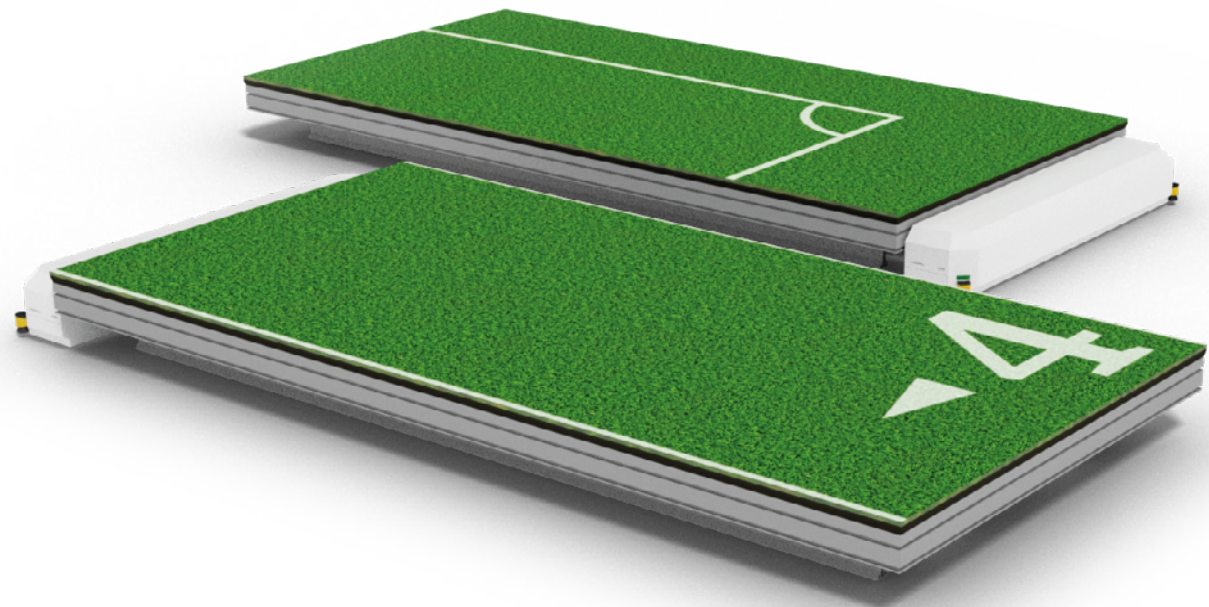


Presentation StadiaPitch

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Summary

StadiaPitch boosts the overall profit potential and city image

StadiaPitch makes the changeover cost-effective, the sponsorships more valuable, the F&B revenue greater, and the event bookings more numerous. It makes the major revenue streams more significant compared to a permanent pitch.

StadiaPitch minimizes operational costs and enables your stadium to host any future event. It can therefore provide a game-changing return on investment for stadiums with untapped concert and event potential.

Additional concerts and events boost the local area economy and promote the city as a vibrant place to live, do business, and visit.

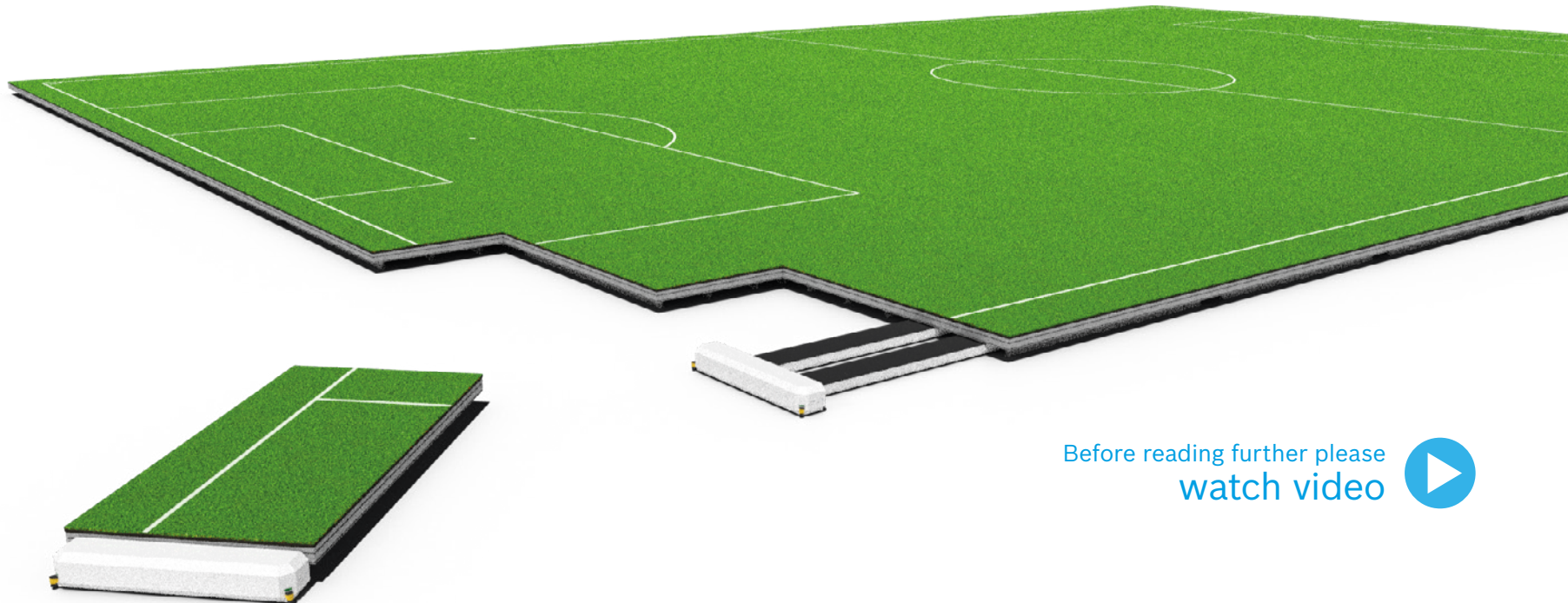


An infrastructure upgrade that boosts future event bookings

A flexible and commercially smart product

StadiaPitch enables stadiums to deliver more content besides sports to large audiences by offering fast transitions between a sport surface and an event ready arena floor without affecting pitch playing qualities.

The system comprises a modular pitch with sections moved and positioned by heavy duty high precision autonomous vehicles. The pitch is safely moved to a storage location prior to events where it can receive normal pitch maintenance, ready to be reassembled for the next game.



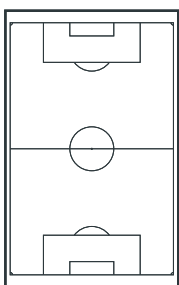
Before reading further please
watch video



Pitch alternatives

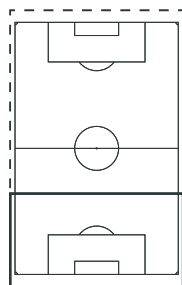
Suits different commercial models, budgets and stadium infrastructure

Single Pitch



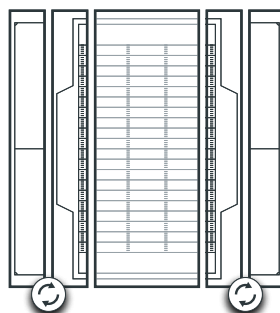
Watch video 

Part Pitch

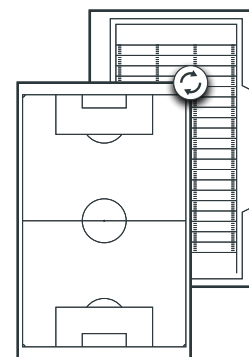


Watch video 

Single Pitch +

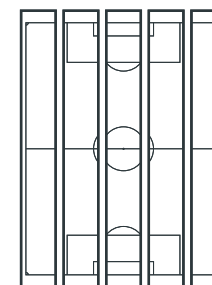


Dual Pitch



Watch video 

XL Modules

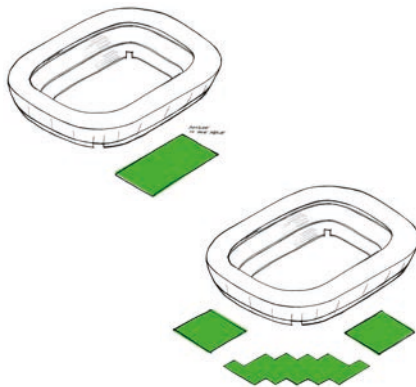


Animation available
on request

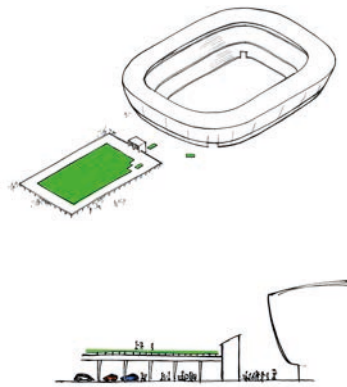
Pitch storage options

Flexible storage

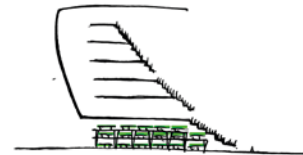
On the ground



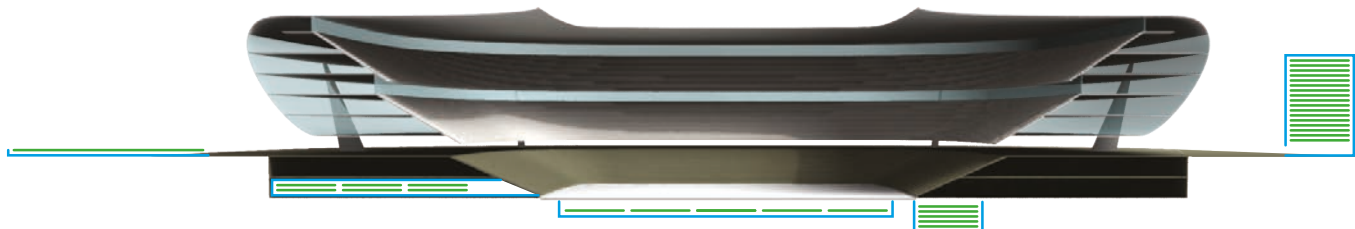
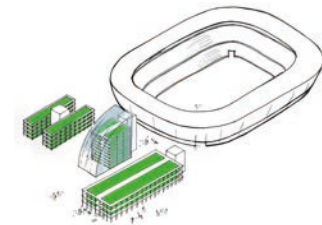
On an event platform



Inside the stadium



In an external building



Movement system

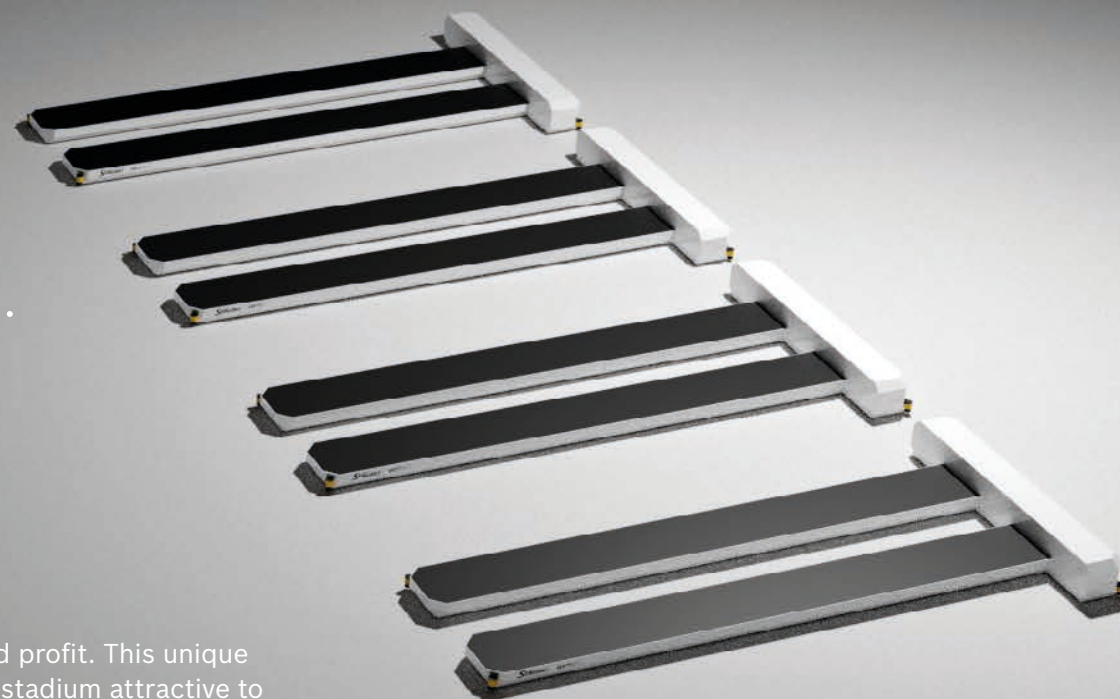
Smart Automated Guided Vehicles

Your new pitch changeover team.
Recharged.

A 24/7 workforce that obeys your every command.

StadiaPitch AGVs give the stadium operational freedom, offering low-cost changeovers that makes every event more profitable. The stadium operator can adjust the rental fee to attract smaller local events

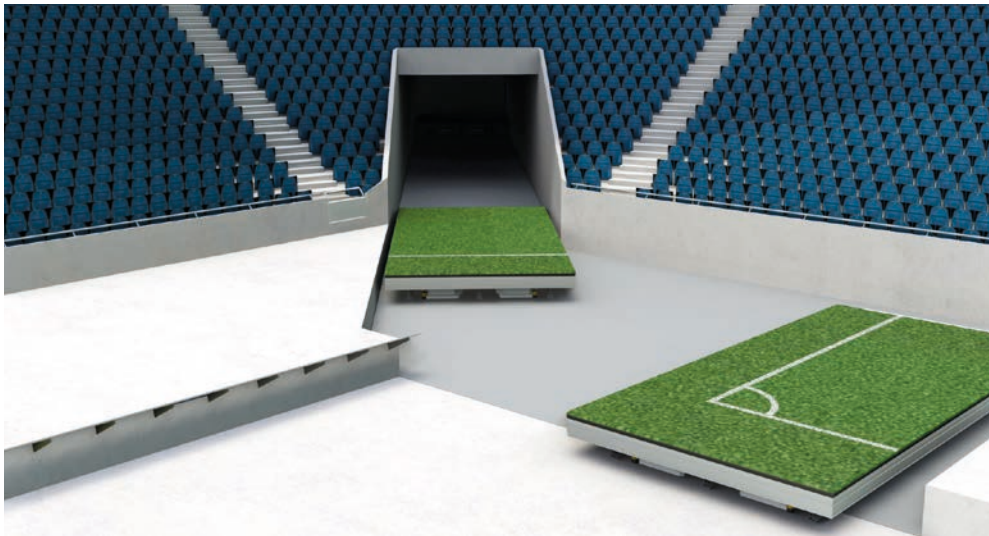
and still make a good profit. This unique flexibility makes the stadium attractive to a wide spectrum of events and enables the stadium to increase its social-economic impact in the local community.



Pitch modules

Designed to fit stadium infrastructure

The pitch modules are dimensioned to fit typical stadium constructions, reducing the need of modifications to entrance gates and structural elements.



Engineered by Hydro

Hydro delivers the high precision aluminium StadiaPitch trays. With 35,000 employees in more than 40 countries, Hydro is the world leader in designing and manufacturing aluminium solutions.

hydro.com

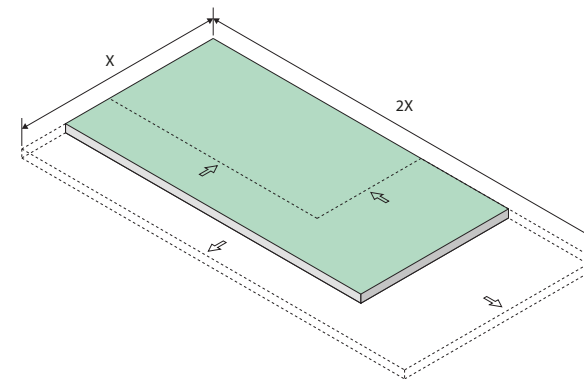
Module standard dimensions

W: 4500mm
L: 9000mm
H: 760mm
Weight: 20t (Saturated)

Custom dimensions available

Of course, not all stadiums are the same. If smaller modules are required due to infrastructure challenges, or larger sizes is deemed more purposeful, perhaps in a new-build, the modules can be sized to fit.

Module sizing follows ratios 1:1, 2:1 (Standard) and 3:1.



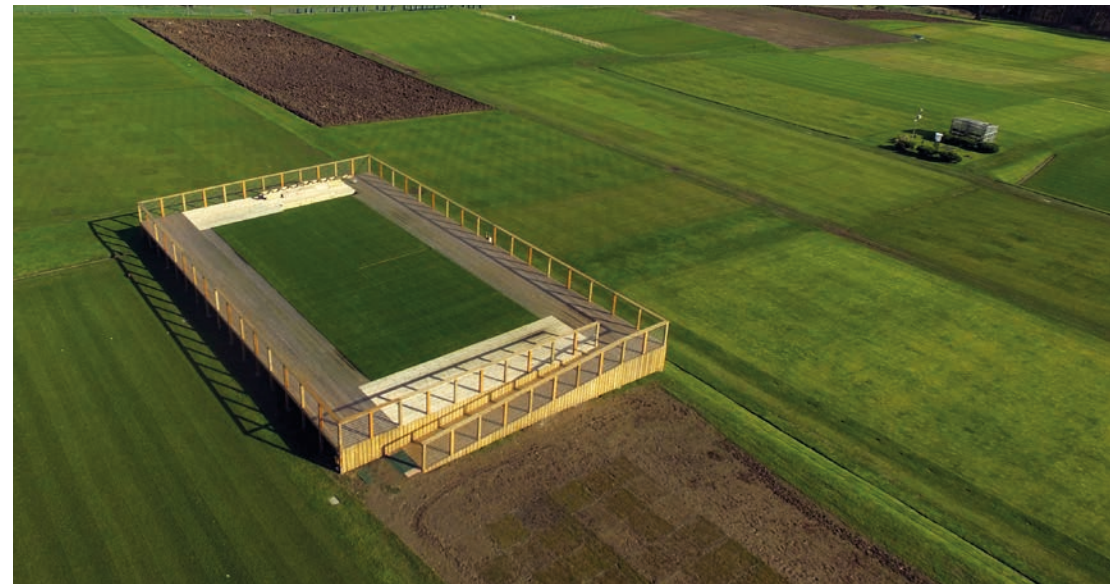
Increasing or decreasing module size in 2:1 ratio

Pitch tray technology

4 years of extensive R&D

StadiaPitch is a world class natural grass pitch system designed, built and tested by the STRI Group over a four-year period. STRI is one of the leading sports turf research institutes in the world. All the grass research is done at their research facility St.Ives in Yorkshire, UK.

strigroup.com

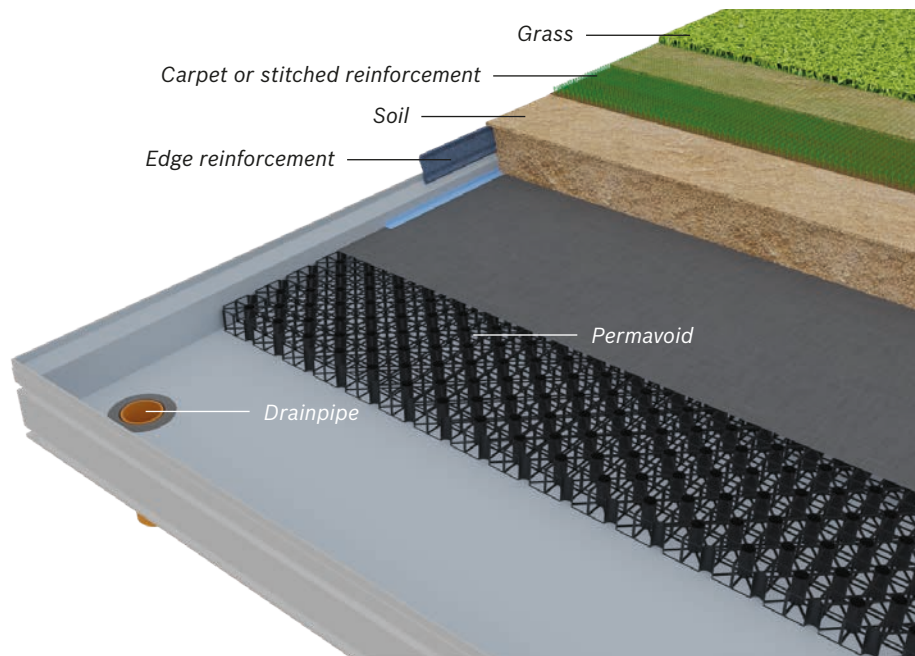


Pitch tray technology

Natural hybrid grass

Carpet reinforcement

The standard pitch playing surface incorporates a carpet pitch reinforcement layer.



Stitched reinforcement

StadiaPitch can also be delivered with stitched pitch reinforcement from SIS Pitches. SIS Pitches stitched 7 out of 8 World Cup pitches for the 2022 World Cup in Qatar. It is a FIFA Licensee, World Rugby Preferred Turf Producer, certified manufacturer, and field builder.

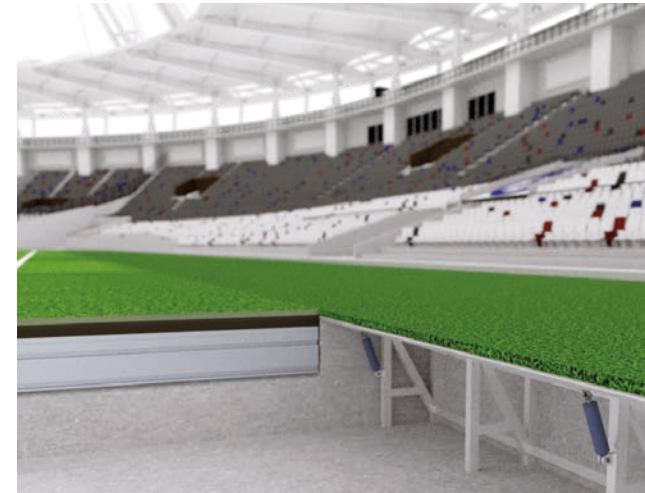
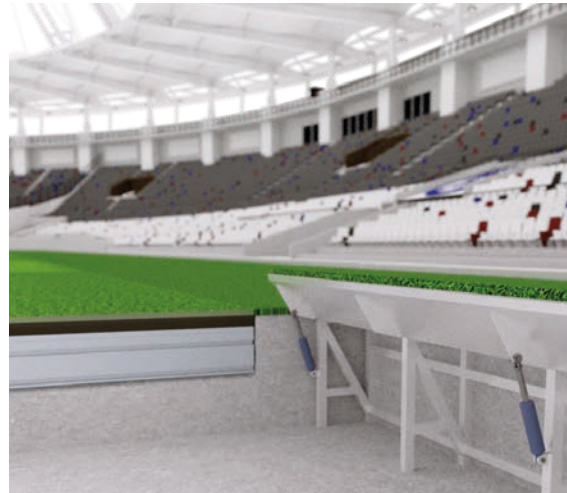
sispitches.com



Sideline levelling

Levelling flaps

To allow the free positioning of pitch modules extra space is needed at the perimeteres of the arena floor. A flap system that can either be manually or automatically operated secures a level transistion between the playing surface and its surroundings.



Ramp levelling

StadiaPitch can also be delivered with ramps that allows safe entry onto the playing surface.



Product matrix

StadiaPitch can be tailored to fit the unique needs of any stadium

Pitch alternative	Single Pitch	Part Pitch	Single Pitch +	Dual Pitch	XL module system
Storage system		Open air outside	Event platform	Internal chamber	External chamber
Sideline levelling system				Manual	Automated
Horizontal movement system (AGV)				Automated	Semi-automated
Vertical movement system			Small lifting platform	Large lifting platform	No lifting platform
Module size				Standard	Custom
Pitch technology	Hybrid carpet	Hybrid stitched	Artificial	Subsoil aeration and vacuum drainage	

Improved availability and flexibility give more bookings

Automated changeover

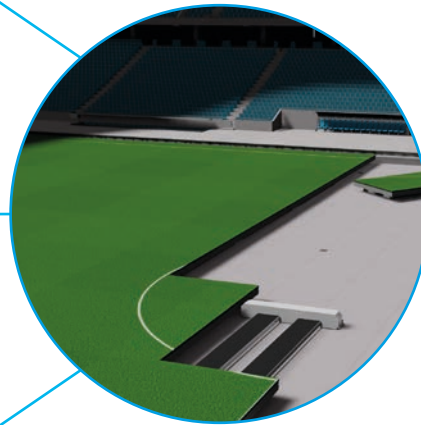
One of the fastest and most cost-effective pitch conversions in the world

A pristine natural grass pitch

World class pitch quality

Concrete event floor

A concert floor with few limitations is always at hand



- Unique flexibility
- Increased availability
- Lower operational costs
- Improved working conditions for event productions
- A more consistent pitch playing field

**More bookings
with higher
profitability**

A concrete arena floor makes event productions fast and cost-effective



A solid floor with few restrictions as to what you can put on it:
cars, trucks, cranes, The Rolling Stones and their fans – you name it.

Traditional costs and tasks with fixed pitches disappear



Cost of manual changeover



Cost of event related pitch repairs



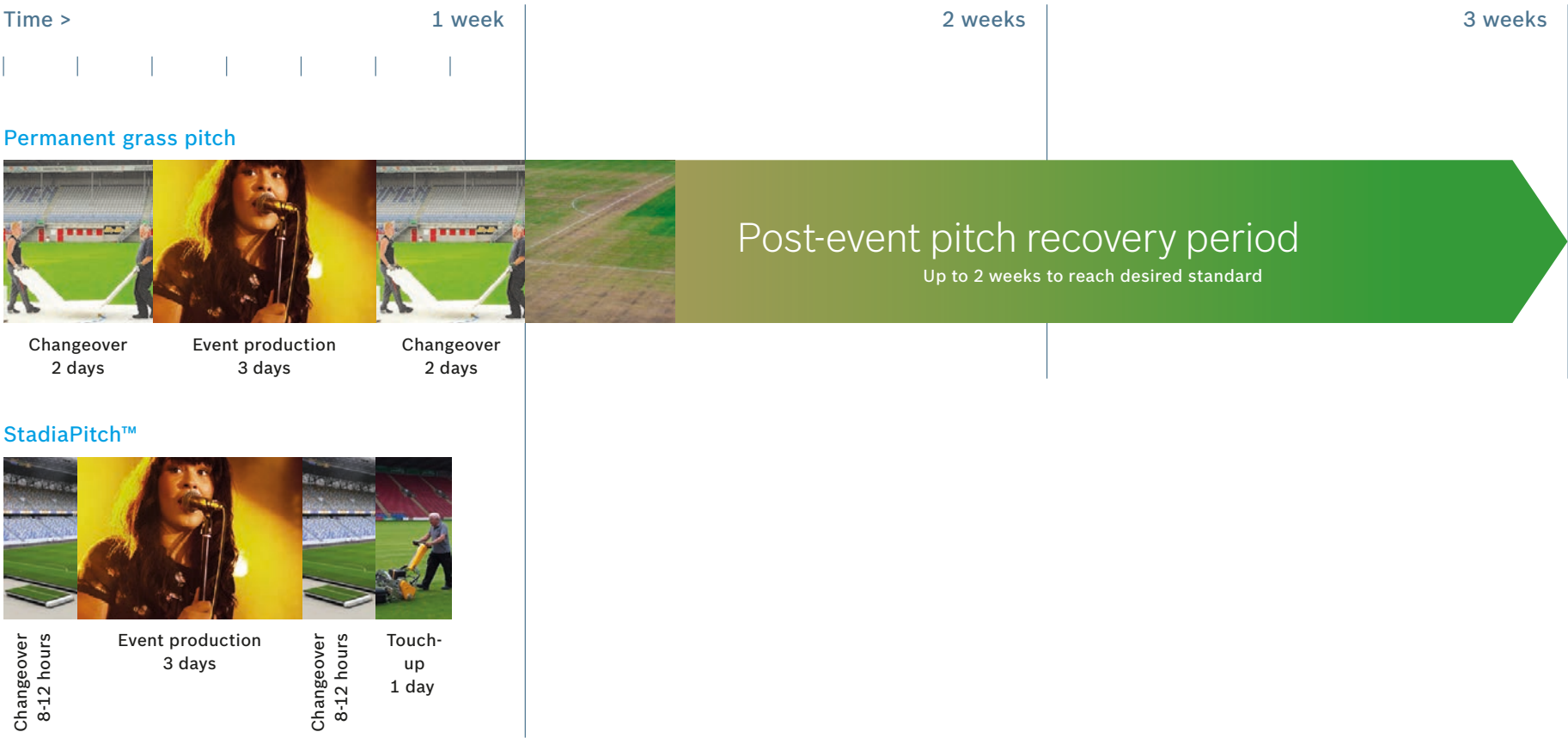
Cost of continuously replacing event flooring



Cost of event related pitch replacements

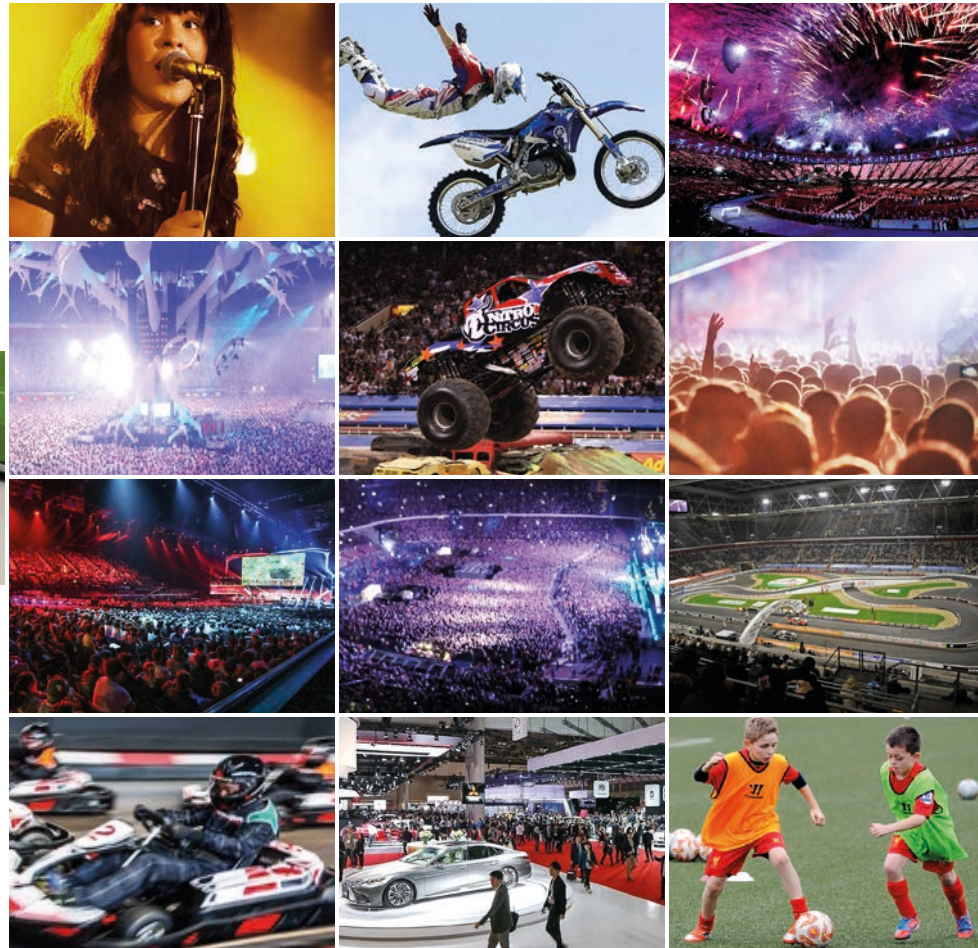
StadiaPitch reduces conversion time and post-event pitch recovery

Comparison – natural grass permanent pitch and StadiaPitch



StadiaPitch makes it easy to fit events between the games

Event production



Changeover



8–12 hours
(potentially overnight)

Changeover



8–12 hours
(potentially overnight)



Boost the city economy – boost the cultural scene – boost the city

Every ambitious city wants a stadium that attracts the biggest artists and the most spectacular shows. With a StadiaPitch, a natural grass pitch will not limit bookings so the stadium can realise its full potential. A StadiaPitch, therefore, means more activities and greater cultural diversity within the stadium.

Each concert, show, and event attracts thousands of people who generate income from eating, transport and accommodation. This means significant taxable revenue both inside the stadium and for the city's economy as a whole for every event.



Equally important as the additional taxable revenue is the marketing effect concerts, shows and events create for the city.

When the greatest artists and the most spectacular shows choose to perform in the city, it is promoted as an attractive and vibrant place in which to live, do business and visit.

Summary of the benefits from the capabilities of StadiaPitch

Boosting the overall profit potential

StadiaPitch makes the changeover cost effective, the sponsorships more valuable, the F&B revenue greater and the event bookings more numerous. It boosts the whole stadium economy!

Commercial benefits

- Increased event activities throughout the year, even in the football season
- More income (F&B, parking, ticketing, Merchandise, stadium rental)
- Additional media attention and attracting a broader audience
- Improved VIP offerings
- More valuable name rights and sponsorships
- Significantly increased positive impact in the local community

Operational benefits

- More consistent pitch quality, as events will not ruin the playing surface
- More efficient and cost-effective operations
- Predictable conversions and pitch quality
- Concrete arena floor makes all productions fast and cost-effective
- Easy and affordable conversions make it profitable to host smaller events
- Potential elimination of shading issues and an improved game wear recovery

City benefits

- Boosting the city economy
- Boosting the cultural scene
- Boosting the city image

Every concert generate substantial additional business for the hotels, shops, taxis, bars and restaurants in the city.

Perhaps equally important as additional taxable revenue, is the marketing effect concerts, shows and events create for the city.



An environmentally sound option

Low environmental impact

- *Pitch modules are made of aluminium, an infinitely recyclable material*
- *Natural grass pitches have a positive environmental impact*
- *Innovative pitch soil profile reduces the amount of re-surfacing*
- *Pitch turf reinforcement is made from recyclable plastic*
- *AGVs run on clean electric energy*
- *No use of plastic protective flooring*
- *No need for replacing the whole or parts of the pitch after events*

Improving sustainability

Building a stadium can have a large environmental impact that can be better justified if the stadium can be used more frequently during its lifespan.

A StadiaPitch equips a stadium to meet current and future needs of a larger user base, effectively increasing profitable stadium activity and even extend its expected lifespan.



Team

SCX Special Projects

SCX Special Projects has established itself as a global pioneer in kinetic architecture for sports stadia and entertainment venues.

Its work on the two retractable roofs at Wimbledon, and the ground-breaking retractable football pitch, surround and growlights at Tottenham Hotspur, has changed what the world expects of large-scale moving structures.

The stadia and entertainment sector is constantly looking for new ways to engage audiences and to reduce the time that venues are left empty.

SCX Special Projects has engineered solutions around the world to help solve these problems.

<https://scx.co.uk>



Team

Nutcracker Solutions

The company was founded by entrepreneurs from the stadium industry. In addition to the design and development of the StadiaPitch, it offers consultancy to sport stadiums that are looking to improve their concert and event business.

nutcrackersolutions.com



SIS Pitches

SIS Pitches design, manufacture, construct, install and maintain world-leading pitches for some of the biggest names in sport.

StadiaPitch can be delivered with stitched pitch reinforcement from SIS Pitches. SIS Pitches stitched 7 out of 8 World Cup pitches for the 2022 World Cup in Qatar. It is a FIFA Licensee, World Rugby Preferred Turf Producer, certified manufacturer, and field builder.

sispitches.com



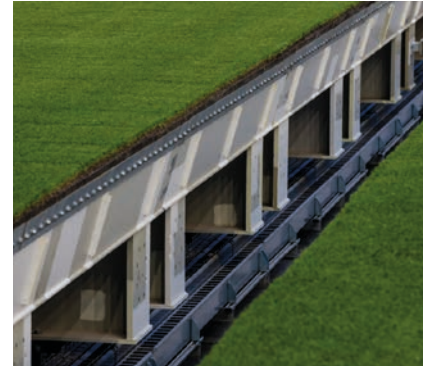
Hydro

Hydro is the world leader in designing and manufacturing aluminium solutions. It has 35,000 employees in more than 40 countries. Hydro is involved in an increasing number of major stadium projects worldwide.

Hydro will deliver the high precision aluminium StadiaPitch trays.

hydro.com





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