



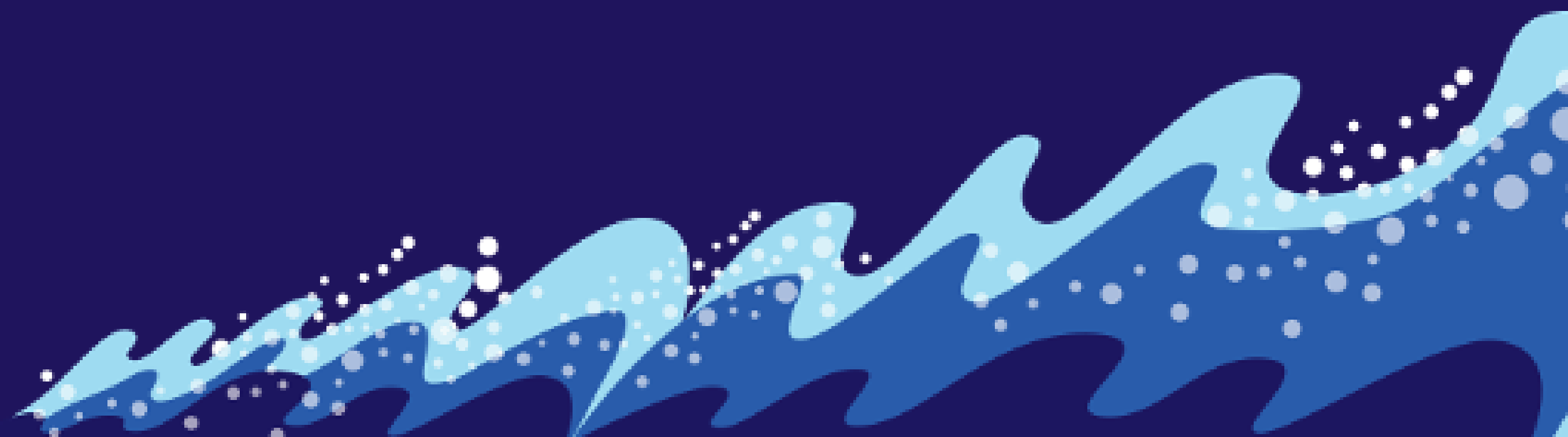
Retailer Runway

Big Blue Swim School



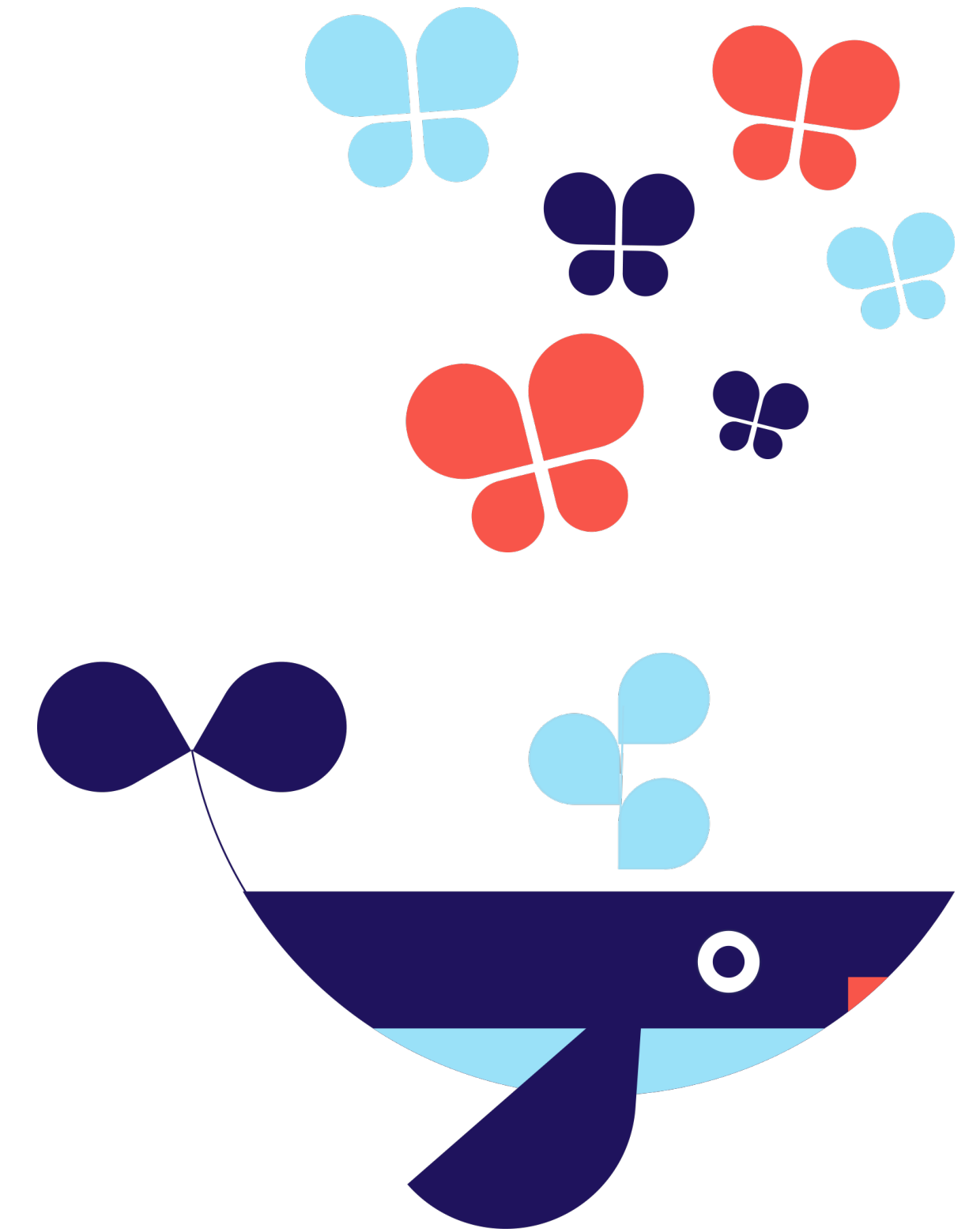


BIG BLUE SWIM SCHOOL



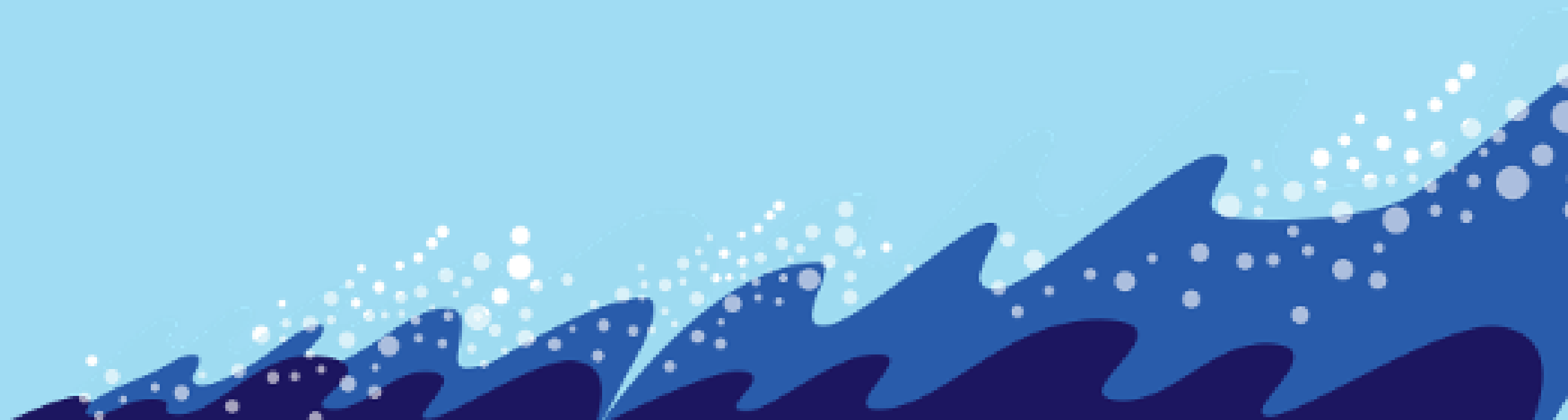
Overview

- Specializing in teaching kids ages 3 months -12 years how to become happy, confident, safer swimmers
- 40 open schools located across 17 states, with sold development rights across an additional 9 states (26 total)
- At year end 2024 there will be 43 open pools, 19 corporate locations and 24 franchised locations
- Active across 26 states with a focus on the following Midwest markets: Illinois, Wisconsin, Minnesota, Michigan, Indiana, and Missouri
- Adding approximately 15-20 locations annually, mostly franchised
- SDG Swim owns development rights in Illinois, Wisconsin, and Minnesota (Rowena Zar – Real Estate Director)





Why Big Blue?





Why Put a Big Blue in Your Property?

- Recession-proof, \$3B/year industry: Unlike restaurants, our services are not a “nice-to-have”
- Amazon-proof: unlike goods retailers, e-commerce trends have no impact on our services
- Benefit to co-tenants: ~1,000 weekly visits by families with purchasing power who often visit other stores and restaurants like the ones in your property
- 90-degree water and luxury facility ensures strong participation even in winter

Real Estate Criteria

Site Criteria

- Power centers, neighborhood/grocery centers, freestanding buildings
- Ideal co-tenants are daily needs generators
- Optimal size is 6,500 – 10,000 square feet
- 60' storefront preferred, minimum 12' ceiling clear height
- 40+ parking spaces
- Upgraded electric and dedicated water service are required







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