



Family. Adventure. Experience.

Alpine-X's mission is to develop adventure-themed, family-centric, active lifestyle communities and unique experience-based sports entertainment destinations throughout the United States.

### OPPORTUNITY

Alpine-X is a Washington, DC-based holding company that is developing unique active lifestyle destination venues throughout major metropolitan areas in North America. Each Alpine-X development will be centered around an indoor snow sports facility, with additional amenities including luxury accommodations, mountain coasters, wave pools and water parks, zip lines, ropes courses, hiking and biking trails, restaurants, bars, and more.

Our first location, in the Washington, DC metropolitan area, is in early-stage development via a Public-Private Partnership with Fairfax County, Virginia. Alpine-X is also evaluating a potential location in the Houston, Texas metropolitan region.

Alpine-X is currently seeking strategic investors, both at the holding company level, and for specific projects.

### BUSINESS MODEL

Alpine-X has plans to develop more than 20 active lifestyle destination venues in North America, strategically located near large metropolitan areas. Revenue will be generated from multiple sources, including venue ticket and admission sales, food and beverage sales, rent to tenants and vendors, hotel occupancy revenue, sponsorships and advertising, and in some cases, through mixed-use real estate development opportunities, including residential developments.



## TARGET MARKET

Alpine-X will market to the general public, including snow sports enthusiasts, families, groups, schools, camps, military and law enforcement, and others. We expect 400,000 to 500,000 visits per year, per location to the indoor ski facility, and approximately 1MM visits per year per location to the overall development.

## COMPETITION

Big Snow, located in the Meadowlands, New Jersey, at the American Dream Mall, is projected to open in the Spring of 2019. It will be the first indoor snow-themed facility in the U.S. Big Snow is designed to bring visitors to the American Dream mixed-use facility, and is much smaller than the proposed Alpine-X facilities. Big Snow is considered a novelty attraction, rather than a serious snow sports venue. Other comparable players in the sports experience and entertainment market include Topgolf and indoor water parks.

## COMPETITIVE ADVANTAGE

Alpine-X is modeling our facilities on SnowWorld, a successful and growing indoor snow sports business based in The Netherlands with multiple locations throughout Europe. SnowWorld's business model has proven commercially viable and sustainable, with more than 20 years of operational experience in the indoor snow sports and hospitality industry. SnowWorld has granted exclusivity to Alpine-X to develop similar facilities throughout North America.

## EXECUTION

Alpine-X's first facility is in the early planning phase. An application has been submitted with Fairfax County, VA to establish a public private partnership whereby land can be secured inexpensively, and support of the county can be fostered. Similar models will be explored throughout the U.S. The development and launch of the first facility is expected to be immediately followed by similar developments in Houston, Texas; Atlanta, Georgia; and other markets. The goal of Alpine-X is to have 20+ locations operational within ten years.

## FINANCIAL HIGHLIGHTS

Each project is expected to be financially viable on its own, with additional developments providing added value to investors. Each project investment will cost between \$100 to \$150 million to develop depending on the location. It is projected that each facility will have an estimated value of 2.5x after five years.

Alpine-X, has completed a market feasibility study on the Washington, DC indoor snow sports facility with the research firm Horwath HTL. This detailed report can be furnished upon request.



Family. Adventure. Experience.

Contact us to learn more about current investment opportunities.  
Detailed business analysis and financials are available upon request.

**Niels ten Berge, CEO**

niels@alpine-x.com  
+1 703.509.2811

**Jeff Hokenson, CMO**

jeff@alpine-x.com  
+1 202.750.1980