

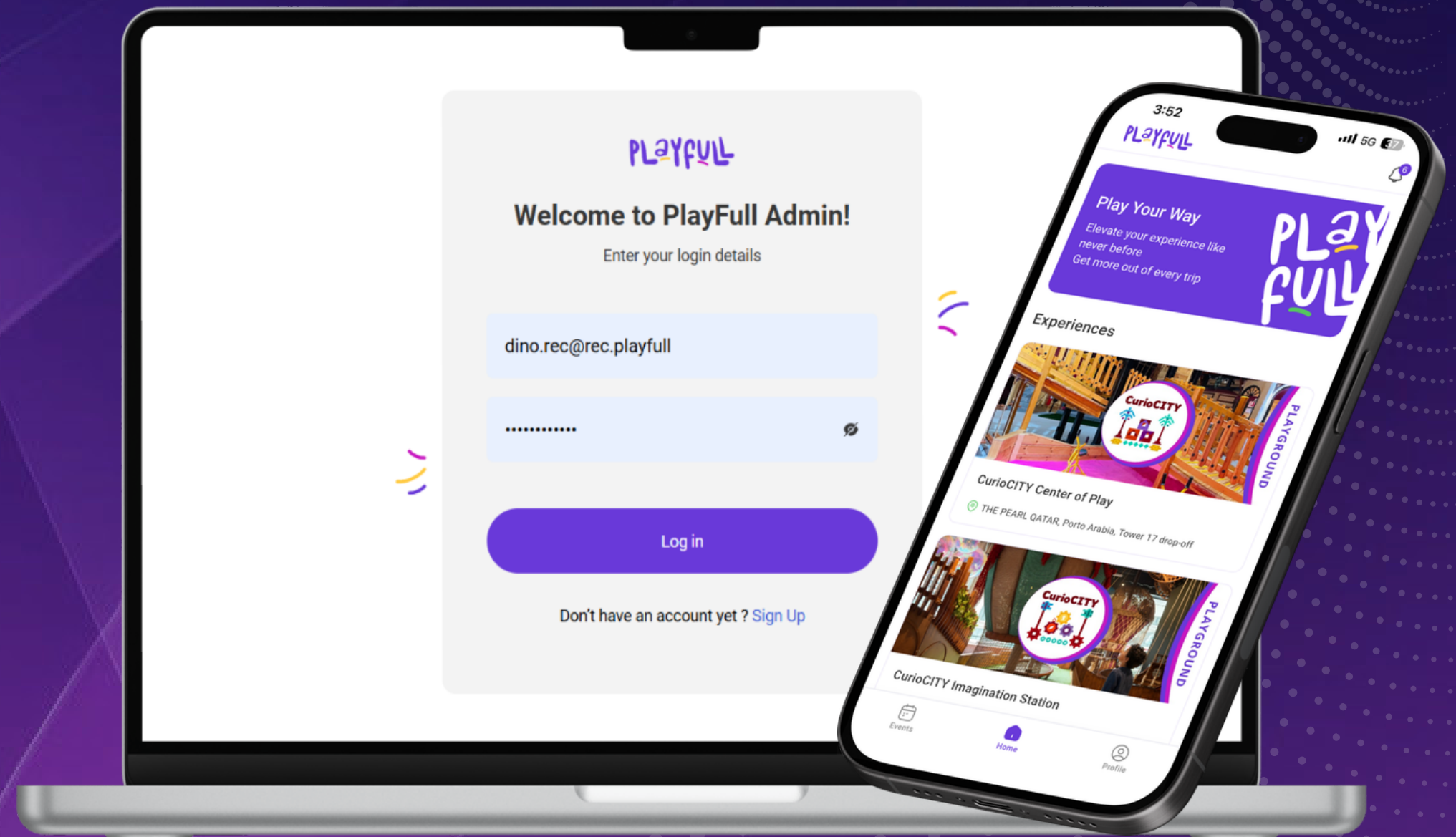
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VENDOR-FIRST PLATFORM



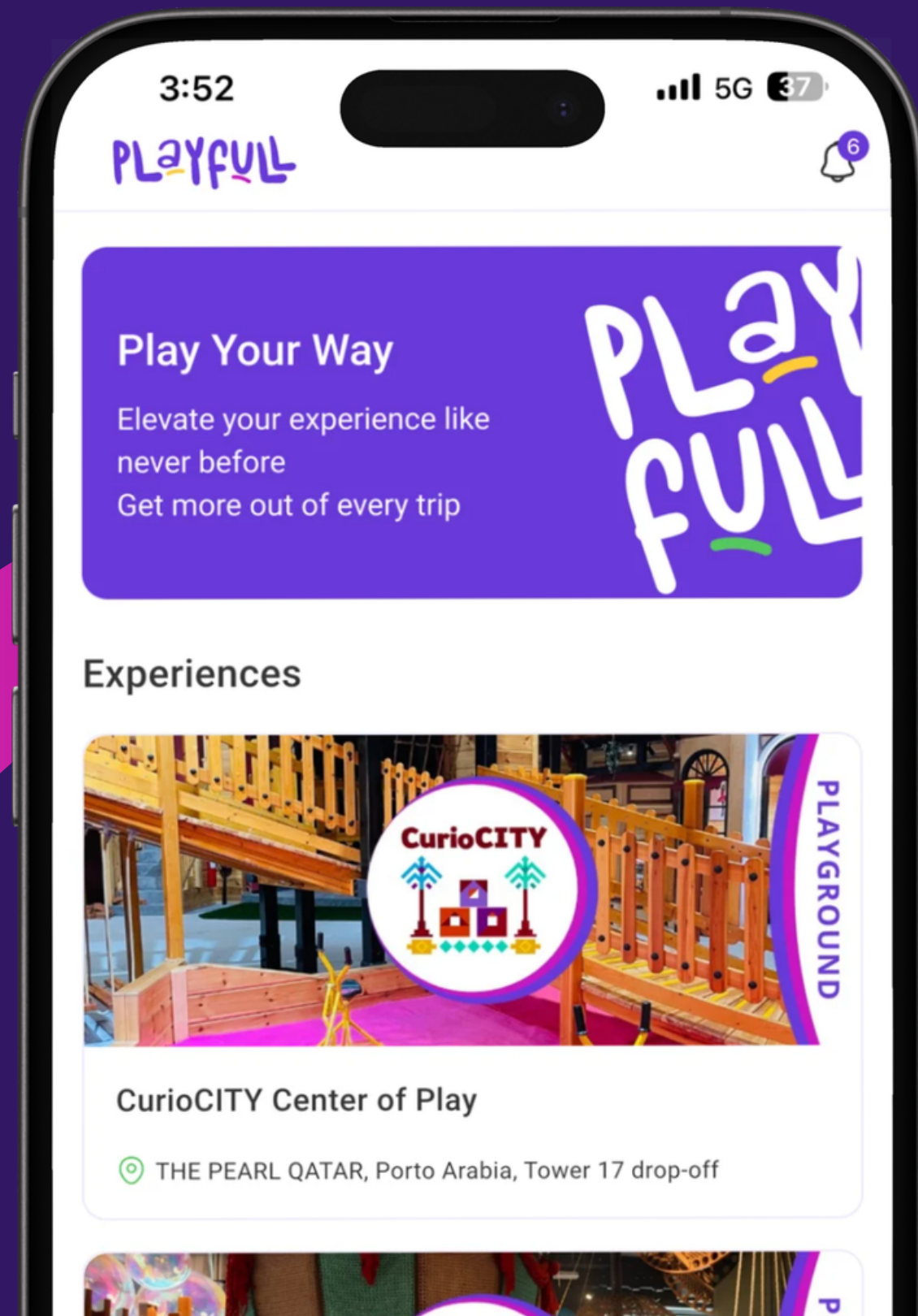
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WHY PLAYFULL?

STOP CHASING ATTENTION. START CONVERTING IT!

Entertainment businesses spend time, money, and energy to be seen - but visibility alone does not guarantee repeat visits, or customer loyalty.

PlayFULL connects discovery, bookings, offers, loyalty, customer management, and marketing tools in one **vendor-first platform**.





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THE DISCOUNT TRAP

DISCOUNTS SELL ONCE.
STRATEGY BUILDS LONG-TERM GROWTH.

1+1 offers and **heavy discounts** can eat profit, weaken brand value, create pricing distrust, and attract customers who return only when the next deal appears.

PlayFULL helps vendors promote value, not just price cuts — **through events, packages, memberships, bundles, seasonal campaigns, loyalty rewards, and controlled offers.**

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THE CONTROL PROBLEM

YOUR BUSINESS
SHOULD NOT FOLLOW
SOMEONE ELSE'S RULES

Many platforms dictate offer formats, limit flexibility, or pressure businesses into campaigns that may not protect their margins, brand positioning, or operational capacity.

PlayFULL gives vendors **full control** through an easy **admin panel**: pricing, offers, images, descriptions, timings, booking options, loyalty participation, and campaign activation.

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THE DISCOVERY CHAOS

CUSTOMERS CANNOT
CHOOSE YOU IF THEY CANNOT
FIND YOU CLEARLY

Customers search across Instagram, Google, WhatsApp, discounts apps and old posts to find basic information. Prices, timings, locations, events, and packages are often scattered, misrepresented or outdated.

PlayFULL gives every vendor a complete, always-updated profile with descriptions, images, prices, timings, location, offers, events, memberships, and booking options, forming decision making for customers easy and instant.



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THE LOYALTY CHALLENGE

A VISIT IS NOT LOYALTY. A RELATIONSHIP IS.

Many venues get customers through one-time promotions but do not have the tools to bring them back, reward them, or manage top clients individually.

PlayFULL supports a united market loyalty program plus vendor-managed vouchers, gifts, rewards, customer history, and individual client engagement.

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THE CONVERSION GAP

INTEREST IS LOST WHEN
BOOKING IS NOT INSTANT

A customer may like the place, but if booking requires calling, messaging, waiting for replies, or checking availability manually, many decisions are delayed or lost.

PlayFULL turns interest into action through **real-time bookings**, pre-bookings, offer sales, bundle purchases, membership sales, and simple redemption.

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THE DATA BLIND SPOT

YOU CANNOT GROW WHAT YOU CANNOT MEASURE

Many vendors promote offers and events without knowing what really works: best-selling products, average check, peak times, top customers, offer performance, and visitation patterns.

PlayFULL is developing vendor analytics: customer statistics, average check, popular offers, prime-time data, visitation insights, top clients, and campaign performance tools.

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THE RIGHT AUDIENCE

NOT RANDOM TRAFFIC.
CUSTOMERS
READY TO SPEND.

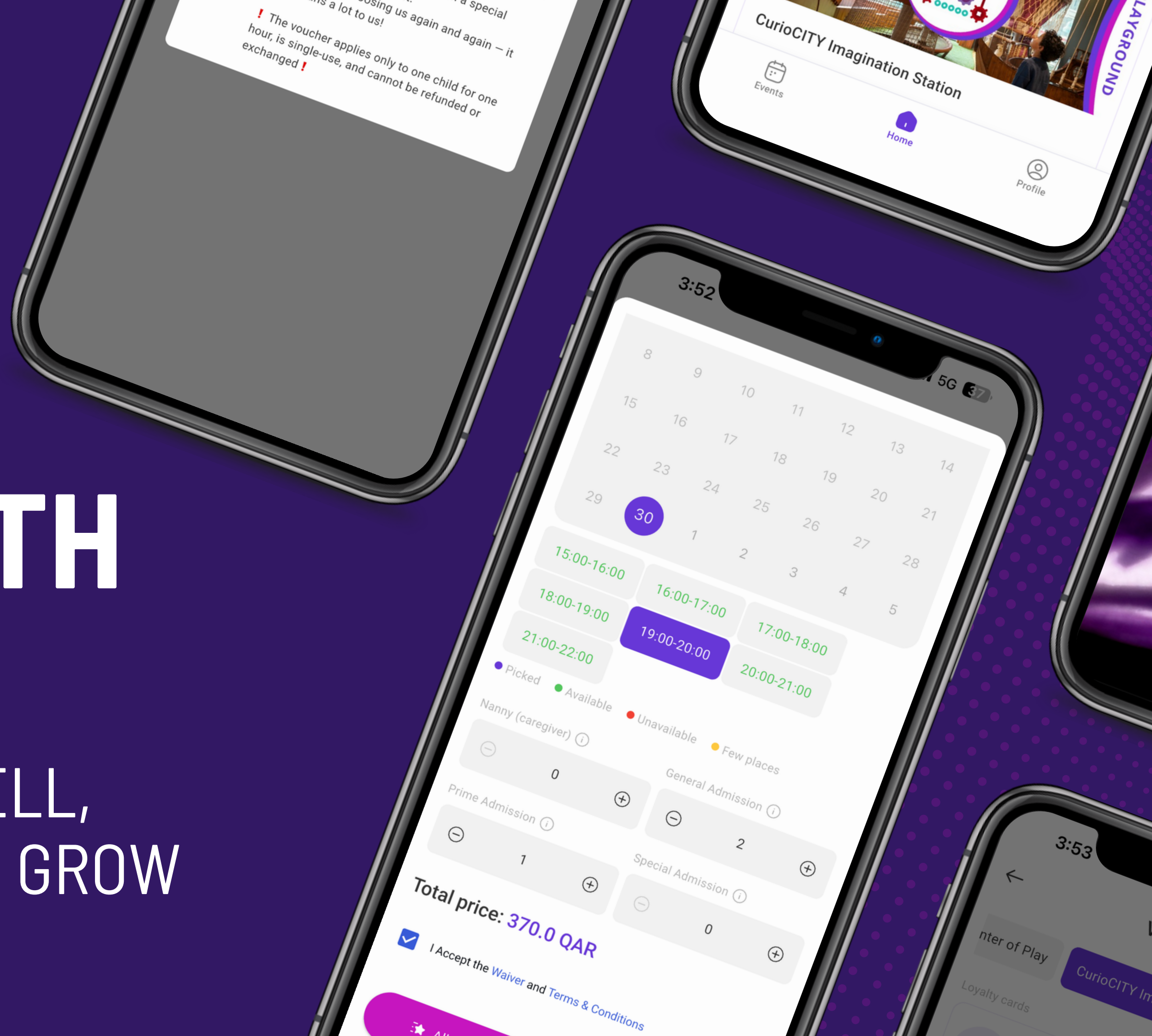
Many platforms bring deal hunters or low-intent users who come once, use the discount, and disappear. For entertainment businesses, the real value is in trusted, repeat customers.

PlayFULL starts with **SatisFACTORY** and **CurioCITY's** projects audiences: regular visitors with strong trust, high visitation frequency, and proven leisure spending behavior.

PLAYFUL

THE GROWTH PLATFORM

ONE PLATFORM TO SELL,
MANAGE, LEARN, AND GROW





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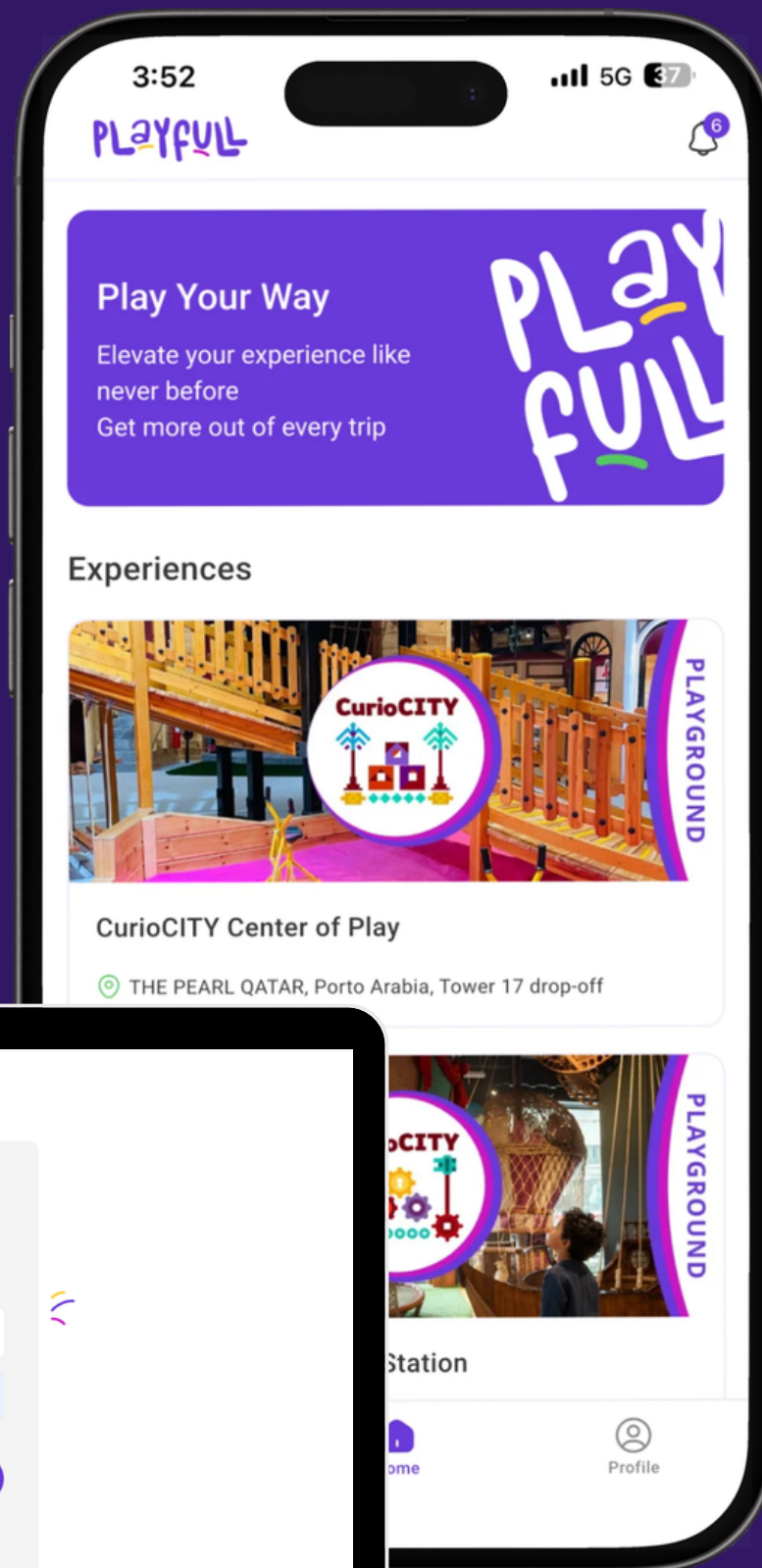
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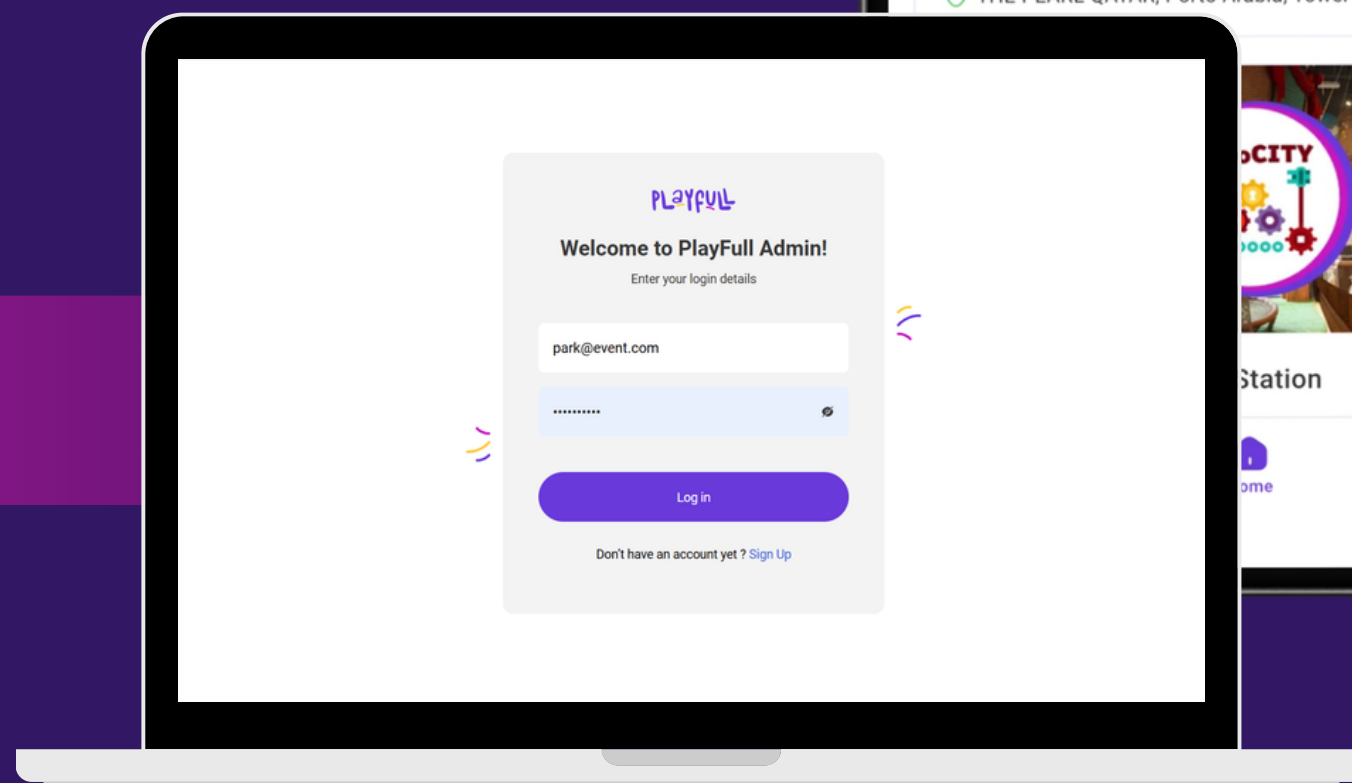
Entertainment businesses need **more than a listing, more than delivery, and more than discounts.**

They need a **flexible growth ecosystem** built around live and flexible marketing strategy, real bookings, customer recognition and loyalty, and full business control.



PlayFULL is a complete vendor growth platform that connects market information with real-time sales and customer retention tools.

It combines **fast onboarding**, full vendor control, booking tools, loyalty management, SMM support, influencer collaborations, media exposure, analytics, and perspective vendor learning tools and programs.



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BEYOND PROMOTION

TOOLS THAT TURN
ATTENTION
INTO ACTION



MARKETING PLATFORM

We study the market, design practical tools, and keep developing new ways for vendors to attract customers, promote offers, and grow demand.



PR ECOSYSTEM

Participating vendors can share offers and vouchers directly with approved influencers, keeping collaborations controlled, flexible, and transparent.



SMM SUPPORT

PlayFULL's will support vendor visibility by promoting selected offers, events, campaigns, and app highlights to the right family and leisure audience.



EDUCATION

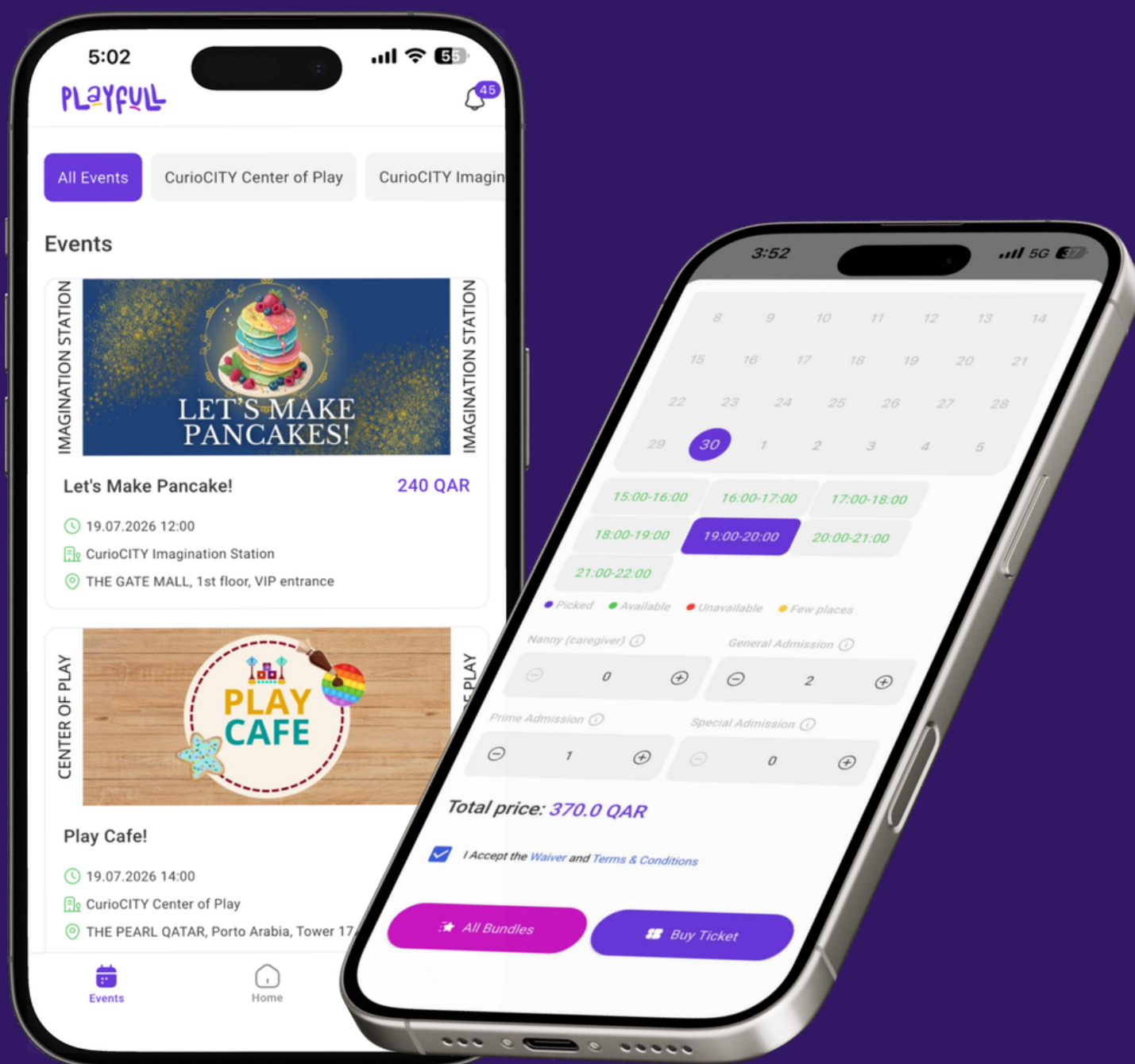
We will also support vendors through workshops, seminars, analytics sessions, and best-practice to help businesses market and sell smarter.

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EASY RESERVATIONS. INSTANT BOOKING.

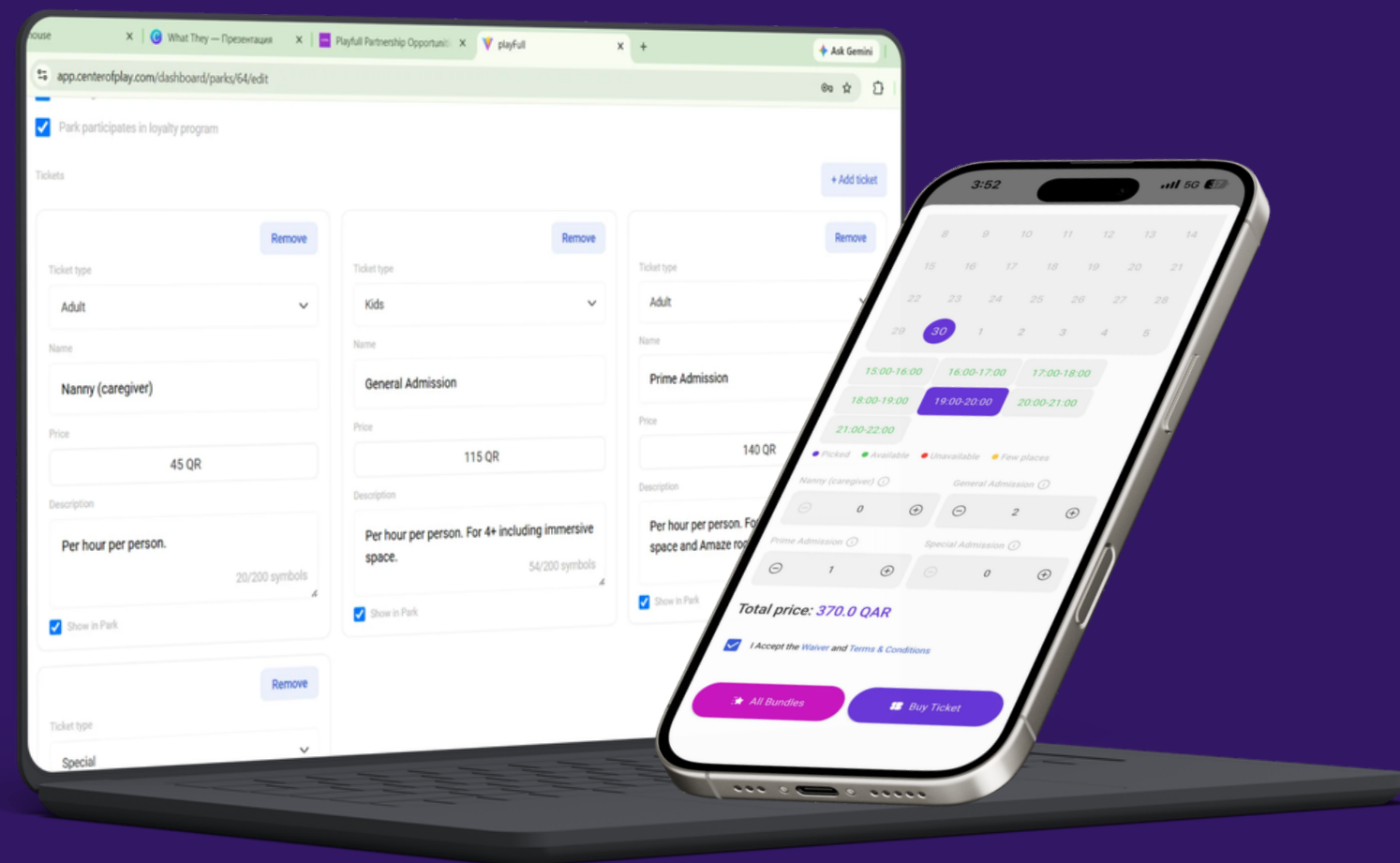
Let customers **reserve** a time slot, purchase tickets, or book a place for your events in just a few clicks. Manage availability in real time, set booking limits, control schedules, and accept reservations automatically.

Whether it's hourly experiences, attractions, workshops, or special events, your guests can book instantly while you stay in full control. Simple for your customers. Effortless for your business.



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YOUR BUSINESS. YOUR CONTROL.



Manage your business anytime through the **PlayFULL Vendor Portal**. Update information instantly, control your offers, launch events, adjust availability, and keep your customers informed all without waiting for manual updates.

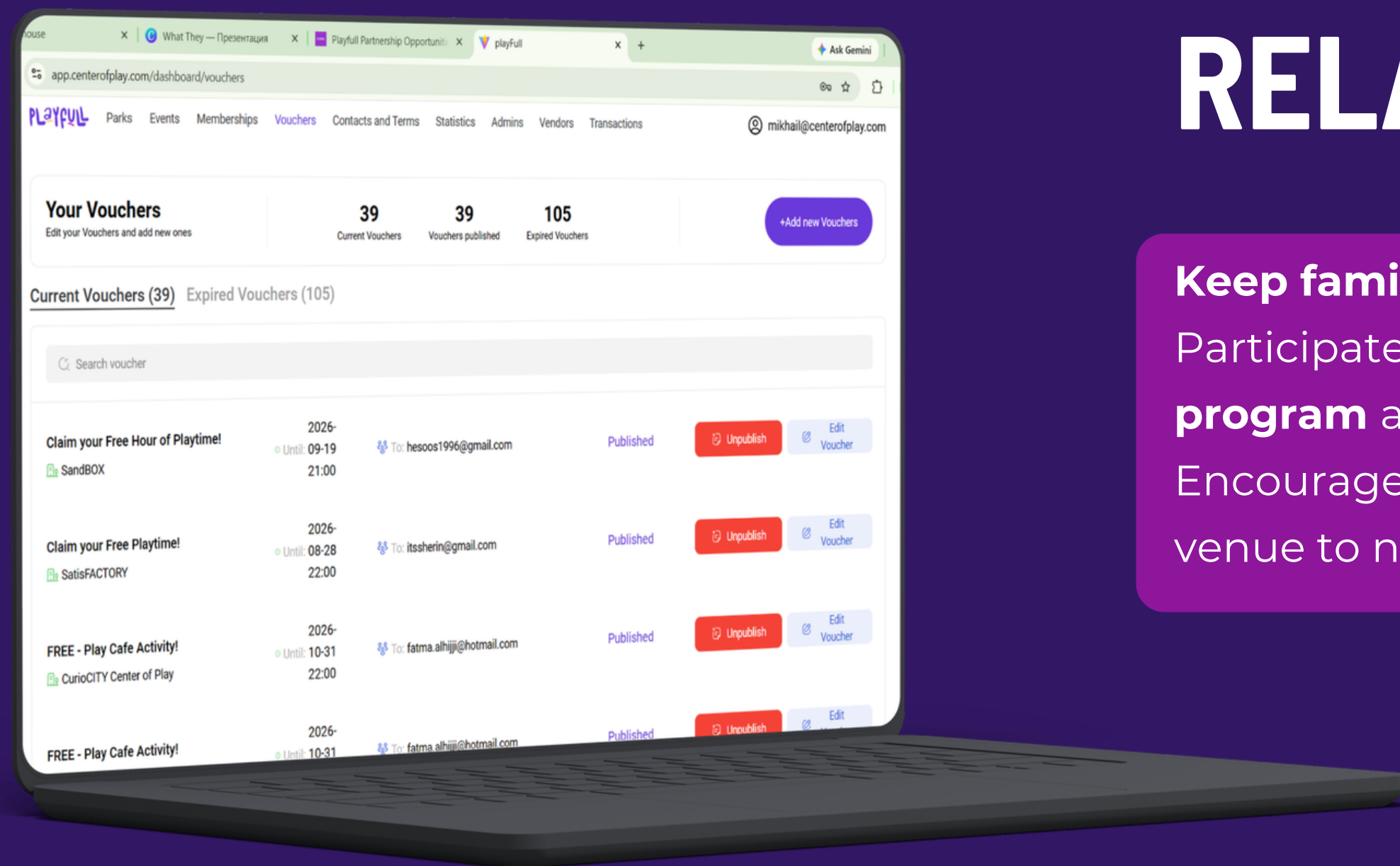
Your profile is always current.

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BUILD CUSTOMER RELATIONS

Keep families coming back.

Participate in **PlayFULL's** cross-platform **loyalty program** and reward customers for every visit. Encourage repeat business while introducing your venue to new families already using the platform.



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JOIN PLAYFULL

BE WHERE QATAR'S EXPERIENCE ECONOMY IS GOING NEXT

CONVERSION POWER

Turn your visibility into real bookings, real sales, and measurable business growth.

STRATEGIC FREEDOM

Take control of your pricing, promotions, campaigns, loyalty, and customer relationships - all from one platform.

LASTING GROWTH

Move beyond one-time discount visits and start building loyal customers who return, spend, and trust your brand.

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EASY ENTRY

BOOKINGS ONLY – NO MONTHLY COMMITMENT

Perfect for testing PlayFULL with zero monthly risk.
Only pay when you receive bookings.

Easy Entry is designed for vendors who want to test **PlayFULL** with minimum risk. Customers can book directly, and you start receiving confirmed visits without using the admin panel or committing to a subscription. It is the simplest way to join the platform and understand customer demand before upgrading to advanced tools.

SINGLE ACCESS

- **NO** monthly subscription
- **7 %** commission from completed bookings
- **1.5%–3.5%** payment processing fee

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CORE PLAN

GROW WITH FULL ACCESS

A complete vendor plan for continuous bookings, promotions, and customer retention. Vendors get full access to **PlayFULL's admin panel**.

Built for growing businesses that need the access to platform year-round. Lower commission with unlimited access to all tools.

SINGLE ACCESS

- **599 QAR** monthly subscription
- **5 %** commission from completed bookings
- **1.5%–3.5%** payment processing fee

MULTIPLE ACCESS

- **299 QAR** monthly subscription per experience
- **5 %** commission from completed bookings
- **1.5%–3.5%** payment processing fee

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LAUNCH OFFER

TEST THE FULL PLATFORM WITH LOWER COST

Everything included for FREE during your first 3 months.

The fastest way to test and experience the platform.

PlayFULL offers **free access** to the vendor admin panel for the **first 3 months**. Vendors can manage their profile, receive bookings, publish offers and events, test loyalty tools, and evaluate customer response before moving into a Core plan. This offer is designed to help early vendors enter the platform easily and benefit from PlayFULL's launch-stage visibility.

FULL ACCESS

- **3 months FREE** access to admin pannel
- **6 %** commission from completed bookings
- **1.5%–3.5%** payment processing fee



PLAN THAT FITS YOUR BUSINESS

START FREE
TODAY AND
UPGRADE ONLY
WHEN YOU'RE
READY

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	Easy Entry	Launch Offer ★	Core Plan	
Monthly fee	FREE	FREE for 3 months	599 QAR/month	299 QAR/per Park
Booking commission	7%	6%	5%	5%
Payment processing	1.5-3.5%	1.5-3.5%	1.5-3.5%	1.5-3.5%
Vendor Admin Panel	✗	✓	✓	✓
Manage Bookings	✗	✓	✓	✓
Create Offers	✗	✓	✓	✓
Create Events	✗	✓	✓	✓
Loyalty Program	✗	✓	✓	✓
Bundles & Memberships	✗	✓	✓	✓



START WITH VISIBILITY.
CONVERT IT INTO BOOKINGS.
GAIN CUSTOMERS
WHO RETURN.

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