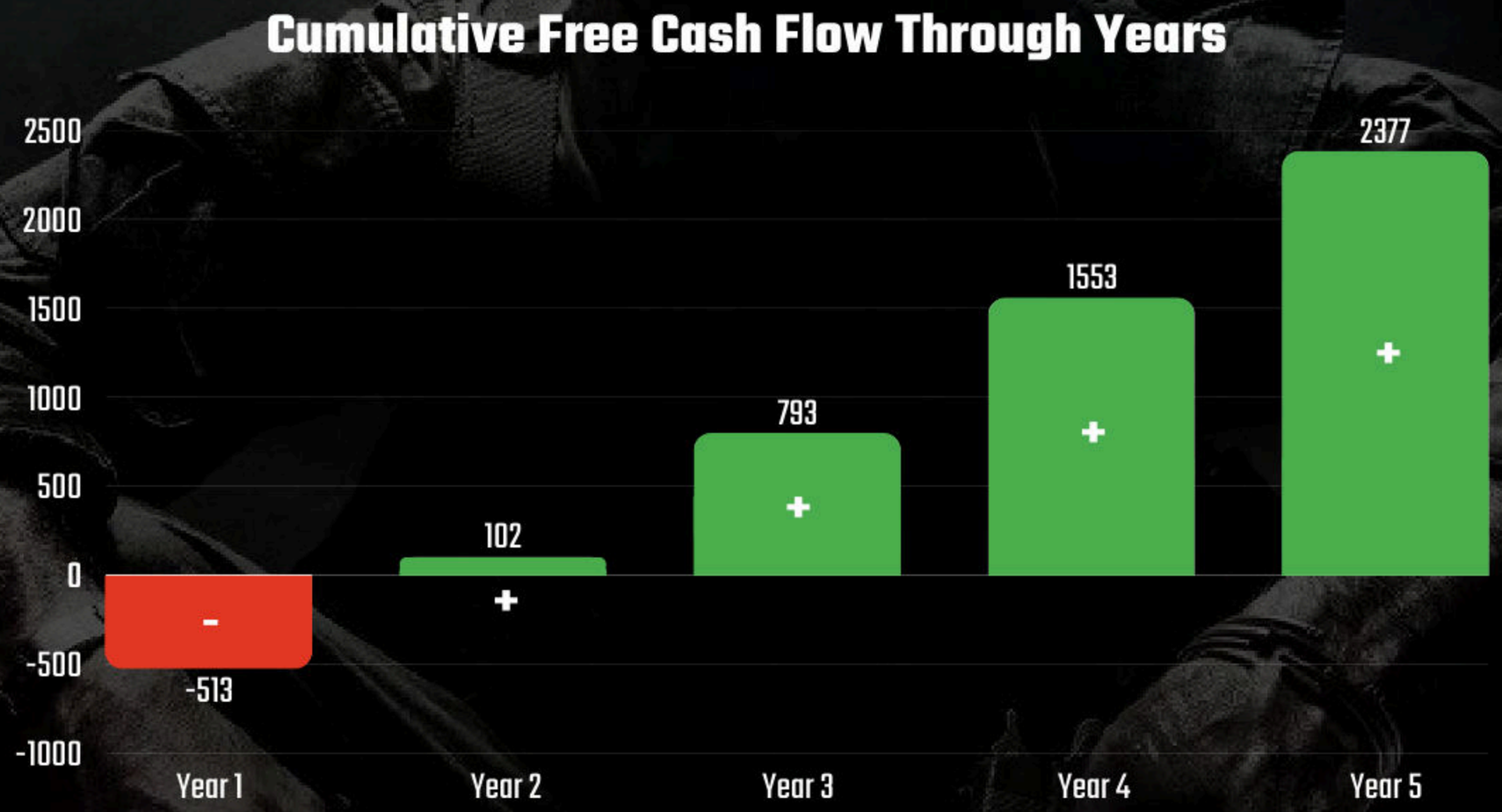

FREE CASH FLOWS
FRAGZONE

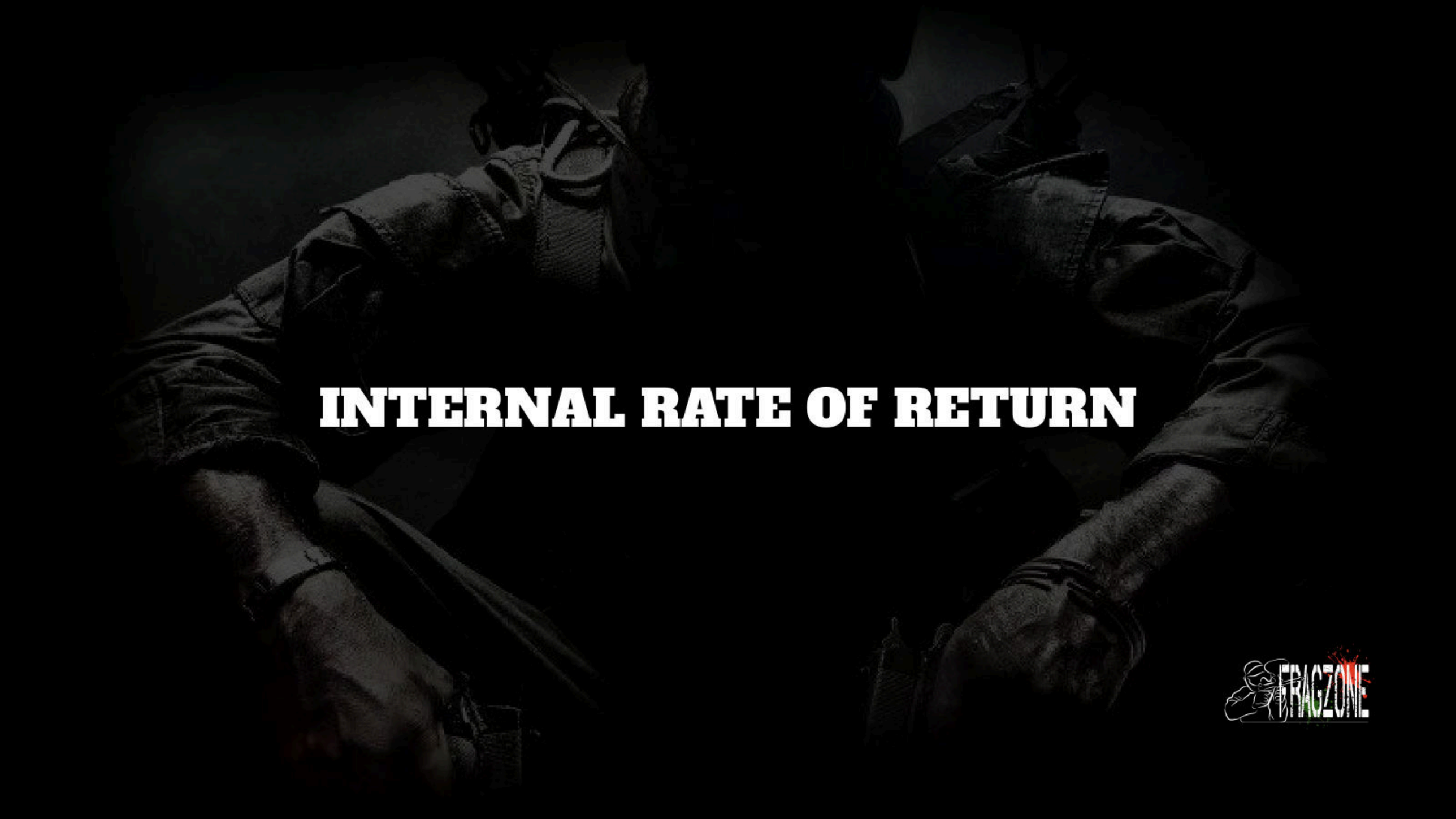
ANNUAL FREE CASH FLOWS (2026 - 2028)





CUMULATIVE FREE CASH FLOW




INTERNAL RATE OF RETURN
FRAGZONE

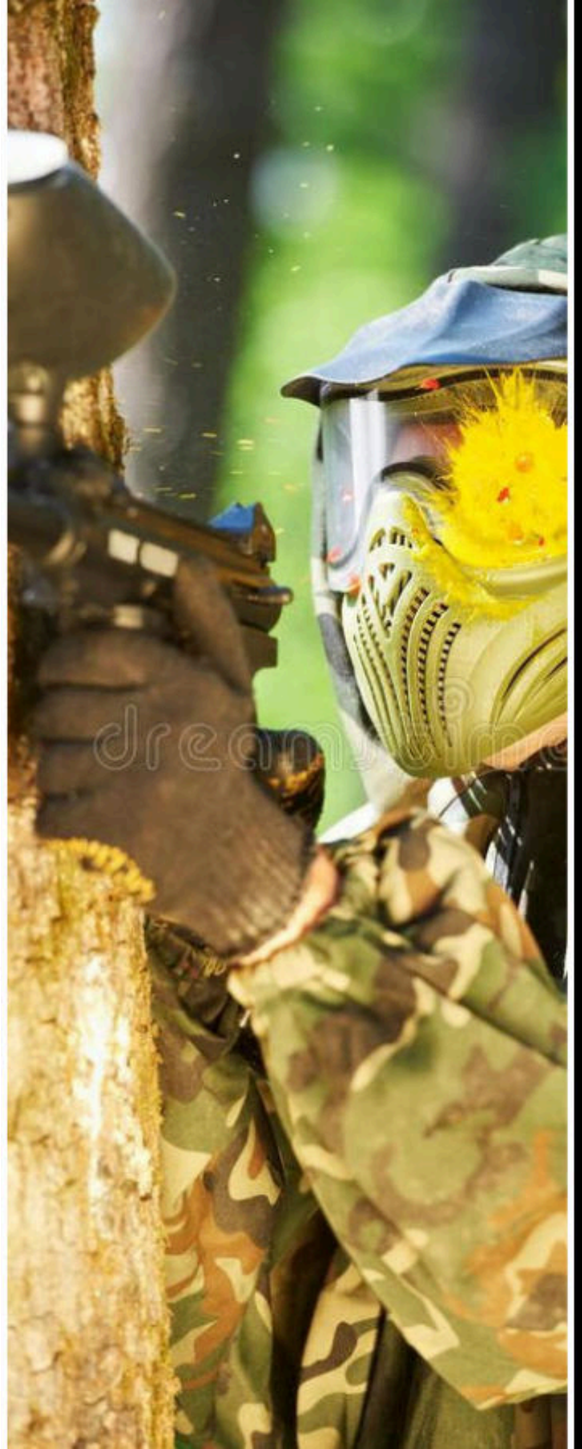
INTERNAL RATE OF RETURN

IRR : 30,0 %



A 30 % IRR positions FRAGZONE as a financially solid and scalable entertainment business :

- Strong IRR driven by stable Free Cash Flows
- Consistent profitability year after year
- Attractive return considering initial investment scale





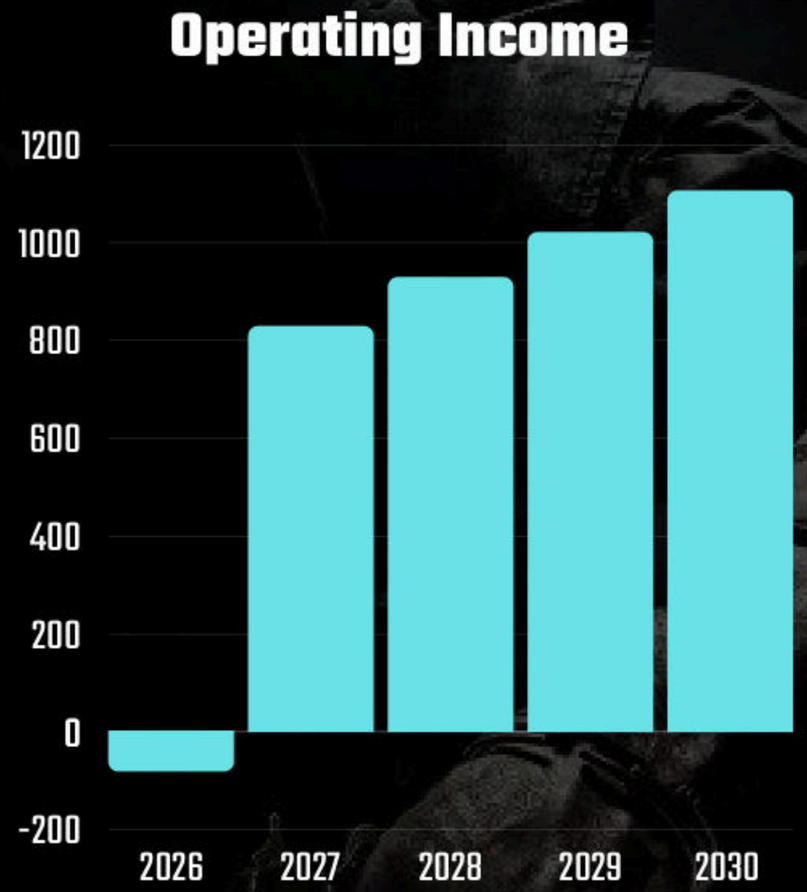
RELEVANT BREAKEVEN. SENSITIVITY & SCENARIO ANALYSIS

RELEVANT BREAKEVEN SENSITIVITY

	Sales Revenues	Price	Clients
Estimated	2,79 M€	60€	46 480
Breakeven Y1	2,92 M€	62,90 €	48 729
Breakeven Y1	1.71 M€	37€	28 636

BASE CASE SCENARIO

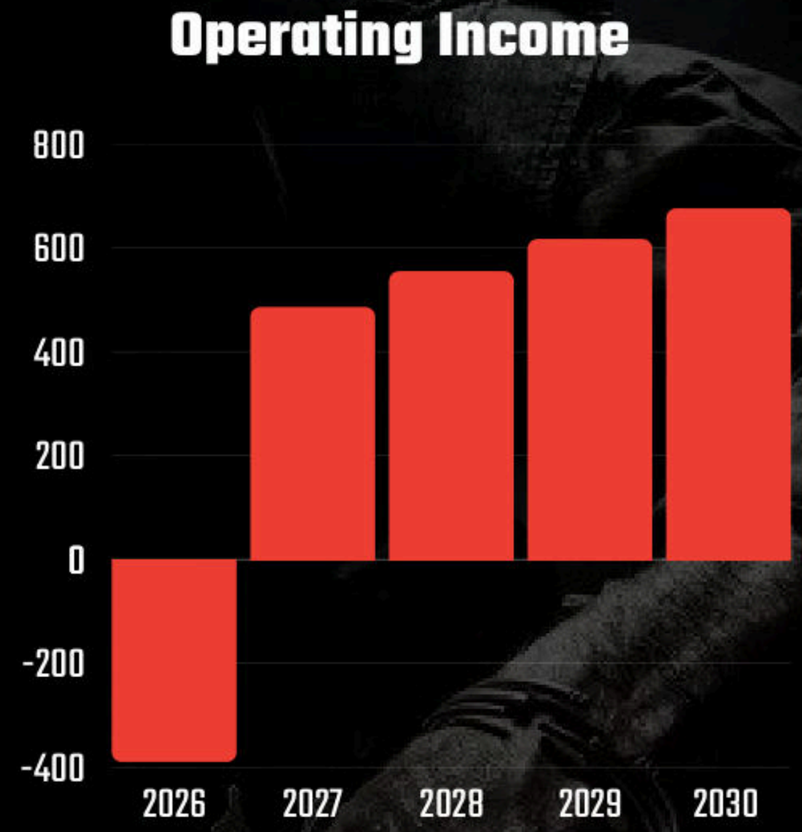
BASE CASE	
Clients	46 K
Average Price / Person	60 €
Sales revenues	2.79 M €



IRR : 30,0 % in first 3 years

WORST CASE SCENARIO

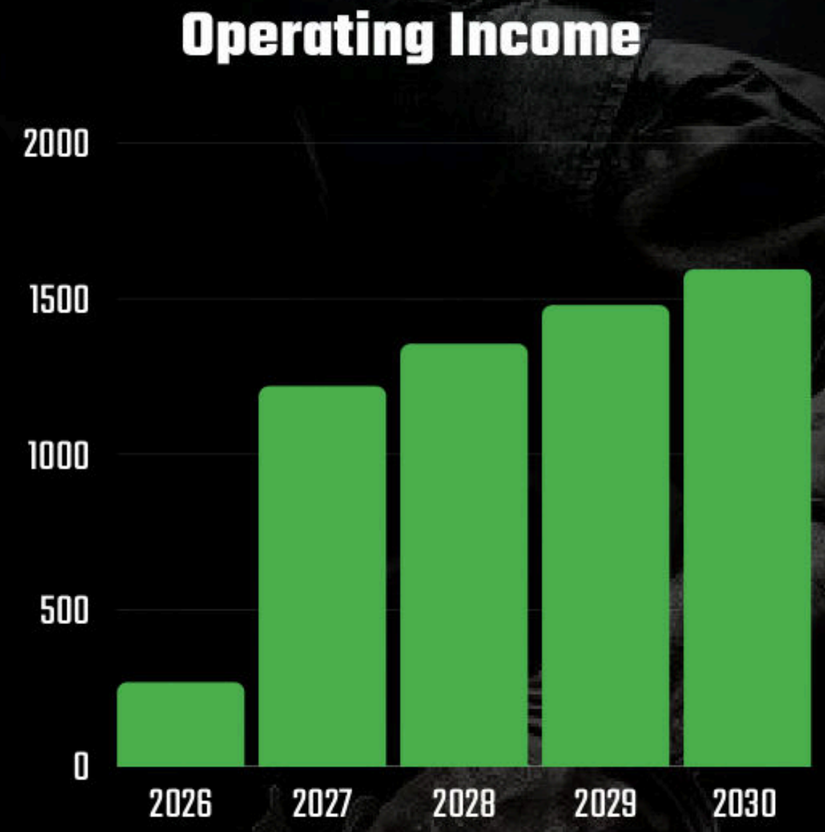
WORST CASE	
Price	– 10 %
Annual clients	– 10 %
Clients	42 K
Average Price / Person	54 €
Sales revenues	2.26 M €



IRR : -2,0 % in first 3 years

BEST CASE SCENARIO

BEST CASE	
Price	+ 10 %
Annual clients	+ 10 %
Clients	51 K
Average Price / Person	66 €
Sales revenues	3.37 M €



IRR : 59,2 % in first 3 years

CONCLUSION



THANK YOU FOR LISTENING