



FRANCHISE & PARTNERSHIP DECK

**Not a play area — a habit system.**

FROM OUR FOUNDER

## Not an investment, an invitation.

You who read this stand at the threshold not merely of an investment opportunity, but of a journey that will touch the soul of a new generation.

Cedgo was born from my son Cedkan's name. Ced = Children / EDucation. Today, the little hands shaping play-dough will tomorrow hold the pens that write a nation's laws.

For us, every branch is not a play area but a space of hope; every partner is not a dealer but a companion with whom we build the future.

*Ümit Deniz Gül*

Founder · Cedgo Family Club

[umitdenizgul.com](http://umitdenizgul.com)



## MARKET REALITY

**The market shifted. Families now want a brand that “contributes”, not one that merely “occupies”.**

**1.900 TL**

Average one-off child-entertainment  
spend per family

**70%**

...of that spend goes to one-time  
experiences

**Zero**

Customer loyalty a classic play area can  
build

**Cedgo Family Club fills exactly this gap:** with monthly membership, weekly-refreshed content and parent participation, it brings families back 2–3 times a week.



## A NEXT-GEN MODEL

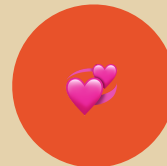
# What is Cedgo Family Club?

Far beyond a play area; an experience space where families spend quality time together, children develop, and parents feel it is “their own”.



### Purposeful Visit

Every visit is tied to an activity, theme or developmental goal — not aimless time, but contribution.



### Parent Participation

Workshops, seminars and shared games that strengthen family bonds; an ecosystem you come to together.



### Premium Cafe & Co-Work

A social space for parents too: barista coffee, comfort and work nooks steps from your child.



FROM OUR CONCEPT

## Step inside a Cedgo Family Club



PROVEN STRENGTH

# Cedgo in Numbers

You don't start from zero — you join a vast trust network growing since 2018.

**3M+**

Cumulative child visits

**1M+**

Parents bonded with the brand

**50**

Branches (across Turkey)

**340K+**

Active mobile users

**34%**

Digital-wallet penetration

*115,000+ families already pay with the Cedgo wallet — a ready customer base with an established payment habit.*

## WHAT SETS US APART

# Why is Cedgo different?



### Europe's Largest Children's Workshop Brand

A European leader by branches and registered-user data.



### Data Power = Fast Return

1M+ parent records and CRM turn local campaigns straight into subscribers.



### HQ-Driven Subscriber Acquisition

A major share of memberships is won directly by head office.



### Phygital Digital Infrastructure

A next-gen brand fully integrated with its own software, App and CRM.



### Cedgo Operations Desk

Instant support via App, WhatsApp and phone — it lifts the operator's load.



### Strong Brand Partnerships

National & international partnerships bring high recognition and extra revenue.



## PHYGITAL REVENUE MODEL

# One branch, two engines.

In classic franchising, earnings are limited to who walks in. At Cedgo, your income flows from two channels.



### Physical Revenue

- Hourly entry & drop-in visits
- Monthly / annual club memberships
- Birthday & event organizations
- Premium cafe & product sales



### Digital Ecosystem Revenue

- Cedgo Familio — “try & buy” marketplace
- Cedvento — event & stage ticketing
- SuperApp subscription & ecosystem revenue share
- Loyal, recurring payment via Cedgo Wallet

*The deeper the bundle, the higher the lifetime value (LTV) per household.*



# Multi-layered revenue from one location

1

Monthly Membership

Avg. basket 3,000–7,000 TL · strongest, most predictable line

2

Drop-in Visits

Avg. daily entry basket 450–750 TL

3

Birthday Events

Licensed themes 5,000–15,000 TL

4

Cafe Sales

Premium menu · ~350 TL per person

5

Product Sales

Licensed toys, books, textiles 200–400 TL

6

Brand Partnerships

Sponsorships, in-app campaigns, branding

7

Education Partnerships

Revenue share or leasing with nurseries

★

Subscription Core

70%+ recurring revenue



## PHYSICAL BRANCH, DIGITAL INCOME

# Every branch is also a SuperApp point.

Each Cedgo Family Club is a contact, communication and subscriber-acquisition point for the Cedgo SuperApp. On top of your physical revenue, a growing digital income is added.



### You convert physical visitors into digital subscribers

Every family at your branch meets the wallet and subscription.



### Recurring income from the subscribers you win

Household subscription: 500–2,500 TL/mo — steady, compounding digital income.



### Ecosystem revenue share

A share of Familio (marketplace), Cedvento (tickets) and wallet transactions.

*34% proven wallet penetration — the model works.*

## DİGİTAL MUSCLE

# “One mother. One phone. One platform.”

Your branch runs fully integrated with the Cedgo SuperApp’s 20 modules — from reservation to payment, e-commerce to live streaming.



### Cedgo Atölye

Reservation & check-in



### Cedgo Wallet

The ecosystem’s payment backbone



### Cedgo Familio

Try & buy marketplace



### Cedvento

Event & stage ticketing



### Cedgo Cam / Live

Watch your child live



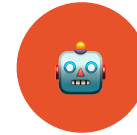
### Dadıla

Safe short-term care



### Cedgo Academy

Education & curriculum



### Cedgo AI

A smart assistant for families

FINANCIAL MODEL

Profitability projection

BASE SCENARIO · MONTHLY NET PROFIT

980.000 TL

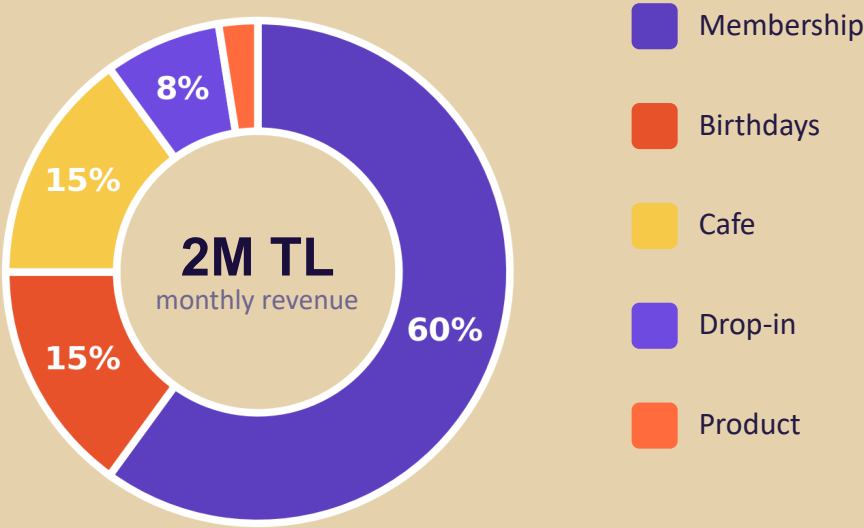
Total monthly revenue 2.000.000 TL



CAUTIOUS SCENARIO 240.000 TL

Profitable even with 40% lower revenue

MONTHLY REVENUE MIX



12–14 mo

Payback

7–12 M TL

Setup cost

45–60%

Net margin

70%+

Recurring revenue



## WORKING MODELS

# We offer you three paths.

Build it yourself, let us build it, or build it together — every path ends with the same strong brand.

1

### Build It Yourself

The keys are yours. You handle the fit-out with your own team, guided by Cedgo standards and architecture. Full independence, full support.

INDEPENDENT DEALER

2

### We Build It

No hassle at all. Cedgo teams handle fit-out, design and setup — a turnkey, ready branch.

TURNKEY

3

### Build It Together

A joint branch with Cedgo. Not a dealer but a partner; we share investment, risk and reward.

BRANCH PARTNERSHIP

## YOUR OPERATIONAL ASSURANCE

# You deliver the experience, the rest is in the system.



Location selection & feasibility analysis



Concept architecture & standard setup



Staff selection, training & curriculum (Cedgo Academy)



Central marketing, SEO & social media support



Cedgo Operations Desk — App / WhatsApp / phone



HQ-driven subscriber acquisition & CRM



## HOW IT WORKS

# From application to opening in 5 steps





**Not an investment — a LEGACY.**

*“Open a branch today; tomorrow you’re engraved in a generation’s memory.”*

We’ve won the smiles of nearly 3 million children and the trust of over 1 million parents. Now we grow that impact with you.



# If you're ready, we're ready!

*One shop can be a door to thousands of children's dreams.*

**destek@cedgo.com**

+90 543 905 01 88 · +90 850 304 77 79

**cedgofam.com**

One mother. One phone. One platform.