



AdvenTreeZ
Concept

AdvenTreeZ Background

AdvenTreeZ Concept Ltd is a fully owned subsidiary of Full Connexion Ltd. (well established manufacturer of Fall Protection Equipment since 2002) ; a western managed organization with operational team in Hong Kong and China, a multi-cultural spirit, a dedicated team speaking English, French, German, Spanish, Mandarin and Cantonese, within a flexible and reactive organization.

We are a European managed company capitalizing in Asia on the success of Adventure Theme parks in the trees in Western European market. We are strategically located in Hong Kong and we cumulate an in-depth knowledge of Chinese and Asian local business environment and culture.



Tree platform

Our latest construction is located in Guilin, a prefecture-level city in China, which has long been renowned for its unique scenery. Guilin has a flourishing economy with 4.9 million inhabitants and 7 million visitors per year.

Our concept, AdvenTreeZ, has grown from 30 to 600 parks over the past 5 years in Europe. As we design and build reliable structures we expect similar growth will be happening in Asia soon.

We aim to build a minimum of 10 AdvenTreeZ Eco-Family Parks in the region over the next 3 years.

We invite investors who believe that this new and Eco-family Concept will enjoy the same success in Asia.

Business success factors

A growing activity

This activity is growing fast in Europe, it is expanding in North and South America and it is rather new in Asia.

For the whole family

Providing a lot of different challenges, starting with beginner courses to extreme ones, AdvenTreeZ concept allows people from every age, gender and sport abilities to have fun and share a great moment together in the middle of nature. Clients are diversified thanks to these different courses from



Flying Fox



Horse shoe

3 year-old children to 77 year-old people. It is for children, parents and grand-parents. Everyone can realize its childhood dream of climbing up in the trees. This activity offers fun to the children as well as the seniors and is convenient for family & friends.

Bringing family together in a green environment to go behind the limits is our philosophy.

Our communication agenda focuses every possible future customer such as corporate groups with Incentive, team building, annual functions, bonding experience, special events... (This involves: helping each other, strengthening confidence, understanding and respecting some-one else limits, working together in a totally new situation, overcoming challenges, and lots of fun!) Schools (An Adventreez Park can have student visitors from kindergarten (4 years old) to high school and university. Educational targets : development of coordination to overcome new situations, strengthening self-confidence, acceptance and respect of safety rules, consciousness of one's own limits, respect of the natural environment.) Tourists who are always in search of new activities and local communities who will soon visit our parks regularly!

Nature's friend

Our parks feature educational boards designed to help raise awareness of the importance of protecting our woodlands, forests, and the environment in general. Our constructions respect the trees, respect the soils, and always favors an aesthetic that blends the adventure courses within the natural environment. The courses are assembled so that each platform and cable is braced in a way that allows the trees to continue to grow unrestricted. As a result, our parks are fully blended with the natural envi-

Safety

At AdvenTreeZ we believe in a quality label in order to offer maximum safety to its clients. Our parks are certified CERES which is an organization accredited by the European Community in order to issue the certificate of compliance to European Standards.

AdvenTreez inspires trust.

Financial risk for investors is limited with well chosen park locations, European compliance installation and recurrent local clientele. The lift will come from the fact that this activity is new and original in Asia and meet a growing demand for bringing family together in leisure and natural environment. The financial projection takes in account the fact this activity is still under developed in Hong-Kong and in Asia. Thus the competition is not yet very active but will come up once market grows.



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