

# LEISURE AND ENTERTAINMENT OPERATIONS SERVICES

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OUR SERVICE IS YOUR SUCCESS!



## ABOUT US

LEOS is an international operations specialist delivering strategic and hands-on operational support to established attractions across global markets. Founded in 2021, the company focuses on optimizing performance, driving stronger returns on investment, and elevating the overall guest experience through structured, result-driven operational frameworks.

The team at LEOS has extensive experience in the leisure and entertainment industry, with over 200 years of global experience in operations. Their expertise includes strategy development, operational planning, business development, and operations for a variety of leisure and entertainment services, including Waterparks, Family Entertainment Centres, Social Entertainment Centres, Theme Parks and Adventure Parks among others. The company is recognized for its strategic vision and industry insights.

LEOS works with governments, global leaders, national tourism bodies, innovative developers, and management consultants who share their commitment to adventure tourism, sustainability, and long-term partnerships. The company is dedicated to helping clients develop and deliver their ideas, goals, and long-term objectives. LEOS is a reliable and experienced partner for clients seeking operational support in the leisure and entertainment industry. The company is committed to maximizing safety, enhancing the guest experience and maximizing clients' return on investment.

**OUR SERVICE IS YOUR SUCCESS!**



# MISSION AND VISION

## Mission

At LEOS, our mission is to empower destination projects and world-class attractions by delivering exceptional operational support, strategic guidance, and development solutions. We are dedicated to enhancing the guest experience through innovative, sustainable, and adventure-driven concepts while maximizing return on investment.

## Vision

To be the trusted global partner for governments, developers, and industry leaders in shaping the future of adventure tourism and leisure experiences through visionary planning, operational excellence, and a commitment to long-term success.

**OUR SERVICE IS YOUR SUCCESS!**



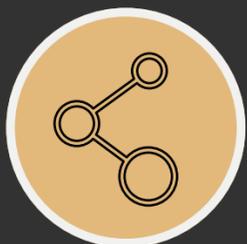
# MODELS

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## **TURNKEY MANAGEMENT**

This model delivers the ultimate solution for attraction owners seeking a single, fully accountable partner. Under this model, LEOS assumes complete responsibility for all operational, commercial, financial, marketing, and brand development functions. From assembling a full management and operational team to overseeing day-to-day operations, health and safety, sales and marketing, revenue strategy, and brand execution from concept to launch, LEOS provides end-to-end management with precision and consistency. This model is tailored for clients who demand predictable performance, uncompromising service quality, and exceptional guest experiences - all through one trusted partner.



## **OPERATION MANAGEMENT**

This model is designed for owners who want to retain control of their commercial side of the business while partnering with LEOS to deliver operational excellence. We take charge of all on-site operations from front-of-house management, attractions and rides, guest services, health and safety, training, ticketing, and day-to-day operational standards. Commercial strategy, including sales, marketing, revenue management, pricing, branding, finance, and procurement, remains entirely with the client. This model is ideal for owners with established commercial teams who seek a trusted operations partner to ensure consistent quality, seamless service, and exceptional guest experiences across every operational touchpoint.

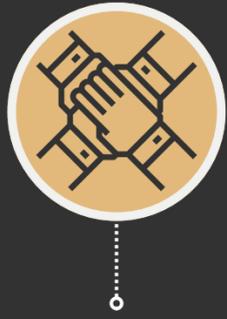


## **EXECUTIVE MANAGEMENT**

This model is created for emerging and developing markets where direction, discipline, and capability building are critical to success. LEOS appoints a General Manager with full operational authority, embedding our systems, safety frameworks, and guest experience standards across the entire operation. The on-site team management, supervisors, and operators function under LEOS leadership and performance standards, while remaining locally employed. LEOS delivers Turnkey-level operational excellence while strengthening with structured governance, clear accountability, and consolidated reporting to the Owner, and ensuring full transparency across every level of delivery.

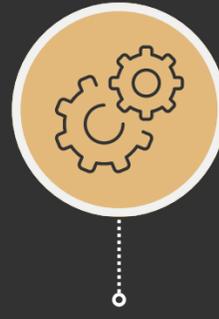


# CORE SERVICES



## PRE - OPENING SERVICES

- Health, Safety & Risk Governance setup
- Pricing Strategy & Financial Modelling
- Strategic Operational Deployment
- Strategic Operations Framework Development
- Go-To-Market Strategy
- Pre-Opening Management & Operational Team Readiness
- Full Brand Development (naming, identity, guidelines, rollout)
- Ticketing System Setup, Alignment & Readiness
- Programme Execution – School Segment
- Corporate Team Building operational delivery
- Technical & Service Excellence Training Design
- Standard Operating Procedure (SOP) Implementation
- Integrated Operations Readiness



## OPENING SERVICES

- Full Operational Protocol Implementation
- On-Site Operational Leadership & Execution
- Guest Experience & Admissions Management
- Guest Flow & Journey Optimization Oversight
- Admission/FOH workflow assurance
- Queue & Crowd Strategy Management
- Daily HSE Governance & Compliance Assurance
- Commercially Controlled Ticketing Operations
- Revenue Optimization & Implementation
- Integrated Brand Launch & Activation
- Strategic Sales Opening & Event Activation
- Performance monitoring
- Incident & Escalation Governance
- Standards, Compliance & Quality Assurance Enforcement



## POST - OPENING SERVICES

- Continuous Workforce Development, Training & Productivity Management
- Standard Operating Procedures (SOPs): development, execution & compliance audits
- Operational Performance & Optimization Management
- Health, Safety & Operational Risk Management
- Commercial F&B Strategy & Execution
- Guest Experience & Admissions Delivery Oversight
- Strategic Financial Management
- HR Strategy Execution, Workforce Enablement & Process Advisory
- Full-Scope Daily Operations Leadership
- Administrative Excellence & Process Optimization Framework
- Facility Management
- Ticketing Operations & Alignment



# SECTORS



ADVENTURE PARKS



FAMILY ENTERTAINMENT CENTRES



THEME PARKS



SOCIAL ENTERTAINMENT CENTRES



WATER PARKS



HOTELS & RESORTS



ZOOS, SAFARIS & AQUARIUMS



CABLE CARS



BEACH & RECREATION



CAVES & CANYONS



SHOPPING MALLS



SKI RESORTS & SNOW PARKS



CARNIVALS & EVENTS



BEACH CLUBS



EDUTAINMENT



# EXPERTISE

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## **STANDARD OPERATING PROCEDURES (SOP) IMPLEMENTATION**

LEOS treats SOPs as living operational systems, not static manuals. Authored by experienced operators and aligned with local authority requirements and international standards such as EN 13814 and ASTM F24, every procedure reflects real-world workflows rather than theoretical checklists. Responsibilities are clearly defined at every level and embedded into daily operations through structured training and audits. The result is consistent operations, reduced incidents, faster onboarding, and teams equipped to perform safely and efficiently every day.



## **HEALTH, SAFETY, AND OPERATIONAL RISK MANAGEMENT**

At LEOS, safety is designed into operations from the ground up, not added as an afterthought. Risk assessments guide SOPs, staffing, equipment selection, and guest flow before operations begin. Structured inspections, pre-opening checks, and real-time monitoring control risk daily, while teams are trained on clear emergency protocols. A strong safety culture, reinforced through leadership and open reporting, ensures every team member actively identifies and manages risk, resulting in safer environments, reduced downtime, and operations that perform confidently.



## **ON-SITE OPERATIONAL LEADERSHIP AND EXECUTION**

LEOS places experienced operational leaders directly on site, embedded within the operation, and fully accountable for performance, safety, and team effectiveness. Rather than managing remotely, our leaders actively drive daily operations, train frontline teams, and make informed decisions at operational speed, balancing guest experience, safety, and commercial outcomes in real time. This hands-on presence builds team capability, instills discipline, and provides clients, authorities, and partners with a single, trusted point of operational accountability, resulting in stable operations, confident teams, and consistent guest experiences.

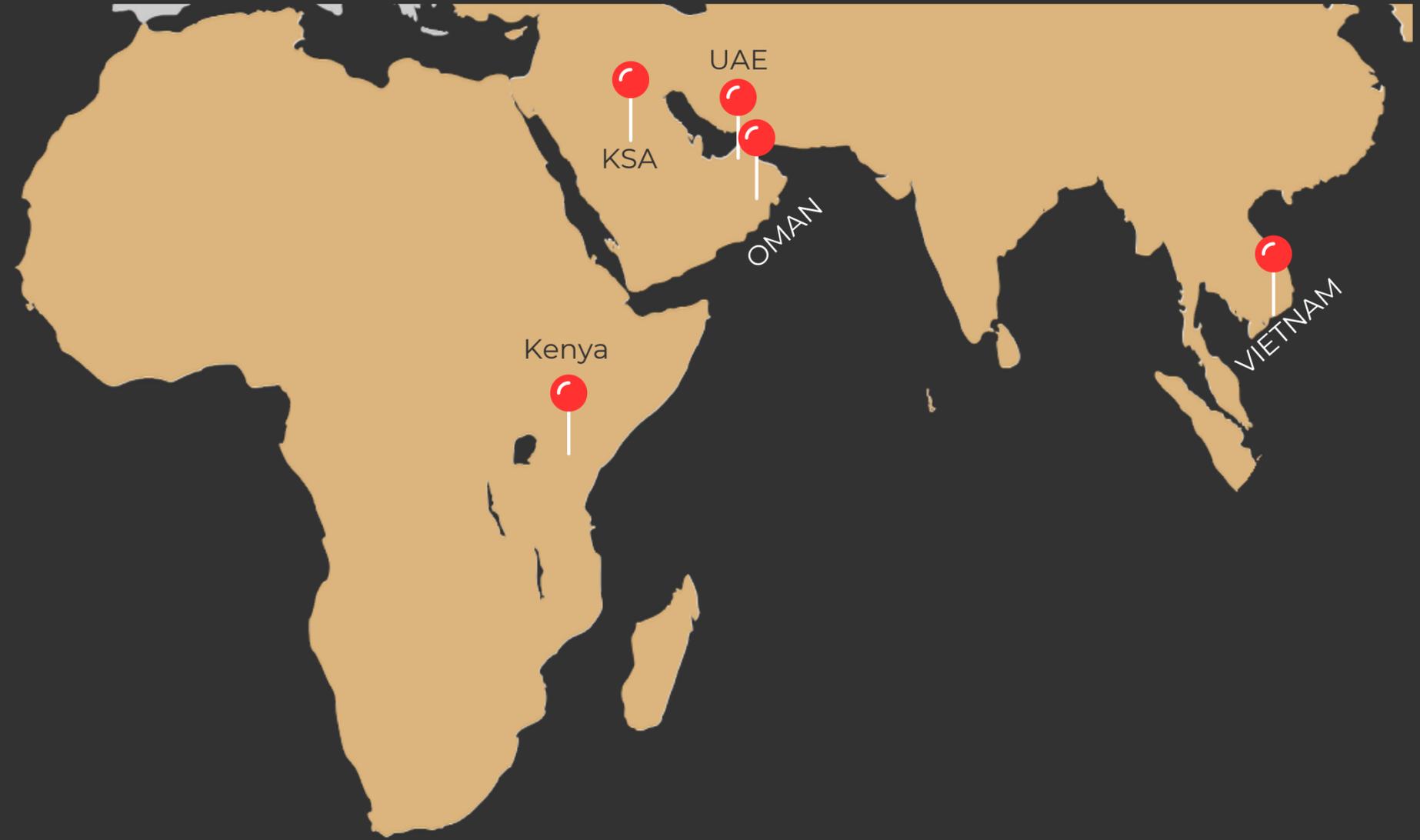


## **PRE-OPENING MANAGEMENT AND OPERATIONS TEAM READINESS**

LEOS specialises in taking projects to full operational readiness, ensuring teams, systems, and processes are aligned well before opening day. Our approach covers staffing models, SOP frameworks, training plans, and emergency procedures, followed by recruitment, competency-based onboarding, and operational simulations to close gaps before live guests arrive. Pre-opening leadership transitions seamlessly into live operations, ensuring continuity and stability from day one. This is the benchmark of all leisure entertainment venues, and LEOS has successfully applied the framework across permanent attractions, public destinations, and large-scale seasonal operations.



# GLOBAL PRESENCE



## CLIENTS



MUDON

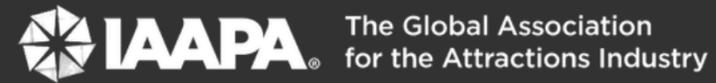
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BIM Group



# COMPLIANCE



# MANAGEMENT TEAM



**Lennard Otto**

Managing Director

Lennard Otto, CEO & Managing Director at LEOS, is a leader in operations management and large-scale leisure developments with 20+ years in theme parks, resorts, and attractions. Former CEO of IMG Worlds of Adventure, he advises companies globally and serves on boards across Europe, MENA, and Asia. At LEOS, he provides strategic leadership, blending vision and operational expertise to deliver world-class entertainment projects.



**Elizabeth Oquendo**

Chief Operations Officer

Elizabeth Oquendo, Chief Operation Officer at LEOS, is a strategic leader with 20+ years of experience in the Middle East, having launched and managed global brands like Habanos and Arturo Fuente. She led Dubai & Oman Duty Free operations and excelled across hotels, lounges, and restaurants. At LEOS, she drives strategic growth and brand presence, leveraging her proven ability to deliver market-leading results.



**Charl Le Roux**

General Manager

Charl Le Roux, General Manager at LEOS, brings 20+ years of experience in Snow Park & Adventure Consultancy, with a focus on leisure, sports, and hospitality. He has led operations for Ski Dubai, Ski Egypt, Snow Abu Dhabi, FAP, The Hub Park, and HUSHH, and managed feasibility, fit-outs, and procurement for landmark projects like Wintastar Snow Oman. He delivers industry-leading expertise in Leisure and Entertainment Operations.



**Australia Garcia**

VP of Business Development

Australia Garcia, Vice President of Business Development & Research at LEOS, has 8+ years of experience in leisure, tourism, and entertainment across the Middle East and Asia. Specialised in feasibility studies, investment proposals, and brand development for governments and private developers. She drives innovation and sustainability at LEOS, shaping guest-centric destinations through research and collaboration.



# MANAGEMENT TEAM



**Ali Haidary**

Operations Director

Ali Haidiry is the Operations Director at LEOS with 20 years of experience in the leisure and entertainment industry. He has held senior leadership roles at Magic Planet, Global Village, and Expo 2020 Dubai, bringing deep expertise in large-scale operations, team leadership, and delivering exceptional guest experiences across complex venues.



**Irais Acosta**

Commercial Manager

Irais Acosta, Commercial Manager at LEOS, brings 10+ years of experience in finance, procurement, and commercial management across Cuba, Italy, Kenya, and UAE. She has led projects including Expo Milan 2015 and Expo Dubai 2020. Expertise in budgeting, sourcing, and logistics, Irais drives measurable results and represents commercial leadership with global expertise.



**Sabith Alangadan**

Finance Manager

Mohammed Sabith, Financial Manager at LEOS, brings 8+ years of finance expertise across the leisure, audit, and construction sectors. He has managed finances for flagship projects in KSA, UAE, Oman, and Kenya, including Jabal Jais Adventure Park, NEOM, FAP, and AIUla Sports Hub. Skilled in group finance, reporting, investment, and strategic planning, he drives growth and ensures financial stability.



**Cynthia Pereira**

HR Manager

Cynthia Pereira, HR Manager at LEOS, is an award-winning HR leader with 13+ years' experience across treasury, manufacturing, outsourcing, healthcare, and beauty. She has worked with JP Morgan, Bombay Dyeing, Teleperformance, and VLCC, combining labor law expertise with data-driven strategies to champion a people-first culture and organizational growth.



# MANAGEMENT TEAM



**Anamika Pednekar**

Marketing Manager

Anamika Pednekar, Marketing Manager at LEOS, brings 12+ years of B2B marketing experience across energy, infrastructure, and consultancy sectors. With a degree in IT and an MBA in Marketing, she has worked at Vertiv, Datamatics, and Brightwayz. At LEOS, she drives brand growth, customer engagement, and strategic campaigns.



**Amon Lunda**

Operations Manager - Velocity

Amon Lunda, Operations Manager at Velocity, with 3+ years of UAE experience spanning Expo 2020 and Atlantis Water Park. He began his career as an Operator, progressed to Team Leader at Hatta, and now oversees operations across two indoor family entertainment centres, bringing strong hands-on leadership and operational expertise.



**Stiaan Vd Westhuizen**

Operations Manager - FAP

Stiaan Vd Westhuizen, Operations Manager at Fujairah Adventure Park, has over 10 years of experience in adventure tourism operations. He has contributed to landmark projects, including the Oman over-water zipline and the Jais Sledder, bringing strong expertise in safety, project execution, and high-adrenaline attraction management.



**Mina Attia**

Operations Manager - OAC

Mina Attia, Attraction Manager at LEOS, is a leisure professional with 12+ years' experience in operations, sales, and guest experience. He leads the Oman Adventure Centre Zipline, driving safety, revenue, and operational excellence, previously managing KidZania and Dubai Ice Rink at Emaar Entertainment.



# MANAGEMENT TEAM



**Michael De Bruyn**

Park Manager - SZF

Michael De Bryun, Park Manager at LEOS, brings 10+ years of experience delivering large-scale theme parks and major events across the Middle East, including IMG Worlds of Adventure, LEGOLAND Dubai, Jeddah Season, and Riyadh Season. Currently manages The Sheikh Zayed Festival, overseeing operations, technical delivery, and large multidisciplinary teams.



**Mohamed Elbattah**

Director - Sales & BD

Mohamed Elbattah, Director of Sales and Business Development, brings 14+ years of experience driving revenue growth, partnerships, and market expansion in hospitality and entertainment. With 12+ years of experience at Dreamland Water Park, he delivers strategic sales, pricing, and alliance excellence.



**Nina Fibriyanti**

Guest Services & Admissions Manager

Nina Fibriyanti, Front of House & Guest Experience Leader at LEOS, brings over 20 years' experience in leisure and hospitality. She has led pre-opening and operations at Ski Dubai, Dubai Parks and Resorts, Laguna Water Park, The Green Planet, and Global Village, specializing in guest journey and ticketing systems.



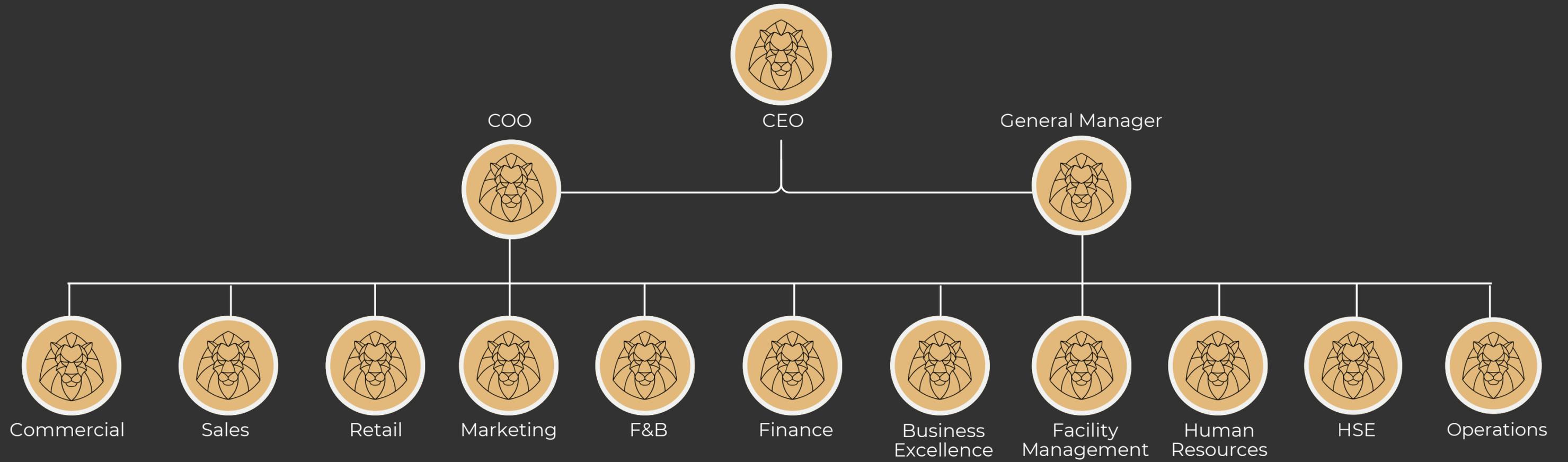
**John Mwangi**

Operations Manager - THP

John Mwangi, Operations Manager at LEOS, brings 15+ years of experience across family entertainment centres, cinemas, and amusement parks in Dubai and Kenya. With a background in business management and accounting, he drives operational efficiency, customer satisfaction, process improvement, strategic planning, budgeting, and workflow optimization.



# ORGANIZATION STRUCTURE



# DELIVERED PROJECTS



# LUXEMBOURG PAVILION EXPO 2020 - DUBAI

## PROJECT OVERVIEW

Operated the first-ever giant slide in the history of the World Expo. It is a fun nod to the 'Schueberfouer', Luxembourg's traditional fair, which dates back to 1340. Themed 'Resourceful Luxembourg', the pavilion boasts of the country's openness and dynamism. It showcased how Luxembourg is combining its human, natural, technical, industrial, and financial resources to create a more sustainable future.

**Services :** Turnkey Operations

**Client :** Expo 2020



# BATTLE PARK - UAE

## PROJECT OVERVIEW

Battle Park is a pioneering venture in the UAE specializing in recreational shooting and combat sports parks. It was launched in 2017 with a vision to transform the combat gaming industry by introducing innovative concepts and cutting-edge technologies. The primary goal of Battle Park is to create an immersive experience that blurs the lines between online gaming and real battlefield scenarios.

**Services :** Turnkey Operations for the 5 sites for Marina Mall Abu Dhabi, Last Exit, Khawaneej, Al Zorah Ajman, Dubai Festival Plaza & Town Square.

**Client :** Battle Park



# HATTA WADI HUB - DUBAI

## PROJECT OVERVIEW

Wadi Hub is a Meraas and Dubai Holding Development created in the mountains of Hatta and is the first adventure park in Dubai. The Park has been operating since 2018 with a range of leisure and entertainment attractions and a Jumeirah Hotel. Our operations cover a turnkey solution on the project, with all services being provided by LEOS.

**Services :** Turnkey operations with a train-to-transfer model

**Client :** Dubai Holding, Hatta



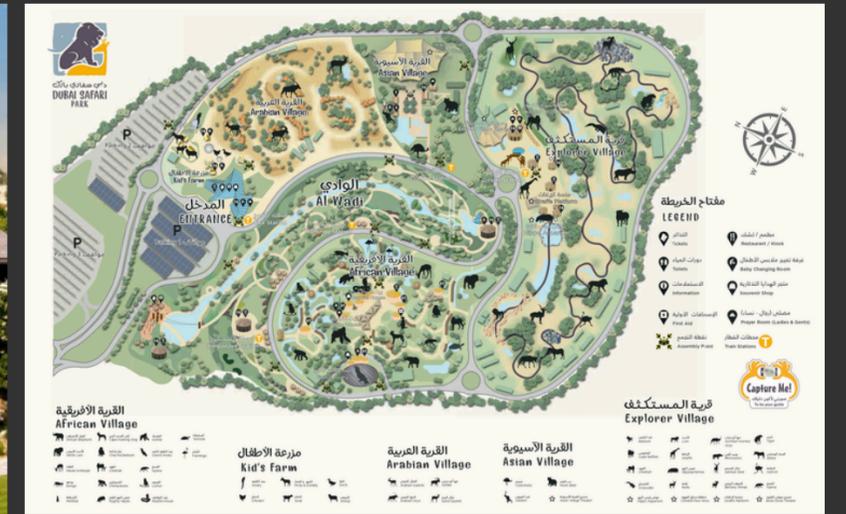
# ADVENTURE VALLEY DUBAI SAFARI PARK

## PROJECT OVERVIEW

Dubai Safari Park spans 119 hectares and comprises three main villages – the African, Asian, and Explorer. There is also an Arabian Desert Safari tour.

**Services :** Turnkey operations with a train to transfer model

**Client :** Dubai Municipality



# WATER SPORTS WITH WAVE MASTERS - DUBAI

## PROJECT OVERVIEW

Wave Masters Dubai, located at Dubai Harbour, stands as a premier destination for water sports enthusiasts. With the challenge of providing top-notch operational services, LEOS was tasked with managing the operations, leveraging its expertise in the leisure and entertainment sector, with the latest Mastercraft NXT22, ensuring top-tier water sports experiences. Key to this success was strict adherence to safety and training standards, coupled with rigorous compliance with local maritime regulations.

**Services :** Turnkey Operations

**Client :** Wave Master



# ONGOING PROJECTS



# SHEIKH ZAYED FESTIVAL - ABU DHABI

## PROJECT OVERVIEW

Sheikh Zayed Festival can best be described as a more intimate version of Global Village in Abu Dhabi, offering a rich cultural, entertainment, and retail experience. The festival has introduced an exciting new addition - Wonderland, a dedicated amusement park, enhancing the overall visitor experience with a wide range of rides and attractions. Complete with 52 rides in indoor and outdoor sections, the project highlights include Kids Zone, Mega Rides, Family Rides, Skill Games, and Kids Rides.

**Services :** Operations of Amusement Park & Technical Support and Management

**Client :** Sheikh Zayed Festival



# FUJAIRAH ADVENTURE PARK

## PROJECT OVERVIEW

The Fujairah Adventure Park is a tourism development project established by the UAE government to promote tourism in the emirate of Fujairah. The project aims to showcase the natural landscape and attract both local and international tourists seeking adventure and outdoor activities, providing a platform for people to engage in sports and learn about the emirate's mountainous paths. The center strives to offer a range of adrenaline-pumping mountain and marine sports at the Fujairah Adventure Park, transforming the emirate into an appealing destination for residents of the UAE and international visitors alike.

**Services :** Turnkey Operations

**Client :** Raibal



# BIM WATERPARK VIETNAM

## PROJECT OVERVIEW

The BIM Water Park is a landmark leisure destination currently under development by BIM Group on the island of Phu Quoc, Vietnam. Set within a growing luxury hospitality precinct anchored by premium brands such as Regent, Intercontinental, Park Hyatt, and Sailing Club, the Water Park is envisioned as a cornerstone family experience that blends cultural storytelling, operational excellence, and immersive design.

This world-class Water Park is inspired by the vibrant and culturally rich theme of a Vietnamese fishing village, brought to life through the charming narrative of Kahong and Kabar, the mythical whales believed to protect the fishermen at sea. These characters anchor the visual identity and story integration throughout the park, enhancing its appeal for families and multi-generational visitors.

**Services :** Turnkey Operational Management

**Client :** BIM Group



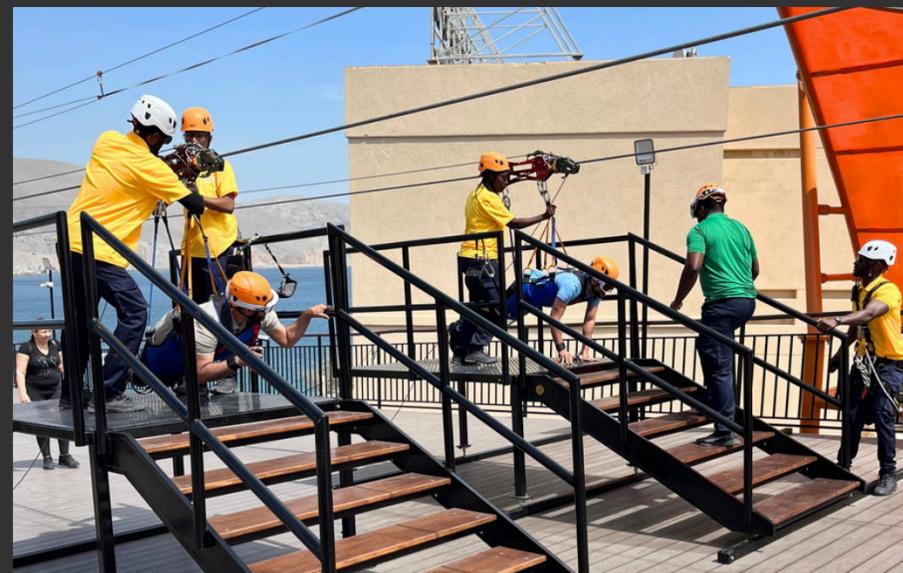
# MUSSANDAM ZIPLINE DEVELOPMENT - OMAN

## PROJECT OVERVIEW

As part of its strategic agreement with the Ministry of Heritage and Tourism, Oman Tourism Development Company (OMRAN Group) has successfully launched the World's Longest Dual Zipline and its supporting facilities in the Wilayat of Khasab, Musandam. The attraction is now fully operational and welcoming visitors with the world's longest zipline over open water, measuring 1800 meters.

**Services :** Turnkey Operations of Oman Adventure Centre

**Client :** Omran



# THE HUB PARK HUB KAREN -KENYA

## PROJECT OVERVIEW

The Hub Karen Mall is a premier shopping mall located in the beautiful leafy suburbs of Karen, Nairobi, catering to unique experiences. The Hub Karen is all about experience, creating an environment, hosting both local and international retailers, all while supporting small businesses.

**Services :** Turnkey Operations

**Client :** Janus Continental Group



# AL AIN ADVENTURE

## PROJECT OVERVIEW

Al Ain Adventures is a dynamic outdoor experience set in the breathtaking landscapes of Al Ain. The attraction offers visitors a thrilling mix of adventure, exploration, and natural beauty, featuring unique activities designed to connect guests with the rugged environment. Highlights include the iconic “Stairway to Heaven,” a daring zip-bike adventure, and guided hiking trails through stunning vistas.

**Services:** Operations and Management

**Client:** MODON



# ARABIAN ADVENTURE ZIPLINE - DUBAI

## PROJECT OVERVIEW

The Fort at Al Lisaili is a desert camp built for Arabian Adventures, the adventure arm of Emirates Airlines. This innovative venue, named the Fort, was built for the launch of the Mini, which was then turned into Hidden Cafe to provide an all-access desert fire and coffee shop experience, grossing 500 pax per day. Arabian Adventures has activated the other side of the fort and provided a desert safari camp experience, and added the zipline. The center is designed to provide a seamless flow of entertainment, dining, and social interaction, ensuring an unforgettable experience for all visitors.

**Services:** Operations of the Fort, including a zipline

**Client:** Emirates Airlines, Dnata



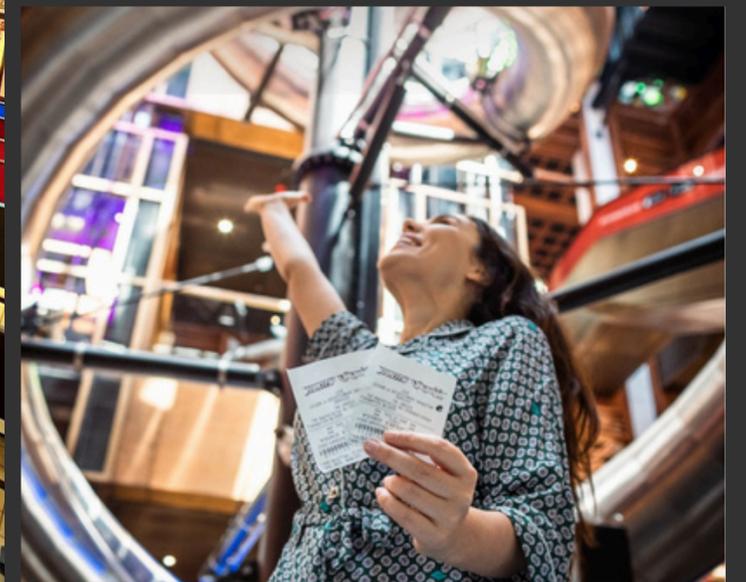
# VELOCITY - WTC MALL ABU DHABI

## PROJECT OVERVIEW

Velocity's slides are 68 metres and 54 metres long and have a sliding speed of two to three metres per second. The megastructure has a transparent section to give a view of the mall as you slide. The attraction is open from 10 am to 10 pm on weeknights and 10 am to midnight on weekends.

**Services :** Turnkey Operations

**Client :** Aldar



# THE BAY & FESTIVAL CITY CARNIVAL - DUBAI

## PROJECT OVERVIEW

This project included the creation of a fun and funky space that consists of 10 food trucks alongside a dedicated area for carnival games, such as skill/redemption games, bungee trampoline, axe throwing, and archery, along with an air park. The allocated space for the game section is 750 square meters and is located outdoors, adjacent to the food section.

**Services :** Operations and Management

**Client :** Dubai Festival City



# HUSHH - SOCIAL DISTRIKT - DUBAI

## PROJECT OVERVIEW

Hushh at Social Distrikt defines the terms “eat, drink, play”. It is a destination that houses multiple adult gaming units like axe throwing, bowling, and digital darts, while having the classics such as billiards, shuffleboard, and foosball games. It also houses a cocktail bar as well as a sports bar and lounge with a live band area and state-of-the-art lighting and sound system.

**Services :** Turnkey Operations

**Client :** HUSHH



# CARTTEL ENTERTAINMENT JEDDAH - KSA

## PROJECT OVERVIEW

Carttel is more than just a place; it's a community. We strive to provide visitors with a truly unforgettable experience by offering a blend of entertainment, diverse cuisines, and the chance to connect with others. We aim to engage and enchant our guests through a dynamic atmosphere and enticing amenities. Each area in Carttel possesses its special charm through careful attention to detail, choice of materials, and overall ambiance. This fosters a sense of community and belonging, allowing our guests to craft their own distinctive and meaningful experiences.

**Services :** Operations and Technical Management

**Client :** Dawood Group





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