



## A Message From Our Chairman, Mr. Ali Kazma

*The past year has brought along a number of emotions as a result of exciting challenges and accomplishments on the way to the big event we have all been working tirelessly towards, the official launch of KidzMondo. Knowing that we are providing children with a space to run free with their imaginations in an educational and entertaining setting makes this whole journey worthwhile, and seeing the first Kidizen enter the theme park will justify every obstacle we have successfully overcome.*

*Since our previous issues of Magazania, our glowing list of esteemed marketing partners has grown even bigger with more triple A brands coming on board. With the support of these world-class collaborators, KidzMondo is the ideal place for children to explore their potential and learn valuable lessons of social responsibility and self-reliance. The completion of the construction phase has set the stage for the grand opening, and the level of excitement has reached its boiling point with the entire team awaiting visitors to see our vision finally become a reality.*

*In addition to creating employment opportunities for hundreds of local professionals, we have made progress in growing and expanding our local brand in several countries, a fact made prominent by our signing with Trump Towers Doğan Group to establish the KidzMondo franchise in Istanbul, an important melting pot of Eastern and Western culture. We will continue our expansion plans with our partners in Abu Dhabi, and even more exciting projects that are in the pipeline will soon be communicated to our marketing partners.*

*With the official start of our journey coming closer day-by-day, I would like to thank all of our collaborators, marketing partners and third parties who have opened their first outlets and additional branches inside KidzMondo for their continued support, without which we could not have launched this breakthrough venture. We promise them an exceptional journey that ensures the satisfaction of everyone involved and whose outcomes will definitely encourage others to come on board.*

*I would also like to reserve special praise for our team, which has dedicated an enormous amount of effort and worked from the heart to not only make this project a reality, but one that exceeds expectation. The media's role in supporting KidzMondo has to be acknowledged, whether it is through their coverage of the construction phase or their continued reporting every step of the way.*

*In this last issue of Magazania, what I would like to convey most of all is my pride at leading this groundbreaking project along with my partner Hind Berri, and the pleasure it gives me to know that we are all working towards a better future for our country, one child at a time. I am positive that KidzMondo will live up to and exceed the anticipation surrounding it, with only bigger and better things planned for the future.*

**Sincerely,  
Ali Kazma**





## A Message From Our Vice-Chairman, Mrs. Hind Berri

*Watching KidzMondo come to life has been one of the most rewarding experiences of my career thus far. For someone who is deeply committed to the enrichment of my country, creating a lively and inviting world for children has always been a dream of mine; and witnessing the look of awe and wonder on children's faces as they walk through the door of KidzMondo has made all of our hard work over the past year worthwhile. We have worked closely with schools to ensure that our core mission of educational contribution is perfected, and have gone out of our way to become responsible corporate citizens with deep ties to nonprofit organizations. Our collaboration with a multitude of triple A brands and a talented team of professionals have contributed immensely to the successful launch of this project that is the first of its kind in Lebanon.*

*The tireless effort we have put into making the KidzMondo environment one that is utterly devoted to children's care and safety led to our engagement in an extremely thorough hiring process that consisted of thousands of interviews and participation in the country's top university job fairs. Our carefully selected team is obligated to follow a tremendously strict set of guidelines, with detailed rules concerning uniforms and HR inspections upon entering the facilities, a ban on any religious symbols and making sure all our employees are child-friendly by nature. All of our personnel have university-level educations and understand what it takes to keep their complete focus on the children at all times.*

*Embarking on such a massive journey does not come without its challenges, and we have overcome a number of them along the way. We have taken extreme measures to guarantee the safety of all our visitors and have paid attention to the smallest details in order to make KidzMondo a 100% safe environment for children, taking into account points such as hazardous items at the KM Exit Store and sharp edges on the walls. Another challenge we have successfully managed has been the meeting of international standards for amusement parks by equipping the park with the latest technologies.*

*What I hope children carry with them from the KidzMondo experience is the lesson of self-reliance and the value of work and saving money. Being proud of any job and giving it the respect it deserves, whether it is glamorous or foundational, is also what I want children to learn and keep close to their hearts for the rest of their lives. We go to great lengths at KidzMondo to teach children about civil responsibilities through fun methods and to educate them about the importance of environmental conscientiousness, principally enforcing the habit of recycling. We want to help them become model citizens by spreading the concepts of giving back to society, being accepting of other people's misfortunes and sensitive to their needs. As a mother myself, what I want my own children to take from KidzMondo is the ability to choose their career path, which in turn helps me take the right steps to encourage them.*

*Having finally opened our doors to the children of the country and officially commenced our voyage, I would like to thank our esteemed partners and sponsors for their contributions and for putting their faith in our project. A special piece of gratitude is reserved for the many parents whose support has meant a great deal to us, whether it has been through their positive feedback on social media, or simply through their appreciative phone calls to the office. Finally, I would like to extend a warm welcome to every child who visits KidzMondo and hope that we can provide the answer to the age-old question of what I want to be when I grow up.*

Sincerely,  
Hind Berri



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# Meet the People Behind KidzMondo

KidzMondo is a concept that requires unique dedication and creative vision to bring to life. Each and every member of our founding team provides a wealth of experience along with the pioneering spirit needed to turn the KidzMondo vision into a reality for inquisitive children, their educators, and our business partners across Lebanon.

We invite you to meet the qualified and driven people behind the KidzMondo world.

## Meet the People Behind KidzMondo Management Profiles



**Samer Kahil**  
Chief Financial Officer

We at KidzMondo are very excited to welcome Mr. Samer Kahil as our new CFO. His impressive past experience makes him a unique and inspiring addition to the KidzMondo team. His business motto is to always exceed stakeholders' expectations while exercising a high degree of professionalism, and he aims to bring this same level of dedication to see that KidzMondo becomes a global leader in the edutainment industry.

Mr. Kahil's previous employment in both Lebanon and the UAE, highlight his experience with a variety of large-scale financial and real estate projects. Beginning his career as an auditor for Deloitte & Touche, he has continued to advance his skills a financier by working with other notable organizations such as: SARA General Trading, SCAS Capital, and MENA Capital SAL.

Mr. Kahil will be in charge of all things financial for KidzMondo. He will be closely involved in the strategic planning, growth and business development of the company. His insights will provide the platform to safeguard and maximize investments, while providing the opportunity for him to expand his own abilities as he discovers additional industries and opportunities for the KidzMondo brand worldwide.

As a father, Mr. Kahil is keenly attracted to the KidzMondo project, which he describes as "momentous" and "vital to producing a more innovative and creative generation." We appreciate the excitement that Mr. Kahil is approaching his position at KidzMondo, viewing it as the newest challenge in a long and successful career, and we are confident that with the expertise and competence he has demonstrated in all his endeavors, that his work with our organization will surpass our already high expectations.



**Marc Harb**  
Director of Sponsorship and Business Development

As one of the very first executives charged with realizing the KidzMondo vision in Beirut, Marc Harb has truly become one of our most versatile and diligent members of the Kidz S.A.L. team. Marc comes to us with formidable experience in the fields of marketing and sales, and has dedicated years of his life to studying the Lebanese market in particular.

The rapid growth and future promise of this project can rightly be attributed to his relentless efforts from the earliest phases of planning KidzMondo's strategic development. His laudable efforts have attracted the interest of our first important business partners, with plenty more waiting in the wings to join the KidzMondo enterprise. Marc has been leading the way since early 2011, recruiting the capable team that would come to work alongside him, as well as developing the concept into a workable strategy and overseeing its implementation on the ground.

As a marketing professional, he was uniquely drawn to the concept behind KidzMondo. Attracted at first to the project's potential for providing valuable supplemental education for our nation's youth, as well as its promise to become a leading touristic attraction, he quickly became fascinated with the undeniable marketing opportunity this venture provides for its business partners. Mr. Harb knows better than anyone how the KidzMondo concept benefits our visitors and the Lebanese community at large, as well as offers a rare marketing opportunity for the brands that will become part of the KidzMondo world.

Mr. Harb considers the KidzMondo theme park to not only be a dreamlike playground for kid visitors, but a playground for protecting the advantage of today's leading brands. The positive and mutually beneficial relationships our business partners are able to build with young consumers today will allow for the creation of future demand tomorrow.



## Meet the People Behind KidzMondo

### Management Profiles



**Jimmy Malek**  
Director of Operations

Prior to joining KidzMondo, Mr. Malek has crafted a stunning and accomplished career spanning almost a quarter of a century and across the region, including stints in Lebanon, Dubai, Kuwait, and the Comoros Islands.

His diversified senior executive experience demonstrates his adaptability to a variety of markets and sectors of industry. His professional background includes experience and training in marketing, brand building and merchandising, among others. His dedicated and distinctive efforts at the helm of various start-ups, all of which have developed into profitable and successful enterprises under his care, is what makes Mr. Malek one of the most valuable additions to our dynamic team.

Mr. Malek thrives in competitive markets, and has an unsurpassed ability to drive organizational performance at every level of operations. His management style in tandem with his vision of KidzMondo's bright future truly encompasses the organization's goals of reaching a wide consumer audience, while providing lasting benefit for the educational sector of Lebanon. His mission with us goes well beyond high-level management of one of the country's most ambitious family based entertainment project to date, but extends to his vision of providing our business partners the opportunity to communicate directly with current and future consumers in increasingly creative ways. With Mr. Malek's exceptional skill, he will play an integral role in establishing the very first flagship KidzMondo park in Lebanon, turning concept into a smoothly functioning reality while directing the work of several hundred employees. He will also be dedicated to helping future franchise purchasers around the region in developing the necessary foundations to recreate the entire KidzMondo experience, while tailoring the concept to their particular localized markets.



**Joe Maalouf**  
Director of Information Technology

Mr. Maalouf brings over 20 years of award-winning experience in leading roles at several of the most recognized names in the high-tech world, including firms such as: Intel, HP and Citrix, among others. But beyond his highly sought after technical experience, it is his steadfast belief in the mission behind the KidzMondo project that has made him an outstanding addition to our team.

Having recently returned to Lebanon with his wife and two young children after nearly 25 years abroad, it is his civic and national pride along with his reverence for Lebanese cultural values of family and tradition that most appeal to us. He believes strongly, as does everyone else at KidzMondo, that our nation's most precious and valuable assets are our children. As a parent, he is equally committed to KidzMondo's goals of instilling in our youth important lessons regarding freedom, responsibility and empowered self-reliance.

He is currently overseeing the design and implementation of complex technical solutions to meet the unique technical and security demands of our groundbreaking education based theme park. Beyond his duties towards investors, stakeholders and educators, his mission above and beyond all else is to ensure the safety of our park's young guests at every stage of their experience. He also is responsible for integrating technology wherever possible into the activities featured in KidzMondo, to ensure that children receive a hands-on learning approach to interacting with modern, cutting edge technology.

Our children, as well as every one of KidzMondo's diverse technical needs, are safe in Mr. Maalouf's qualified hands.



**Vincent Pijenburg**  
Business Development Manager

With over 20 years of experience in the entertainment and theme park industry, as well as possessing experience in the education area, Vincent Pijenburg brings to KidzMondo his unique perspective in blending learning with highly entertaining family based tourism.

To Mr. Pijenburg, a respected industry veteran and proud parent to two young children, entertaining someone is the easy part. The challenge, he says, is to make education more active, inclusive and fun. He believes KidzMondo is the most entertaining way of truly exploring a child's learning potential. Having worked with similar projects elsewhere in the Middle East and in Europe, Mr. Pijenburg intends to facilitate the creation of a dynamic and fun learning environment as a senior member of our team.

Mr. Pijenburg has played a pivotal role in helping KidzMondo develop and tweak the established and proven "edutainment" concept to be applied to the Lebanese market in inventive and successful ways. As a strong proponent of the "edutainment" model, his vision is one that sees immeasurable benefit not only to Lebanese youth, but also sees KidzMondo as promoting a healthy and positive image for Lebanon in general, all while boosting it's tourism potential to the overall benefit of the country.

Not only will Mr. Pijenburg be overseeing the day-to-day operations as the managing director of Kidz S.A.L., he will also be leveraging his international experience in developing the global franchise potential of the concept, eventually allowing for KidzMondo's business partners exposure beyond Lebanese borders.

In addition to all of this, he will also be working hand-in-hand with marketing partners and stakeholders to develop the KidzMondo project to its fullest and most rewarding potential.



**Maria Noujaim**  
Content and Artistic Manager

Ms. Noujaim is the newest member to join the KidzMondo team. She comes to us with extensive experience in the Marketing and Management fields. In addition to holding both a Masters in Management and an MBA in Business Development she is also currently working on her PHD Project thesis. She also has worked in various managerial positions in Lebanon and Dubai, including serving as an operations team leader for a similarly themed park in Dubai.

Born to a family of educators, Ms. Noujaim has always had a passion for educational as well as artistic development, which is why she is distinctly suited to handle her responsibilities as the content developer for each activity within the KidzMondo Park. Working closely with our Director of Education, Ms. Noujaim will help design and structure every aspect of our guests experience, from the moment they step through the door until the moment they depart. She will be handling this in addition to overseeing the Artistic Department in their daily operations. She will be responsible for much of how the activities within KidzMondo look, feel, and function. She has an established track record of creativity as well as a marked ability to lead a team towards realizing managerial objectives. We are proud to welcome this exceptionally talented young lady to the KidzMondo team.



## Meet the People Behind KidzMondo

### Management Profiles



**Sarah Al Sarraf**  
Human Resource Manager

Like many of our new team members, Miss Sarah Al Sarraf comes to us with solid and proven experience in developing efficient departments from scratch, but also has unique experience related to children. With a BA in Psychology from AUB, an MSC in Human Resources and Organizational Behavior from King's College (UK), as well as a teaching diploma from the prestigious Montessori International Academy, her academic history is perfectly aligned with KidzMondo's multi-faceted goals. Her passion for the well being of children is evident in her work as a nursery teacher in the UK, along with ample volunteer credentials, having worked with kid-focused NGO's such as St Jude Children's Cancer Center and the Muhammad Khalid Foundation for Orphans. Miss Sarraf's professional history is equally impressive and makes her particularly well suited for our needs. As the Human Resource manager for LCC (Lebanese Commuting Company) she established the HR department from A to Z, and she'll be doing the same for us at KidzMondo.

Once she establishes the operating procedures for the department she'll be heading, Miss Sarraf will be working closely with our outside consulting agents to recruit, train, and coach every new member to our organization according to her exemplary standards. She'll also be carefully documenting every move she makes in our franchise booklet so new locations can implement identical structures and procedures in a streamlined fashion abroad. The entire KidzMondo organization is forging new ground, and with ambitious plans for rapid expansion; it's talented and experienced professional like Miss Sarraf who will make the Lebanese location a success, and whose expertise will help shape backbone of global KidzMondo brand.

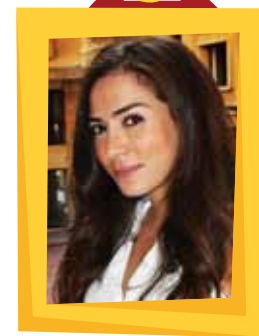


**Mirna Souaid**  
Marketing and Events Manager

We are pleased to welcome Ms. Mirna Souaid; a highly seasoned professional executive with an outstanding and respected career in public relations, media communications, and production that spans over seventeen years. Some of her most notable accomplishments have been the many accolades she has received as a co-host, content writer, and producer of several well-known children's television programs in the Middle East. During her ten-year career with the legendary Lebanese media powerhouse, MTV, she served as the Assistant Producer, Format Editor and Co-Presenter of the popular children's program, "Mini-Studio," in addition to producing other shows. The scope of her creative talents includes: acting, writing songs, and cohosting. Mirna's production experience did not stop with MTV as she continued on to Al Rai TV as part of the founding team, responsible for producing and presenting several TV programs such as: Studio Al Batal and Studio Al Aftal and Raikom Ahabab, among many others.

In addition to her TV experience, and prior to joining KidzMondo, she worked in Marketing and Public Relations with Al Arjan International Real Estate Company and AWI (the company behind publications such as Layalina and Al-Balad) as the corporate Marketing Manager. Ms. Souaid is also the official representative of both Cannes and Dubai Lynx in Lebanon.

Ms. Souaid will bring her rare expertise in children's entertainment to her role in driving the positive development of the KidzMondo brand in Lebanon and abroad. The full breadth of her experience in children's entertainment is too extensive and varied to be mentioned fully here, but it's quite safe to say that no better candidate could have presented herself to take the helm of the Marketing Department for the KidzMondo Edutainment Theme Park. Her main objective will be promoting the KidzMondo brand to a wider regional and global audience, presenting a positive image to the public at all times, not only for KidzMondo, but also for the brands with whom we are partnered. In addition to this, she will be driving force behind various CSR and community outreach initiatives. Her initial challenge will lie in introducing the edutainment concept to the Lebanese market, but with her unique blend of experiences and her obvious passion for captivating young minds, she is more than up to the task.



**Maria Bianca Merheb**  
Airport Manager

Miss Maria Bianca Merheb comes to us with impressive academic credentials on top of her substantial work history. This enthusiastic young professional holds a BA in Marketing, an MA in Management, and is currently a prospective PHD candidate in Economics at Paris Dauphine University. She has honed her skills while working on the banking sector, as well as in human resources and operation management, in addition to handling all the marketing and communications related tasks for her family's business. At KidzMondo she will be applying this knowledge as our Airport Manager, handing everything pertaining to the entry and exiting procedures of the Park. The Airport section of KidzMondo has truly become an entire department unto itself, and acts as an essential feature of the KidzMondo experience. She will be developing the department from scratch, using her experience in human resources and operations to recruit and train her own staff, as well as designing departmental SOP's that can be easily implemented at KidzMondo locations abroad post expansion.

Miss Merheb was strongly attracted to the KidzMondo project because of the uncommon nature of our concept. She saw a unique opportunity for herself to grow along with our organization. Professionally, she is drawn to challenges that require new thinking and new solutions in a fast paced environment. We are pleased to be bringing her aboard; with her youthful enthusiasm and hopeful vision of the future, we are confident that she accurately reflects the image our organization is shaping a new, day-by-day.



**Alain Farah**  
Creative Director

Mr. Alain Farah comes to KidzMondo as an already award-winning and accomplished professional with experience in advertising and branding throughout the region. As our new Creative Director, he will be overseeing the creative development of KidzMondo's branding, image and advertising needs. Prior to joining KidzMondo, Mr. Farah's eight-year career was spread out across the region, six years of which were spent in the Gulf working for agencies such as KUC Kuwait, DDB Kuwait/Oman, and B-COMAD/TBWA. In addition to earning the recognition of his peers at DDB, and a nomination to Cannes, he was part of the creative team to win four awards at KAA. Upon returning to Lebanon, he held a leading role in the creative department at local creative Lebanese branding agency, Spider Monkey.

Mr. Farah will be using his creative direction experience to support the Marketing Department, ensuring that branding and communication strategies remain uniform across future KidzMondo marketing departments as the organization expands its operations to include global franchises. A highly creative individual himself, Mr. Farah is enthusiastic about the design potential of the KidzMondo project, which he credits mostly to the children that will make up KidzMondo's vivid, colorful and hyperactive world. We're looking forward to his creative contributions to the KidzMondo brand as we continue to grow.

## Meet the People Behind KidzMondo

### Management Profiles



**Fadi Fakhreddine**  
Facility Services Manager

We are pleased to welcome Mr. Fadi Fakhreddine to KidzMondo's team as our Facility Services Manager. Mr. Fakhreddine carries a rich background in facilities supervision and was eager to be part of a new educational concept, stating "When I was asked to join the project I was thrilled to bring my expertise and knowledge to a venture that will change the standards of kids' entertainment in Lebanon".

Mr. Fakhreddine's journey with KidzMondo started in the construction phase as site Manager. He handled the coordination between all contributing companies in the construction, along with acting as the link between management offices and other parties in charge of construction. Mr. Fakhreddine is responsible for all facilities including security, valet parking and cleaning, in addition to the maintenance of all electrical equipment, lighting and machinery. KidzMondo regulations stipulate that Mr. Fakhreddine's scope of responsibility includes daily check-ups and round the clock ground inspections to ensure safety of the children.

Mr. Fakhreddine believes highly in the educational concept of KidzMondo, especially in the opportunity it presents in providing children with career orientation that contributes to their development and provides guidance for their parents. With Mr. Fakhreddine's expertise at our disposal, we are confident that he will strongly contribute to KidzMondo's functionality and help to ensure a safe, efficient and comfortable working environment for staff and children alike.



**Serge Daccache**  
Establishment Manager

We are delighted to announce a new addition to its growing team, Mr. Serge Daccache, who has come on board as Establishment Manager. Further to his impressive academic career at USEK in which he earned his Business Administration degree, he also worked as Operations Manager for Duplexline, which laid the groundwork for the responsibilities he has taken on at KidzMondo.

Mr. Daccache plays a pivotal role in ensuring that every aspect of KidzMondo is running efficiently, with responsibilities ranging from enforcing safety precautions in each establishment to handling personnel development, as well as making sure that guests are able to fully take advantage of the educational and entertainment services on offer at KidzMondo. His lengthy extracurricular employment as a summer camp and ski instructor at Mont-La-Salle has fine-tuned his ability to understand children's needs and how to make their visit to KidzMondo as smooth as possible. Mr. Daccache considers that the two most important and attractive aspects of KidzMondo are the educational value it offers and its uniqueness to Lebanon.

As the newest member of our family, Mr. Daccache hopes that his experience adds another layer to the growing team that has taken shape at the organization. With this addition, the team looks forward to his making the KidzMondo experience one that he would have wanted to have for himself.



**Rami Harake**  
Supply Chain Manager

Mr. Rami Harake comes to us with an accomplished experience in procurement and sales. Throughout his career, Mr. Harake held positions in various companies between Lebanon and the Gulf where his wide experience in the field of logistics enabled him to master the procurement process from purchasing and negotiating with vendors, to sourcing and creating databases. Mr. Harake is certified by several training programs such as DOLPHIN Stock Software and ISO9001 for Internal Audit hence widening his scope of knowledge even further and making him excellent addition to our team.

As a highly devoted professional, Mr. Harake will be applying his immense knowledge to his role as our Supply Chain Manager at KidzMondo, where his tasks include purchasing, warehouse management and demand planning. Experiencing procurement in industries such as manufacturing, agriculture and construction have enabled him to establish a rich understanding of the supply chain processes making him the perfect candidate to build and lead our supply chain department. Eager for a new challenge, Mr. Harake could not resist the unique experience that KidzMondo offers. He is confident that our concept will be a vital force in developing education in Lebanon, and is thrilled to be a contributor in the ground breaking concept of edutainment.



**Tony Mattar**  
Accounting Manager

We are pleased to welcome Mr. Tony Mattar aboard as the new Accounting Manager at KidzMondo. Mr. Mattar comes from a solid background in accounting where he established a deep understanding of financial procedures by taking on leading accounting roles. As a growth oriented individual, he has always sought to improve his professional credentials through regular trainings and certifications, adding value to his already impressive academic history. Mr. Mattar is excited to join us for what he considers to be a self-satisfying experience on both the personal and professional levels.

In his role at KidzMondo, Mr. Mattar will not only be leading the accounting department, but also ensuring its progress and continuity by building successful and efficient financial structures. Being knowledgeable about the technical and detailed processes of the accounting field, in addition to his familiarity with the newest and most advanced software programs, we trust he will show us impressive results. Mr. Mattar is very passionate about the revolutionary concept KidzMondo is bringing to Lebanon. He is confident that it will play an essential role in discovering the talents of the next generation and have a positive and unique impact on the mentality of our future citizens.



Meet the People Behind KidzMondo  
Unit Heads



**Rana Kanso**  
Head of Recruitment



**Walid Abi Shakra**  
Senior Accountant



**Dania Biddashy Bannout**  
Head of Training &  
Employee Relations



**Romy Abou Tayeb**  
Assistant Artistic Manager



**Habib Bou Rouphael**  
IT Project Manager -  
Software



**Jihad Asmar**  
IT Project Manager -  
Hardware



**Sayed Mikhael**  
IT Project Manager -  
Network

Meet the People Behind KidzMondo  
Coordinators



**Karine Ferzoli**  
Artistic Coordinator



**Hussein El Sheik Ali**  
Marketing Coordinator



**Joseph Saleme**  
Artistic Coordinator



**Cleo Atallah**  
Corporate Sales Coordinator



**Louai Ladki**  
Establishment Coordinator



**Wehbi Cheaib**  
Establishment Coordinator



**Nada Kreidieh**  
Establishment Coordinator



**Tarek Mazboudi**  
Establishment Coordinator



**Sabine Houry**  
Establishment Coordinator



**Leila Younes**  
Establishment Coordinator



**Nour Shawaf**  
Establishment Coordinator



**Sabine Younes**  
Establishment Coordinator



## Meet the People Behind KidzMondo

Coordinators



**Samantha Naufal**  
Junior Graphic Designer



**Hassan Tiba**  
Airport Coordinator



**Veronica Talatinian**  
Airport Coordinator



**Rayan Bou Khzam**  
Retail Coordinator

### Associates



**Nizar Khneifess**  
Retail Coordinator



**Hala Hafez**  
Retail Coordinator



**Layla Fayad**  
Accounting Associate



**Khalil Serhal**  
Accounting Associate

### Administration



**Iman Abdallah**  
HR Associate



**Ghina El Samra**  
Warehouse Associate



**Nawa El Ali**  
Personal Assistant to the  
Managing Director



## FAMILY PICTURE





# A Word from Our Sponsors

Testimonials from Our Partners



**Mohammad El- Hout**  
Chairman

"Who of us as a child didn't dream to fly? Didn't we all, when asked about our future career, say we want to be pilots? This excitement about flying never really left me, and that's why I'm proud to have MEA as part of the KidzMondo project. Our contribution will enable children's imagination to take flight in an unprecedented fashion, granting them the chance to fly a MEA plane in the simulator, and be a part of the MEA experience from take-off to landing.

At MEA, we're devoted to offering the very best service both on and off the ground, while projecting a positive image of Lebanon to the world. In a sense, we are ambassadors of our country's culture and hospitality in every destination we serve, but an equally important issue is to be ambassadors to the next generation and show our commitment to their future.

That's where the importance of the KidzMondo project lies; in that it is not merely entertainment, but is also an educational endeavor that Beirut needs, just as children of the new generation need it as well, to assist them in selecting the role and career with which they can contribute in life. Accordingly, MEA chose to be a sponsor of this project and hopes it will succeed with flying colors!"



**Bank Audi**

**Ramzy Abou-Ezzeddine**  
Group Head of Marketing & Communication

"When Mr. Marc Harb first contacted me back in April of 2011, he proposed the notion of Bank Audi as being the official bank within the KidzMondo theme park. Considering that the KidzMondo concept is the first of its kind in the nation, Bank Audi has never had the opportunity to contribute so much to the development of our young people, so we were naturally quite excited about the potential such a collaboration would bring to both of our brands.

As part of our sponsorship agreement with KidzMondo, Bank Audi will be operating a replica branch within the park, from which all the economic activity for the KidzMondo city will originate. Visiting children will be able to cash the checks they receive upon entering to obtain the park's currency, the Kidlar. Children will also be able to learn more about the world of banking, finance and fiscal management through other available transactions, such as depositing the Kidlars they earn throughout the park for future purchases. Inside our KidzMondo branch, we'll also have a lifelike vault section, to sensitize kids to the important role of banks in real life.

As any local parent could tell you, Lebanon lacks variety of avenues for children to be entertained and educated at the same time. The concept behind KidzMondo is unique, as it enables children to learn about real life issues while still having fun. I strongly believe in the future success of this project, and in our collaboration plans. Given the uniqueness of the idea and its likely success, this project has justifiably attracted all the biggest, and most recognizable brands in Lebanon, and we're happy to be part of this venture."

## A Word from Our Sponsors

Testimonials from Our Partners



**Michel Al Murr**  
CEO

"It has been said that 'Children are great imitators. So give them something great to imitate'. This quote is at the heart of MTV's quest with KidzMondo in this grand educational adventure. Today's society provides children with less of the healthy open-air activities our generation experienced growing up. Parents are forced to rely more on indoor forms of entertainment, such as television and video games. Our mission at MTV is to provide high quality, children-adapted content that includes both educational and entertaining features, so that parents and educators can feel more confident about the kinds of messages these programs are sending children. However, this can never be a replacement for real-time, interactive recreational centers that are essential for every child's healthy development. MTV is enthusiastic about the opportunity to take our programming activities beyond electronic media, and meeting with our current and future audience face to face, learning lessons from each other as we go along.

Our collaboration with KidzMondo allows us to meet our younger viewers in a truly personal way, inside an exceptional and unique playground setting where children can develop their deep thirst for knowledge. Our studios have been pleased to host the biggest names in all fields imaginable. Today, we are ready to host our most important guests; the ones on which our future is based.

Television is spectacle. It is news, technology, creativity, culture and magic. Television is all that and more, but with this medium also comes great responsibility. MTV is proud to be part of KidzMondo's official in-park TV station and will offer visiting children and teens the possibility of producing their own TV content on richly designed sets, sparking their creative genius as they go. With this initiative, we hope to bring the youngest members of society a little bit closer to our world, and maybe, just maybe, plant a seed that will grow into tomorrow's TV talent."



**Mohamed H. Sayegh**  
MD, Raja N. Khuri Dean of the Faculty of Medicine & VP of Medical Affairs at AUB

"AUBMC has been a leader in patient-centered care, education and research in Lebanon and the region since 1902. When Ali presented us the concept of KidzMondo as a replica of Beirut for children to learn and grow, we knew that AUBMC had to be a part of it. The opportunity to provide education and raise health awareness among the younger generation was a very attractive concept for us. We are hopeful that we will be grooming the future physicians of their generation!

The mini-replica of AUBMC at KidzMondo will expose children to the main aspects of a modern medical center. Children visiting the AUBMC facility will truly have the chance to experience what goes on inside a hospital. They will get to change and feed newborns in the nursery, visit the replica operating room where they will be exposed to anatomy, medical equipment and some typical procedures that occur in an OR, such as open-heart surgery. The Emergency Department will allow children to see how paramedics work and learn how patients are taken care of in emergency situations by physicians and nurses. Further, the field of medicine is not only about teaching healthcare and medical concepts; it is also about instilling the values of care, compassion, humility, and respect. The AUBMC facility at KidzMondo will operate based on the AUBMC Core Values: Respect, Integrity, Teamwork and Collaboration, Accountability, Stewardship and Diversity.

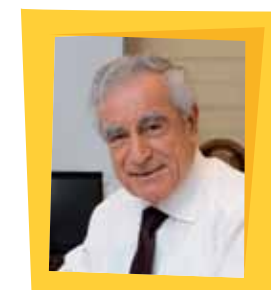
KidzMondo is a revolutionary concept in children's entertainment in Lebanon and AUBMC has been revolutionizing healthcare for generations; that is why our decision to collaborate on this initiative was an easy one. Educating our children and instilling critical values in them at such a young age all while they are enjoying their time is the best way for us to reach them and develop the future leaders of our nation. A famous proverb says, "Tell me and I'll forget. Show me, and I may not remember. Involve me, and I'll understand." That is what this concept offers our children. Myself and the entire team at AUBMC is thrilled to see a project like KidzMondo launch in Lebanon and we wish them the best of luck."



**Mohamad El Hibri**  
Chairman

"At Fajr Al Gulf, we take safety and risk reduction and management very seriously. Our company's mission emphasizes secure and prosperous living, and we aim to provide our clients with much needed peace of mind in a difficult world. We understand that the best safety measures are preventative, which is why we consider partnering with KidzMondo as a prime way to reach our youngest citizens, and teach them about the values of proper safety management early on. In addition to being able to teach children the importance of risk reduction, we are also thrilled to be part of something that invites children to start participating in their own development.

At KidzMondo, children are able to have fun while trying out various jobs and social roles spanning different sectors, and learn how to be socially responsible citizens in the process. Our work with KidzMondo so far has been excellent. At Fajr Al Gulf, we strongly believe that this creative and unique concept will become one of the most attractive projects in Beirut in the coming years. The staff is exceptionally friendly, creative and professional, and their enthusiasm for this project is contagious."



**Dr. Joseph G. Jabbra**  
President

"LAU has been part of Beirut's history since 1835. Our campus and curriculum have been shaping Lebanon's leaders for over a century, instilling in them a commitment to lifelong learning and scholarship, and a set of values relating to civic engagement and service to others. We view partnering with KidzMondo as an extension of our mission to nurture the leaders of tomorrow.

LAU will be the University of KidzMondo. I, along with Dr. Elie Badr, Assistant to the President - Strategy Officer for External Projects and Related Entities, and the members of the KidzMondo committee, will be overseeing the establishment of the space along with the academic material that we will be presenting to children. It is our hope that through this experience they will gain a greater appreciation of higher education and the importance of life long learning, and perhaps we will be meeting LAU's future students.

I have nothing but positive impressions of the project thus far. I believe KidzMondo is a unique and innovative idea that is a clear departure from the classic entertainment parks, which have become a "thing of the past." KidzMondo brings together constructive learning and entertainment and this is crucial for the success and mission of the park. I would like to congratulate KidzMondo's administrative staff for this novel idea. I value their professional attitude and modus operandi and wish them nothing but success!"





## A Word from Our Sponsors

Testimonials from Our Partners



### Mark Kallassi

Marketing Director of F&B

“When we first heard of the KidzMondo project, we reached out to the people behind it. We wanted on board from the very beginning. We were already somewhat familiar with the concept, but we jumped at the chance to participate in this exciting opportunity for Lebanon. Burger King is already quite active in local schools and working with children, but this is the first time that we’ve ever gone into such a project involving other investors, and I think it just goes to prove how strong the KidzMondo concept is in terms of its branding and relationship marketing potential.

Our work with KidzMondo so far has been very smooth. The management team is extremely professional, and they’ve been working hand-in-hand with us every step of the way to realize our mutual goals involving our partnership.

Our activity inside the park is aimed to really transmit the values of Burger King when it comes to environmental and food safety. Through the process of learning to cook their own Burger King burgers, we hope children will learn more about our excellent standards for hygiene and the importance of healthy food choices. Burger King may be fast food, but it’s not junk food. We always strive to be healthy and maintain the highest quality of freshness. We’re excited that we can impart these values, while providing a fun, and satisfying experience in the process.

I would strongly urge any other investors to consider the potential this project has for companies in Lebanon. As business leaders we need to consider the coming generations. Reaching out to the younger generation now will only help us develop strong customer loyalties in the future – and a project like KidzMondo especially also helps us to reach out to our future workforce. KidzMondo is an excellent project for Lebanon in terms of its potential to develop children’s capacities and skills, as well as prepare them well to be efficient and integrated members of society, while at the same time preparing them for adulthood.”



### Marwan Koussa

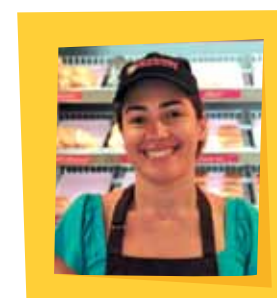
Managing Partner

“When Malco Group first opened its doors back in 1982, we were just a small company starting out. Today, one of our brands, Pain d’Or is an industry leader in its own right. We have been fortunate to enjoy a competitive advantage by merging strong values and industry expertise with immense investment into progressive technologies, allowing us to generate and sustain significant market influence. Despite our overwhelming growth and success over the past three decades, we believe much more is still possible, and these ambitions lie at the heart of our new partnership with KidzMondo.

Pain d’Or is persistently pushing to extend and strengthen our already competitive position within the Lebanese marketplace. We were attracted to KidzMondo after meeting and speaking with KidzMondo management team, and discovering the potential of this innovative and creative venture, now and in the near and distant future. Immediately recognising the industry potential of KidzMondo, and after being exposed to its inspired vision of the future, as well as its potential to create lasting and positive change for the Lebanese community, we were eager to collaborate.

Inside the theme park, we’ll be operating two activities, and one retail outlet. The activities include a mini-Pain d’Or Bakery, where children will enjoy baking their own croissants, cookies, or muffins. Our other factory is where Lebanese children can learn more about and contribute to the process that goes into creating everyone’s favorite snack, Fantasia potato chips. Beyond these, children and parents will be able to benefit from our conveniently located retail store where a variety of our ready-made products will be available for purchase.

KidzMondo is a truly unique amusement park concept, and offers the Lebanese community a brilliant and sustainable blend of education and entertainment. It is a place where the next generation can not only build relationships with potential future Lebanese employers, but also learn at an early age valuable skills that will benefit them both. The experience also gives prominent Lebanese brands an opportunity to extend the longevity of our organizations by building deeply interactive, personal relationships with the community that we serve.”



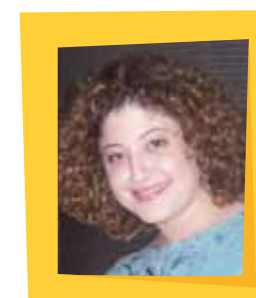
### Christine Sfeir

CEO

“Though we are an American brand, the Lebanese Dunkin Donuts franchise is entirely owned and operated by Lebanese. So I am truly excited for the opportunity for Dunkin Donuts to be able to give back to our local community by partnering with KidzMondo. We are delighted for the chance to be a part of such a fun, and unique concept specifically geared for kids. Dunkin Donuts in Lebanon has always been active within our community, and we’ve always looked for opportunities to work directly with children, including our work with several charitable missions involving underprivileged children.

However, our partnership with KidzMondo is unique; never before have we had such an opportunity to contribute to kids’ creative and educational growth in the way that KidzMondo promises.

KidzMondo provides us with a direct link to our core consumer audience. Through the activity at KidzMondo we’ll develop much closer and more personal relationships with our most valued customers so that we can continue to offer the highest quality in personalized service, earning their valued trust and loyalty in the process. The activity we’ll sponsor at the park will allow children to directly experience our product and our brand in a fun and interactive way. Kids will get to explore their creativity as they get to create and decorate their own Dunkin Donuts, and we cannot wait to see what they come up with! From a more personal perspective, as a mother of two children myself, I am excited for the project to open since I feel that KidzMondo is just an amazing opportunity for kids and parents. As a mom, and a business person, I am thrilled to be part of something so unique, and so beneficial for the children of Lebanon.”



### Tamar Salha

Executive Assistant Manager, Phoenicia Hotel Beirut, InterContinental Hotels Group

“My history with the Phoenicia Hotel began 13 years ago, when I first started as a trainee. Today, my role is to oversee hotel operations. Part of my mission as the Executive Assistant Manager is to develop and initiate long-term strategies that allow us to continuously engage the community that has welcomed us for over fifty years. The Phoenicia has truly become an iconic focal point of Beirut life since its debut in 1961, and it is my vision to see that the landmark hotel remains an integral part of Lebanese living for generations to come.

This is why we were excited when we first learned about KidzMondo, and the revolutionary edutainment concept behind it. We immediately decided that the Phoenicia Hotel should and must be a part of this groundbreaking project. In the past, we have partnered with universities and charitable organizations throughout Lebanon to promote and maintain the vitality of the Lebanese hospitality industry. But through KidzMondo, we now have an opportunity to speak to an entirely different audience. We are thrilled for the chance to start building relationships with our future employees and guests while giving back to our home community.

Inside KidzMondo, children can find a replica of the real Phoenicia Hotel where they can explore the hospitality industry first hand by choosing from several hospitality career paths. A significant aspect of this activity is learning important skills for their domestic lives, in addition to their future professional lives. They will learn practical business and customer service skills and acquire the qualities of being personable, helpful and polite -even when dealing with difficult clients.

To summarize, I believe KidzMondo is a truly revolutionary concept for developing future generations of Lebanese. It gives us hope for a new generation of enthusiastic hoteliers along with loyal and satisfied guests. As Thomas Jefferson once said “Every generation needs a new revolution,” and I feel that KidzMondo is the revolution we need now.”

## A Word from Our Sponsors

Testimonials from Our Partners



### Mayssoun Al Rifai

Group Marketing Director, AC-Holding SAL

"When I first heard of the KidzMondo concept from family and friends I knew immediately that our company should be a part of the project, sharing our own values as a business that focuses on the quality of the human relationship, the respect for the customer, and the determination to satisfy.

Even though we sponsor different scholarly events as well as factory tours and information seminars for different schools, it's not always easy finding the right channel of communication with children. What drove our interest in participating was the uniqueness of this channel with KidzMondo. This allows us to offer an exploratory experience by which we introduce who we are as a brand, a philosophy, and a Lebanese icon.

We'll achieve this by having the kids own their own nut store, where they will have the responsibility to mix the nuts, talk to customers, maintain the store, and we're even thinking of letting the kids roast nuts on a smaller scale. We're not forgetting about coffee (although we won't let the kids have any!), and we'll expose the children to the whole process - from bean to cup. The aim is to teach children the value of work and earning money through hands-on experience, not to market our products but rather to have them learn what it is like to be in charge of a production line, and serve a product that is safe to consumers.

I've waited a long time for a project of this nature, and want to say a big "Thank you" to the KidzMondo team for their effort and hard work. I believe this to be the sort of breakthrough project in Lebanon that will bring together entertainment and life-like situations in a friendly and controlled atmosphere, while informing children where their products are coming from, and -of course- what makes good nuts!"



### Rami Kobtan

Regional Category Manager - M.E.N.A.

"As a marketing specialist with years of advertising experience, I was intrigued by the edutainment concept when I was first introduced to it in Dubai. I was pleased to learn more about KidzMondo in Lebanon via Marc Harb, when he briefed us about the upcoming project and Gandour's potential involvement. We considered it as a natural progression in our marketing and communication strategies. Gandour has been in the market since 1857, and our interaction with our consumers (especially children) has been continuous. Enjoying Gandour products has been a childhood tradition in Lebanon, and our continued success depends a great deal on the nostalgic relationship we have with our customers. We aim to regularly interact with children during our educational visits to schools across the country. Nevertheless, we were excited to learn about the potential this project provides us to reach out to one of our core consumer groups in such an interactive way. This is truly the first professional children's education project in Lebanon, which is reason enough to support it. But it is also a perfect mechanism to reach our core consumer base, as we explore ways of creating even more positive memories and associations with our brand.

Inside KidzMondo, Gandour will sponsor a chocolate/biscuit factory, where we will be educating our young visitors on the process and steps of manufacturing the products Lebanese of all ages have come to love. In addition to that, Gandour will also have a kiosk where kids can use the currency they earn inside the park to purchase their favorite Gandour products. I think the concept of a children's education park is very smart, and will most certainly be a popular destination for Lebanese families. Because the whole idea behind the project is to educate children in an fun, playful, and interactive manner, we believe that it will be a complete success, not only for KidzMondo, but for its partners as well.

Gandour wishes KidzMondo all the best in the upcoming project, and having experienced first hand how positive and professional the KidzMondo team are, we believe that this park will have great success and continuity in the Lebanese market for years to come. We are also fully confident that this success will help elevate the name of Lebanon and the brands of Lebanese investors associated with the project in this and other markets to come."



### Mohammad Ali Hodeib

Chairman

"KidzMondo in Lebanon is a great opportunity for our kids, the future decision-makers of this country. And as Sukleen has become a crucial part of the people's daily lives, sweeping and collecting the waste on the Lebanese streets; we found it beneficial to take part of KidzMondo to raise awareness amongst the youngest generation about the business of waste management.

Sukleen has been servicing the Community since 1994, keeping our cities and villages clean. After the collection, we sort all the waste collected into recyclables materials like plastic, metal, glass, papers and organic waste, before sending the rejects to landfilling.

Inside KidzMondo, Sukleen will have a recycling plant replica. The kids will be collecting "dummy waste" and bringing it to the recycling plant. They will sort the waste and put each material in its specific bucket, thus learning how to turn waste into new materials. This procedure will teach children that waste should be sorted in order to be reused in different ways, focusing on recycling in the park. This will hopefully encourage them to start "sorting at the source" in order to better facilitate the process of recycling later on at the Sukleen sites.

KidzMondo project is definitely a very innovating step in Lebanon that will guarantee a fun and educational atmosphere for children of all ages. On behalf of Sukleen, our presence in this project is essential since waste management is a vital aspect in any community. We consider it as vital as education or health care, and we're excited for the opportunity to help teach our young people more about the important work that Sukleen does for all of Lebanon in partnering with this important community project."



### Abdallah Georges Daher

CEO and Owner

"Daher Foods has been in the manufacturing business for two decades, and already takes advantage of participating in education related events and activities across the country, but of course we've never had the opportunity to be a part of something so remarkably unique.

To introduce children to the important work that Daher Foods does, we'll be sponsoring a pavilion inside KidzMondo where children will be able to learn how the foods they eat are prepared, packaged, and distributed to the stores they visit everyday. Our activity will focus on creating nutritious but delicious cereal bars, one of our leading products.

We hope that through this entertaining activity, children will learn more about the very vital work that the country's food and beverage manufacturers do, learning to see "behind the scenes" of an important industry that supports Lebanon's growth and economic development. It's all too easy to purchase packaged food inside a supermarket and not realize all the work that goes into getting these products onto Lebanese shelves.

We believe that children will find this experience fascinating, challenging, as well as entertaining, and will recognize the rigorous standards for quality that Daher Foods represents as they eventually grow into adulthood, and become the decision makers for their own households.

KidzMondo is truly a fun and exciting crash course in "real-life" for our nation's youth that encourages real growth and self-reliance, along with other skills that will prepare Lebanese youth for their futures in the working world."





## A Word from Our Sponsors

Testimonials from Our Partners



### Mr. Jamil Rayess

General Manager (Lebanon Operation)

"HST Co. launched its first retail outlet in 1974, rapidly expanding its operations to become one of the region's leading retail networks. Today, with its affiliates and subsidiaries, HST Co. proudly employs more than 400 professionals in four countries, who are all entrusted with the important work we do in successfully distributing and retailing prestigious clothing brands.

The decision to partner with KidzMondo came shortly after they approached our marketing department, explaining the revolutionary nature of their concept. I instantly took note of its potential in the Lebanese market, and appreciated the mutually beneficial opportunity the concept provides for us to reach out to our consumers while helping to provide a valuable service for families across Lebanon.

GS Junior actively and regularly does all it can to stay close to our customers by participating in children's fairs and exhibitions across Lebanon, but this particular project is truly unique. Inside KidzMondo, we'll be bringing children closer to the fun and exciting world of high fashion on the GS Junior fashion studio. We believe this activity is important in that it aims to develop children's self-esteem, as they walk confidently up and down our catwalk wearing GS Junior apparel in a fashion show performed for cheering friends and parents. To add realism and excitement, we feel children will enjoy the exhilarating feeling of being in front of the paparazzi, and the flashing cameras we'll have waiting to capture that golden picture.

We are uniquely aware of how image conscious Lebanon can be, and the effect that this emphasis on appearance has on youth, who sometimes struggle to fit in. We feel that the most important lesson children will take away from this activity is that we are all beautiful and unique, and we want to provide the opportunity for every child to shine, just as they are. We feel our activity inside KidzMondo accomplishes just that.

All of us at GS Junior are excited to be partnering with KidzMondo, which aims to provide richer educational and character-building opportunities for the coming generation. We are confident that this project will be an extremely successful and positive one for Lebanon, and by preparing our youth for the future, they in turn will be better equipped to build a brighter future for the rest of us."



### Bachir Basatni

Chairman

"The history of Hypco in Lebanon goes back more than 40 years, and we are proud to be a truly Lebanese company. Throughout our history, despite whatever troubles our country was experiencing, we've stayed true to our core Lebanese values and remained committed to the interests of our country as a whole.

Recently, Hypco has been aggressively trying to renovate our identity as well as our brand, without departing from our company's original philosophy. One of Hypco's most sacred business principles involves honoring our duties and obligation to the next generation of Lebanese citizens. Hypco strongly believes that our environment is our children's inheritance and right, and partnering with KidzMondo is central to achieving this feature of our company mission. By sponsoring a fun activity based on our real-life products and services, we will be able to reach our nation's youth directly.

Through KidzMondo we are able to introduce the Hypco brand while teaching kids important but fun lessons about science, safety, the need for environmental responsibility and conservation. Most importantly, the activity will be entertaining yet constructive, as we'll be helping to prepare our youth for the future world.

Hypco is honored to be a part of this exciting project, and we strongly believe in the KidzMondo mission. Beyond my professional interests in the project, I've always felt that more projects catering to children are desperately needed in Lebanon. I wish KidzMondo continued success and am pleased that Hypco can be a part of its growth."



### Georges Azar

Group Strategy Director

"CTC has been representing Samsung since 1979 and we continually strive to keep up-to-date with the latest innovations on the global level. As entertainment is the core of our business, CTC and Samsung remain committed to adopting innovative marketing approaches that are engaging, entertaining, and create affinity with our consumers. We highly believe in captivating our consumers through experience zones, where consumers get to really experience our products and their tangible benefits. This is just one motivation behind sponsoring innovative and upscale projects such as KidzMondo. Furthermore, the concept driving KidzMondo is well known internationally, with proven success in other markets.

KidzMondo's philosophy coincides with Samsung's global corporate social responsibility direction. At Samsung, and on the global level, the direction for corporate social responsibility is oriented into two poles: Kids & Education. Through KidzMondo we will be able to serve our two global directions in one project which tackles both children and education at the same time!

Finally, KidzMondo promises to revolutionize childhood entertainment in Lebanon, and offers our children the chance to engage at early stages with the practical practices of real life, yet in a fun, educating and captivating way. From a marketing point of view, I look at the experience with KidzMondo as an awareness and equity building experience for our brand that can only create positive images of the brand while developing strong relationships between customers and our brand at a very early stage in consumer development."



### Mr. Asaad Saccal

Managing Director - Saccal Industries

"SACCAL Group has been a steadfast leader in the Electric Power Generation and Conversion industry of Lebanon. Mr. Asaad Saccal, a resilient entrepreneur and a prominent engineer, established the company in 1994. Since its founding, SACCAL has continued to grow steadily, evolving into a holding consisting of four companies, each specializing in a segment of the industry.

Electrical power generation is an integral facet of Lebanese personal and professional life, and it is imperative that our children to gain a better understanding of how the work of SACCAL industries contributes to the quality of life in Lebanon. Inside KidzMondo, Children will get to explore the aspects of electrical generators; they will be able to generate light by the control panel provided and will also have a chance to dismantle and reassemble a generator to light up the city. In this way, children will get to explore their technical talents, while experiencing first hand the importance and value of power generation inside Lebanon.

KidzMondo is an exceptional concept that offers children a chance to develop various skills for the future and provides much needed education in a way that is entertaining. Saccal Industries is proud to be among those already supporting this project, and hope to see more Lebanese business and industry leaders join us in providing a healthy and educational outlet for children. I wish the KidzMondo team nothing but the best of success and look forward to their expansion in the region."





## A Word from Our Sponsors

Testimonials from Our Partners



**Boecker**

### Michel Bayoud

CEO

"When we first learned about the proposed KidzMondo project, we immediately wanted to be a part of it. Though we are an international company specializing in public health, Boecker has an 18-year long history inside Lebanon. We are driven by our company mission to protect healthy living and the environment at every level. Beyond our work in food safety and pest management, we have continually strived to reach out to our local community wherever possible. We currently work with over 60 Lebanese schools and 50 nurseries countrywide to provide services that protect our children from harmful pests and environmental hazards, while providing invaluable tools for teachers and parents to keep the environment where our children live and study safe from harm.

Part of our work involves raising awareness of the valuable service we provide our community. I strongly believe that partnering with KidzMondo is the perfect vehicle to extend our company message and develop stronger relationships with the community we serve, all while being able to provide a fun, and highly educational activity for children.

The activity that Boecker will be sponsoring at KidzMondo is a unique blend of science and adventure that aims to teach kids the importance of environmental health, and teaches safety standards that they can apply in their own lives every day.

My interest in this project goes beyond my dedication to public health in Lebanon, but KidzMondo also speaks to my concerns as a parent. As a father of three wonderful girls, I am often frustrated trying to find fun, educational activities for them to enjoy. KidzMondo is perfect for both children and parents, and I am proud that Boecker is going to be part of something so positive for the children of Lebanon."



**LIBANPOST**

### Hind Fadel

Marketing Director

"LibanPost has been the national postal operator since 1998. Despite Lebanon not having the thoroughly established "mail" culture, we've truly grown to become part of people's daily lives. Our vision is one that seeks to empower people by easing their everyday lives, and we strive to provide solutions for life's everyday challenges. We currently offer over 100 different services, including: express and regular mail services, financial services, retail and merchandising, among others.

Despite our great success, we still endeavor to educate current and future generations about the benefits of postal activities. Our collaboration with KidzMondo is an important channel for this process. With KidzMondo we can teach the next generation how the post works, and expose them to the basic activities of the post as both a customer and an employee.

The KidzMondo concept fits perfectly with our public outreach goals; it allows us to more efficiently reach a much wider audience. Inside KidzMondo, children will be able to play the role of a LibanPost worker or customer. Children will be able to send mail through any mailbox located throughout the park, as well as take on the responsibility of delivering the mail. We intend for the activity to be highly instructive, offering a chance to teach several skills simultaneously, including organization and visual discrimination skills. Children will also be learning important geographical orientation skills, as they need to understand and follow physical directions to deliver packages to waiting customers on time. Above all, children will be exposed to the concept of civic responsibility, and understand a bit more how important the little jobs that make daily life function are. Everyone at LibanPost, including myself, is thrilled to see a project such as KidzMondo launch inside Lebanon. We're eager for the official opening, and we look forward to an enjoyable partnership with KidzMondo as they bring this wonderful city to life."



**pepsi**

### Hussein Sannouh

Market Development Manager - Societe Moderne Libanaise Pour Le Commerce S.A.L (SMLC-Pepsi Bottler)

"As someone with multiple years in Market Development, it is my job to identify and develop attractive opportunities for growth while solidifying relationships with current clients and customers. For the past 7 years, I have been working with SMLC – PepsiCo, a major producer and distributor of liquid refreshment beverages in Lebanon. I am confident that KidzMondo is not only an excellent opportunity to develop relationships with future consumers of PepsiCo's impressive roster of products, but it is also a brilliant way at serving the community we operate in by providing solidly educational yet entertaining family fun.

SMLC will do this by sponsoring a replica of a Pepsi Bottling Plant at KidzMondo, so children will have the chance to experience the fun and joy of producing the #1 soft drink in Lebanon, Pepsi! We feel that children will instantly identify and relate to our brand, and will enjoy learning more about how their favorite beverages are made, bottled, and distributed.

As a dedicated father of young daughter, I have always experienced frustration at the lack of suitable places and activities for our family to enjoy together on weekends and holidays. Beyond my appreciation of the marketing potential of the KidzMondo project, I strongly believe the idea is something that Lebanon has needed for some time. I am especially pleased that the concept is highly educational, and gives children a chance to experience the world of adults in a safe and responsible environment.

I am sure this concept will succeed on a national level. Moreover, I believe that this project will be beneficial to the economic vitality of Lebanon's tourism sector as KidzMondo is poised to attract and benefit children and families from all over the Arab World. I wish the entire team at KidzMondo luck and lasting success!"

## A Word from Our Sponsors

Testimonials from Our Partners



### Mr. Fadi Homsy

Country General Manager - AWI

"AWI Company engages more than 62 million Arab consumers in print, online and other media solutions each month through its operations in 35 cities and across 12 countries. Our recognized work in print, digital, outdoor, and broadcast media has allowed AWI Company to establish itself as a leader in the Arabic media & advertising scene. We are the name behind such iconic publications as Al Waseet, Layalina, Marie Claire Arabia, and Gala, just to name few. AWI groups under its umbrella as well Al Balad newspaper, which has become one of Lebanon's leading Arabic language dailies due to our trusted ability to deliver complete and un-biased news coverage to our readership.

Believing strongly in the importance of the next generation, Al Balad consistently endeavours to be part of projects and events that improve the lives of children wherever we operate, but our work with KidzMondo is one of our company's strongest commitments to youth development to date.

Inside KidzMondo, Al Balad aims to introduce to children the world of media and publishing hoping to enrich their culture and knowledge along the way. Al Balad is also proud to be a tool that encourages a passion and appreciation for reading and writing, preserving these literary skills for future generations.

I strongly support the concept and the goals of KidzMondo inside Lebanon and throughout the region. I am happy to finally see a place where our children can discover their talents while preparing for the real world in a highly entertaining manner. Al Balad is proud to be part of a project that is investing so thoroughly in the next generation, which is both the pride and essence of every nation. We wish KidzMondo continued success, and hope to see other Lebanese enterprises following their lead."



### Mr. Jihad Murr

CEO

"When NRJ Radio first heard of KidzMondo, we were immediately intrigued. Such an exciting facility was new to the country and the concept of an educational city for children fit perfectly within our philosophy at NRJ. Our ambitions aim to provide our own form of inspiration to the Lebanese youth through the best new music from around the world.

We've been pioneering the art of radio since 1979, and have always looked for new ways to reach our young community. Over the past three decades, we have acquired experience in the field of broadcasting, song choice, editing, advertising, and the technical requirements involved in running a radio station. We only use state-of-the-art technology and our studios are unparalleled in Lebanon. Such investments have paid off; recent polls placed NRJ as the country's number one radio station.

Through our collaboration with KidzMondo, we offer children the chance to experience what it's really like inside a national radio station. When they visit NRJ at KidzMondo they will get a taste of all the different aspects that go into a radio broadcast, from speaking into a microphone to editing their messages. In addition to the technical elements, they will learn the proper job descriptions of a technician, radio host and producer and, most importantly, gain the confidence to host a show live on air.

NRJ is delighted to collaborate with KidzMondo on such a unique project with educational importance. We are delighted to have the opportunity to teach and inspire young radio enthusiasts in an endeavor that will give children their first real glimpse into the adult world. Knowing that future generations will be lucky enough to reap the rewards of this innovative form of education makes NRJ thrilled to be part of the journey."



### Hala Kassir Poivre

General Manager (Lebanon Operation)

"Fashionable and trendy consumer products has always been Ice-Watch's passion, so we jumped at the opportunity to be part of KidzMondo, which is sure to be a sensationally popular entertainment concept. Ice-Watch is proud to provide the centerpiece of the "Clock Plaza" inside the family entertainment center of KidzMondo. This important monument inside the park will be a painstaking replica of its counterpart in downtown Beirut, and will serve as a vibrant space where children can develop their Lebanese civic pride. We'll also be providing the clock for the theater, as well as all timepieces throughout the park. Children will not only learn the value of time, but also of money, as they budget to purchase Ice-Watch offerings with their hard earned Kidlars, including an exclusive KidzMondo design.

Personally, I think this is an excellent initiative, and I am very happy to have a venue for my own children that is enriching culturally as well as educationally. We have already started planning our family's future birthday celebrations at KidzMondo. I truly believe this project will help put Lebanon back on the regional and international map. I am proud to be part of this country, and I am looking forward to partnering with the KidzMondo team here, and in other countries of the region as they grow."



### Wafa Saab

CEO

"Since 1956, Tinol Paints has been manufacturing high quality paints and coatings. Over the years, its Research and Development department has created and developed numerous products that resulted in the present range of 500 types of decorative and architectural paints and coatings. Tinol's products are developed with a clear focus on environmentally friendly water-based and solvent-free products, all incorporating the best European raw materials in compliance with the highest International specifications. Tinol's corporate commitment to the community at large is translated through its active participation in many youth-focused initiatives nation-wide, and our partnership with KidzMondo is but one of a wide range of projects aimed at generating environmental awareness among Lebanese youth.

At KidzMondo our mission is to educate children on the importance of creating a green, colorful world. Through Tinol's participation in this project, children will have the unique chance to learn about and use safe non-toxic, environmentally friendly paints; they will also be provided an excellent opportunity to cultivate their creativity by mixing and matching different colors.

Tinol is proud to be a part of KidzMondo as this hands-on experience will inspire our youth, providing them with an environment to learn, experiment and discover their potential.

We agree with Mr. Albert Einstein who said, «Play is the highest form of research." KidzMondo provides a unique opportunity for children to actually experience and experiment with the various professions through play. This helps them cultivate their skills and creativity and draw a path to what they would like their future to look like. It may also promote in them the DIY (Do-It-Yourself) spirit that drives innovation and entrepreneurship in the modern world, together with a potential attachment to the Lebanese local industry.

KidzMondo presents a unique opportunity for our children to experience real life while having fun! So let's help them create a better future full of enjoyment and colors!."



## A Word from Our Sponsors

Testimonials from Our Partners



### Ziad Nassif

CEO

"Exotica has been a dynamic player and pioneer in the horticulture market in Lebanon and the Middle East since 1978. Our experience ranges from nursery production and retail service of flowers, plants, shrubs and trees, to professional landscaping and centerpiece design for weddings and special events. Our unique business model and relentless pursuit of excellence has made us a household name in Lebanon, but we're constantly committed to developing and growing our brand.

We were instantly attracted to the unique concept of KidzMondo. Exotica is pleased to sponsor a mini plant nursery and flower shop inside KidzMondo, allowing children to experience the rich world of horticulture through hands-on experimentation with plants and soil. We are happy to provide an opportunity for our young people to learn more about our core business, while giving the next generation a chance to reconnect with and appreciate the beauty of nature. Kid's experience with Exotica at KidzMondo will continue long after they leave the park, as each child who visits the nursery will be able to take home their very own plant, watching it grow and blossom over time. We hope that each child also takes away the message that by planting one plant or tree each year, our environmental future will continue to be bright, beautiful and healthy.

KidzMondo is a wonderful concept because it will attract both children and adults into an idyllic world where people interact with each other in harmony, respect and with passion for learning and the future. If we can nurture these habits and values in our youngest generations, then perhaps together we can plant the seeds for a better future for all of Lebanon. Believing in KidzMondo means believing in our future. I hope to see this project accessible to all children in Lebanon across diverse socio-economic backgrounds, and I wish them continued success."



### Roula Chehab

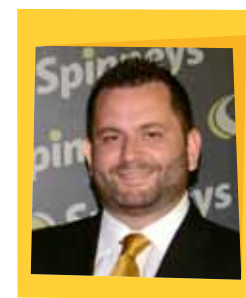
Marketing Director

"DairiDay has revolutionized milk consumption in Lebanon since 1997. After setting up our farm in the Bekaa Valley and our factory in Kfarchimah, we were the first to offer fresh milk in Lebanon. With the help of a dedicated team of employees and a state-of-the-art factory providing a pristine manufacturing environment, we have successfully upgraded consumer tastes and preferences for fresh dairy products.

Shortly after being approached by KidzMondo's sponsorship team, we decided to take part in this exciting new project. In fact, DairiDay is proud to be one of its very first sponsors, and have been pleased with the progress and advancements the project has made since.

DairiDay will be sponsoring the milk factory at KidzMondo, where kids will get the chance to experience the process of making milk. Starting with fresh cow's milk, kids will experience how milk is processed, how flavour (strawberry or chocolate) is added, and how it is bottled; they will even get the chance to drink the milk they prepared.

The KidzMondo concept is a bright and optimistic one! Not only does it allow kids to have a better idea of what they would like to do when they grow up, but it also allows them to appreciate how much effort their parents must go through every day to provide for them. I encourage all parents to visit KidzMondo with their kids, so they might have the chance to experience something different, new, fun and useful!"



### Ralph El-Kahi

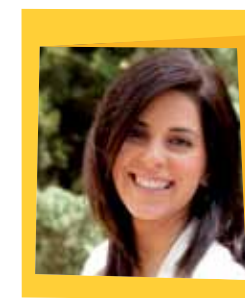
Group Head of Marketing

"Throughout my years of experience at Spinneys, I have learned that investing in our children is the best way to secure a better future. Our role as a responsible business is to provide them with rich learning opportunities that will encourage their development into the leaders of tomorrow.

When we received the proposal to join hands with KidzMondo, we were immediately excited about such an innovative collaboration. At Spinneys, we are always seeking to improve the communities in which we operate, and so we were delighted by the concept of an enjoyable, educational experience for children through which they may gain important skills.

At KidzMondo, Spinneys will provide children with an exceptional shopping experience in which children can shop for their own goods, check prices, organize their budget, and become familiar with purchasing goods as adults must do every day. They will operate as cashiers, shoppers or supermarket staff and will be provided with a training lesson that is dependent on the role that they choose to play. Through the experience, we hope that they learn the great customer service skills and attention to detail that has distinguished Spinneys for decades with its 'Value You Can Trust' promise.

We are delighted to collaborate with KidzMondo on a project of such educational importance. Excited by the challenge of teaching and inspiring young children in a project that will give them their first glimpse into the adult world; we are thrilled to be proud partners in an initiative that will delight children for years to come."



### Nadia Njeim

Oral Care Category Manager & Professional Relations Manager

"Colgate is the worldwide leader in Oral care, and a truly global company serving hundreds of millions of consumers worldwide. Its global brands are sold in over 200 countries and are among the world's most recognizable household names, trusted and relied upon by consumers everywhere. NEPCO, a member of Holdal, Abou Adal Group, is a major player in the Lebanese FMCG market and the exclusive corporate vehicle for the business of Colgate-Palmolive, in charge of marketing and distributing Colgate-Palmolive products in the country.

Colgate People around the world share a commitment to its three core corporate values: Caring, Global Teamwork, and Continuous Improvement. For over many years, Colgate has been committed to delivering oral health education to children in Lebanon. Today, this commitment continues through Colgate's flagship "Bright Smiles, Bright Futures" program, a multi-tiered initiative to promote the importance of oral health through education and prevention. The primary focus of this program is to approach young children, through interactive activities.

Partnering with KidzMondo was an excellent way to follow through with our mission to protect the youngest' smiles which bring so much joy. We hope children will form a fond emotional connection to our work in protecting smiles through the Colgate Dental Clinic. At KidzMondo we aim to engage and educate them about Colgate Kids' products and hope to make brushing and caring for teeth fun.

As a mother of two young boys myself, I can't wait for them to discover KidzMondo city and all the real-life adventures it offers. I praise the people behind KidzMondo for offering the children in Lebanon such a wonderful and unique world."



## A Word from Our Sponsors

Testimonials from Our Partners



### Luc Ronat

General Manager

"Since 2001, Nestlé Waters has been carrying out Nestlé's mineral water activities in Lebanon, bottling and distributing local brands such as Sohat and Nestlé Pure Life, as well as Nestlé's international portfolio of products. Our work inside Lebanon ranges from developing water resources to bringing quality bottled water to our Lebanese consumers. The importance of water to life and health is at the core of our corporate mission, and we are particularly sensitive to the growing concerns of the childhood obesity epidemic brought on by mindless snacking, sedentary lifestyles and high sugar consumption. Therefore, Nestlé believes in partnering with the local community to overcome this epidemic by helping our young people make healthier choices in their everyday lives; part of this lies in educating children about the health benefits of drinking water instead of other sugary beverages.

This mission has propelled Nestlé Waters to involve itself in programs like Healthy Kids, as well as partnering with AUB in the Water Education for Teachers (WET) Project, which is aimed at promoting healthy hydration practices through local schools. But after meeting and speaking with the KidzMondo team, it became clear to us that through collaboration with this unique venture, we could come closer to our goals of creating a more health-conscious younger generation. KidzMondo is well equipped to attract a significant number of Lebanese schools and child visitors, allowing Nestlé to reach a broad audience while simultaneously providing entertaining education regarding healthy hydration practices. Nestlé Waters will be hosting a fun, interactive water laboratory inside the KidzMondo theme park, entertaining young visitors while educating them about the importance of water quality and how vital water is to individual and public health.

The KidzMondo Park is an attractive and innovative approach that provides a balance between education & entertainment, while bringing children closer to the corporate world. I look forward to seeing children's reaction to the official public opening and sincerely wish KidzMondo the best of success!"



### Lara Fayad

Owner

"As a committed mother and professional educational consultant, I am wholeheartedly dedicated to bringing entertaining yet educational products and concepts to the Lebanese market. We at TPS Teacher Parent Store have developed our business model around finding affordable and effective ways to help children learn and educators teach.

Though we've already collaborated with hundreds of purely educational projects across Lebanon, including local schools and various NGO's, KidzMondo is a truly unique partnership for us. The KidzMondo edutainment model fits perfectly with our vision of pairing education with play, and we hope our industry expertise helps to contribute the overall educational value of the project.

TPS will be the exclusive toy vendor within KidzMondo. We will also be sponsoring an arts & crafts workshop within the park, where children will be able to create beautiful masterpieces of their own while exploring their own individual talents.

Role-play, the base of the KidzMondo concept, is one of the pillars of childhood education. It has been shown to directly and positively influence the development of language, social, emotional and motor skills. Though role-play children will learn discipline, a greater respect for work, and develop a better appreciation for the professions and people working around their communities. They will also learn the value of time and money, two very challenging concepts that are difficult to teach within a traditional curriculum.

This project promises to open the eyes of parents to the capabilities and hidden talents of their children, as they share the KidzMondo experience with them. We have high hopes for the impact it will leave on both children and parents, and look forward to exploring new ways to remain in the service of education with our association with KidzMondo."



### Ramzi Traboulsi

Chairman

"Everyone at Pogo's & Pizzas was excited about the concept of KidzMondo when we first heard the about the media buzz surrounding this unique new project. Almost every child has a fascination with pizza, and we thought KidzMondo was the perfect venue to get to know some of our youngest and most valued customers. Inside KidzMondo we'll be hosting a pizza kitchen, where children can explore different ingredients and their culinary flair while working as chefs as they create their very own new and unique pizza recipes.

Children and parents in Lebanon have been anticipating a project such as this for some time. Lebanon has been sorely lacking in educational entertainment and I believe this is a promising start to a whole new future for the children of Lebanon. Inside KidzMondo we will be hosting a pizza kitchen, where children can explore their culinary flair and learn about different ingredients and where they work as pizza chefs, creating their very own new and unique recipes. Of course they'll enjoy tasting their work!

We are excited to begin what promises to be a mutually beneficial and long lasting partnership with the KidzMondo organization."



### Maria Tohme

COO - Levant

"BMB is a leading system integrator, offering comprehensive ICT solutions to more than 2,000 customers through its presence in countries across the Middle East, North Africa and Levant region. We offer our clients our advanced expertise and substantial portfolio of solutions and services.

We strongly believe that our children are the most important asset that we have and we, as a technology enabler, need to actively contribute to their education and learning curve. Being a Cisco Gold partner in the MENAL region, BMB and Cisco have been major contributors to the Lebanese National Education Network (LEBNEN) project, which offered public schools a reliable network infrastructure to serve as a means of collaboration among students, teachers, and the Ministry of Education and Higher Education. Our work has helped to transform and promote the elaboration of online learning and information sharing between schools.

Continuing our dedication to educational development, BMB is proud to be connecting KidzMondo to be a "Smart City," equipped with the most advanced networking, wireless, and security technologies provided by Cisco. Our goals are to enable children and their parents to enjoy the most innovative and fully collaborative experience while discovering the city.

As parents, we often find ourselves breathing a sigh of relief that we have an on-screen activity available to our children just because we can't offer them any other alternative. Thankfully, with KidzMondo we can have fun with our children while they actively invent their own scenarios in play, as they work their way through the challenges life presents and gain confidence and a sense of mastery. And it's not only concepts that children are learning as they play, they are learning how to learn: to take initiative, to ask questions, to create and solve their own problems.

Again I would like to thank KidzMondo team for giving us this opportunity of contributing in such a creative and enriching venture for our young generation."

## A Word from Our Sponsors

Testimonials from Our Partners



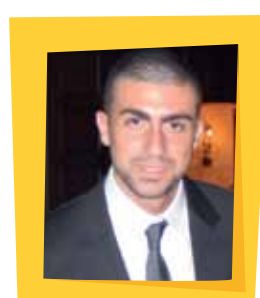
**Jean Paul Rami**  
Managing Director

"Blend Group has ten years of experience serving the Lebanese market in the highly competitive Food & Beverage industry. We are the force behind such popular restaurants such as Waterlemon, Café Blanc, Living Colors, Zahr El Laymoun, the catering company Cate in Style and the fine grocery store Black Pepper. We have been successfully running operations inside Lebanon and across the region despite regional instability, and other challenges to economic growth. We have been grateful for our successes across the Middle East, and are forging ahead with our expansion plans, with no less than 34 outlets to be up and running by the end of 2013.

Personally having been familiar with similar projects outside of Lebanon, and witnessing their remarkable success first-hand, we were thrilled to see this concept make its debut in the Lebanese market. We also saw this as a great opportunity to be an early partner in what we believe will be one of Lebanon's most promising new projects.

The restaurant and hospitality industry in Lebanon is one of the most important for our economy. Our nightlife, creative cuisine, exemplary customer service and beautifully designed establishments have been behind elevating Lebanon to one of the top touristic destinations in the Middle East. Given the importance of our industry, and the many professional positions this industry offers to qualified individuals inside the country, we were thrilled to be able to reach out to tomorrow's potential workforce. We hope that through our partnering with KidzMondo and learning more about the variety of skills required to be successful in this field, children will learn to value our industry as a promising career path for their own futures.

Our role with KidzMondo is multi-pronged: We will be exclusively handling the catering and service for the private events held at the facility, including birthday parties and other celebrations. We will also be operating a parents lounge under our Waterlemon brand, in order to provide parents a comfortable and delicious escape while their children explore the park, learning about all the various careers and industries, including our own, that propel our country forward."



**Nasser Youssef**  
CEO

"Fiber is a unique dining concept inside Lebanon that revolves around eating healthy, and maintaining a healthy lifestyle that is easily sustainable. We hope to be at the forefront of a new approach to healthy, yet delectable dining in a country that often celebrates decadence.

Fiber is proud to announce that we will be introducing the concept of a healthy lifestyle to the young people of Lebanon. Today, children are surrounded by unhealthy dining options and fast food outlets, and its no wonder they have problems making healthy decisions. We hope to pave the way to a healthier Lebanon by giving kids a yummy and healthful alternative to junk food. Our restaurant inside KidzMondo will hopefully families together by allowing both parents and children to indulge in delicious food that is also good for you, all while enjoying the exciting activities that KidzMondo has to offer.

I first learned of KidzMondo through the media, and I think it is a fascinating project and concept that I am proud to be a part of. Allowing children to immerse themselves in such educational activities that can provide them with some sense of what their future might look like is great, to say the least. KidzMondo has executed the project with such extreme attention to detail and precision, ensuring an unforgettable experience for all. KidzMondo is an arena where children can simply be children! It stands as a beacon for inquisitive youth, taking them away from all the hardships of Lebanon, raising their adult awareness while still celebrating the playful child inside them.

I am excited to see the final unveiling of this magical place, and I am proud that Lebanon sees the importance of creating such outlets for children. It gives me hope, and allows me picture better future not only for our children, but for our country as well. I wish them the best of luck as they move forward, and I would not hesitate to collaborate further in international KidzMondo outlets."



**Yasmin Agha**  
Owner

"First and foremost, Cookie Dough is a business built around children. Our expertise lies in the arena of children's apparel, furniture, puericulture, and nursery consulting. I was eager for the chance to be a part of this project as soon as I learned about it. It was clear from the beginning that the concept was like nothing we've ever encountered in Lebanon. As the owner of Cookie Dough, I am extremely excited to announce the opening of our boutique inside KidzMondo, where we'll offer park visitors our distinguished collection of gift items, clothing, accessories and puericulture, with our usual high standard of customer service.

Though this is the first time Cookie Dough has collaborated on a project such as this, I have considerable faith in KidzMondo because it is one of the rare projects in Lebanon to embrace the concept of edutainment, which has been so successful elsewhere. Through play our children are given the opportunity to explore their talents and learn about social responsibility and civil society. I am confident that KidzMondo will quickly become every little boy and girl's favorite place. Beyond my personal appreciation for the concept, as a business owner in a children oriented market, teaming up with KidzMondo will allow me to grow my own business while helping to provide a valuable service to my target clientele. The only thing that would make this partnership better was if I were young enough to enjoy all the activities myself!"



**Bassam Abdul Hadi**  
Owner

"Talkin' T has been in the retail industry for over 15 years, selling women's and children's clothing in Lebanon, Kuwait, Qatar and the UAE. I was thrilled to learn of the KidzMondo project through my longtime friend, Ali Kasma, and am quite excited to be able to partner with him and the rest of his highly professional and passionate team at KidzMondo. We'll be operating three stands inside KidzMondo. A T-Shirt shop will allow children, parents, aunts, uncles and grandparents to explore their creativity as they customize their very own t-shirt. We hope children will enjoy designing their own clothing according to various cuts, colors, prints and styles, learning more about the garment and fashion industry as a future career path.

We'll also be sponsoring a photo-booth, Picture Me, allowing for pictures to be printed directly onto t-shirts, creating lasting, wearable memories of their time at KidzMondo. We'll also be responsible for capturing additional memorable moments and images of children throughout the various park activities as they explore the types of professional roles available to them, which we'll make available for purchase for parents before exiting the park.

I personally adore this concept. There currently exists a high demand for quality and wholesome educationally based entertainment in Lebanon, and KidzMondo offers to teach our children what it means to be part of civil society as they learn and grow through play. I wish KidzMondo, and the future leaders of our nation continued and lasting success!"



## A Word from Our Sponsors

Testimonials from Our Partners



### Roy Bou Gharious

Owner

“Having nearly 13 years of experience in restaurant and hospitality management, along with my experience in Sales & Marketing, I immediately recognized the value of being part of the KidzMondo operation. B&G owns and will be operating the Flying Hotdog restaurant inside the KidzMondo Park.

“Flying Hotdog is a departure from traditional hotdog establishments in Lebanon. Therefore, we felt that partnering with a unique project such as KidzMondo was truly in line with our current business plan. One of the products that we’ll be introducing to the Lebanese market is the waffle hotdog, a hotdog rolled with waffle dough, in addition to our delicious Mexican hotdog. All of our menu items were carefully planned by our culinary consultant, Chef Francis Karam, who has 15 years of experience in 5 star hotels across Lebanon.

We are truly excited to take part in this monumental project, which is the first to combine education with entertainment in Lebanon. Children will be offered a chance to experience the complexities of adult life, develop a solid work ethic as well as a sense of civic pride and responsibility in a customized and entertaining atmosphere. I would strongly urge the general public to not miss out on this opportunity, and I extend my deepest thanks to KidzMondo for investing in the future of our nation. I look forward to seeing the KidzMondo organization export this excellent concept elsewhere in the region, and we hope that B&G will be part of what we predict will be a rapid expansion.”



### Asma Sweidan Rasamny

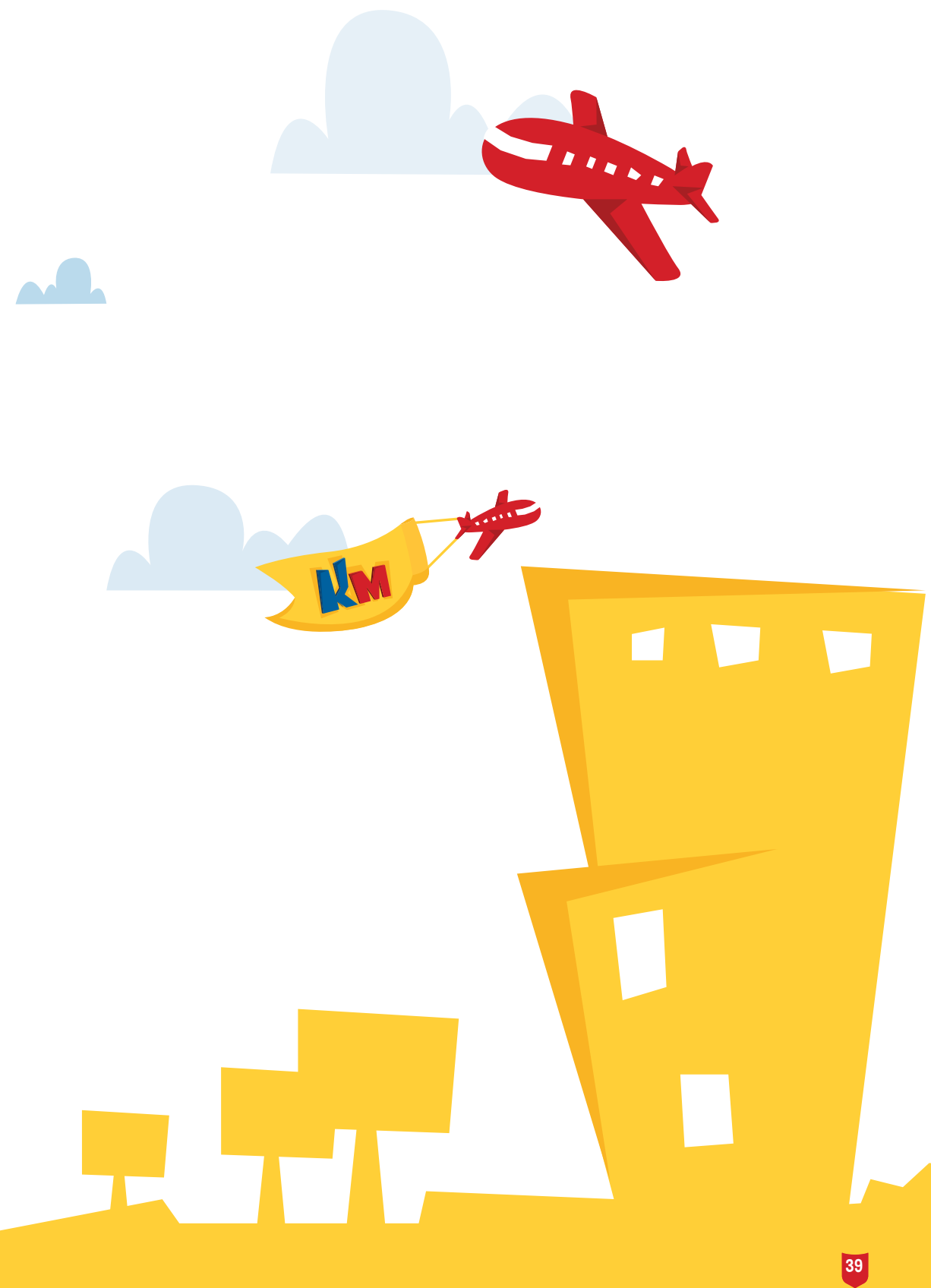
Founder & Managing Partner

“After graduating from AUB with my BA in Public Administration, I embarked on a career in Public Relations. Though loved my work, I always felt that something was missing and never stopped searching for something that could blend my ambition with my passions. Like many Middle Easterners, I come from a long line of amazing cooks that inspired me to build a business around my love of food and my passion for the art of cooking. At Leith’s School of Food and Wine in London, I learned everything I could so that I could share with the general public what I shared with my loved ones on a daily basis, and Churrolicious was born!

Somewhat familiar with the concept, I envisioned KidzMondo as the perfect location to launch my new project. Call it luck, or call it fate, but I reached out to KidzMondo just in time to become the final business partner accepted for their Beirut location.

Inside KidzMondo, I will be offering deliciously prepared Churros, a sweet Spanish street snack made of crunchy fried dough dusted with sugar or cinnamon, along with a variety of complementary dipping sauces. My humble kiosk will add to the realism of the experience for children by mimicking the culture of “street-food” that Lebanon is famous for.

I have been nothing but impressed with the KidzMondo team so far. From a public relations perspective, being part of this project goes far beyond your average 30 seconds of TVC exposure; this is foolproof market exposure! Not only does KidzMondo provide an opportunity to build long-term customer loyalty nourishing solid relationships with the next generation of consumers, but it’s also an excellent way to give back to society.”





# Destination KidzMondo

## The Entry Flow

The excitement of KidzMondo begins the moment our young visitors first enter the park. New citizens arrive through our “airport,” which is the area where children begin their journey to discover KidzMondo. Our staff at the MEA sponsored counter begins with an almost identical process to a real-life airport check-in, which serves as our registration procedure. We gather information from our visitors before they are given a realistic boarding pass and a detailed map providing information about the locations of interest they can find upon entering the city. Each child is given 50 Kidlars, in the form of a check. Children can chose to deposit their check at the Bank Audi sponsored branch just inside the park, or they can choose to cash their check, receiving Kidlars our park currency. Children can then earn Kidlars throughout the park that can be saved or spent, throughout working, in various park establishments.

Because the safety of our young visitors is our most primary concern, each child will also be given a security bracelet upon arrival, allowing parents and park administrators to track and locate any visiting child at any time. Each child will be able to use his or her RFID (Radio Frequency ID) activated bracelet inside any sponsored establishment, allowing them to join in on the fun right away.

Grown-ups can chose to visit the city, or wait for their young ones as they enjoy various boutiques and parent lounges such as Twinbox, or Waterlemon. Parents are encouraged to leave their children to explore the city on their own, so that they may enjoy the independent and autonomous nature of our city, empowering them to make adult decisions in our kid-sized universe.



# KidzMondo and Middle East Airlines

Partnership Takes Wing

KidzMondo, the revolutionary immersive learning environment for children, has signed a partnership agreement with Middle East Airlines (MEA) to stimulate richer educational opportunities for the youth of Lebanon.



Mr. Mohamed El Hout, Chairman of MEA joined with KidzMondo Chairman and General Manager Mr. Ali Kazma for the signing of the Marketing Partnership Agreement, both expressing strong optimism that the collaboration will drive the learning and social potentials of young students, aged between the ages of 2 to 14, to higher levels. KidzMondo's astonishingly realistic replica of an 8000m2 city, supplies children through a series of engaging activities-with the chance to explore and participate in a range of professions and business endeavors within the city.

Located at Beirut's waterfront in Solidere, KidzMondo's Family Entertainment Center will allow children to take role playing to the next step. Opened year-round, this indoor facility provides a safe setting steeped in its own history and tradition, using fun educational activities centered on the varied vocations, which compel the children to understand the adult world. The deeper premise behind all the fun is to introduce children to the concepts and actions of responsible living.

The MEA alliance is crucial, because the first adventure for the children in KidzMondo is their arrival at the airport on a MEA plane. The children are exposed to the concept of personal travel through MEA's window of exemplary customer service, company integrity and solid standing in the competitive world of the airline industry. Children who express a deeper interest in the aviation industry will be given a chance to role play as a MEA Pilot and fly a simulated MEA plane, or become one of MEA's outstanding Flight Attendants, which will further kindle the enthusiasms of flight.



*"Not only is this project important for its educational quality, but also for its recreational value. Beirut and our new generation of children need such an approach; it helps them choose a suitable profession and the role through which they can contribute in life. Thus, Middle East Airlines chose to be one of this project's sponsors; we wish them the best of luck and success,"* said Mr. Mohamed El Hout.

Mr. Ali Kazma had similar sentiments: *"KidzMondo is proud of the Middle East Airlines and of its achievements over the years-it has become the pride of Lebanon. We are certain that through this cooperative venture we will be able to deliver the message upon which our vision is built, achieving its educational goals as well as ensuring this project a national value and significant meaning."*

KidzMondo's team of professional educators strives to steer today's youth to a brighter future, for themselves and the nation at large. KidzMondo's promise is built on the flagstone of nurturing potential to its highest levels, encouraging talent and professionalism. It's a world where today's children enter and tomorrow's heroes emerge.

KidzMondo, the revolutionary immersive Playful Learning environment for children, has signed a partnership agreement with Middle East Airlines (MEA) to stimulate richer educational opportunities for the youth of Lebanon. The first of its kind in Lebanon, KidzMondo will open its doors to the general public later this year to introduce the concept of Playful Learning to the children of Lebanon.



# KidzMondo and Bank Audi

KidzMondo and Bank Audi sal - Audi Saradar Group announced the signature, on **April 24, 2012**, of an exclusive agreement, at **Bank Audi Plaza in Bab Idriss**.



## KidzMondo & Bank Audi Sign Exclusive Collaboration Agreement

KidzMondo is a reproduction of a real city where children play adult roles. Based on the “edutainment” (education + entertainment) concept, it seeks to teach children rules and citizenship values, while encouraging them to interact. Performing the roles of active adults, the young participants get to learn, through fun activities, about the complexities of the real world, its infrastructure and its professions: they can choose from over 80 occupations practiced in replicas of representative establishments of an actual city, the ultimate goal behind that being to introduce them to the concept of responsible living and to develop their interpersonal skills.

This is where Bank Audi comes in: its 30 square meter replica branch on the premises will be “the Bank” of the KidzMondo city, teaching children about the value of money and initiating them to the concepts of working, earning their living and spending wisely. Bank Audi’s presence on the spot educates kids on various banking transactions, namely cash outs, deposits, opening accounts, saving money, buying and using credit cards, and using ATMs.

Highlighting the importance of this collaboration, Mr. Ali Kazma, Chairman and General Manager of Kidz S.A.L., stated: *“Bank Audi is a leading institution renowned for its constant support of all aspects of education and all initiatives aiming at developing potentials. This is why KidzMondo set its cap on Bank Audi to whom we are deeply grateful for its involvement that will contribute to giving the project a national dimension and significant meaning.”*

Commenting on the partnership, Mr. Marc Audi, General Manager – Country Manager Lebanon, Bank Audi sal - Audi Saradar Group, underlined KidzMondo’s pioneering role in stimulating and achieving educational opportunities for Lebanon’s youth. He added: *“We appreciate KidzMondo’s vision and are happy to join forces with the objective of nurturing potential to optimal levels, and encouraging talent and professionalism. This collaboration agreement is an additional proof of the Bank’s commitment to make its motto – “Grow Beyond Your Potential” – an ever more relevant reality.”*

## KidzMondo and Bank Audi

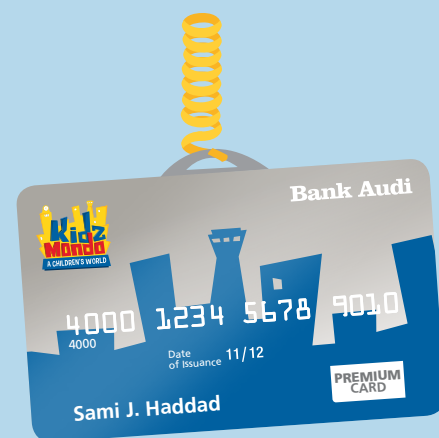


### Banking on a Healthy Future

The KidzMondo economy is perhaps one of the most realistic aspects of our city. Whereas other activities throughout the establishments have been simplified to be more accessible for children, the bank activity is one that retains a great deal of its adult sophistication. Through participating in a very realistic adult scenario, children will learn valuable lessons about money management, and other important economic choices. Unlike other activities in the park, and because of the real value of our currency (which can be used to purchase actual items from the department store or just for entertainment) only adults will be able to play the role of bankers. Children will still be able to play the role of customers, however, as they deposit, withdraw, and spend their hard earned Kidlars throughout their time at the park.

Kidlar currency comes in four denominations, K1, K5, K10 and K20; each bill has been designed to resemble Lebanese currency for added realism. Each child will be given a Bank Audi check for 50 Kidlars upon arriving in KidzMondo through the MEA terminal. From there they are encouraged (though not compelled) to visit the Bank Audi within the park to set up their very own bank account with an actual working debit card, just like in the 'real world. The decisions children must make regarding how to manage their Kidlars begins right away, as they must decide whether to cash their checks, thus leaving their accounts empty, or to deposit their initial allowance and maintain a balance.

Children have ample opportunities to spend their Kidlars throughout the city, buying products at the department store and souvenir shop. Opportunities to earn Kidlars are just as numerous; when children find their coffers are low, they can get a "job" working at various park establishments, earning wages for their efforts. But inside the bank is where all the action takes place. From here children may monitor the status of their accounts, depositing their wages, and even earning interest on their balances. Children are taught the value of saving, as they are encouraged to save more than they spend. If a child does choose to spend rather than save, there are several ATMs established throughout the facility to provide instantaneous access to their accounts. However, as autonomy and empowered decision making is a central feature of KidzMondo, children are not coerced into making any financial decision. Just like in the real world, children will be confronted with choices, and will learn to understand how their actions (spending vs. saving) affect their experience inside the park.



### Marc Audi Visits KidzMondo

KidzMondo was proud to host Country Manager and Executive Director of Bank Audi, Mr. Marc Audi, for a tour around the theme park now that it has been completed. Bank Audi's stature as a premium partner added importance to this visit as it was the first time that the mini-city was shown to Mr. Audi in its entirety, offering the reward of seeing all the hard work that KidzMondo and its partners have put in come to life.

A highlight of the day was presenting the finalized structure of Bank Audi to Mr. Audi and seeing the establishment ready to begin operation as the newest and arguably most interesting branch in the country. Mr. Audi declared his happiness with the final product of both the theme park and his establishment, and expressed pride at Bank Audi's involvement in such a progressive project.





# KidzMondo and GIG-Fajr Al Gulf

Insuring a Bright Future for All



The entire concept of KidzMondo rests in the importance of empowering children to make informed and independent decisions. The experience we're creating is built around the need for our kidizens to carefully weigh options as they explore the park is exposing them to personal and economic choices in a way that mimics the adult world as closely as possible. Inherent in every choice all together on-the-spot cost-benefit analyses, as well as the concept of risk.

Risk is a part of life; a largely unseen, but critical aspect of adulthood. Because the painstaking and laudable work parents and caretakers do to insulate our precious young ones from harm, we often lose sight of the importance of educating our youth about the role of risk analysis and management in our every day lives. Risk analysis and management might seem like large concepts for a child to understand, but the insurance providers, Fajr Al Gulf, will be working with us to develop a role-play based curriculum to accomplish just this very task. They will acquaint children with peace of mind solutions that will allow them in the future to maximize their potential and unleash their dreams.

The partnership between Fajr Al Gulf and KidzMondo has helped us to create Lebanon's first kid-fueled fire station, which we are confident will be one of the most exciting and popular activities inside the park. Not only will the activity aim to subtly introduce children to very adult concepts like risk reduction and prevention, there will be other considerably valuable lessons to be learned regarding personal safety, and civic responsibility and pride. This is all in addition to the intense character-building feature of the fire station lesson plan. Beyond that, it's sure to be one of the most memorable aspects of our park, as so many young boys and girls dream of one day becoming heroes.



Inside the KidzMondo fire station, children will obtain basic training to prevent, detect, and manage civil disasters. They will also be serving in the role of first responders, as they whiz through the park on our realistic fire engine with sirens blazing, coming to the rescue of their fellow citizens. When our young visitors engage in this very practical activity, they'll also be learning skills they can apply in their real lives now, and will learn through play the importance of protecting and preserving the communities in which they live. Respect for their fellow citizens, and for the people charged with protecting their communities today will also be emphasized. Children will also be engaging with Fajr Al Gulf so they can learn more about the very important work they do in both preventing and preparing for eventual disasters with life, medical, property, casualty and auto insurance.

We are extremely pleased to be able to offer this rich and exciting activity inside KidzMondo, through the help of Fajr Al Gulf, and we look forward to collaborating with them on any additional activities with our Lebanon location, and others across the region as we expand.



# In Depth: Inside the KidzMondo Hospital

Building a Healthy Future

For some exciting and healthy fun, head over to the KidzMondo medical pavilion stat! Once inside the expertly detailed world of the highly realistic medical facility at KidzMondo, our kidizens will get the experience of a lifetime. This is perhaps one of our most educational and technically complex activities, featuring several health-related career paths to explore including: surgery, dentistry, optometry, general medical practice, and emergency care.

Sponsored by:



When kids first enter the KidzMondo hospital, their experience starts with "suiting up" as they wear the uniform for the role they'll be playing, whether it's paramedic, nurse, medical practitioner or even patient. Inside one of our two surgery rooms kids can live out their fantasies of becoming a surgeon, as they review patient charts and health conditions, prepare the operating table, and anaesthetize a dummy patient before performing an operation to either repair or extract a damaged organ or tumor. In every part of our medical facility you'll find functioning replicas of high-tech medical and surgical equipment and tools, like vital signs monitors, and defibrillators. You'll even find an MRI center for children to practice their advanced diagnostic techniques.

Children can also explore being a general practitioner in one of our examination rooms, where they'll perform check-ups, take pretend blood samples, check blood pressure, examine X-Rays, and listen to patients' heartbeats. You'll find similar detail in both the optometry and dentistry centers. Children will learn more about responsibility as they care for our life-like infants inside our nursery center, or maybe have fun hobbling around on crutches after receiving a cast from one of our kid doctors. For the more heroic kids, they can become first responders as they take on the role of paramedics, racing through KidzMondo's streets to an "accident" site in one of our kid-size ambulances, sounding the siren as they go.

For each and every activity inside this hi-tech and true-to-life hospital facility, our kids will get to learn important lessons about safety, human health and biology, as well as get an inspiring peak into this very important real world profession.

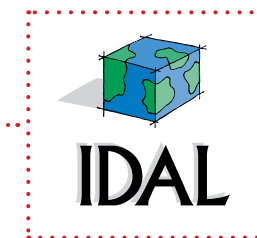


# A Word from Our Contributors

Testimonials from Our Collaborators

## A Word from Our Contributors

Testimonials from Our Collaborators



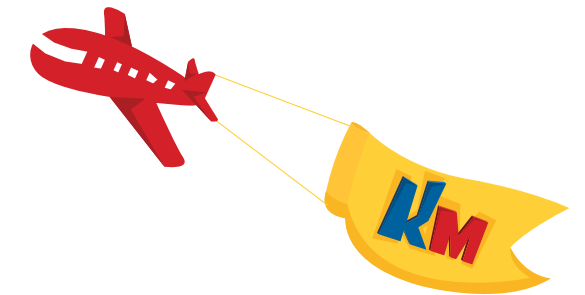
### Eng. NABIL ITANI

Chairman - General Manager

"The Investment Develop Authority of Lebanon (IDAL) is the national entity responsible for attracting investment to the country. We're dedicated to promoting the country's many advantages as an investment and business hub in the MENA region, while ensuring that local and foreign investors are provided with all the support needed to establish and expand their operations.

Although IDAL has had the opportunity over the last few years to provide support to projects in the tourism sector, this is the first time that we have the opportunity to support a project of such scale and impact, not only in terms of the number of jobs it will generate in the region of Beirut and the tourism traffic it will create, but also in its ability to combine educational and entertainment elements, the first of its kind in Lebanon. Through our Investment Law No.360, KidzMondo will benefit from several financial and non-financial exemptions, including a 100% exemption from corporate income tax and tax on project dividends for a period spanning up to ten years, the granting of work permits of all categories, the reduction of work and residence permit fees for foreign workers, as well as a full exemption from mortgage fees.

We hope that the positive experience we have provided our investor with through our One Stop Shop Directorate will encourage other endeavors in the same field. After all, KidzMondo caters to an urgent need for educational and recreational parks for children in Lebanon. Although this field remains unexploited, KidzMondo will have an impact, both on the tourism sector where it will attract upwards of 450,000 visitors per year, and on the economic growth of Lebanon. I wish KidzMondo all the success in the world."





## A Word from Our Contributors

Testimonials from Our Collaborators



*Leo Burnett*

### Kamil Kuran

Regional Managing Director of Leo Burnett

**KAMIL KURAN**, Managing Director of Leo Burnett Levant, sat down with us to tell us why the award winning agency took an interest in collaborating on the innovative KidzMondo project in Beirut.

**Q:** Sincet everyone is already very familiar with Leo Burnett and its work with various brands and projects throughout the world - can you tell us how you came to learn about KidzMondo, and why Leo Burnett was interested in partnering with KidzMondo?

**Mr. Kuran:** Well, I first learned about KidzMondo through a valued client that we've worked with in the past on other unrelated branding projects. He contacted us and recommended that we look into the project; as well as take note of its potential. Obviously, we jumped at the opportunity to partner with such a unique brand offering for Lebanon. Further, we were impressed with KidzMondo's potential for branding and public relations for our other valued clients. It was also intriguing for us since we were supremely confident in the project's leadership; the entire management team is known, qualified, and experienced professionals in their chosen fields.

**Q:** Can you briefly explain the partnership between Leo Burnett and KidzMondo? What is the main role of Leo Burnett in the realization of the KidzMondo project?

**Mr. Kuran:** Our work focuses on the development of the communication strategy and communication tools for KidzMondo. We help them spread the word about what the brand has to offer, and why it is important and beneficial for other brands to associate themselves with it. When the project is launched, we will make sure that there is enough hype and buzz about KidzMondo to drive trial, build consumer loyalty, and help grow the business to its ultimate potential.

**Q:** Given your experience in advertising and branding, what do you think personally about the KidzMondo brand itself - how it will be received in Lebanon, and what its potential to be a global brand might be?

**Mr. Kuran:** I think it's a very exciting and dynamic brand in terms of what it can offer. No other brand in Lebanon matches it in terms of its originality and creativity – especially in the children's entertainment market. It's a unique concept that will not only provide a safe, fun and entertaining venue for kids, but an educational one as well. Its educational aspect is not clinical or academic, but practical and applied in the sense that it teaches kids the value of money as well as sense of responsibility. It creates a mini-world for them that helps them experiment and experience playfully in preparation for real life. I believe that such an offering will be positively received in this country and will grow regionally and globally.

**Q:** KidzMondo will actually be helping other brands through their sponsorship agreements; can you tell us a little more about how the KidzMondo project will do this?

**Mr. Kuran:** We all know that the brands most of us associate with as adults and build a strong and lasting affinity with are the ones that we grew up with as children. In that sense, brands can build loyalty with kids at a young age by offering them engaging activities and allowing them to experience and enjoy the various products and services that these brands offer. These experiences in childhood lead to creating loyal brand advocates later in adulthood. It is visionary brand building into the future.

**Q:** Can you share any of your personal impressions of the KidzMondo project and its mission?

**Mr. Kuran:** I think it is a well-conceived and expertly planned project that most parents would want their kids to visit not only once, but several times, as the park's offerings are diverse and varied. It is a wonderful and rich world for kids, but one in which parents can be assured that their children are spending quality entertainment time while learning and experiencing several aspects of real life. I consider the project to be a joyous opportunity for both kids and parents simultaneously.

**Q:** How do you envision the long-term partnership between Leo Burnett and KidzMondo?

**Mr. Kuran:** Leo Burnett Levant is uniquely excited about the potential this project offers, not only for Lebanon, but also for its expansion into other markets. We intend to be there every step of the way, and hope to continue to enjoy a long-term partnership built on solid foundations.



**AL-MAWARID BANK** س.أ.ل.  
بنك المواريد

### Nazem I. Sankari

Corporate Credit Relationship Manager  
of Al Mawarid Bank SAL

"Al Mawarid Bank's involvement in the project began at the very inception of the idea, with the aim of providing consultation services in a full financial and advisory role.

We worked closely with the KidzMondo project every step of the way to understand their business and be their partner in the decision-making process, as a part of our ongoing drive to be a positive influence in the development of socio-economic projects in Lebanon. Indeed, we envision a successful and fruitful long-term partnership between Al-Mawarid Bank and KidzMondo, and are keenly interested in expanding our bank's role in supporting touristic projects, a sector that is vital for the Lebanese economy.

With all the required ingredients for success, such as financial soundness, extensive management expertise, as well as prime location for the project, we believe the company will have a positive impact in terms of creating jobs as well as a space to nurture our youth."



**ERNST & YOUNG**  
Quality In Everything We Do

### Rana Sanyoura

Director Transaction  
Advisory Services Leader

"Ernst & Young was pleased to work with the KidzMondo organization. Our scope and interactive approach involved assisting the founders and management team in compiling a business plan for the edutainment theme park, taking into consideration the envisaged strategies as well as the market dynamics and the project's critical risk and success factors. The business plan also presented the project's expected financial performance under different scenarios.

We always endeavor to build lasting relationships with our clients and we are looking forward to the possibility of providing KidzMondo with future assistance as they grow into other regional markets. It was an interesting project for us, particularly because we interacted with members of KidzMondo's management team who possess a diverse and international experience. Overall, we look forward to the project's opening in 2012 and to its success."



## A Word from Our Contributors

Testimonials from Our Collaborators



### Imad Kozem

Managing Partner  
of EDM



### Fouad Chaarani

Managing Partner  
of Xenatus



KidzMondo is an extremely ambitious project in every respect. Perhaps one of the project's biggest challenges has been the sheer scope of its technical needs. Thankfully, the international software solution providers of EDM and Xenatus Global have teamed up to provide KidzMondo with a level of technical expertise unsurpassed in the region. We spoke briefly with Fouad Chaarani, of Xenatus Global, and Imad Kozem, from EDM to learn more about their work on this exciting project.

**Q:** Can you tell us a bit more about your respective companies? What kind of work do you do in Lebanon and beyond?

**Mr. Imad Kozem:** EDM has enjoyed a rich 22-year history; composed of five separate holdings, each with their own specializations, such as local software, international software, power protection, hardware and virtually anything computer related.

**Mr. Fouad Chaarani:** Xenatus Global is an international consulting company in operation since 2000, and we have delivery centers spanning the globe. We currently have locations in North America, Middle East, Asia, Europe and very soon we'll be operating in Africa as well. The types of solutions that Xenatus offers its clients range from ERP's, to CRM's, EAI, and various web solutions along with POS and customized solutions. Our clientele ranges from various Fortune 100 companies, like General Electric, NBC, Universal, Paramount, Warner Brothers and Fox down to mid level and start up enterprises. About a year ago, Xenatus and EDM decided to form a strategic joint venture to begin serving the Lebanese market with these various international software solutions.

**Q:** Can you both describe the role of this joint venture with regards to KidzMondo?

**Mr. Fouad Chaarani:** On the KidzMondo project, EDM and Xenatus are helping KidzMondo with their IT infrastructure, systems applications and software solutions for the entire park. We are providing them with an ERP (Enterprise Resource Planning) platform, Microsoft Dynamics, and also providing a CRM (Customer Relationship Management), as well as document management using Sharepoint, in addition to a Dynavics POS system. One of the powers of the solutions that we're providing is that it's a completely integrated solution that is on the frontline of innovation. All of the solutions that we're providing will

be hosted on our SaaS clouds. Basically we'll be powering up the park from the moment when the child first enters, tracking their behavior throughout the establishment, including how they interact with all the technical elements of the park, to when the child exits. It's really an advanced, completely integrated system providing real time views and insights.

As well – we're setting the path for the future expansion of the KidzMondo brand. As soon as they expand into other countries and markets, all of what we've done for the Lebanon location can be implemented and the entire technical operation can be up and running in 48 hours.

**Q:** What was the most unique or challenging aspect for you regarding this project?

**Mr. Fouad Chaarani:** For me, the most challenging aspect is that although the business process has already been established to some degree, the operation process is evolving with us. We're designing these systems to match the business process as we go. It's an ongoing dynamic process, in which we're designing and refining at the same time.

**Q:** Beyond your professional impressions of the project, are there any personal impressions that you would like to share about the KidzMondo project?

**Mr. Imad Kozem:** From my side, I am very excited to see this one of a kind project in Lebanon, and I'm thrilled to be a part of arming such a concept with the newest, and most cutting edge technology. This is our first project that EDM and Xenatus are teaming up on, and we couldn't have asked for a better project.

**Mr. Fouad Chaarani:** Like Imad, we're all very eager to see this project launch, but I would like to add that working with the management team of KidzMondo has been really rewarding. Everyone comes from such a unique

background and each is bringing their own expertise to the table that it's really just been a remarkable experience. The diversity of this group has really provided a dynamic design and planning experience from top to bottom.

**Q:** How do you envision any long-term collaboration with KidzMondo?

**Mr. Fouad Chaarani:** Today we're focused mostly on working towards our very tight launch deadline to make sure that the park is 100% operational. As I mentioned the team at KidzMondo is so bright, and diverse, that we have about 10,000 ideas on the table now. We're already mapping future software solutions down the line. We are envisioning the future now, mostly on a local level, but KidzMondo has expressed their desires to expand into other national markets via franchises, and so we're of course considering how to make that process seamless as well. When these franchisees come on board, we'll have everything in place from the very beginning. Everything that a future franchise operator will need on the technical front will be ready within 48 hours.

**Q:** Would either of you like to offer any final words regarding this project?

**Mr. Fouad Chaarani:** We're really just excited to see the launch of this venture. And personally, we're extremely eager to see this joint venture between EDM and Xenatus provide the kind of services in Lebanon that we're accustomed to giving our customers worldwide.

**Mr. Imad Kozem:** I definitely share Fouad's sentiments. I'm also very excited for the opportunity to become one of the largest software solutions providers in Lebanon, and the work we're doing with KidzMondo is just the beginning.

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Testimonials from Our Collaborators



**IDEA**  
International Design Engineering and Architecture  
الشركة الدولية للتصميم والمهندسة

**Hisham Nasser**  
Managing Director

**HISHAM NASSER**, at IDEA, spoke with us briefly to share his opinions of the KidzMondo project, revealing his commitment to seeing the facility come to life, as well as his personal views regarding the KidzMondo mission.

**Q:** Can you tell us what exactly IDEA will be doing for KidzMondo, a bit about the scope of work, vision, logistics, etc.?

**Mr. Nasser:** We'll be handling everything related to the construction of the facility. We'll be overseeing the construction of the park itself, making sure that everything is executed accordingly, within budget expectations, while optimizing the time of construction and ensuring that the attention to quality is maintained throughout.

**Q:** How does this project compare to some of the other projects you've worked on in Lebanon or elsewhere?

**Mr. Nasser:** The concept of the entire project is extremely unique to Lebanon. It's designed to be an entire theme park, more precisely an entire city for children and will be unlike anything that currently exists in the country. One thing I find most comforting as a parent, is that the safety considerations of the park will go above and beyond what is required by law, based in large part on American building code or British safety standards.

**Q:** Can you tell us a bit about your personal impressions of the KidzMondo project, and what you think its effect will be on the Lebanese community?

**Mr. Nasser:** Personally I am glad to finally see a choice for families outside of restaurants that are truly geared towards family entertainment, and for children especially. This project will stimulate children's interests in many different things. It's going to be extremely educational, exposing children to different types of careers or aspects of life whether it is through police work, hospitals, banks, or restaurants, etc.



**Business Unlimited**  
Strategy Consultants

**Dr. Salim H. HajjE**  
Regional Director

"All of us in the Business Unlimited team fell in love with the KidzMondo concept "coup de foudre". When we were approached by KidzMondo's directors through the Lebanese Franchise Association, we knew that we could collaborate together to develop this unique project, especially since we had a relationship with some members of the group in the past.

Business Unlimited works closely with clients, identifying and implementing strategies through a comprehensive range of consultancy services. Our clients in the past have included many children entertainment and edutainment centers worldwide, and we see this as a great franchise opportunity for entrepreneurs who are willing to invest in the future of their society, creating a better life for the children.

We'll be implementing the 5 Steps Integrated Franchise Approach System with the KidzMondo team, assisting them in the creation of an operational and organizational structure for the franchise along with standardized support packages. We'll also design legal documents outlining KidzMondo's responsibilities as a Franchise, as well as manuals and their accompanying interactive training programs. This is capped by the development of a franchising recruitment strategy to attract the best qualified prospects.

From the very first briefing, we all wanted to book our kids' next birthday party at KidzMondo. We're eager to see the project in operation... Some of us even want to experience it for ourselves and join in the fun!"



**apave**

**Rachid Moubarak**  
Deputy General Manager

"For those familiar with the full scope of the KidzMondo enterprise, they will no doubt understand the substantial risks involved with such a large scale operation that will likely welcome hundreds of thousands of visitors per year within our flagship Beirut location alone. These numbers will only increase exponentially as we follow through with our plans to expand into other markets. What's doubly important is that we will be catering mostly to children, a demographic that requires a heightened sense of concern and care.

Given KidzMondo's relentless insistence on surpassing every local, and even regional, expectations for safety and security, we have taken our mission several steps further: We are resigned to implement the most stringent international standards for health and safety for every aspect of the park and nursery, right down to the smallest detail. To accomplish this task, KidzMondo has recently partnered with APAVE Liban, a subsidiary of APAVE Group.

Established in 1867 in France, APAVE Group is a large international network that has worked with over 200,000 organizations worldwide to reduce and manage risk in various forms. The company has grown to currently employ approximately 8,000 professionals in risk control, including 6,000 engineers and technicians, who serve customers in 22 countries, 130 agencies, 8 laboratories and 127 training centers.



The regional subsidiary of APAVE Group, APAVE Liban, has been active in Lebanon since 1994, and offers globally respected technical and intellectual services in all sectors of the economy including: government and community organizations, varied industries, health institutions and entertainment facilities, among others. A few of the trusted services APAVE offers include consulting and other assistance with management, distribution, transport, logistics and energy. APAVE Liban's is divided into five main divisions: Buildings, Inspection and Technical Assistance, Consultancy, Training, Testing and Measurement. Each of these divisions will be assisting KidzMondo in ensuring the utmost attention is paid to the safety of the children who will visit our Beirut location. Furthermore, they'll be working alongside us in developing identical operational plans for future franchisees of the KidzMondo brand.

APAVE will be working diligently to help KidzMondo gain a strategic advantage in a complex and competitive global environment, by helping us to maintain optimum performance with regards to our economic, environmental, and organizational aspects. Their primary role with KidzMondo will be in diagnosing and analyzing the technical risks involved with the construction. This mainly includes the structural stability of the premises as well as the fire safety issues to be implemented in accordance with the American NFPA codes, along with verification of their correct implementation. Further, the partnership is planned to expand into providing ongoing testing, inspections, and assessments of our overall organizational safety.

Each and everyone of our stakeholders can be assured that KidzMondo is sparing no cost, and overlooking no detail to ensure safety. Every single aspect of our organization from the working conditions of our employees, to the safety of our on-site food and beverage facilities is taken into total and interconnected consideration to our overall mission: to protect and serve the children of Lebanon and beyond."





## A Word from Our Contributors

Testimonials from Our Collaborators



### Darine El- Masri

President

KidzMondo is a very diverse organization, with equally diverse organizational goals. Beyond our responsibilities to our shareholders, our sponsors and investors, as well as the community at large, our ultimate concern is for the safety of our primary customers: children. Therefore, KidzMondo has taken extraordinary steps to ensure that every aspect of our organization keeps the safety and well being of children in mind. We have recently partnered with Kidproof Safety M.E. in ensuring that no small detail has gone unnoticed in this, our most important task. Ms. Darine El- Masri, Managing Director and Parnter of Kidproof, discussed her company's mission with KidzMondo.

**Q:** Good afternoon. You've been working with KidzMondo since the very beginning regarding the various steps and precautions that they'll need to take in the construction, design, and operation of the KidzMondo facility, including the nursery and day care. Can you briefly shed light on your company's history and expertise?

**Ms. El-Masri:** Kidproof Safety has twelve years of worldwide experience in safety education, Kidproof has become the preferred partner and trusted source for public & private child-centric organizations, including local government agencies and institutions in 28 countries worldwide. All of our programing is based on consultations with educators, child psychologists, law enforcement specialists, and other safety experts in order to create the most up-to-date safety education lessons available. Through our courses, workshops, seminars, and various training programs, we reach millions of children, parents, educators and organizations every year. Though we've just launched our MENA operations through Lebanon in 2011, we've already managed to reach thousands of children in this short amount of time. Our current programming has featured vital child safety subjects such as: cyber safety, bullying, prevention of kidnapping and child abuse, conflict resolution, drug and alcohol awareness, citizenship and ethics, among others. Kidproof Safety M.E. is currently partnered with the Minister of Education, H.E. Professor Hassan Diab, in order to implement Kidproof's Safety Education Curriculum into the Lebanese national curriculum.

**Q:** So how did you come to be involved with KidzMondo? Were you already familiar with the concept, or was it new for you? And given all the experience you just described, including the variety of organizations you have worked with, what are your professional impressions regarding KidzMondo as a child-centric organization?

**Ms. El-Masri:** We are actually quite familiar with the edutainment concept of education, and we are very excited to see it launch in Lebanon. We are even more pleased to see the concept being introduced with such professionalism and commitment to child safety. As the head of Kidproof Safety in the MENA region, I must commend KidzMondo and its management team for the attention and concern they have displayed for the safety of the children in their care. They are not cutting any corners, and there is absolutely nothing that is being left to chance. They understand that the management of risk is essential to the sustainability and viability of any recreational or educational facility. KidzMondo is ensuring that their entire staff will be acquiring the Kidproof skills and training all individuals working directly or indirectly with children. They are incorporating our methods and guidelines well ahead of other organizations in the country, making them, in my opinion, a national leader in their commitment to child safety. I hope that soon, all of Lebanon will agree that "safe enough" environments are no longer acceptable. And so far, KidzMondo appears to be fully invested in meeting the most demanding standards for proactive and preventative safety measures, setting a notably high level for other organizations to follow.

**Q:** Can you describe a bit more thoroughly the types of programming that you will be implementing inside KidzMondo?

**Ms. El-Masri:** KidzMondo will participate in our K-Pass Program, which provides in-depth training, guidelines, customized policy and procedures, along with regular compliance evaluations that can be implemented immediately to ensure a completely safe environment, for children, as well as adults. In addition to this, we'll also provide safety related training and guidance for KidzMondo's supervisory team to ensure they are equipped with the necessary information to guide their hiring, recruiting, supervision and documentation procedures for all employees who will deal with children, directly or indirectly. Further, each employee will be pledging to a Code of Conduct that we've designed to reduce the risk of abuse, and provide transparency for parents and children. Upon completing the entirety of this program, they'll receive Kidproof Safety Approved Status, which we call the K-Pass Seal. This authenticates KidzMondo's ongoing commitment to child-safety. However, our partnership with KidzMondo is not a one-time scenario. Our work with them will be ongoing, both here in Lebanon and as they expand across the region. We'll tailor our future programs to evolve as they do.

**We look forward to our ongoing relationship with the exceptionally professional KidzMondo team, almost as much as we're looking forward to seeing the launch of the most comprehensive and educational child-focused recreational facility we've seen in Lebanon to date.**

## A Word from Our Contributors

Testimonials from Our Collaborators



### Hassan Chaker

Founder and Managing Director

MCA People Solutions is an international training, consulting and recruiting firm with more than 70 years of accumulated experience in the field of human resources and “people development”. Since 2008, they have been successfully providing their clients with business solutions, as well as expertise in the organizational management of companies’ most vital and profitable resource: People. MCA’s industry proven expertise, in addition to the KidzMondo facility’s overwhelming need for employees that meet relentlessly high standards has led to what is sure to be a close partnership that will be vital during the next stages of KidzMondo’s development. Managing Director, Mr. Hassan Chaker, spoke with us briefly regarding this partnership.

**Q:** MCA People Solutions is well-known as being a leading human resource “developer”. Can you tell us a bit about how you came to partner with KidzMondo, and what your goals are regarding this particular project?

**Mr. Chaker:** I was initially approached by a former colleague and friend, Mr. Ali Kazma, regarding our potential involvement with this project. MCA shares with Mr. Kazma and Mrs. Berri the belief that the success of any organization depends on the quality, attitudes, and skills of the people entrusted to advance the company’s mission. This is where MCA comes in, to develop the requisite skills through intensive training programs to keep employees motivated to provide the kind of service that exceeds every possible expectation. Our goals with training the KidzMondo park staff is to ensure that every child who enters this magical city feels like an important and valued guest. Part of the strategy of the edutainment aspect of the park is in developing children’s natural skills and empowering them to take initiative in their own lives, and an integral feature of this is to seeing that every staff member that comes into contact with children throughout the park treats them with the same level of dignity, respect, and care that an adult consumer would experience. The manner in which Park staff interacts with children inside this environment is then central to completing the immersive, role-play aspect of the KidzMondo concept.



**Q:** KidzMondo already boasts an impressive executive staff, which all seem to share a particularly keen concern for details. What do you think that MCA will be bringing to the table to compliment the KidzMondo team that is already in place?

**Mr. Chaker:** Well, I have a lot of confidence in the KidzMondo executives, but I knew from day one that MCA can greatly contribute to the success of this project by developing it’s most important aspect, which is the sheer amount of human capital it will need for its day-to-day operations. The scope of this project is truly huge, and KidzMondo is taking every necessary step to make sure that each and every aspect of the park runs smoothly and in line with its overall responsibilities to not only the children it serves, but their sponsors as well. And given the scope of this, MCA is handling much of the recruiting and training of it’s lower-level employees, so that the executive team can focus on building their brand in-line with their overall regional goals. Our job is to make sure that KidzMondo staff members understand that they not only represent the KidzMondo brand, but they also shoulder considerable responsibility in protecting the interests of children. In addition to this, they are also reflections of the brands that will be operating inside the park. The bar KidzMondo has set for their employees is exceptionally high, and our job is to ensure that every last employee meets these expectations.



**Q:** So far, what have your personal impressions been regarding KidzMondo’s concept?

**Mr. Chaker:** From a personal standpoint, the KidzMondo family has taken on a huge social responsibility in developing the future civilized citizens of the countries in which they will be operating, something that is dramatically needed in our part of the world. Within the confines of KidzMondo, children will get a chance to lead truly independent lives, even if only temporarily. Hopefully this experience will allow them to understand the world of adults better by being treated as adults themselves. But from the position of someone who works with training and developing human talent, I think this concept could be revolutionary for the future of Lebanon. Initiatives that invest in our future work force in the way that KidzMondo does, and to begin investing so early, are truly few and far between. I believe the positive impact of this project will be widespread.

**Q:** How do you see your partnership with KidzMondo evolving over time? And is there anything else you would like to mention regarding this project?

**Mr. Chaker:** MCA definitely envisions a long-term relationship with the KidzMondo family, and we look forward to growing our professional relationship with them as they grow. We’ve already begun our work with KidzMondo; our first training courses with the KidzMondo team have been mutually rewarding, and every one of the executives we have met with so far have been extremely professional, dynamic, and enthusiastic about the project. With this kind of people power, I am convinced that KidzMondo will be an impressive Lebanese success story, and I personally can’t wait to bring my own children to experience the world that they are creating.

## A Word from Our Contributors

Testimonials from Our Collaborators



**Simon Yammine**  
Design Director



*How do you design an entire city? Where do you place all the different elements that are required to create an elegant and functional urban environment?* It's a daunting task, made even more so by the fact that this is not just any city; this is KidzMondo, the city for children. With hundreds of thousands of visitors coming to the flagship location in Beirut, and exponentially greater numbers of children coming to visit our worldwide locations in the future, KidzMondo needs to capture the real world experience, but in a sensitive way where barriers disappear and kids' imagination and creativity are stimulated.



KidzMondo has found a partner to make this happen: SYDesign. Boasting over 20 years of aggregate experience in international hotel architecture and interior design, SYDesign has collaborated on a wide variety of international projects in Europe as well as the MENA region. This experience includes large-scale resort master plans, 5-star urban hotel brands and smaller boutique hotels, in addition to residential and commercial projects.

SYDesign has always worked to capture owners' dreams, juggling operator's needs with the feasibility for contractors, all while working within a budget. However, KidzMondo represents a unique challenge, because in this case the aim is to create a children's world that fuses entertainment and education in an exciting atmosphere. It needs to be a magical dream for every child, where they can step in and experience the ultimate in role playing and having great stories to tell once they leave... all within the right proportion and scale for our Kidizens, of course.

Towards that end, SYDesign will be involved in advising and supporting KidzMondo in all decisions related to interior design, design functionality, decoration, color schemes, material selection, as well as value engineering. This is in addition to several areas where it will create and design spaces for educational activities and commercial outlets.

With SYDesign on board, we know we'll have an interior design that is as limitless as a child's imagination... a space where exciting opportunities can be constantly developed for new collaborators and investors to join with their own vision.



STUDIO



## A Word from Our Contributors

Testimonials from Our Collaborators



### Elie Gebeily & Jean Pierre Jelwan

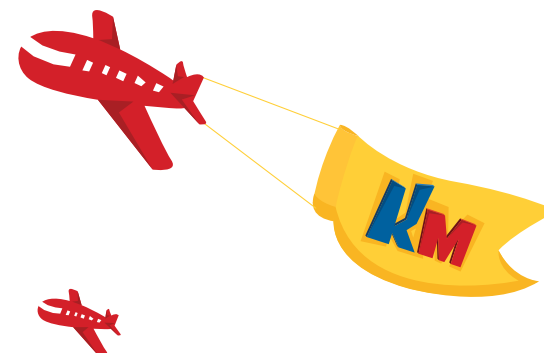
Managing Partners of G & J Studios

Collaborating on a project such as KidzMondo is a dream come true for G&J Studios. Having worked with similar projects abroad, we are thrilled to see this concept debut in Lebanon. Our experience has allowed us to really create a sense of wonder and discovery for children as they experience the space for the first time. Our vision for the park is heavily inspired by Beirut, with its many roman, neoclassical, art deco and modern architectural influences. We've attempted to create an entirely new and inspiring space that captures the spirit of our beloved capital. We are dedicated to recreating this kind of authenticity in other locations as KidzMondo expands to other countries.

KidzMondo is truly remarkable in how it communicates to the next generation the need for civic pride and responsibility. We feel that the project is teaching our youth priceless values across the commercial, moral, and cultural realms. The architecture of the city itself needs to reiterate this message, and we feel that we have really achieved that inside KidzMondo. The detail that we have included, including the layout of the City (Streets, Elevations, Sky effect), the signage throughout, various pedestrian walkways and green areas as well as the design of each establishment are essential to the educational goals of the park: a truly immersive environment where children can learn and explore the world of adults first hand through active discovery and play.

Working with KidzMondo has not been a typical assignment. We needed to be truly aligned with the KidzMondo team regarding their vision. We've really built this wonder together, from creative brainstorming sessions, to implementing a final design that could not only be completed under extremely tight deadlines, but also ensured a safe and healthy environment for children. It has been one of most challenging projects, but we feel strongly that is also one of our greatest achievements.

We strongly feel that every country in the world needs a project of this caliber to build on the promise of the younger generations. We should be inspiring and encouraging children everywhere to explore their talents and plan for their futures, and facilitate this process of discovery along the way. We are extremely pleased to be part of the KidzMondo family, and we look forward to working with them more as they expand this vision across the region and beyond.



# Founding Mythology

Once Upon a Time... The KidzMondo Story



Once upon a time, on a particularly hot summer day in June, on a mountaintop not far from their summer home in Lebanon, you could find two children (along with their pet turtle) playing in a park. Looking at the children, you would never guess they were brother and sister, for although they had the same last name they shared little else.

Indeed, even on that normal day you could plainly see what each of them liked to do: Kozmo Kidd was energetically running around in search of adventure, while Ėena Kidd was curled up with her favorite book, "Mythical Treasures and Lands of Old", with Leeloo the turtle gently napping beside her.

Ėena was so engrossed in her book that she was startled when Kozmo suddenly ran up to her shouting "Let's go on an adventure!" only to turn and dash away, expecting her to follow. Ėena sighed, for although she was the younger of the two, she was the one who always had to get her brother out of trouble from his daring ways. Tucking Leeloo under her arm, she set off after him.

Soon enough, the children found themselves at the dark entrance of the Jeita caves. Barely taking a moment to catch his breath, Kozmo declared he was going to go in to explore. Ėena, glancing at the sky above, replied it would be better if they went back. "Scared-y cat!!!" sneered Kozmo, as he marched into the caves. "Nothing will stop him now", thought Ėena, as she followed with reluctance.

As the children and Leeloo made their way into the middle of the caves, Kozmo, sharp-eyed as always, caught a vibrant light at the bottom of a clear pool on the side of the path. He quickly bent down, trying to get a closer look. There WAS something down there, something shiny and glittery. It looked like... why, it looked just like a key. Kozmo moved forward even more, his hand stretching as far as it could go. Just a little bit more, just a little bit...

"Kozmo, watch out!" screamed Ėena, as Kozmo lost his balance and fell into the pool. Leeloo swiftly leapt after him. Ėena searched everywhere for anything she could use to pull them out... when she suddenly heard Kozmo's wild laugh ringing in the cave. Turning around, she saw him emerge from the pool, completely wet, with Leeloo on his head. "I got it! I got it!" he cried triumphantly, excitedly waving his hand. Ėena was on the verge of shouting at him to be more careful, but the words died in her mouth as she saw what was glittering now in his hand. "I know this key", her voice shook. "I've seen this key.... In my book!" she exclaimed.



## Founding Mythology

Once Upon a Time... The KidzMondo Story

Now it was Kozmo's turn to chase after Ėena, as she ran out to get to her book while still clutching the key. She quickly rifled through the book, until she found what she was looking for. *"I knew it! I HAVE seen this key before, and I think it will open the door we've seen downtown, in the ruins. We have to go now."*

No sooner said than done, they made their way to the giant door, full of rusted decorations. With trembling hands, as Leeloo and Ėena hid behind him, Kozmo brought the key to the door. Then with a strong shove from all three, they pushed the door wide open.

Inching their way forward, they waved their hands to look through the dust, and when their eyes could finally see what was before them their jaws dropped with amazement: Walls and buildings covered in strange aesthetic engravings from what must have been a world forgotten. It seemed to be an ancient city, with something very magical in the way the light danced around them, reflecting and breaking into a multitude of breath-taking colors. Ėena, curious about words as always, brushed the dust off some of the markings that were now glittering like stars, and started to read what was written, as Kozmo immediately started exploring his surroundings.

*"Only Children with Hearts of Gold Shall Pass"*, recited Ėena. *"Kozmo, this says that this city is only for kids with hearts of gold!"* *"What are you waiting for then? This is our city!"* shouted Kozmo as he proceeded to march down the main path. Every sight filled them with excitement and made them jump with joy. Here was a place that really WAS for kids and only for kids, a place where their imagination could run free. All around them were intriguing machines and wonderfully strange gadgets that fascinated them.

The city looked completely abandoned, but... somehow Kozmo sensed there was someone (or maybe something) around. As he walked quickly forward, leaving Ėena and Leeloo behind, he could almost feel that he was being watched. He would suddenly turn his head, and was sure he had caught a glimpse of something big and dark. Then it would disappear again and he would think that maybe it was all in his head. He turned his head again, feeling that this time he'd catch whatever was following them... and found himself stepping on nothing! *"Ėenaaaaaaaaa!"* he shouted as he fell forward, and saw the big figure jump towards him, fast as lightning, grabbing him by the arm just in time to save him from his nasty fall.

On safe ground again, Kozmo looked up in amazement at what had saved him: Before him was a huge, fluffy dog with an ornate Roman helmet on its head. Ėena and Leeloo ran up, stopping in their tracks as they saw the dog standing over Kozmo. *"Kozmo, are you OK?"* asked Ėena. *"Y..yeah, I think so"* stuttered Kozmo, still shaken from his near fall. *"This dog saved my life"*.

Ėena walked up to the big dog, and stood before it. She somehow knew this dog was friendly, and before any one could say anything she reached out her hand and petted its head. *"Good dog. GOOD dog"*, she repeated in a gentle voice, as she leaned forward to see the badge she had just noticed on the dog's chest. *"Dogzilla... that's your name, right?"* she asked.

At the mention of his name, the dog immediately perked up and started wagging his tail. Kozmo got up and started to play with Dogzilla, along with Leeloo. Soon enough, the children's laughter filled the air, and as it rang through the old city it was as if a fresh breeze had come to blow all the dust away, and the city's beauty was rejuvenated once more with the vivid colors that had been hidden for millennia by the thick layer of dirt..

The children swiftly began to fall in love with this city (and with Dogzilla as well), and they soon understood that, although it was abandoned, it could nevertheless be transformed to become the place of their dreams. As they played with their new fluffy friend, Dogzilla sensed, in his centuries-old wisdom as the guardian of this city, that these were the children with the hearts of gold that would make this city rise again. He took them to a giant horn that was perched on a high mountain. This was a special horn that only children could hear. Kozmo took in a great breath of air, approached the horn, and gave a mighty blow. It was magic...

Children came pouring in, from high, from low, from all the different places, and as they came the city bloomed like a perfect flower. The ocean waves sparkled as the sun shone in its great magnificence upon the city, while the golden roads gleamed with every step of their path. The city was coming alive again.

And so "The Discovery Day", as it would be known hereafter, came to pass, when two precocious children made an exciting discovery unlike anything the world had ever seen – an ancient, golden city hidden within a city; a city with a mysterious but noble past that had been long since forgotten by the adults of the world. This is not surprising, since this city wasn't for the world of adults, but only for children who could appreciate it. This amazing place became the home for inquisitive and adventurous kids around the globe – a place that would welcome all children, where all children are equal and all have the right to learn, discover, and develop their many talents.

Welcome to your world.  
Welcome to KidzMondo.





# Make-A-Wish

The KidzMondo Discovery Fountain



*What would any city be without its defining features? What would Paris be without the Eiffel Tower, New York City without the Statue of Liberty, or Egypt without the Pyramids?* These cultural monuments are sources of great national and civic pride, and KidzMondo is determined to make its city every bit as architecturally, culturally, and experientially vivid as a real city. This is why KidzMondo has tasked its designers and creative teams to help bring a bit more cultural realism to the park by creating our very own centerpiece, the Discovery Fountain, which is our real-life monument to the KidzMondo founding myth.

The Discovery Fountain inside KidzMondo will be a focal point that serves as the crowning touch on the park's already rich, immersive experience. The fountain is an artistic emblem of the city, and immortalizes the main characters around which the KidzMondo myth is built. The fountain features Kozmo, Ėena and Leeloo, along with Dogzilla, KidzMondo's loyal guardian. According to KidzMondo's history, the location of the fountain is where the city was first illuminated, and the place where Kozmo and Dogzilla discovered each other.

KidzMondo legend has it that after Kozmo and Ėena discovered KidzMondo, they built this fountain as a symbol of the freedom and independence which children could enjoy. They welcomed every new visitor to KidzMondo to toss a coin and make a wish, in the hope that every coin thrown into the fountain's waters would help children all over the world find a little magic of their own.

# The Secrets of Our Past

The KidzMondo's Archeology Site

Exploring the KidzMondo site is an exciting prospect for any Kidizen, not in the least because of all the thrilling discoveries that could be made. Going around the city means finding cultural landmarks with tales, characters and historical legacies behind them. The archeological site bears the title of oldest landmark in the city and visitors get the chance to uncover its ancient secrets, with an exhilarating glimpse into the history of Lebanon.

Dating back to Phoenician times, the archaeological site offers insight on that historical era of Lebanon and shows what tools and instruments people back then used in everyday life. After rediscovering the city of KidzMondo, Ėena and Kozmo immediately recognized the significance of this site and took the appropriate measures to protect its Phoenician treasures by keeping the location intact. Today, Kidizen explorers of the archeological site will find ancient markings and drawings, and may even discover ancient graffiti. While excavating the archeology site, Kidizens may even stumble upon ancient maps and artifacts.

The site and its activities provide the opportunity for children to discover archeology in ways that they could never have imagined before. Discovering the Ancient history of Lebanon may help Kidizens understand and help visualize the rich cultural history that exists in Lebanon and put them on a path that may see them become actual Archeologists one day. The Archeology Site gives them all needed tools to begin their journey by teaching them how to find maps and artifacts. While preserving their finds, our junior archeologists will also contribute to the site by contributing to the restoration of the ancient mural, as well as decoding Phoenician messages.



# Time for a Landmark!

## KidzMondo Clock Tower Built by Ice-Watch

Visiting KidzMondo is an exciting adventure filled with fun and role-playing, but lessons such as the importance of time management and punctuality are values we hope Kidzizens learn in the midst of all the amusement.

Ice-Watch, our renowned sponsor, has taken aboard the responsibility of ensuring that reminders of these messages are always shown at KidzMondo. As a miniature version of Beirut City, there is no better way for KidzMondo to create familiar surroundings for its Kidzizens than by actually having one of city's most well-known landmarks in the theme park. The Place de l'Etoile clock tower, Beirut's most famous plaza, is the inspiration for the mini-city's recreational area. A miniature version of the famous clock now stands in the park and acts as the centerpiece around which children as well as parents and visitors gather and socialize.

Along with the clock plaza, Ice-Watch has devised an exclusive line of Ice-KidzMondo watches that are for sale inside the park and in Be-Accessories stands in various malls. Children and adults will be happy to learn that a range of Ice-KidzMondo branded pieces will also be available for purchase at the KidzMondo Exit Store. This is proof that, at KidzMondo, adults also get a share of the spoils.



# Who's Who in KidzMondo

## Introducing the Kidd Family

No discussion about the KidzMondo story would be complete without including the spirited characters that have become almost like living, breathing members of our family. Developing the look and identity of Kozmo, Ėena, Dogzilla and LeeLoo has been one of the more entertaining aspects of building and creating the KidzMondo image, and we would like to formally introduce you to them now. We are quite confident that the children of Lebanon will grow to know and love them as we do.

### ★ KOZMO KIDD

Born on Science Day (October 5<sup>th</sup>) Kozmo Kidd is a loveable ten year old bot with big brown eyes and chestnut brown messy hair. He loves sports, technology and going on all kinds of adventures, especially the ones where the entire family can join in. He is caring, friendly and very extroverted. He has a curious mind and is fascinated by everything and everyone. He is very spontaneous like most ten year old boys.

### ★ ĖENA KIDD

Born on Flower Day (May 3<sup>rd</sup>) Ėena Kidd is a six year old average sized "little miss perfect". She knows how to get her way. She is a very curious girl, always asking questions for deductive reasoning (always answers them herself). She considers herself responsible for everyone and as a result she is the glue that holds the entire family together. It's her passion to guide and advise them on the right course of action.

- **Gender:** Male
- **Date of Birth:** October 5<sup>th</sup>
- **Height:** 133 cm
- **Age:** 10 Years
- **Eyes:** Brown Eyes
- **Weight:** 35 kg
- **Hair:** Chestnut Brown Messy Hair
- **Sibling:** Ėena
- **Talent:** Gets Everyone Excited



- **Gender:** Female
- **Date of Birth:** May 3<sup>rd</sup>
- **Height:** 105 cm
- **Age:** 6 Years
- **Eyes:** Pretty Blue Eyes
- **Weight:** 23 kg
- **Hair:** Light Brown
- **Sibling:** Kozmo
- **Talent:** Problem Solver



Envision a place where children don't just go to learn, but are actually eager to learn... A place that blurs the line between education and entertainment, seamlessly blending the two to give you a revolutionary new concept in child learning. Where could one find such a place? Right here in Lebanon, at the Beirut Waterfront... It's a world for children, and its name is KidzMondo.

KidzMondo is a pioneering and unique project that has created an enthralling learning environment, where children take the lead in exploring their very own potential to the fullest. All this takes part in a fully functioning city, complete with its own currency, constitution, functioning economy, and infrastructure. More importantly, KidzMondo is overflowing with a variety of educational activities designed to stimulate and engage minds of all ages.

With over 80 activities from which to choose, children are encouraged to learn within this highly interactive and dynamic setting, as they playfully explore real-world experience across a variety of disciplines. Whether a child wants to shine with their inner news caster or magazine editor in our media wing, or take to the skies as a pilot or race on our F1 track, their experience is limited only by the force of their own imagination.

No less important is KidzMondo's constitution and its ideas of equality, respect for all, and the rights for self-expression and creativity. As the children delve deeper into the world of KidzMondo, they will be learning valuable lessons in what it means to be a citizen, as well as civic and social responsibility, essential self-reliance, and fiscal maturity. These lessons will stay with them well into their adult life, and serve to prepare the future generation for the tremendous challenges that lie ahead.

We are extremely excited about KidzMondo and want to make this revolutionary edutainment concept an essential part of learning for children today. In line with the community-based spirit of the project, we are reaching out to all schools in Lebanon, and invite them to join us in this exciting journey as we take our children's education to a whole new world, a world for children, KidzMondo.





# KidzMondo Official Visits

KidzMondo Welcomes Lebanon's Leaders



## Meeting With H.E President, Michel Suleiman

The founders of KidzMondo were honored to visit H.E. President General Michel Suleiman at the Presidential Palace. In attendance for this exciting event was KidzMondo co-founder and Chairman of the Board of Directors, Mr. Ali Kazma, along with fellow Board Members, Mr. Khaled Al-Mawla and Mr. Marwan Dimas.

Mr. Kazma was uniquely pleased for the opportunity to meet with the President and explain firsthand the vision behind the one-of-its-kind KidzMondo project, affirming that, *"KidzMondo, with its firm values combining entertainment and education, will be a model city for the children of Lebanon. KidzMondo will also serve as a primary link in a series of projects intended to rejuvenate the investment sectors of the Lebanese economy."* As well, Mr. Kazma was proud to indicate that the project features *"a number of social values geared towards yielding a promising future generation. We are planting seeds of awareness within the leaders of tomorrow."*

President Suleiman offered glowing compliments and praise of the "unique and pioneering" KidzMondo organization, offering that *"The presence of Lebanese like the founders of KidzMondo prove that pioneering ideas have not run out, especially since the Lebanese economy has been established on such unique endeavors that are liable to rejuvenate the economic sectors."*

Everyone behind the KidzMondo organization was pleased that the President was able to share in our enthusiasm for this groundbreaking project, and we look forward to pushing the Lebanese economy forward in the future together.



## Meeting With Speaker of The House, H.E. Mr. Nabih Berri

On November 11th, 2011, the KidzMondo executive team was afforded a great opportunity to discuss the project's vision with Lebanese Speaker of Parliament, H.E. Mr. Nabih Berri in his residential estate in Ain Al-Tineh. Mr. Berri was given a thorough introduction to the KidzMondo project and its projected impact on the future of Lebanon. The discussion was directed by KidzMondo co-founder, Mr. Ali Kazma, who explained just a few of the positive influences the project will have on Lebanese youth, as well its some of its long term potential for transforming the Lebanese Economy. H.E. Mr. Berri expressed sincere and great interest in the project, congratulating and encouraging the KidzMondo team along their journey. He further expressed his admiration of inspiring projects that *"pump new blood into the Lebanese economy, helping to employ more of our capable Lebanese citizens."*

The KidzMondo team was excited for the opportunity to share their unique vision with the esteemed Mr. Berri, and we express our most sincere and humble gratitude for his time and his encouragement. We are confident that the support offered from the Lebanese government will be invaluable as we move forward.



## Meeting With Prime Minister, Najib Mikati

Chairman of the Board of Kidz SAL, Mr. Ali Kazma, met with Prime Minister Najib Mikati and thanked him for his invaluable support for the KidzMondo project. Mr. Mikati also received a certificate of appreciation as well as the keys to the magical city of KidzMondo.

Mr. Mikati welcomed this pioneering project in Beirut, paying special attention to its importance for all of segments of Lebanese society. *"KidzMondo's connection to public as well as private schools will ensure that this project will help all of Lebanon's youth"*, added Mr. Mikati.

Mr. Ali Kazma gave a presentation on this unique project that seamlessly blends education and entertainment, with the aim of strengthening civic and social values in our young people. The project also aims to plant the seeds of social awareness in tomorrow's leaders, while forming an important economic rejuvenation initiative that will provide job opportunities for over 300 Lebanese workers.



## Meeting With The Minister of Education, Dr. Hassan Diab

A group of KidzMondo representatives were honored to visit the Minister of Education and Higher Education, Dr. Hassan Diab, as they received his blessing and encouragement. His Excellency Dr. Diab remains a firm advocate of the project, holding the educational benefits and entertainment opportunities that will bring children across the country in high regard.

Impressed by the extensive range of instructive activities offered at KidzMondo, Dr. Diab stated that the project's uniqueness rests in its representation of educational and academic activities in concrete, practical applications. He lauded the creative outlet the project provides for children, while at the same time allowing them to explore their interests.

During the visit, Dr. Diab stressed the importance of the role KidzMondo plays in teaching children the value of money and introducing them to the sense of financial responsibility that is vital in today's difficult economy. His Excellency the minister was impressed by KidzMondo's ability to supply children with the practical knowledge that will later enable them to make the right decisions in life. Dr. Diab praised the fact that, through its creation of a miniature city in which children can get a taste of adult responsibility in an entertaining and enjoyable manner, KidzMondo equips them with skills that will serve them later on in their careers.

In addition to career-oriented activities, Dr. Diab singled out the academic theories presented in practical and accessible ways, thereby supporting school curricula and adding educational benefits to KidzMondo's wide array of services.





# CSR at KidzMondo

## Giving Back to the Community

The KidzMondo project was brought to life to enhance children's lives and play a positive role within the local community.

The assimilation of educational elements into entertainment-only spaces is not the only way in which KidzMondo wished to contribute to the development of society. Active participation in the nonprofit sector was a priority from the project's beginnings and KidzMondo has always taken the opportunity to support a number of fundraisers and charitable events.

As an official partner of AUBMC, KidzMondo has taken every opportunity to support the Patient Care Center throughout the year and is committed to continue doing so in the future by taking advantage of the space within the park to organize fundraising events.

The Choc'ol'art vision of supporting regional and international charities by using creative means gave birth to the Choc'ol'art at the Movies event, with all proceeds from the night going to the Brave Heart Fund. KidzMondo contributed giant donation boxes to encourage children and parents to donate for a good cause. KidzMondo's involvement in the event was in line with its mission statement to stress its support of children everywhere, with the hope of creating a better future for all. These principles were further strengthened with KidzMondo's support of the Children's Cancer Center's Annual Fundraising Gala Dinner that was held at Biel on October 13, 2012, with the attendance of the whole KidzMondo team.

Social events within the school system that increase students' involvements in extracurricular activities and strengthen the bond between students and their schools are initiatives that KidzMondo encourages, which is why it was a supporter of the International College Christmas Runway fashion show held on December 16, 2012. The event was organized by the International College Student Council, in collaboration with the Activities Office, to raise money for the Miss Torch/Mr. Graduate Pageant, as well as Prom Night.

KidzMondo made sure to be a part of the most prominent local fundraising event of the year, as it played a visible role in the BLOM Beirut Marathon. Two of the eleven vehicles circulating Beirut to aid runners and transport VIPs and members of the media were adorned with KidzMondo colors, along with a runner in the marathon representing KidzMondo.

Continuing its unwavering support for the Lebanese community, KidzMondo looks forward to opening its doors to host a multitude of charitable events in the coming year. In order to underline the importance of compassion to Kidzizens, giving back to the community is a lesson practiced and not just preached at KidzMondo.



# Pursuing Excellence

## KidzMondo Staff Participates in Renowned Training Program

Striving towards excellence and always seeking improvement are two means that KidzMondo plans to employ to always provide the best possible service in all aspects of its operations. As a member of the International Association of Amusement Parks and Attractions (IAAPA), KidzMondo participated in the association's Institute for Attractions Managers in Dubai from February 10-2013-12, to build upon the managing team's already substantial expertise.

The two-day program provided lectures and workshops on pertinent topics such as marketing, revenue operations and finance, human resources and safety operations. The KidzMondo group partaking in this renowned development program included Marketing and Events Manager Mirna Souaid, CFO Samer Kahil, Director of Operations Jamil Malek and HR Manager Sarah el Sarraf. The knowledge gained and exchange of ideas that took place with the industry's top players that resulted from engaging in this experience is one of the many reasons that KidzMondo continues to lead by example in the edutainment industry.



# KidzMondo Events Overview

Celebrating Our Progress



## KidzMondo Events Overview

Celebrating Our Progress

### KidzMondo Ground Breaking Event

*"Being part of the groundbreaking event for the KidzMondo project was such a wonderful experience for myself and my entire team. The event was a resounding success and part of that is due to the people behind KidzMondo. We could really feel the passion that they have for children, and the project itself is so creative that it was easy for my team to feed off that creative energy in designing the event. We strove to recreate in rich, visual detail the world that KidzMondo will be creating for children, but on a smaller scale.*

*We wanted the people who attended the groundbreaking event to have a chance to experience how the park will look and feel, and to imagine how the actual location will be. I am pleased to say I think we accomplished that.*

*I wish KidzMondo continued success. I think the concept is really unique and hope that the Lebanese Community will bring their children in masses once the real thing opens!"*

**RAMI JOUEIDI**  
Managing Director  
Biel



Hind Berri, Khaled El Mawla, Dr. Mahmoud Berri,  
Ali Kazma, Rania Beidoun



Ambassadors setting Stone



Fouad Fawaz, Marc Harb, Hind Berri, George Nour,  
Ali Kazma, Khaled El Mawla, Adam El Mawla



## KidzMondo Events Overview

Celebrating Our Progress

### KidzMondo Coming to Life

On Wednesday December 12, 2012, the KidzMondo family invited its sponsors and media members to visit the site. Invitees were given the opportunity to explore the construction progress of the first Mini-City built for children in Lebanon.

Sponsors were presented with the final design of their location in the city and the event showcased KidzMondo's wide range of collaborations with leading companies and institutions to provide only the best for young visitors. They will be granted the opportunity to experience aspects of daily life in an entertaining and educational way -- making it the first edutainment project of its kind in Lebanon.

The event marked the first time that KidzMondo's marketing partners were gathered under the same roof, each one of them representing a triple A brand. Chairman of the board Mr. Ali Kazma gave a speech underlining the importance of a project of this scope and enormity in the country, and highlighted that KidzMondo's relationship with its sponsors is its main strength. He specified the high stature of the partners and variety of the fields in which they are involved in as cornerstones in what makes the KidzMondo endeavor such an exciting prospect. The sponsors were presented with a glimpse into the mini-city that is expected to welcome 400,000 visitors in its first year was finally given.

Mr. Kazma hailed the role that the media has played in transmitting the KidzMondo message and amplifying its reach to households and educational institutions; stressing the importance of their involvement so far and in the future. Not forgetting the incredible effort of the KidzMondo team itself, Mr. Kazma acknowledged the great work done in the lead up to the grand opening.

The day was brought to a close with a tour of the 10,300m2 KidzMondo site, and a chance for all parties to experience this unique project. Seeing the hard work put in come to life served as the perfect ending in the lead up to the long awaited launch.



## KidzMondo Events Overview

Celebrating Our Progress

### Turkey Signing Ceremony

16 countries in 10 years, that's the plan KidzMondo has set to spread the spirit of edutainment across the world, and the journey begins in the gateway to Europe! Turkey was chosen to hold the first franchise for KidzMondo; Do an Holding and the Chairman of the board of Kidz SAL, Mr. Ali Kazma, signed the agreement for KidzMondo in Trump Mall Istanbul, where the park's doors will be opening for fellow Kidizens in Autumn of 2013. "We are bringing the world's most exciting theme park to Trump Mall and a new dimension to the understanding of edutainment." Mrs. Doğan, the chairwoman of Doğan Online, expresses her joy at the launch of a project that blends education and entertainment. Spread across 4,000 m2 of indoor area and with the help of 250 trained experts, the miniature city is expecting to welcome 600,000 visitors the first year. KidzMondo Trump Istanbul will be teaming up with 40 brands that will give kids a reflection of the adult world while aiming to strengthen civic and social values in our future leaders.



# Birthday Celebrations Take the Cake!

Exclusive Events at KidzMondo



**Jean Paul Rami**  
Managing Director

So much of what our readers have learned in these pages about KidzMondo focuses on the core of our mission, the viability of our business strategies, the professionalism of our team, or the relationships we've forged with our sponsors and business partners as we move forward. These are all vital to the discussion of the making of KidzMondo, but in the midst of all that, it's easy to lose sight of what the end product of all of our hard work will be; smiling, happy, children.

All of our efforts, regardless of how complex and intricately planned they may be, ultimately have a very simple return on investment calculation. We're creating a truly enriching, educational, and most importantly, an absolutely magical experience for our nation's youth. Beyond the everyday experience of the KidzMondo theme park and the pedagogically driven nursery and day care center, the special events at KidzMondo will be absolute showstoppers in their own right.

We've partnered with Blends, the parent company of Living Colours, to help create the most memorable experience of all: a truly enviable private birthday celebration that will delight and inspire any young birthday girl or boy. A KidzMondo private birthday celebration will not only be legendary, but our professional event planning team makes sure that it will also be hassle free. Within our world-class facility, we offer parents a collection of dazzling party themes, from our signature Yum Yum cooking themed party, to our equally popular Fairy Princess or Super Hero themed bashes. Beyond this, the guest of honor can enjoy the entirety of the KidzMondo experience along with his friends, as they star in their own television show, or enjoy the thrilling excitement of putting out virtual fires throughout the park as young firefighters. From planning to execution, KidzMondo's celebration experts bring even the most extravagant party idea to life, so parents and their guests can focus on what's really important; celebrating an important milestone in a young child's life.

KidzMondo's standard celebration package will include:

- Two hours of fun in KidzMondo's Private Party Zone, in of one of our three state-of-the-art celebration suites, each designed, decorated, and equipped with the requisite technology to cater to a particular age and interest group.
- Highly personalized party service for groups of 20 children or more.

- Unique and memorable party themes; choose from one of KidzMondo's most popular themes or design your own. Our Party Pros will handle the needed set-up and decorations.
- Personalized, themed KidzMondo invitations, birthday cake, balloons and other paper goods or party favors.
- Two professional celebration attendants to cater to guests needs, set up, clean up, and everything in between so parents and chaperones don't miss out on any of the celebratory fun.

KidzMondo and Blends are also able to make the celebration experience even more memorable with additional party elements, including but not limited to: professional photography/videography, entertainers (musicians, magicians, popular children's characters, etc.), temporary tattoo artists, face painters, and cotton candy and popcorn machines.

Whatever parents or their children can imagine, the celebration planners at Blends and KidzMondo will deliver a truly delightful and unique experience that is sure to be remembered fondly for years to come by all in attendance. With our expert planning, birthday celebrations at KidzMondo will be one party to which everyone in the neighborhood will be clamoring for an invitation, as no other venue will be able to offer what KidzMondo can in terms of atmosphere, expertise, and fun, all within a wholesome environment with the highest concern for child safety and well being.

To learn more about the themed birthday celebration packages, please contact: Jean-Paul el Rami 01 90 29 30/39.





## BIRTHDAY PACKAGES

All packages include an entrance for every child + one accompanied adult to KidzMondo

### LEELOO PACKAGE 40\$

#### BUFFET ITEMS:

- mini sandwich: tuna mayo
- mini sandwich: turkey & cheese
- mini sandwich: chicken mayo
- mini pizza
- mini zaatar
- mini croissant
- mini beef burger
- nuggets
- french fries
- donuts
- cupcakes
- mini cookies
- boule chocolat
- mini cups of jello
- mini cups of custard
- mini cups of mhallabiyeh
- juices, sodas, coffee

#### EXTRA LEELOO SERVICES:

- full decorated buffet
- decorated plates, cups, napkins
- face painting
- animation and dancing
- 1 hour activity with the birthday team
- mascot
- free invitation cards



## BIRTHDAY PACKAGES

All packages include an entrance for every child + one accompanied adult to KidzMondo

### ĖENA PACKAGE 60\$

#### BUFFET ITEMS:

- mini croissant
- mini zaatar
- mini pizza
- nuggets
- french fries
- mini beef burger
- hot dog roll
- chef salad
- greek salad
- mini kaak cheese
- mini kaak chocolat
- donuts
- brownies
- selection of mini tarts
- selection of mini eclairs
- boule chocolat
- juices, sodas, coffee
- fresh juices cocktails

#### EXTRA ĖENA SERVICES:

- full decorated buffet
- face painting
- animation and dancing
- 1 hour activity with the birthday team
- mascot
- free themed cups, plates & napkins
- piñata
- free themed invitation cards
- free decorated cup cakes



### KOZMO PACKAGE 70\$

#### BUFFET ITEMS:

- mini croissant
- mini zaatar
- mini pizza
- nuggets
- french fries
- mini beef burger
- mini kaak cheese
- hot dog roll
- chef salad
- greek salad
- domino cake
- donuts
- brownies
- mini kaak chocolat
- boule chocolat
- rose cheese cake cup
- chocolate mousse cup
- cheese or chocolate crepe station
- juices, sodas, coffee
- fresh juices cocktails

#### EXTRA KOZMO SERVICES:

- full decorated buffet
- face painting
- animation and dancing
- 1 hour activity with the birthday team
- mascot
- free themed cups, plates & napkins
- piñata
- balloons
- free themed invitation cards
- free decorated cup cakes
- photographer





# KidzMondo's Sales Kit

Reaching Out to Schools Across the Country

One of KidzMondo's main strengths lies in the solid connections it has established with the Lebanese school system. In order to introduce the scholastic aspect of the park and to show its complementary nature to the school curriculum, a sales kit has been shared with schools across the country that describes the concept of KidzMondo. It showcases some of the items that visitors will be eligible to receive the moment they check into the mini-city, such as an ATM card, a driver's license and a boarding pass, among others.

Inside the sales kit, the school responsible will find the basic items that are given to the child visitors to set them off on their journey. A boarding pass, a passport and a driver's license initiate the children's transformation from regular visitors to Kidizens ready to explore the world of KidzMondo. Magnifying the seamless transition into adulthood, each child is given a Bank Audi ATM card along with a check of 50 Kidlars to set the tone of responsibility and financial awareness.

For the schools' benefit, the concept of KidzMondo is explained in full – detailing all the professions that the children can choose from and the schedules that fit the curriculum of the visiting class. It also demonstrates why this theme park is unlike any other in the country, as kids feel empowered and motivated while learning different social values, such as respecting the law and the benefits of recycling. Booklets of the concept intro and educational curriculum are presented to the school principles, with descriptions of the objectives and activities of each establishment and, most relevantly, the pedagogic benefits that KidzMondo offers children. The educational focus of the theme park makes it the perfect destination for school trips that have the right balance of fun and value.

With the sales kit, schools will be properly equipped with all the material needed to fully grasp the KidzMondo concept and to identify the potential to be explored from combining traditional education and the innovative form of edutainment.



# Building for the Future

Cross-Promotion Activities Build Brand Loyalty

KidzMondo has established a number of valuable marketing partnerships with some of the most recognizable and acclaimed local and international Triple A brands, each one exclusive in its own category. The collaborations offer the opportunity to enhance brand loyalty, and *what better way to explore the wealth of prospects presented than to take KidzMondo's partnerships one step further?*

A number of initiatives were undertaken to amplify the collaboration between KidzMondo and the marketing partners. KidzMondo tray liners were visible to all customers of Burger King branches around the country, while visitors of the main Dunkin' Donuts branches could see KidzMondo table tents as well as stickers on the donut dozen boxes. At Living Colors branch on Dbayeh highway, images of the Kidd family on staircase walls introduced guests to the four KidzMondo characters, along with branded tray liners. International jet setters could not miss the KidzMondo branding on the façade of the MEA cedar lounge kids area, along with full-page ads in every issue of Cedar Wings Magazine. Additionally, visitors of KidzMondo will have undoubtedly wound up at the irresistible KM Exit Store, where they will have spotted the exclusive collection of the new ICE-KIDZMONDO watches, also on display in Be accessories stands in several malls outside the theme park.

With more initiatives both in progress and planned for the future, KidzMondo looks forward to grasping every possible chance of building on the strong foundations that have been put into place with its partners. It is shaping up to be an exciting year ahead, with fruitful outcomes for all parties involved.



Burger King Tray Liners



Branded MEA Façade



ICE\_KIDZMONDO Watches

# KM Exit Store

Exclusive Merchandise in Our Souvenir Shop

*How do your children keep the memories of their favorite city alive after their visit?*

Your children can take a piece of KidzMondo home from the KM Exit Store! No day of amusement and entertainment is complete without a souvenir for the time spent at this magical city. Kidizens have the chance to shop for collectibles and proudly display their love for their mini-city with a wide array of KidzMondo themed apparel and unique merchandise.

Passing by the store, it is impossible not to be lured in to discover the range of products on display, including casual clothing items such as t-shirts, hoodies and slippers, in addition to entertaining toys and puzzles. A line of stationery is available to fully equip our kidizens with the tools they need; whereas accessories, kitchenware and mugs are just a few of the purchasable branded items to add that final touch to your child's perfect day and keep a long-lasting memory of KidzMondo!



# Kidlar Store

KidzMondo's Specialty Store Just for Kids

After a hard day at work, a visit to the Kidlar Store is sure to be the best part of your Kidizen's trip to KidzMondo, and if our young professionals have their eye on that one special toy, their Kidlars are the only currency that could get it for them – a happy note for their parents as well.

All kids living out their fantasies at KidzMondo should have a joyful ending, and the Kidlar Store is stocked with plenty of charming pieces that all children love. Gadgets, games and utensils are just a few of the surprises awaiting Kidizens when they set foot in this store, and knowing that nothing tastes sweeter than feeling like they've earned their gift, children will leave KidzMondo with a smile that lasts for days.





# Making of the Ten TVCs



Mr. Kazma on Set



Loving the Wheels!



Dessert Time!



Ready for Take Off



Our Firefighter in Action



Team Leaders on Set



Architects on Construction Site



Getting Ready for the Camera



Directing the Shoot



The TVC Family



# KidzMondo in the Press

## Media Coverage

Everyone at the KidzMondo is grateful and honored for the presence of many individuals from prominent Lebanese media outlets, and for their glowing coverage of our project.

We look forward to enjoying continued close and mutually beneficial relationships with each and every local and regional press affiliate, as we grow as an organization and part of the esteemed Lebanese business community.

From all of us at KidzMondo,  
**WE THANK YOU.**

Lebanon

### Une ville miniature pour initier les jeunes au monde du travail

**Enquête** Un concept d'un genre nouveau vient de faire son apparition au Liban : KidzMondo, où les enfants de 2 à 14 ans pourront bientôt découvrir sur près de 10 500 mètres carrés quelque 80 métiers à leur échelle, « travailler » et gérer leurs « revenus » à leur guise. Enquête sur un projet qui a mobilisé une équipe sur plus de deux ans pour créer le plus grand parc du genre au Moyen-Orient.

**Beirut** « Un concept d'un genre nouveau vient de faire son apparition au Liban : KidzMondo, où les enfants de 2 à 14 ans pourront bientôt découvrir sur près de 10 500 mètres carrés quelque 80 métiers à leur échelle, « travailler » et gérer leurs « revenus » à leur guise. Enquête sur un projet qui a mobilisé une équipe sur plus de deux ans pour créer le plus grand parc du genre au Moyen-Orient.

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2 novembre 2012 | LUBNAN | THE DAILY STAR

### Children's entertainment park set to open early May

KidzMondo, Lebanon's first Mini-City for children, is set to open early May. The park, which will cover an area of 10,500 sqm, is located in the heart of Beirut. It is a unique concept that aims to provide children with a safe and fun environment where they can learn about various professions and the world around them.




Mr. Ali Kazma, Chairman of KidzMondo, pointed out that "the partnership with the sponsors is the cornerstone of KidzMondo's success" and highlighted that "media support is the way to bring the inspiring message of this project into every home and educational institution". Finally, Mr. Kazma hailed the intensified efforts of all parties involved in the development of KidzMondo, in the race to meet its opening date.

Later on, guests were taken on an exciting discovery tour around KidzMondo's 10,500 sqm of constructed areas.

KidzMondo S.A.L., the owning company of KidzMondo, is creating a fantastic city of adventures for children, who can enjoy over 80 professions in life-like settings. With more than 600,000 visitors expected within its first year, KidzMondo's opening promises to be a date to remember!

Gala

### KidzMondo: نحو عالم الواقع

يعد مشروع KidzMondo من أبرز المشاريع التي أطلقتها مؤسسة كازما في لبنان. المشروع، الذي يغطي مساحة تبلغ 10,500 متر مربع، يهدف إلى توفير بيئة آمنة وممتعة للأطفال لتعلم المهن المختلفة والتعرف على العالم من حولهم. المشروع، الذي يغطي مساحة تبلغ 10,500 متر مربع، يهدف إلى توفير بيئة آمنة وممتعة للأطفال لتعلم المهن المختلفة والتعرف على العالم من حولهم.




« KidzMondo هو مشروع فريد من نوعه يهدف إلى توفير بيئة آمنة وممتعة للأطفال لتعلم المهن المختلفة والتعرف على العالم من حولهم. المشروع، الذي يغطي مساحة تبلغ 10,500 متر مربع، يهدف إلى توفير بيئة آمنة وممتعة للأطفال لتعلم المهن المختلفة والتعرف على العالم من حولهم.

Press Release

### KidzMondo's family and partners celebrate "KidzMondo coming to life"

Beirut, December 18, 2012: On Wednesday December 12, 2012, the KidzMondo family invited its sponsors and media members to visit their site. The invitees were given the opportunity to explore the construction progress of the first Mini-City built for children in Lebanon.





Each sponsor was presented the final design of their location in the city. Just as KidzMondo has made sure to collaborate with the leading companies and institutions across a variety of fields, it now seeks to offer the best for its young visitors. They will be granting them the opportunity to experience aspects of daily life in an entertaining and educational way making it the first educational project of its kind in Lebanon.

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LIFESTYLE

### KIDS Getting a fun taste of of Reality

Interview with HIND BERRI, Vice Chairman of KidzMondo

**H**ind Berra is the Vice Chairman of KidzMondo. She is a mother of two children and a professional. She is passionate about children's education and entertainment. She is the Vice Chairman of KidzMondo, a project that aims to provide children with a safe and fun environment where they can learn about various professions and the world around them.



« KidzMondo هو مشروع فريد من نوعه يهدف إلى توفير بيئة آمنة وممتعة للأطفال لتعلم المهن المختلفة والتعرف على العالم من حولهم. المشروع، الذي يغطي مساحة تبلغ 10,500 متر مربع، يهدف إلى توفير بيئة آمنة وممتعة للأطفال لتعلم المهن المختلفة والتعرف على العالم من حولهم.

KidzMondo Coming to Life



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KIDZMONDO OU L'UNIVERS DES ENFANTS

Une cité modèle conçue pour les plus petits envahit le centre-ville de Beyrouth. Il s'agit de la forme réduite d'une vraie ville pensée pour les enfants de 2 à 14 ans. Ils pourront y exercer plus de 80 métiers afin de découvrir le train de vie des adultes et s'immerger dans leurs différentes activités quotidiennes. Espace interactif, sûr et éducatif, les enfants y exerceront la profession de leur choix encadrés par des éducateurs passionnés. Ils apprendront la valeur de l'argent avec le 'Kid' comme unique monnaie officielle utilisée au sein de la ville.

**Ronde Enquête**

Le 12 décembre 2012 et sur invitation spéciale du groupe KidzMondo, les sponsors du projet, le conseil d'administration et les médias ont pu visiter le site de la ville miniature. Les invités ont été accueillis par Mr. Ali Kazma, Président du projet, et ont pu découvrir les différentes zones de la ville. Les invités ont pu également assister à une présentation des différents métiers proposés dans la ville.





TV



Magazines



Online



Newspapers



Outdoor Media



# Facebook Fan Testimonials

See What Our Friends Have to Say



Dana Dakroub KidzMondo  
April 30 near Beirut

This world is amazing, it will sure strengthen our new generation's personality, wish you all the best luck KidzMondo



Farah Minkara KidzMondo  
December 15, 2012

KidzMondo ...i'm really happy before my kids to have a place like that in Lebanon!!! All the best ...we r waiting for the OPeneing .....plz inform Us a.s.a.p....Best wishes to All kids activities in Lebanon .!!!!cz we really need a lot and we r way behind !!!!!.....

Like · Comment

About Hisham likes this.



KidzMondo Thank you Farah for your message. really appreciated ... please join KidzMondo's community to stay updated on all our news. Have a great weekend  
December 15, 2012 at 10:40am · Like



KidzMondo  
[https://www.facebook.com/KidzMondo/app\\_5027288030815717ref=ts](https://www.facebook.com/KidzMondo/app_5027288030815717ref=ts)  
December 15, 2012 at 10:40am · Like



Farah Minkara joined already  
December 15, 2012 at 10:41am · Like · 1



Farah Minkara  
December 15, 2012 at 10:41am · Like



Abou Hisham Allah ykhalileik yahon  
December 15, 2012 at 12:40pm · Like · 1



Claudinha Rahme KidzMondo  
April 10

Excellent idea, excellent project, excellent educational conception, excellent infrastructure! I wanted to be a child just for able to enjoy the park! Congratulations KidzMondo!



Lara Klait KidzMondo  
May 13

My son lyad had a blast in his birthday at kidzmondo :)))It was the best ever and the place is wonderful and the team is very experienced and friendly.Thank you so much for your efforts .



Like · Comment · Share

Walid Abi Shakra, Anji Houhou, KidzMondo and 3 others like this.



KidzMondo Glad he enjoyed it Lara 😊 And thank you for sharing the picture. Here's to a 100 years more!  
May 14 at 5:34am · Edited



Farah H. Hassan KidzMondo  
January 26

It's indeed something great !! Congratulations 😊 I wish i can go back 10 years ! 😊 But oneday i'll take my kids to such wonderful place !! 😊

Like · Comment



KidzMondo Thank you Farah. Sure 😊 We're looking forward to receiving you and your kids (soon) at KidzMondo  
January 27 at 5:54pm · Like · 1



Hell Angel KidzMondo  
April 21

So put your hands up for kidzmondo And dream.the impossible could be;)







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