

# Shenzhen OCT Vision Inc.

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深圳华侨城文化旅游科技股份有限公司

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# 1. OCT Group

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Founded in 1985, Large-scale State-owned Enterprise, with National Business Layout and Various Well-known Industry Brands

- Total asset reached ¥ 450 billion in 2018, business covers the industries of culture, tourism, new urbanization, electronics, finance, etc.
- Cultural Tourism – annual attendance (nearly 50 million in 2018) ranked 1st in Asia, 4th in the world for 7 years, based on TEA/AECOM Theme Index
- Five generations of OCT cultural tourism park/resort products

Splendid China & Window of the World



Happy Valley



OCT East, OCT Taizhou, OCT Yunnan



OCT Harbour



VISIONLAND



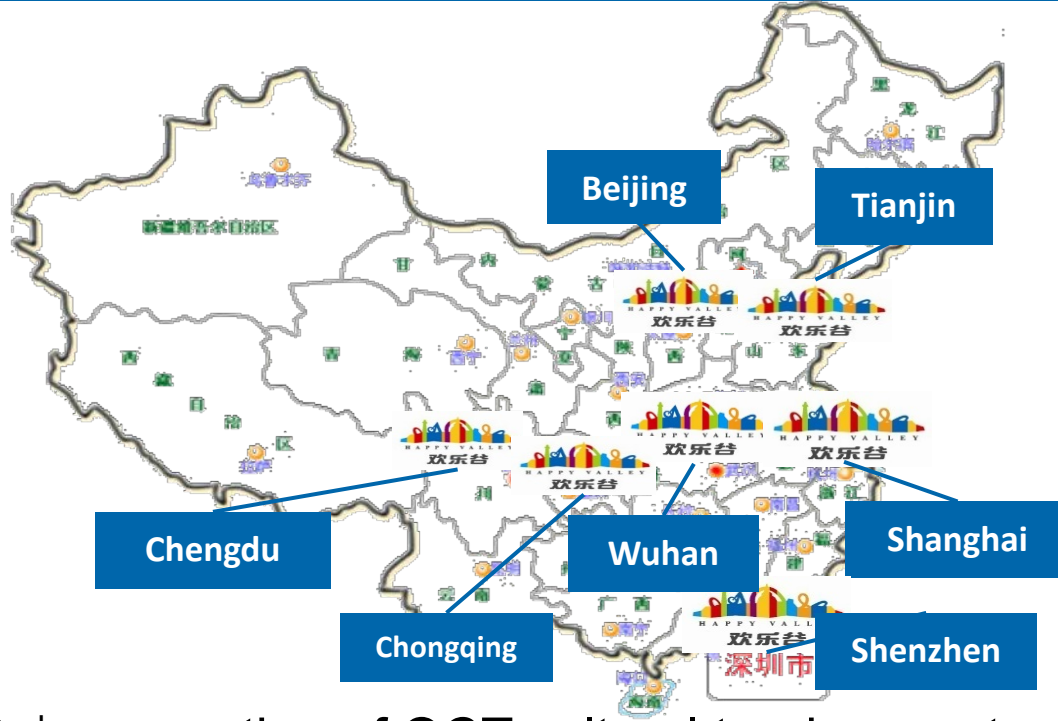
## Splendid China & Window of the World

- 1<sup>st</sup> generation of OCT cultural tourism sector - Comprehensive Miniature Park
- Splendid China reproduces nearly 100 famous tourist attractions in China and 25 full-scale ethnic villages
- Window of the World includes more than 130 places of historic landmarks, scenic beauty, world wonders and folk custom performances in the whole world
- The earliest impressive landmarks of Shenzhen, opened in 1990s



# Five Generations of OCT Cultural Tourism Parks/Resorts

## Happy Valley



- 2<sup>nd</sup> generation of OCT cultural tourism sector - Urban Amusement Center
- 1<sup>st</sup> theme park chain in China
- Now a chain of seven theme parks (Shenzhen, Shanghai, Beijing, Chengdu, Wuhan, Tianjin, Chongqing), among which two parks under construction (Nanjing & Nanchang)
- The first Happy Valley opened in 1998 in Shenzhen

# Five Generations of OCT Cultural Tourism Parks/Resorts

## OCT East, OCT Taizhou, OCT Yunnan

- 3<sup>rd</sup> generation of OCT cultural tourism sector - Ecological Tourism Resort
- Integrated with leisure, sightseeing, outdoor sports, science education, eco-adventure, etc.
- Embodying the harmonious coexistence between human beings and the nature.
- OCT East opened in 2006 in Shenzhen



• OCT Taizhou



• OCT Yunnan



• OCT East, Shenzhen

## OCT HARBOUR

- 4<sup>th</sup> generation of OCT cultural tourism sector - Urban Entertainment Destination
- Combined site area of 1.25 square kilometers including a new urban center and nature preserve
- Targeted towards creating public open space for the city that balances development and ecology
- Opened in 2011 in Shenzhen, China



## VISIONLAND

- The newest generation of OCT cultural tourism sector - Internet Era DreamWorks
- Integrated with culture, tourism and technology
- Brand new high-tech version of Happy Valley
- Including 5 major themed areas - Sun Tribe, Cloud Tribe, Visionland Town, Mermaid Kingdom, Casino Street
- The first VISIONALND made her 1st debut in July, 2017 in Liuzhou, China



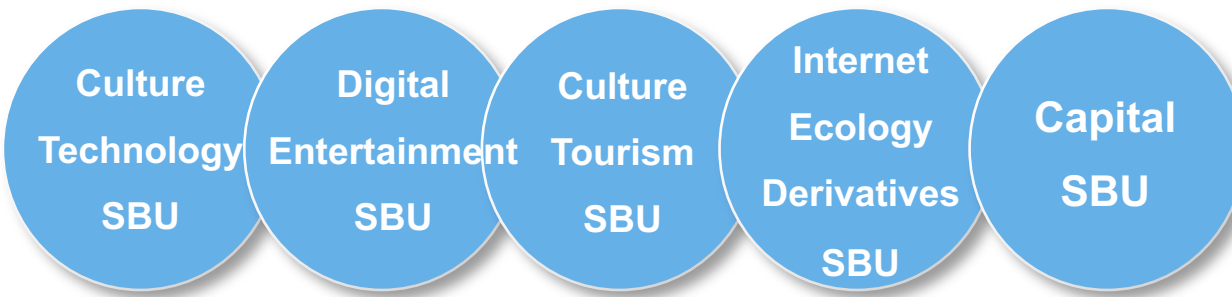
## 2.OCT Vision

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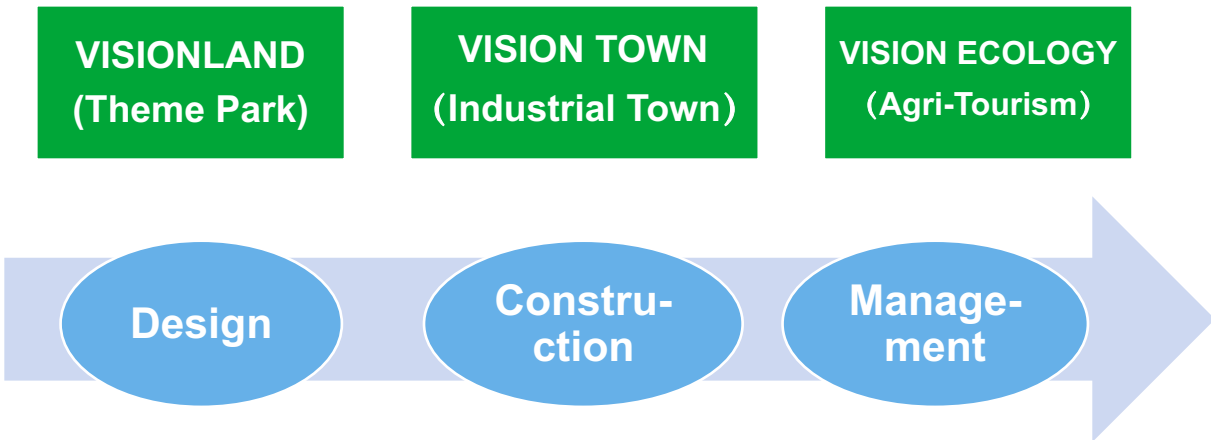
## About OCT Vision

- Digital entertainment platform and core leading enterprise of OCT Group Cultural Tourism & Technology sector.
- “Culture + Tourism + Technology” trans-border industrial development strategy.
- A whole-chain and full life-cycle solution integrator of “Designing, Construction and Management” service for mega culture tourism complex – VISIONLAND (Theme parks), VISION Town (Culture tourism industrial towns) and VISION Ecology (Ecology and rural tourism) .

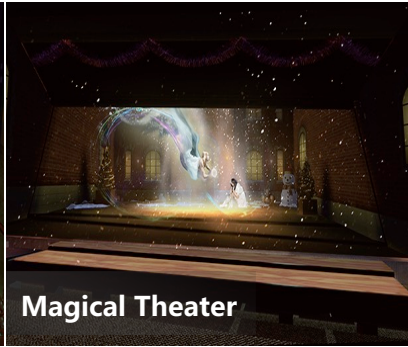
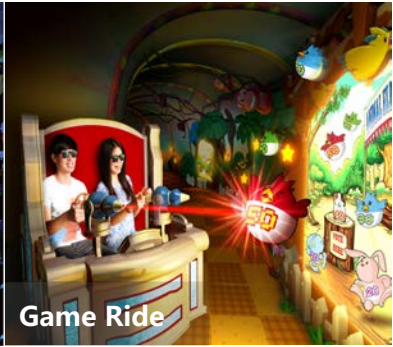
## “4+1” Strategy Business Units



## VISION Brand Chain



## Independently Developed High-tech Amusement Rides



Nearly 100 amusement ride projects completed, all over China and also Turkey, Vietnam, etc.



《大千世界》  
飞行影院  
九江大千世界梦幻乐园  
2014



《深海历险》  
环幕4D  
九江大千世界梦幻乐园  
2014



《梦回春秋》  
飞行影院  
常州淹城  
2014



《铁血春秋》  
Dark Ride  
常州淹城  
2014



《西施》  
幻影剧场  
常州淹城  
2014



《海金弯绕》  
幻影剧场  
深圳欢乐谷  
2015



《魔幻厨房》  
互动剧场  
深圳欢乐谷  
2015



《深海探秘》  
动感球幕  
深圳东部华侨城  
2015



《彩色森林》  
环幕4D  
越南芽庄  
2015



《飞跃南海》  
动感球幕  
北京欢乐谷  
2015



《飞跃南海》  
环幕4D  
越南富国岛  
2016



《疯狂农场》  
Game Ride  
北京昌平乐多港  
2016



《神话》  
360度全景天地剧场  
北京昌平乐多港  
2016



《太阳和山羊》  
灾难巨幕体验剧场  
北京昌平乐多港  
2016



《朝霞紫州》  
飞行影院  
北京昌平乐多港  
2016



《天地浩劫》  
影院球幕  
北京昌平乐多港  
2016



《飞越长江》  
动感球幕  
武汉欢乐谷  
2016



《神圣钥匙》  
环幕4D  
武汉欢乐谷  
2017



《激战千城》  
VR Game Ride  
武汉欢乐谷  
2017



《激战千城》  
Game Ride  
重庆欢乐谷  
2017



《海盜傳奇》  
幻影剧场  
重庆欢乐谷  
2017



《巴渝风情》  
幻影剧场  
重庆欢乐谷  
2017



《太阳神鸟》  
飞行影院  
柳州卡乐星球  
2017



《HELLO小镇》  
互动剧场  
柳州卡乐星球  
2017



《圣地古塔》  
影院球幕  
柳州卡乐星球  
2017



《太阳神鸟》  
巨幕3D  
柳州卡乐星球  
2017



《神话》  
360度全景天地剧场  
柳州卡乐星球  
2017



《魔术师》  
Dark Ride  
柳州卡乐星球  
2017



《美人鱼传奇》  
灾难巨幕体验剧场  
柳州卡乐星球  
2017



《快乐星球》  
环幕4D  
柳州卡乐星球  
2017



《时光飞车》  
时光飞车  
柳州卡乐星球  
2017



《疯狂巴士》  
影院球幕  
柳州卡乐星球  
2017

## Production of special films used in rides



**Into The Deep Sea**  
Dynamic Flying Theater  
Shenzhen OCT East  
2015



**Magic Kitchen**  
Interaction Talk Show  
Shenzhen Happy Valley  
2015



**Gold Romance**  
Magical Theater  
Shenzhen Happy Valley  
2015



**The Rising of Dinosaurs**  
Dark Ride  
Turkey Ankara Park  
2015



**Cat Man**  
Dark Ride  
Turkey Ankara Park  
2015



**Overflying the Aegean Sea**  
Dynamic Flying Theater  
Beijing Happy Valley  
2015



**Fate Compass**  
Floating Theater  
Liuzhou Visionland  
2017



**Holy Land Pagoda**  
Vision Drop Tower  
Liuzhou Visionland  
2017



**Adventure of The Ants**  
Scene 4D Theater  
Nha Trang  
2016



**Magic Forest**  
Scene 4D Theater  
Vietnam Nha Trang  
2016



**Dream Time Machine**  
Flying Theater  
Beijing Changping  
Fun Capital Park  
2016



**Skyline**  
Vision Drop Ride  
Beijing Changping  
Fun Capital Park  
2016



**Crazy Farm**  
Game Ride  
Beijing Changping  
Fun Capital Park  
2016



**Myth**  
360-Degree Dome  
Screen Theater  
Beijing Changping  
Fun Capital Park  
2016



**Crazy Magician**  
Dark Ride  
Liuzhou Visionland  
2017



**Time Flying**  
Time Flying  
Liuzhou Visionland  
2017

## Original works

- Original movie
- Drama Series



## Micro video online

- Animation/ Live action
- For promotion and marketing



## VISION Brand Products



### **VISIONLAND – Fifth Hi-tech Culture Experience Park of OCT**

- Scale: about 55-70 ha
- Location: suburbs, new districts of cities etc.
- Target group: focus on urban entertainment, target on teenagers and family groups.



### **VISION Town – New Generation of Culture Tourism Destination of OCT**

- Scale: 15-70ha. Customizable.
- Location: New districts of third and fourth-tier cities, suburbs etc.
- Target group: family with children, groups preferring urban leisure.



### **VISION Ecology – New Generation of Ecological Agri-tourism Complex of OCT**

- Scale: Mega size, 70-700 ha. Customizable.
- Location: Suburbs of first and second-tier cities; Areas with good natural resources and sceneries
- Target group: all groups preferring ecology recreation and healthcare vacation.

## Project Examples



**VISIONLAND  
Liuzhou**  
(opened in  
July 2017)



**VISIONLAND  
Changde**  
(open in 2019)



**VISION Town  
Zhaoqing**  
(under  
construction)

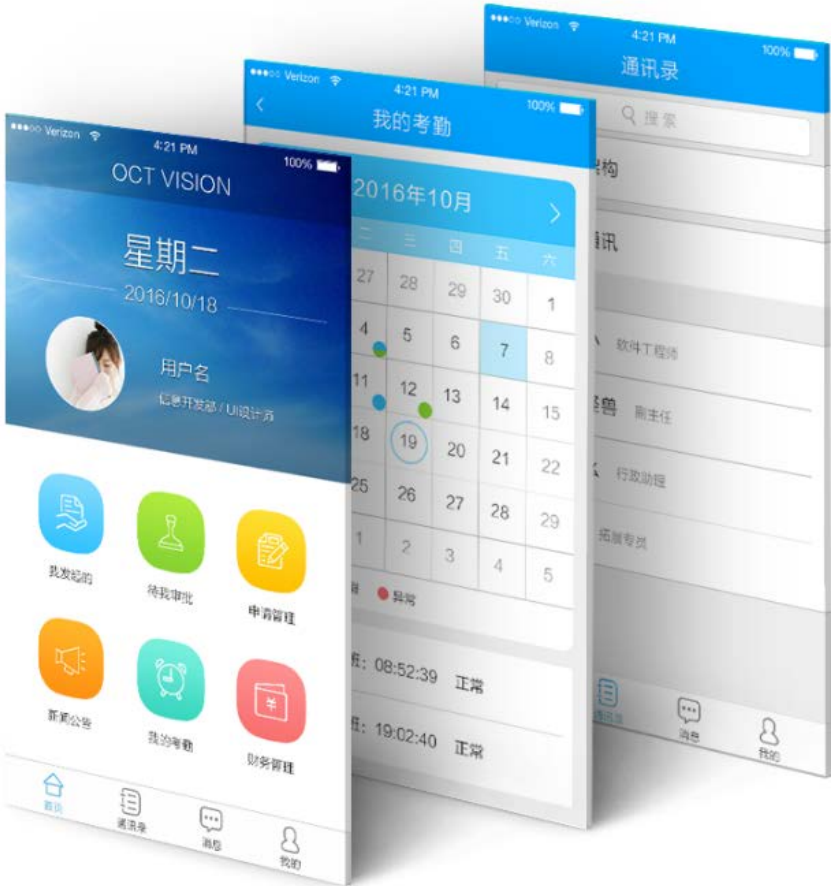


**VISION Town  
Yongzhou**  
(under  
construction)

## Park Management

### Smart Office

### Patrol System



## Tourist Service & Entertainment

VISIONLAND App, Anren Ancient Town App, Face Changing Applet, AR Monster Hunting Game ...



## 3. Q & A

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**Bin Zhao**

Chief Culture Officer



**Lee Penn Lanselle**

Chief Operation Officer

# Thank you!

OCT 華僑城 文旅科技