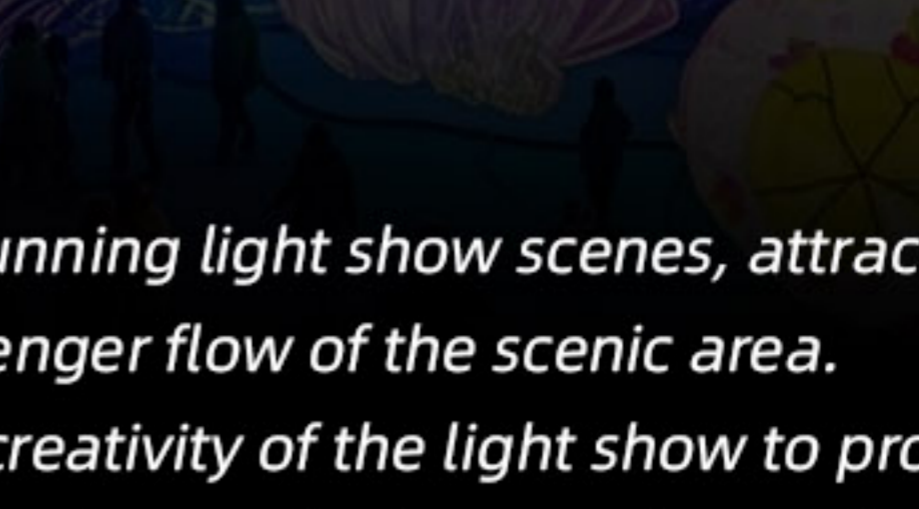




## Cooperate to organize light show projects business plan

### PROJECT OVERVIEW

The project aims to create a stunning light art exhibition through cooperation with the park scenic area. We provide the design, production and installation of the light show, and the park scenic area is responsible for the venue and operation. Both parties share the ticket revenue of the light show and jointly achieve profits.



### PROJECT OBJECTIVES

Attract tourists: Through beautiful and stunning light show scenes, attract a large number of tourists and increase the passenger flow of the scenic area.

Cultural promotion: Combine the artistic creativity of the light show to promote festival culture and local characteristics and enhance the brand value of the park.

Mutual benefit and win-win: Through ticket revenue sharing, both parties can share the benefits brought by the project.

## COOPERATION MODEL

### Capital investment

We will invest RMB 1 million for the design, production and installation of the light show.

The park will contribute operating expenses, including venue fees, daily management, marketing and staff arrangements.

### Income Distribution

Initial stage: At the beginning of the project, the ticket revenue will be distributed in proportion:

We (the light show producer) will receive 80% of the ticket revenue.

The park will receive 20% of the ticket revenue.

After the investment is recovered: When the project has recovered the 1 million yuan investment, the income distribution will be adjusted, and the two parties will share the ticket revenue in a 50%: 50% ratio.

### Project Duration

The initial payback period of the cooperation is expected to be 1-2 years, depending on the number of tourists and ticket prices.

### Promotion publicity

Both parties are jointly responsible for the marketing and promotion of the project. We provide promotional materials and advertising ideas related to the light show, and the park promotes it through social media, on-site events, etc. to attract tourists.

### Operations management

We provide technical support and equipment maintenance for the light show to ensure the normal operation of the light show.

The park is responsible for daily operations and management, including ticket sales, visitor services, safety and security, etc.

## Profit Model

### - Ticket revenue:

The main source of income for the light show is tickets purchased by tourists.

According to market research, the light show is expected to attract X million tourists, with a single ticket price of X yuan, and the initial revenue target is X million yuan.

In the initial stage, we will obtain revenue at a ratio of 80%, and it is expected that the investment cost of 1 million yuan will be recovered within X months.

### - Additional income:

Sponsor and brand cooperation: Find sponsors to provide financial support for the project and increase revenue.

On-site product sales: such as souvenirs, food and beverages, etc.

VIP experience: Provide value-added services such as special scenes or private guided tours to increase revenue sources.

## Risk Assessment Countermeasures

### 1. Tourist flow is not up to expectations

Countermeasures: Strengthen publicity and promotion, conduct market research, adjust ticket prices and activity content in a timely manner, and increase attraction.

### 2. Impact of weather factors on light shows

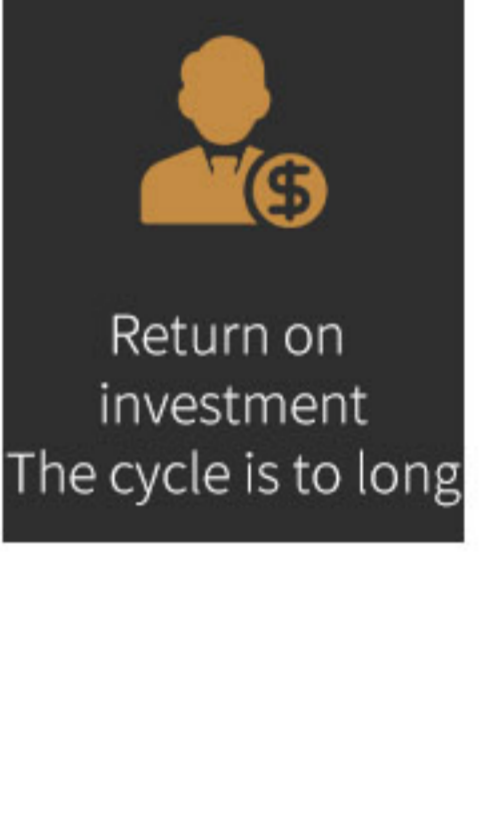
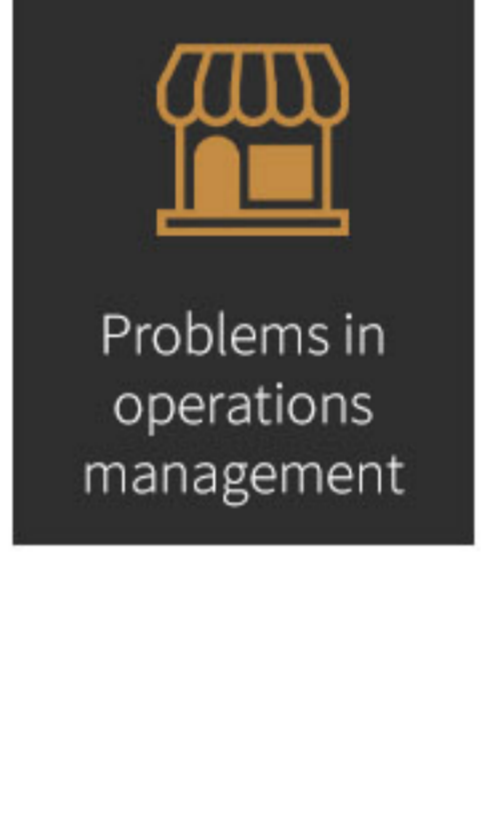
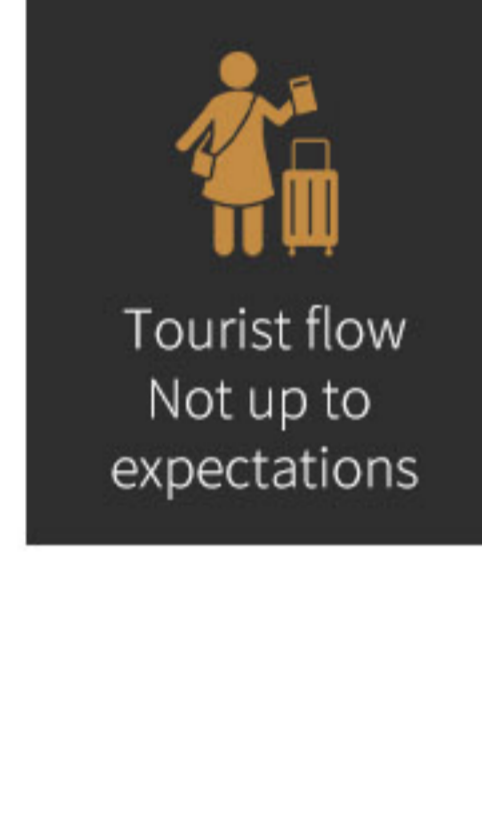
Countermeasures: The equipment is waterproof and windproof to ensure normal operation in bad weather; and prepare emergency plans for equipment in bad weather.

### 3. Problems in operation and management

Countermeasures: Clarify the responsibilities of both parties, formulate detailed operation and maintenance plans, and ensure smooth cooperation.

### 4. The investment recovery period is too long

Countermeasures: Optimize the ticket price strategy, increase the frequency of activities or extend the cooperation period to ensure the smooth completion of the investment recovery period.



## MARKET ANALYSIS

Target audience: The target groups of this project are family tourists, young couples, festival tourists and photography enthusiasts.

Market demand: Based on successful cases of similar projects (such as certain commercial parks and festival light displays), this type of activity can significantly increase tourist attendance and the brand value of the park.

Competitive analysis: Through the combination of unique lighting design and local characteristics, it can stand out among similar projects and attract more tourists.



## Summarize

Through cooperation with the park scenic area, we have jointly created a stunning light art exhibition, the successful resources and advantages of the project. We believe that with the unique light show design and thoughtful operation management, the project can bring rich returns to both parties and provide tourists with an unforgettable festival experience.

## Years of experience and expertise

Committed to providing customers with innovative, high-quality products and services



## Honors & Certificates



Obtained 30 safety quality certification certificates and multiple management system certifications



Dongguan Huayicai Landscape Technology Co.,LTD.  
No. 3, Jingsheng Road, Lanexia village, Qiaotou town, Dongguan City,Guandedong Province  
+86 83068288 MOB:13038878676/18925418808  
gaoda@hyclight.com / merry@hyclight.com  
carlos@hyclight.com / sales04@hyclight.com  
karen@hyclight.com  
www.parklightshow.com  
HUYICHI LANDSCAPE PROCESS(HK)LIMITED  
RM 1904A 19/F  
LUCKY COMMERCIAL CENTRE  
NO.103 DES VOEUX ROAD WEST HK

