



A Landmark Viking Experience - Opening Soon at Cityland Mall, Dubai

Vision

Dubai's flagship Viking-themed digital attraction - blending immersive storytelling, cinematic VR, and gamified experiences into a high-tech entertainment destination designed to captivate tourists, families, and experience-driven audiences.

About the Concept

The Viking Planet Dubai is a next-generation cultural entertainment destination that fuses history with cutting-edge technology. Building on the proven success of our Norwegian concept, this flagship venue brings the Viking legacy to life through cinematic VR experiences, gamified exhibits, standalone VR games and interactive digital storytelling - all designed for the global tourism and edutainment market.

Why Invest

- ☑ First-Mover Advantage in the Middle East
 - ☑ Experienced Team: Leadership in entertainment, VR, and gaming
 - ☑ Revenue-Optimized Format: Built to drive frequent revisits and maximize lifetime visitor value
 - ☑ Proven Concept: High visitor satisfaction and ticket sales in Norway, operating since 2019
 - ☑ Premium Location: 48,000 sq.ft. in brand new Cityland Mall - Adjacent to Global Village
 - ☑ Market Benchmarking: In Oslo (pop. 600K, 2M tourists) vs Dubai (pop. 10M+, 19M+ tourists)
 - ☑ Market Projections: Oslo - 54,600 tickets sold during 2024 - equivalent to ~2% of the total addressable market.
- Applying the same ratio to Dubai, we can project potential annual sales of over 580,000 tickets

Business Model

Core Revenue: Ticket Sales (AED 172 avg), VR Experiences, Merchandising, Group Events and Private events
Secondary Revenue: Licensing, IP Franchising, Educational Tours & Corporate events, Content Monetization, Strategic Brand Collaborations

Investment Opportunity

Capital Required: AED 51M (~USD 14M)
Equity Offered: 40% in The Viking Planet Holding FZCO
Use of Funds: Construction, Equipment, Ops, Marketing, Working Capital
Forecast EBITDA: AED 48.4M - 76.2M (2027 - 2028) → AED 62.8M – 86.8M (2031)
Break-even: 127,000 visitors (vs. 400,000 projected in Y1)
Investor ROI: Investor receives 100% of profits until full capital recovery - effectively gaining an additional 60% 'bonus return' before transitioning to long-term 40% profit participation
ROI: 96% – 140% first full year of operations (2027)

Contact

Elijah Elystrand
CEO – The Viking Planet Holding FZCO
Email: elijah@thevikingplanet.ae | Phone: +97 40 333 777
Website: www.thevikingplanet.ae