CLIMBING EXPERTS, TAKING EMOTION TO NEW HEIGHTS

Climb Up, the biggest Climbing space in France

#grimperensemble

www.climb-up.fr
INDOOR CLIMBING
AN INCREASINGLY
POPULAR LEISURE ACTIVITY

1.8 MILLION CLIMBERS

+35% market growth - More than 100 privately owned halls in France
2nd most popular school sport
Olympic sport from 2020

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POPULARITY

1.2 MILLION CLIMBERS PER YEAR

50 000  78%  400/800
Members Loyalty rate Entries per day in our halls

Ranging from 1300m² to 2000m²

CLIMB UP CLIMBER PROFILES (upper socio-professional categories, students, families...)

47% women
ALL LEVELS
Beginner Experienced Expert

Intergenerational from 3 to 80 yrs

ATTRACTION
LEISURE SPACES,
AVAILABLE
7 DAYS A WEEK

Relaxation
Eating area
Sauna

MULTI-ACTIVITY

Lead wall
Bouldering area
Fun Climbing
Outdoor wall
Speed wall

SOCIALLY RESPONSIBLE

The Climb Up group embraces social responsibility and sustainable business practices.
Sustainable building and operational methods.
Collaborative management.
Contributing to local economic development.
CLIMB UP

EXPERTS IN DESIGNING
MULTI-ACTIVITY CLIMBING
HALLS THAT ARE OPEN TO
THE GENERAL PUBLIC
Building renovations (warehouses, brownfield conversions...) or new constructions

LOCATION OPPORTUNITIES
- Visibility
- Accessibility
- Parking

PROPERTY FEATURES
- Building surface: 2000m²
  - 14 m high for 35% of the surface
  - 7 m for 40%
  - 3 m for 25%
- Intermediate building surface: 1300m²
  - 12 m high for 30% of the surface
  - 7 m for 40%
  - 3 m for 30%

CONTACTS
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BUSINESS STRUCTURE
- Privately owned
- Co-investment
- Brand licence

GROWTH TARGETS
- 17 HALLS
  - in 2018
- 25 HALLS
  - within one year
- 50 HALLS
  - within 3 years
- 100 HALLS
  - by 2025

> MOVING INTO EUROPE...