



SuperPark Fact Sheet

Key Facts

- **WHO:** SuperPark is the friendliest all-in-one indoor activity park on earth, delivering a unique experience of joyful play that excites and unites people all over the world, no matter their age or fitness level. Originated in Finland in 2012, SuperPark owns, licenses and operates 18 activity parks globally, with Hong Kong being the first location in Asia, and Singapore and Malaysia being respectively the second and third ones.
- **WHAT:** SuperPark Malaysia will feature 3 main areas that will offer over 20 fun, healthy and energizing activities under one roof.
- **WHY:** SuperPark's mission is to deliver joy, friendship and better health.
- **WHEN:** SuperPark Malaysia will launch in December 2018.
- **WHERE:** SuperPark Malaysia will be located at a 40,000 square foot site at Avenue K Shopping Mall in Kuala Lumpur.

The Concept

- SuperPark is based on the joy of play and movement, and is designed to inspire and empower people of all ages and fitness levels to be active.
- There are no motorized, theme park-style rides: the human body is the engine for all SuperPark activities.
- SuperPark is purpose-built to allow children, parents and grandparents to have fun and play together.
- The "Superparking lifestyle" is about joyful play, friendship and better health. By combining fun, friendship and exercise, health benefits come naturally.

Activities

- SuperPark Malaysia will offer over 20 activities, based on 3 themed areas.
 - The **Adventure Area** offers exciting play activities for younger children and parents, including **iWall** (interactive parkour game), **Flying Fox** (zip wires), **Tube Slide** (slides), **Kid's Gym** (Toddlers area), **Kid's Adventure City** (playtowers), **Pedal Car Track** and much, much more
 - In the **Game Arena**, youngsters can swing for the stands in the **Baseball** nets, hone their jump shot at **Street Basketball**, or compete with **RoboKeeper** (AI goalkeeper). Performance is measured by radar and other digital systems, so kids can challenge their friends (or parents!)
 - In the **Freestyle Hall**, teenagers can put down the smartphone and challenge themselves with **SuperClimb** (tailor made fun climbing



concept) and the new **Ninja Track** (warrior obstacle course), venture into **Skate and Scoot World**, bounce on **Trampoline Platform**, attack the **Augmented Climbing Wall**. **Skate rink** will be exclusively available in SuperPark Malaysia.

- All activities take place under the guidance of experienced staff, many of which are recognized coaches, and are safely protected from rain, pollution, high UV or bugs and mosquitos.

Prices

- Prices range from RM30 - RM50 per person at SuperPark Malaysia. Prices vary for weekdays and holidays, which include weekends, public holidays and school holidays.
- Timeslots and pricing tiers:

TYPE	PRICE
WEEKDAY	
All Day	RM50
Evening (6PM - 9PM)	RM30
Socks	RM5
WEEKEND	
All Day	RM70
Evening (6PM - 9PM)	RM45
Middle (1.30PM - 5.30PM)	RM55
Morning (9AM - 1PM)	RM45
Socks	RM5

Equipment Rental

- Helmets, skateboards, scooters, safety pads, baseball bats and balls etc can be borrowed and are covered by ticket prices.



Rooms

- 6 party rooms at SuperPark Malaysia will be available for groups, making SuperPark ideal for company team-building activities, birthday parties, friends' gathering or family celebrations.

The SuperPark Story

- The inspiration for SuperPark came when Taneli Sutinen, a Finnish businessman, was playing with his 4-year-old daughter. Finding it awkward to play on child-sized playground equipment, Taneli had the idea of creating an activity park where children and adults could easily play side-by-side.
- The first SuperPark opened in Vuokatti, Finland in 2012. It was soon overwhelmed by demand. There are now 13 SuperParks in Finland.
- SuperPark Malaysia marks the continuation of an international expansion wave that also includes Sweden, France, Hong Kong, China and Singapore. SuperPark plans to grow to 100 sites by 2020.

Further Details

- Visit SuperPark's global website: www.superpark.fi/en
- Visit SuperPark Malaysia's website: www.superpark.com.my
- Download SuperPark's images: [SuperPark Images Dropbox Link](#) (right click)