

mapic®



2020 RETAILERS & LEISURE OPERATORS GUIDE

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Surf X

United Kingdom



Year of creation: 2018

Country of creation: United Kingdom

Number of existing shops: 0 - 3

Type of location required:
All

Average size required (sqm):
0 - 50

3 priority countries of expansion:
United Kingdom - United States - Spain

A new wave-generating technology providing consistent perfect waves year-round. A variety of authentic ocean-like waves and experiences that are fun, safe and accessible for all ages and abilities. Perfect for pro-athletes, beginners, families, events, and competitions. The technology represents a revolution in surfing by generating concentric waves that radiate outwards from a central wave generator. Each wave breaks on a variety of submerged reefs and shorelines. An inland surf and leisure destination that focuses on healthy lifestyles.

Scott Graham
director

masalpark

Turkey



Year of creation: 2018

Country of creation: Turkey

Number of existing shops: 0 - 3

Type of location required:

Culture and leisure destinations
(museums, theme parks, family
entertainment places...)

Average size required (sqm):
0 - 50

3 priority countries of expansion:

Germany - France - United Arab
Emirates

As Outdoor Factory, in 2010 we started our journey with the aim of making dreams come true and we pioneered the birth of a new industry. We carried out projects that recently entered in our culture and recognized more in Turkey such as theme parks, indoor and outdoor museums, monuments and sculptures that became symbols of cities. We design and build projects around the globe such as Italy, France, Germany, Bulgaria, Qatar, Russia, United Arab Emirates. We provide turnkey solutions from Content Planning, Concept & Visual Design, Masterplan, Production and Operations to Management Consultancy.

PUY DU FOU

France



Year of creation: 1978

Country of creation: France

Number of existing shops: 0 - 3

Type of location required:

Culture and leisure destinations
(museums, theme parks, family
entertainment places...)

Average size required (sqm):

5 000+

3 priority countries of expansion:

United States - United Kingdom -
Netherlands

Much more than a traditional theme park, Puy du Fou has been voted the best theme park in the world! The Puy du Fou experience is very different from other theme parks and our spectacular shows and unusual hotels will send you straight back in time. It's the perfect place for an unforgettable break or family weekend.

Jungle Rumble Adventure Golf

United Kingdom



Year of creation: 2010

Country of creation: United Kingdom

Number of existing shops: 4 - 10

Type of location required:
All

Average size required (sqm):
500 - 1 000

3 priority countries of expansion:
United Arab Emirates - United Kingdom - Spain

Jungle Rumble was the first company to open adventure golf in a UK city centre shopping centre. Jungle Rumble is now the most experienced builder and operator of innovative leisure concepts in the UK. We operate across the UK from outdoor and indoor sites. Our interesting menus, cocktails and party packages ensure there is something for everyone. As well as the best adventure golf for both the drinker and non drinker markets, we integrate with other cutting edge leisure solutions to create leisure destinations that will be the footfall-driving anchors of large leisure-led schemes. We have worked with all kinds of spaces and all kinds of landlords to deliver award winning and highly successful leisure businesses.

OTHER LEISURE OPERATORS

Nickelodeon, MTV, Comedy Central, CBS and Paramount Pictures

United Kingdom



Year of creation: 2020

Country of creation: United Kingdom

Number of existing shops: 0 - 3

Type of location required:
All

Average size required (sqm):
0 - 50

3 priority countries of expansion:
Worldwide - United Kingdom - Israel

ViacomCBS is a leading, global, premium content company. Home to Paramount Pictures, CBS, Nickelodeon, MTV, Comedy Central and a host of other iconic brands, we deliver high-end stories that span generations. Through television, film, streaming, live events, theme parks, FECs, interactive experiences, hotels & resorts, live shows, merchandise, and many more, we connect with billions of people worldwide.

Danielle Tanton

Director, Location Based Experiences & Licensed Events

Mahalo Poke

Spain



WWW.MAHALOPOKE.FR



Year of creation: 2018

Country of creation: Spain

Number of existing shops: 11 - 50

Type of location required:
All

Average size required (sqm):
50 - 100

3 priority countries of expansion:
Switzerland - Australia - Germany

Mahalo Poké is not just a restaurant without more, it is a philosophy . We believe in the power of eating healthy and lead a life healthy . Therefore, we want to offer an alternative to regular fast food. 100% fresh and tasty products.

THEMED RESTAURANTS

Big Mamma

France



Year of creation: 2014

Country of creation: France

Number of existing shops: 11 - 50

Type of location required:
All

Average size required (sqm):
500 - 1 000

3 priority countries of expansion:
France - Spain - Germany

Big Mamma is an Italian restaurant group founded in 2013 by Tigrane Seydoux and Victor Lugger. Our wish is to share the authenticity and warmth of traditional Italian trattorias abroad. All produce is directly sourced from small Italian producers, dishes are 100% homemade, served at affordable prices, in beautifully designed spaces, and with a big smile.

Julien Chiche
Head of Real Estate France

MANGO

Spain



Year of creation: 1984

Country of creation: Spain

Number of existing shops: 50+

Type of location required:
All

Average size required (sqm):
1 000 - 5 000

3 priority countries of expansion:
Worldwide

We want to enhance your unique and personal style with our fashion collections that are in constant renovation. 30 years after our birth, we preserve our roots and identity, cultivating the essence that allows us to achieve our best version. Thus, we respect the essence of Mediterranean style that characterizes us, adding the necessary touch to keep us on the vanguard.

PROJECT X PARIS

France



Year of creation: 2014

Country of creation: France

Number of existing shops: 11 - 50

Type of location required:

Cities and high streets

Average size required (sqm):

100 - 500

3 priority countries of expansion:

France - Spain - Germany

Project X Paris is a fashion and lifestyle brand launched by two young French designers who found inspiration in combining urban lifestyle with current trends. It's a blend of fashion design, street culture and minimalism. The brand was founded in 2015. It has conquered top fashion capitals such as Dubai, Berlin, London and Los Angeles before opening its flagship store in Paris. Today PXP counts more than 100 employees and 13 stores in France and worldwide (see our stores). We define our brand identity by our artistic collaborations and by the community of young creative individuals who find inspiration in our collections and use it to create their own personal style.

General Mills / HAAGEN-DAZS

France



Year of creation: 1976

Country of creation: France

Number of existing shops: 50+

Type of location required:
All

Average size required (sqm):
50 - 100

3 priority countries of expansion:
France - Belgium - Switzerland

Opening a Häagen-Dazs Shop means above all wanting to offer its customers an extraordinary experience, by offering them the best ice cream in the world, in an exceptional setting. Give your customers a memorable experience by offering them the following offer:

24 flavors of ice creams and sorbets and toppings to sublimate them

Boutique exclusives, limited editions for each season

Exclusive creations and frozen drinks

A selection of gourmet pastries, pancakes and waffles particularly popular in France

Hot or cold drinks made from ice cream

Frozen cakes for Christmas

Limited editions / innovations systematically highlighted on a «menu» that is renewed each season

PLACE O MARCHE

France



Year of creation: 2016

Country of creation: France

Number of existing shops: 4 - 10

Type of location required:

Cities and high streets

Average size required (sqm):

500 - 1 000

3 priority countries of expansion:

France - Belgium - Luxembourg

Since its launch, Place-O-Marché has gained strong support and represents a real driving force for traditional food retailing. Beyond responding to an economic requirement of the municipalities, the hall also responds to a social need. It is distinguished by the attractiveness of its shops, thus meeting the expectations of residents to make the choice to consume better and this in a truly friendly place of life, made up of exchanges and sharing.

HEALTH & BEAUTY STORES

BENU pharmacies

Germany



Year of creation: 2010

Country of creation: Germany

Number of existing shops: 50+

Type of location required:
All

Average size required (sqm):
100 - 500

3 priority countries of expansion:
Romania - Czech Republic - Serbia

We are setting new standards in terms of market presence with our Pharmacy brand BENU. For our customers, we create a welcoming environment where they feel safe and confident. In the BENU Pharmacies, our customers can get a first-hand look of the inviting interior and optimized presentation of products.

Andrius Navickas
Real Estate Manager Europe

ATOL

France



Year of creation: 1970

Country of creation: France

Number of existing shops: 50+

Type of location required:

Malls, Shopping centers, life place destinations

Average size required (sqm):

100 - 500

3 priority countries of expansion:

Monaco - Belgium - Switzerland

Since 1970, Atol Les Opticiens has brought together optical specialists who share the values ??of professionalism, advice and know-how with the sole objective of seeing well for eyeglass wearers. The cooperative brand offers its pioneering spirit of solidarity and an experience of innovative and quality optics in nearly 800 points of sale.

HEALTH & BEAUTY STORES

NYX

France



Year of creation: 2011

Country of creation: United States

Number of existing shops: 50+

Type of location required:
All

Average size required (sqm):
50 - 100

3 priority countries of expansion:
France - Belgium - Netherlands

A fierce community of independent spirits, we believe in unstoppable self-expression. Together we empower every proud makeup junkie to live, dream, and experiment at full volume. Always bringing you pro-level makeup, the most expert formulas, the highest-grade pigments, and making them accessible for everyone. And never stopping our belief that the bright side is the right side.

Olivier De Malezieux
chief retail officer

BoConcept

United Kingdom



Year of creation: 2005

Country of creation: United Kingdom

Number of existing shops: 4 - 10

Type of location required:
All

3 priority countries of expansion:
United Kingdom

BoConcept was born in Denmark in 1952, and is today a premium retail lifestyle brand, with close to three hundred stores in over sixty countries. We design, produce and sell contemporary furniture, accessories and lighting for living, dining, sleeping, home-office and outdoor spaces. We also help our customers create a personal home with our comprehensive in-home or store interior design service.

MIDAS

France



Year of creation: 1956

Country of creation: United States

Number of existing shops: 50+

Type of location required:

Cities and high streets

Average size required (sqm):

100 - 500

3 priority countries of expansion:

Germany - United Kingdom -
Netherlands

Automotive aftermarket is an amazing and innovating market. Cars are more and more technic and expensive, we keep them longer, the trend is to repair. Customers are more and more demanding of a simple and seamless omnichannel user experience. What drives us for more than 60 years is to take care of our franchisees in the long run in order for them to take care of their customers in the long run. To join the Network Midas is the insurance to simplify your business due to powerful tools to be up to date technically and benefit of our R&D department to be efficient and profitable with a powerful brand inside a large and family group to get a full support

BLANC DES VOSGES

France



To receive the full guide with 500 retail, food and leisure concepts highlight sharing their expansion objectives, fill-in the information form.

Year of creation: 1890

Country of creation: France

Number of existing shops: 11 - 50

Type of location required:

Retail parks, Factory outlets

3 priority countries of expansion:

France

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ral
know-how to create and manufacture
innovating products at the cutting edge of
the latest trends. Keeper of the Excellence of
French art of living, creation is essential for
Blanc Des Vosges. Along our collections, we
choose to tell a story, harmonize colors, stage
new associations to delight and amaze you
always more. Blanc Des Vosges has become a
key player in the Home linen market. For its
exceptional talent, we have been awarded in
2011 of the label «Entreprise du Patrimoine
vivant» which recognizes our rare French
know-how as well as our strong heritage.