



*Real Game, Real Sports, Screen Badminton SmashingZon!*



1. About us 2p
2. Introduction 3p
3. Business Merits 7p
4. About Franchising 8p

# Greetings! We are TL-Industry.

## | Our company's dream is to lead the trend of screen sports.

TL-Industry aims to grow as a company that leads the sports market by pioneering in a way that has never existed before: promoting everyday sports and easily approachable leisure activities.

We have tapped into a completely different virtual reality market with our badminton equipment manufacturing technology.

As a result, we have created 'SmashingZon', which everyone had said was impossible.

Trust is a value that matters for both large and small companies. As a company that takes responsibility for what we say, we will be a reliable company for our customers, partners, and franchise owners.

CEO   
Kim Chang Sik

## | A good start is important for the long run.

Explosive thrust is the key to success for a start-up company.

TL-Industry is pursuing the goal, step-by-step, from being an exclusive equipment manufacturer, being a manufacturer of sports simulators, and then finally to being the headquarters of a sports game facility operation.

We are moving towards the future of the virtual reality sports business strategically and quickly.



## | Certifications, awards, and intellectual properties



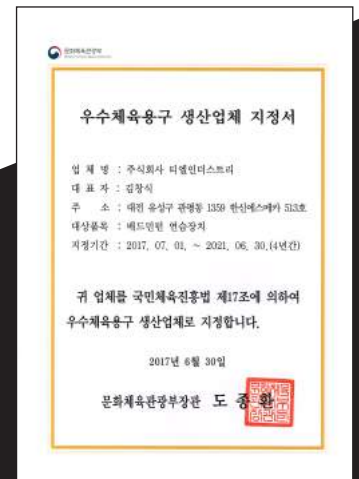
Registered six patents related to badminton hardware and four patents related to SmashingZon



Trademark Registration to SmashingZon



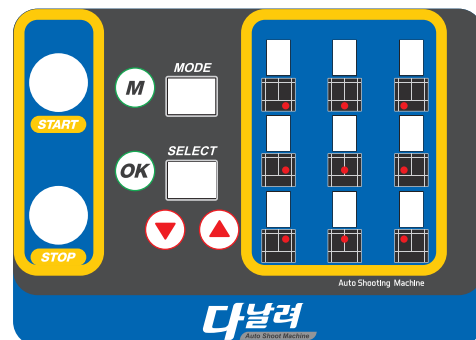
Gold Prize from the Geneva International Invention Exhibition



Appointment Statement of Excellent Sports Equipment Manufacturer

# Ability improving hardware! Practice badminton!

| TL-Industry's badminton practice equipment 'DANALRYEO' helps improve badminton skills. Its excellent functions are widely popular and it is sold individually to schools, clubs, and other places.



## TL-153A

This automatic shuttlecock launcher is sold individually.

Random Launch : User setup

Variable Speed : Adjustable for different levels

Flexible Drive : Continuous drive up, down, left or right

## TL-153B

This pitching machine is used for screen badminton at SmashingZon locations.

PC-sensor interlock function

Difficulty level can be changed

All-directional launch within the court

### **A** Shuttlecock tank

Six containers are installed to hold 90 or more shuttlecocks.

### **B** Shuttlecock shooter

It can be used continuously with the motor rotation function.

### **C** Control Panel

Launch speed and frequency can be controlled.

Selective launch to nine sections or random launch to any direction.

### **D** Stand

Carrier-type movable stand that can be stored after separating from the launching part.

Model Name	TL-153A
Rated Power / Voltage	360w / 220v, 60Hz
Dimensions	500X400X880(Stand Height : 1200)
Launch Speed	80~160km/h
Storage Capacity	72~96개
Product Weight	45kg



# Screen sports have been just a fun experience. until now.

I SmashingZon is not just a fun experience. It is fun and a good way to exercise.

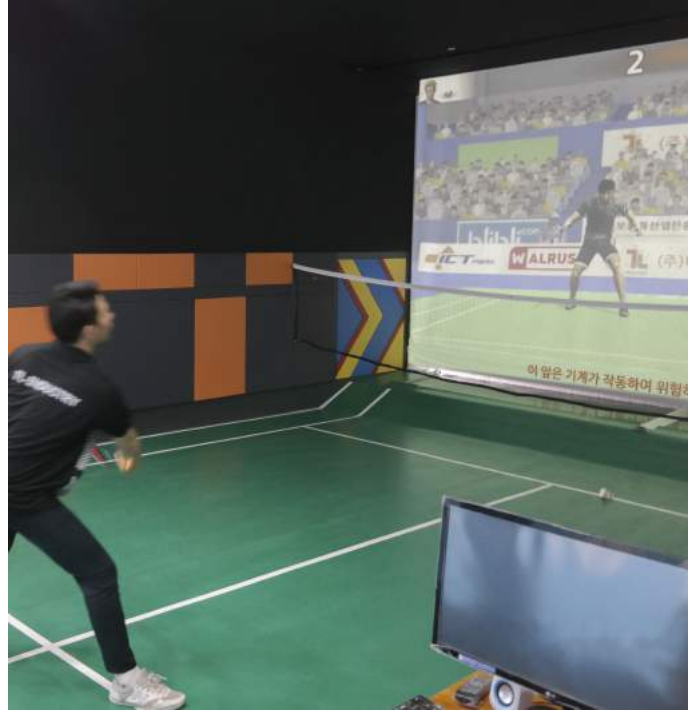
Play against characters in the game, practice badminton skills,  
and play mini-games that are simple but require agility and accuracy!

I This is the first interactive screen sport virtual reality sports game which narrows  
the distance between the players and the game's characters.

This provides the real feeling of exercise and thrill of playing badminton. The players can adjust the game however they wish.



Unique characters in the game



Dynamic and exciting play

Your character is yourself as you play the game.





# In fact, you will play badminton on a court. Surprised?

| Play on the SmashingZon court with the advantage of being indoors.



## 1. Sensor

- Smashing Zone's software technology allows the sensor to catch the movement of the shuttlecock, which moves the fastest among all sports.



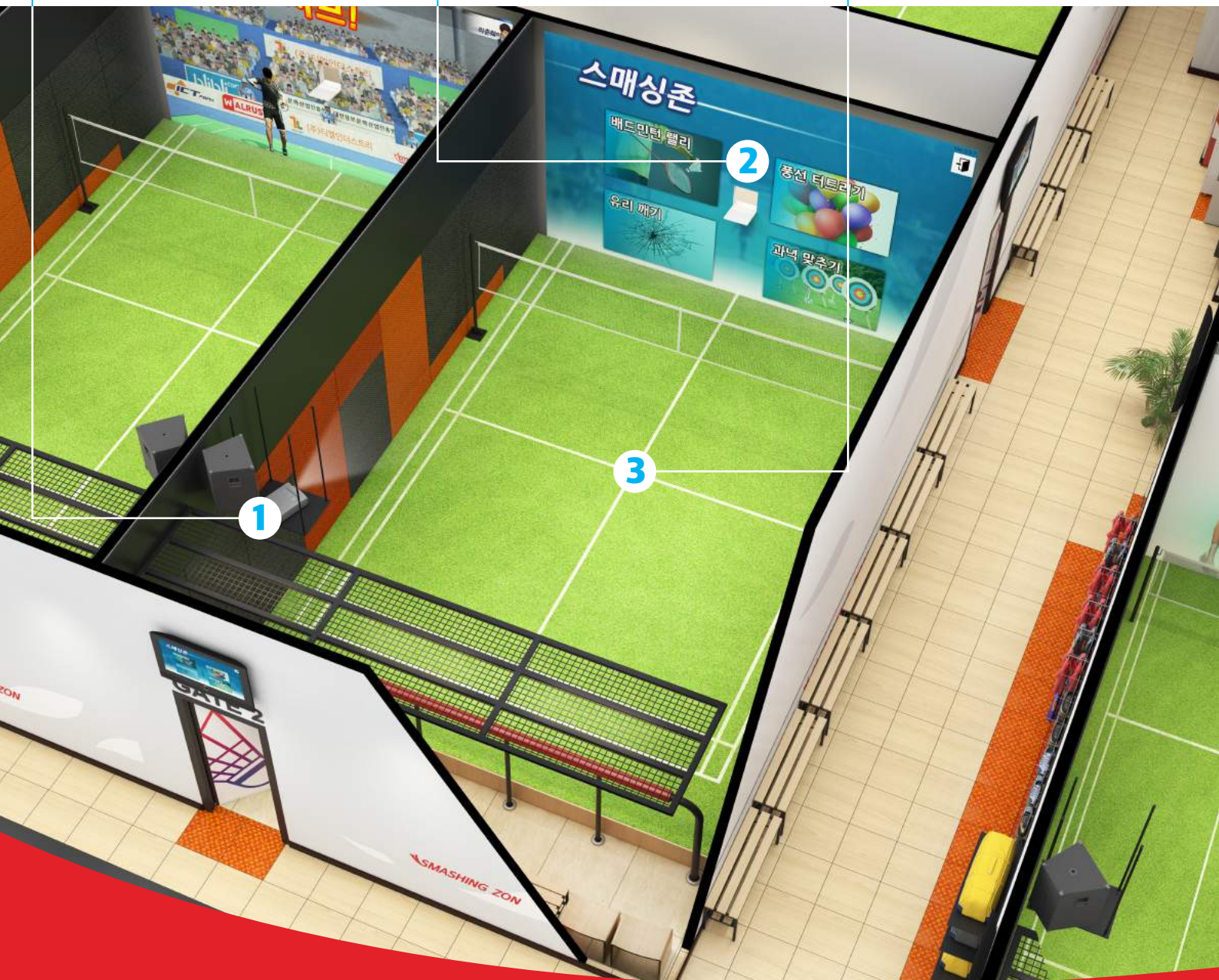
## 2. Pitching / Reloading Machine

- Speed and direction control according to difficulty setting
- Improved immersion with automatic opening and closing of the hatch for launching
- The world's one and only automatic shuttlecock reloading machine which collects, sorts, aggregates, and loads.



## 3. Play Room

- sound system
- Real court size
- kiosk





## You can also challenge the AI like Alpha Go

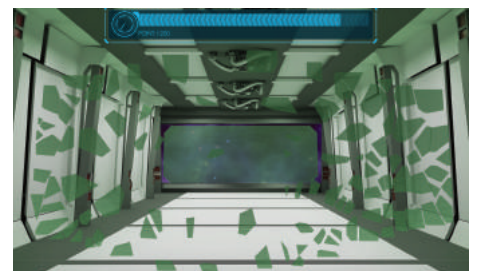
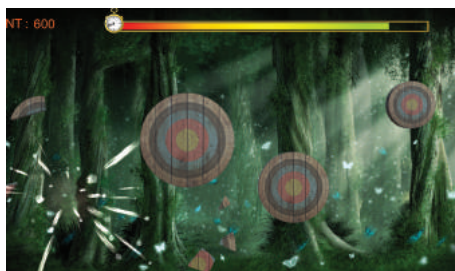
I Choose the AI game instead of the pattern game, and you will have a different experience for each game. This is why we play badminton.



The regular game to 11 points against an AI character / The players can choose their own difficulty level and the opponent

## Let's play together!

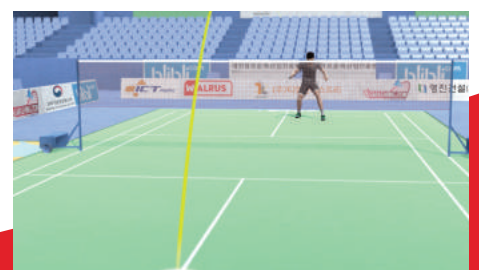
I Get higher points and get ranked at the top.  
You can also get gifts if you do well. Really.



Players compete for higher scores in three mini-games / Naturally improve accuracy and power

## This is badminton coach SmashingZon. not a person though.

I You can learn badminton through actual advice from the badminton coach.



Practice the various techniques of badminton

Repeat exercises from the basic to skillful plays with explanations and demonstration by the coach character.



## Merits of the SmashingZon Business

| We will put in our utmost effort to help our franchise owners' businesses be successful. The headquarters will make a good win-win model for everyone.

1

### Technological Power

**Our professional technology makes impossible sports games possible.**

TL Industry has opened up new possibilities by not following the existing VR sports market, but with our proprietary technology. The pursuit of fun by repeating actions between the software and the player is the key to securing customers.

2

### Marketability

**Badminton is the favorite everyday sport for many.**

Badminton is a public sport that ordinary people can easily enjoy. It is especially good for women with the proven effects of exercise and weight loss.



3

## **business plan**

### **Expected utility for investment is the key for a business start-up**

Smashing Zon's business model is profitable because the court rotation rate is fast and the customers tend to return. We propose plans for future franchise owners on how to save costs and get returns quickly.

4

## **Stable Item**

### **Stable revenue from end users**

One of the advantages of the SmashingZon is that anyone can use it repeatedly. You cannot expect high profit by merely reducing the purchase. Being able to be used by anyone freely means that the service can be sold to anyone. Plus, repeated use is possible, depending on the purpose.

5

## **Support**

### **Win-Win Support System**

The franchise headquarters offers a variety of support for the franchise owners such as allocating of staff from headquarters, 24-hour after service center, software update, offline marketing campaigns, and more to boost the operation of SmashingZon courts..

6

## **Protecting Business Areas**

### **Setting up the business protection areas**

To build trust with our franchise owners, SmashingZon sets up sales territories and does not allow other directly managed shops or franchises in the sales territory.

7

## **Approvals and Permits**

### **You may choose the business type.**

SmashingZon's business type can be approved as a general restaurant or a retailer with a badminton service when writing the franchise contract. The franchise headquarters supports the business type by considering the size of the planned site and the characteristics of the area.



# SmashingZon! We will help our future franchise owners!

I We will provide a and optional consultations for future franchise owners to start the business easily.



## 1. Opening Guide

Provide revenue analysis for investment



## 2. Selecting a Location

Analysis of surrounding commercial power and target customers, and showing rental space



## 3. Checking Related Laws

Confirmation by town and city authorities  
Confirmation by the fire safety authority



## 4. System and Interior Contract

Detailed explanation about additional costs besides the basic costs



## 5. Interior Selection

Measurement of the space for the court, design, and confirmation of the interior concept



## 6. Start Interior Construction

Purchase furnishing fixtures and items for the opening



## 7. Shop Promotion and Training for the Shop Owner

Providing the know-how of promotion through SNS and about the business operation



## 8. System Installation and Test-Run

Test-run after installation of the badminton system  
3-7 days of test-runs



## 9. Shop Opening

Start of sales, continuous follow-up, and software updates





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