

هينالاك MENALAC

MEMBER TALK

OCT 2020

As a part of our MENALAC Member Talk Series, we are happy to speak to **Mohammed Attia, CEO of SALA Entertainment** and find out more on the recent change in their brand name, their vision and plans ahead.



Please share with us the reason behind the change in your brand and company name from Kidspace to SALA Entertainment and your wider vision?

SALA Entertainment is considered today the new face of the company, with a new management team looking forward to expanding beyond its current popular children's entertainment offerings.

SALA Entertainment vision is to become a worldwide leader in branded, location-based entertainment. We aspire to deliver unique and quality brands with diversified portfolio to fulfill the needs of our guests in KSA, GCC, and worldwide.

Kindly tell us your company's recent achievements in the last one year – in terms of business development, sales and revenues, etc.

SALA Entertainment has had millions of visitors through its facilities over the years. With a yearly increase in visitors, SALA brands have proven to be sustainable with a high return on investment while insuring the highest level of operational standard and safety.

During the past year, we have launched 2 new brands, **Octo Laser tag** and **Strike10** that will in be catering to and providing entertainment to teenagers and older age groups; versus our previous brands that catered to smaller children.



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Do you plan to establish more entertainment facilities in Saudi Arabia and elsewhere? When and how much investment has been planned for the next five years?

We have made huge investments, which are aligned with the worldwide entertainment industries rate of growth. We expanded our businesses and brands over the past years both nationally within Riyadh, Jeddah and Dammam as well as internationally in Egypt and the USA, we are of course seeking to have a higher market growth over the coming years.

Is there any plans currently to acquire new brands, new products or services for your organization?

Plans are in implementation regarding a number of newly added brands to SALA's portfolio, with **Octo Karting** and its first branch opening in Nakheel mall Dammam and **Octo Snow park** with its first branch to be opening in Jeddah Park.

How are you coping with the current pandemic? When do you think the attractions industry will return to normalcy?

The Saudi Arabia leisure market is improving rapidly, and it will be back to normal very soon. This is because of the precautions and regulations from the government which were perfectly implemented.

We have been implementing all required measures of safety to our staff and our visitors along with informative videos and POSM to increase awareness. This has helped a lot in gaining visitors trust and believe in our venues' safety.

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