

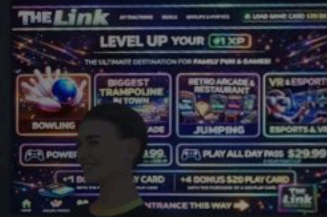


PRESENTS



Rooted in Lebanon. Open to the world.

Bringing the whole family together since 2005.



ENTER
THE
LINKVERSE

● GF reception

01 INTRODUCTION

A family place becomes a world.

Since 2005, TheLink has brought families together through food, play and shared memories.

Now, we are expanding that promise.

The World of TheLink connects hospitality, entertainment, learning and original stories across five levels, a rooftop and an outdoor destination.

Its spirit is simple:

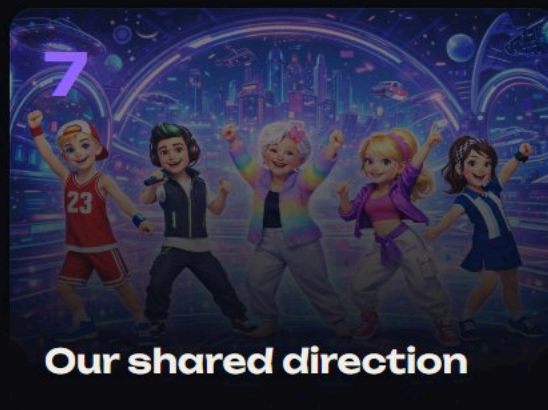
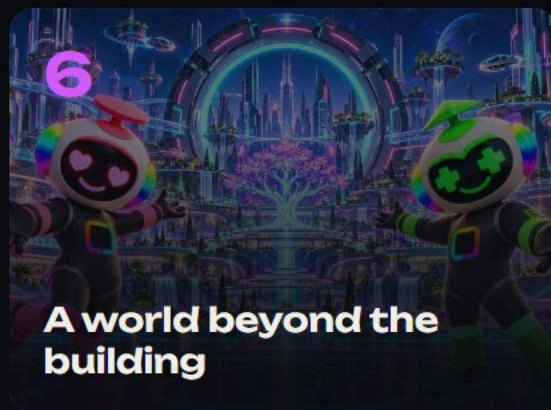
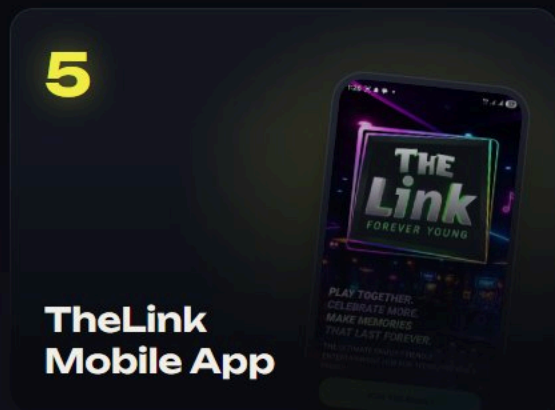
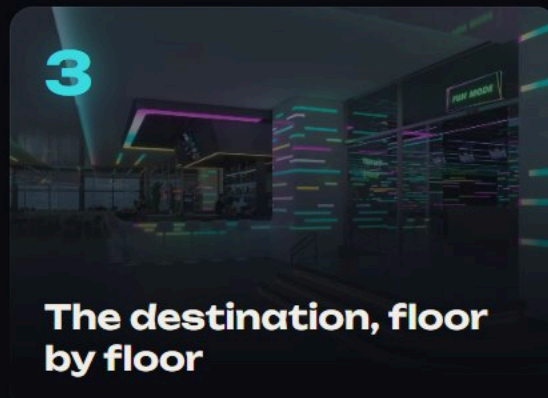
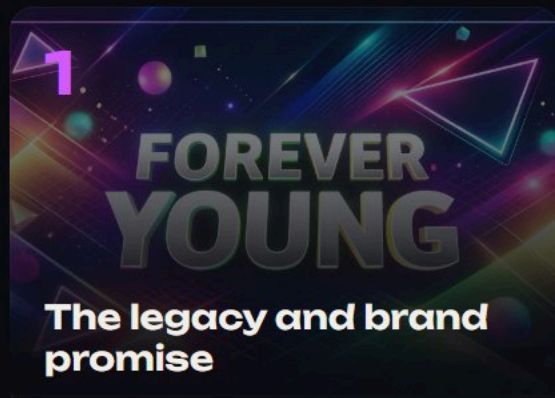
Grow in possibilities.
Stay young in curiosity.



GF • ENTRANCE

02 THE JOURNEY

Our story begins with a family —and grows into a world.



03 THE PROMISE

Everyone gets older. Curiosity has other plans.

FOREVER YOUNG is the heart of TheLink.

It means staying curious, enjoying discovery and making time to play together.

Every space, story and experience should express one promise:

The whole family belongs here.



03 THE PROMISE · IDENTITY

Our renewed modern tech identity carries the same love that has connected families since 2005.



PRIMARY LOGO

SECONDARY LOGO

SUBMARK / ICON

ROUND LOGO

SOCIAL MEDIA ROUND

USAGE EXAMPLES

ALTERNATIVE LOGO

HORIZONTAL LOCKUP

SOCIAL MEDIA ICONS

APP ICON

ALTERNATIVE ROUND LOGO

SUBMARK (ROUND ICON)

MONOCHROME VERSION

COLOR PALETTE

GRADIENT

TYPOGRAPHY

THE LINK | FOREVER YOUNG

BOLD, MODERN, YOUTHFUL | CLEAN, WIDE, ENERGETIC

04 WHERE THE STORY BEGINS

Teta had an idea. Naturally, it got out of hand.

Our story opens with **Teta Arzé**: a Lebanese grandmother, inventor and keeper of family memories.

Inspired by Phoenician heritage and the knowledge passed between generations, she brings old stories into new possibilities.

Her grandchildren bring questions. Linky and Linko bring technology.

**What began as a family story
becomes a place everyone can enter.**

**Teta Arzé**

GRANDMOTHER · INVENTOR

**Teta Arzé**

EXPLORER

05 MEET THE FAMILY

Seven characters. Endless “what ifs.”



Teta Arzé
THE INVENTOR



Linky
BOT



Linko
BOT



Micho
GRANDCHILD



Cissko Jr
GRANDCHILD



Sofi
GRANDCHILD



Sasha
GRANDCHILD

Teta Arzé

Our connection to roots, invention and hospitality.

Linky & Linko

Two bots bringing playful technology into the adventure.

Micho, Cissko Jr, Sofi & Sasha

Four grandchildren exploring what the next generation can imagine.

The Arzzon Mascot

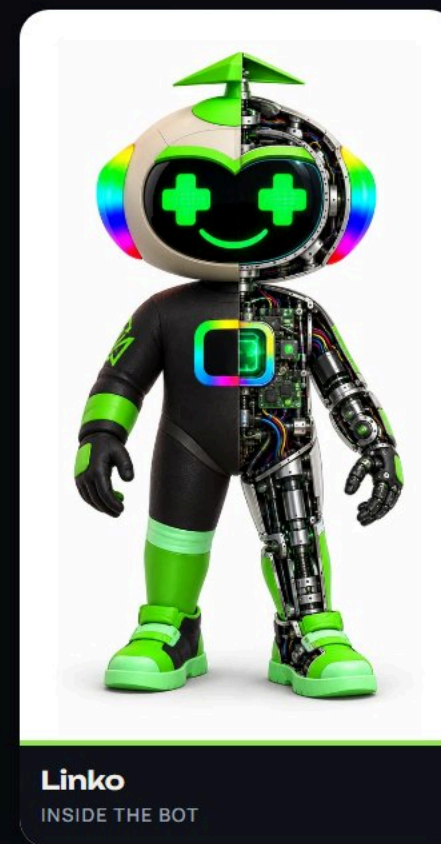
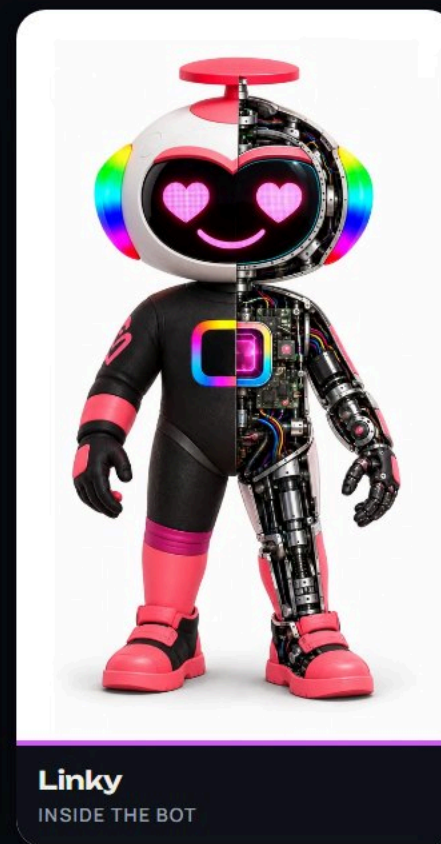


A separate ambassador for players, creators and future champions.

Their relationships give us a foundation for stories, games, attractions and experiences that can keep growing.

05 MEET THE FAMILY · LINKY & LINKO

Two bots bringing playful technology into the adventure.



05 MEET THE FAMILY · THE GRANDCHILDREN

Four grandchildren exploring what the next generation can imagine.



MICHO



CISSKO JR



SOFI



SASHA

05 MEET THE FAMILY · STORY WORLD

Together, they open the door to a world of inventions, adventures and discoveries.



06 ONE WORLD, MANY DOORS

Choose your adventure. Meet again for dinner.

Each part of TheLink offers a different way to belong.

Together, they create a destination families can experience at their own pace.

Select a level to visit it.

+1

Rooftop Restaurant

Return to our roots through food

**GF**

The Link

Play, dine and gather

**-1**

The Link City

Relax, connect and celebrate

**-2**

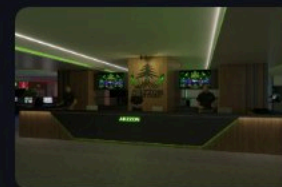
The Linkverse

Explore, move and discover

**-3**

Arzzon

Train, compete, build and create



Outdoors

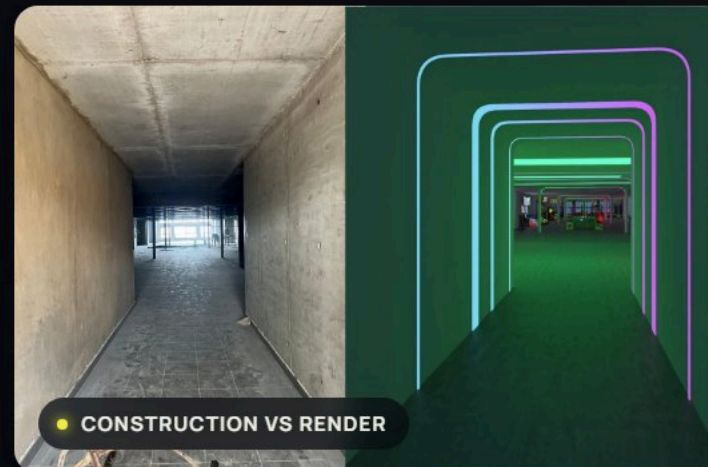
Adventure with room to breathe

BRIDGE · -2

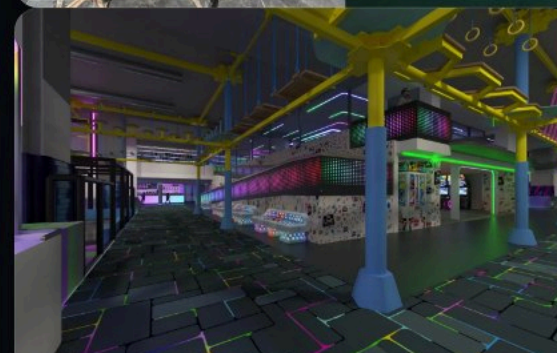
CONSTRUCTION SITE

Every world starts as a building site.

The new home of TheLink, level by level.



CONSTRUCTION VS RENDER



GF The Link

07 GROUND FLOOR: THE LINK

The family's meeting point.

The ground floor combines high-end international dining, social entertainment and live events.

**A place to come for one activity
—and discover several more.**

07 GROUND FLOOR · SIGNATURE EXPERIENCES

13

interactive bowling lanes

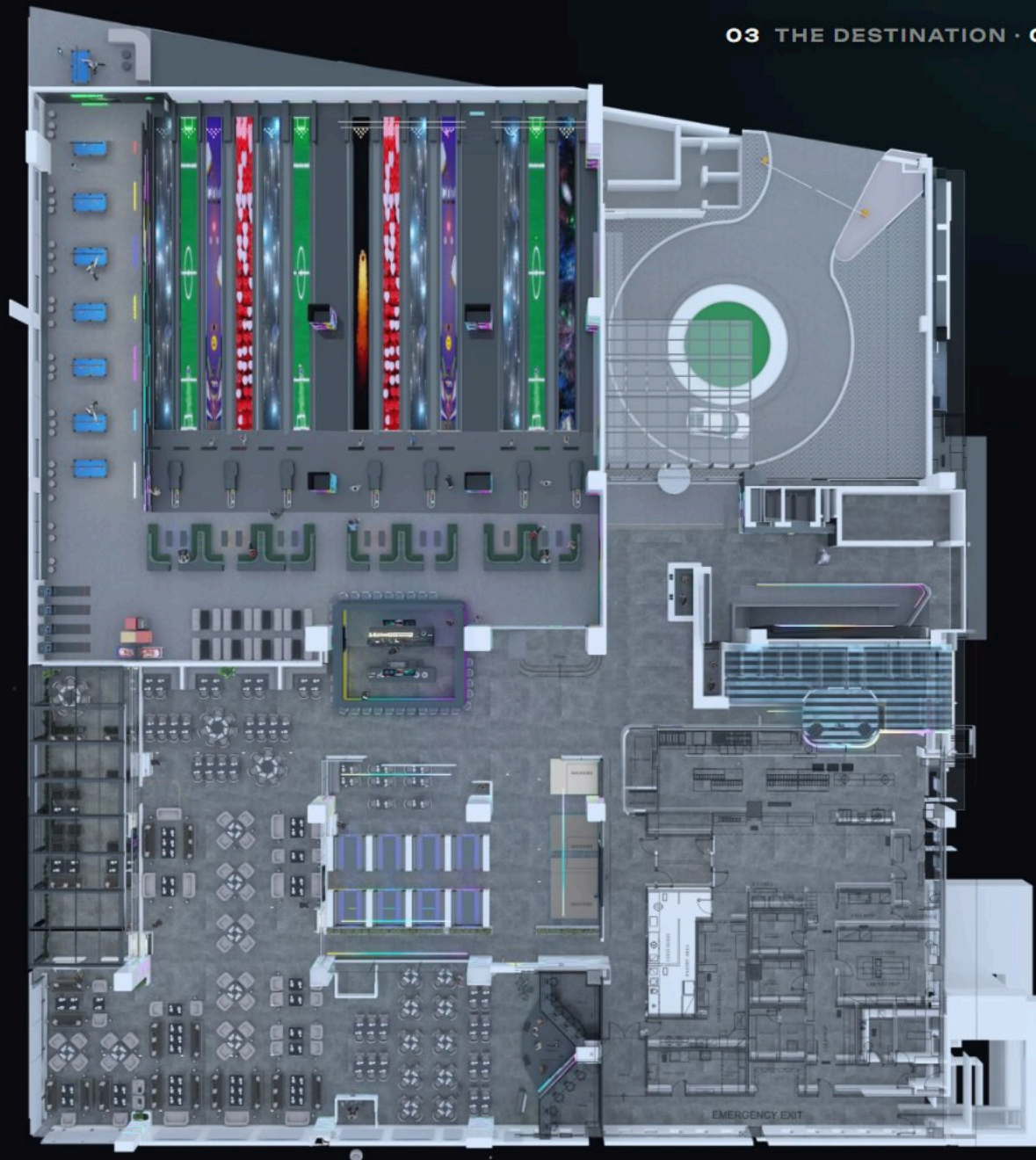
7

eight-ball tables

4

darts stations

- ◆ **13 interactive bowling lanes** with custom futuristic ball-return designs.
- ◆ **Seven eight-ball tables**, a private VIP table room and **four darts stations**.
- ◆ Retro arcade games and a compact family VR area.
- ◆ A restaurant, lounge and central drinks and mocktail bar.
- ◆ Dedicated smoking and non-smoking areas.
- ◆ A flexible space for performances, celebrations and esports tournaments.



GF · THE LINK · PLAY

13 interactive bowling lanes with custom futuristic ball-return designs.

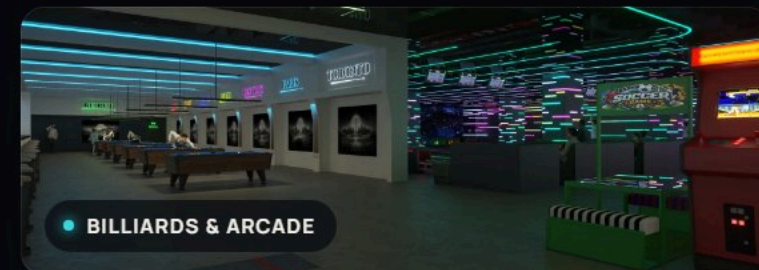


● BOWLING LANES

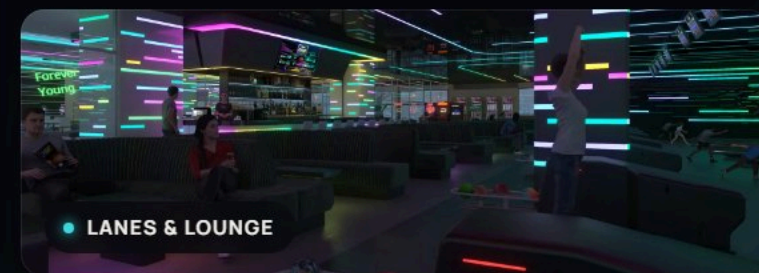
Seven eight-ball tables, a private VIP table room and four darts stations.



● EIGHT-BALL TABLES



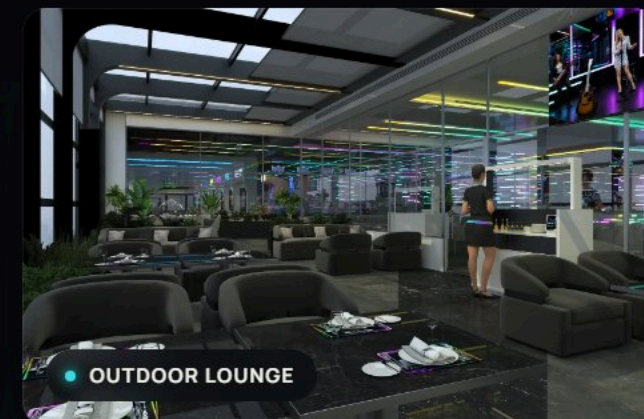
● BILLIARDS & ARCADE



● LANES & LOUNGE

A restaurant, lounge and central drinks and mocktail bar.

Dedicated smoking and non-smoking areas.



GF · THE LINK · GATHER

A flexible space for performances, celebrations and esports tournaments.

Built-in cameras and a directing station support event production and memorable moments.



GF · THE LINK · 360°

The Link in 360°

Now viewing: Reception



VIEW 1 / 3

Front

GF · THE LINK · 360°

The Link in 360°

Now viewing: Reception



VIEW 2 / 3
Turn right 120°

The Link in 360°

Now viewing: Reception



VIEW 3 / 3

Turn left 120°

GF · THE LINK · 360°

The Link in 360°

Now viewing: **Billiards**



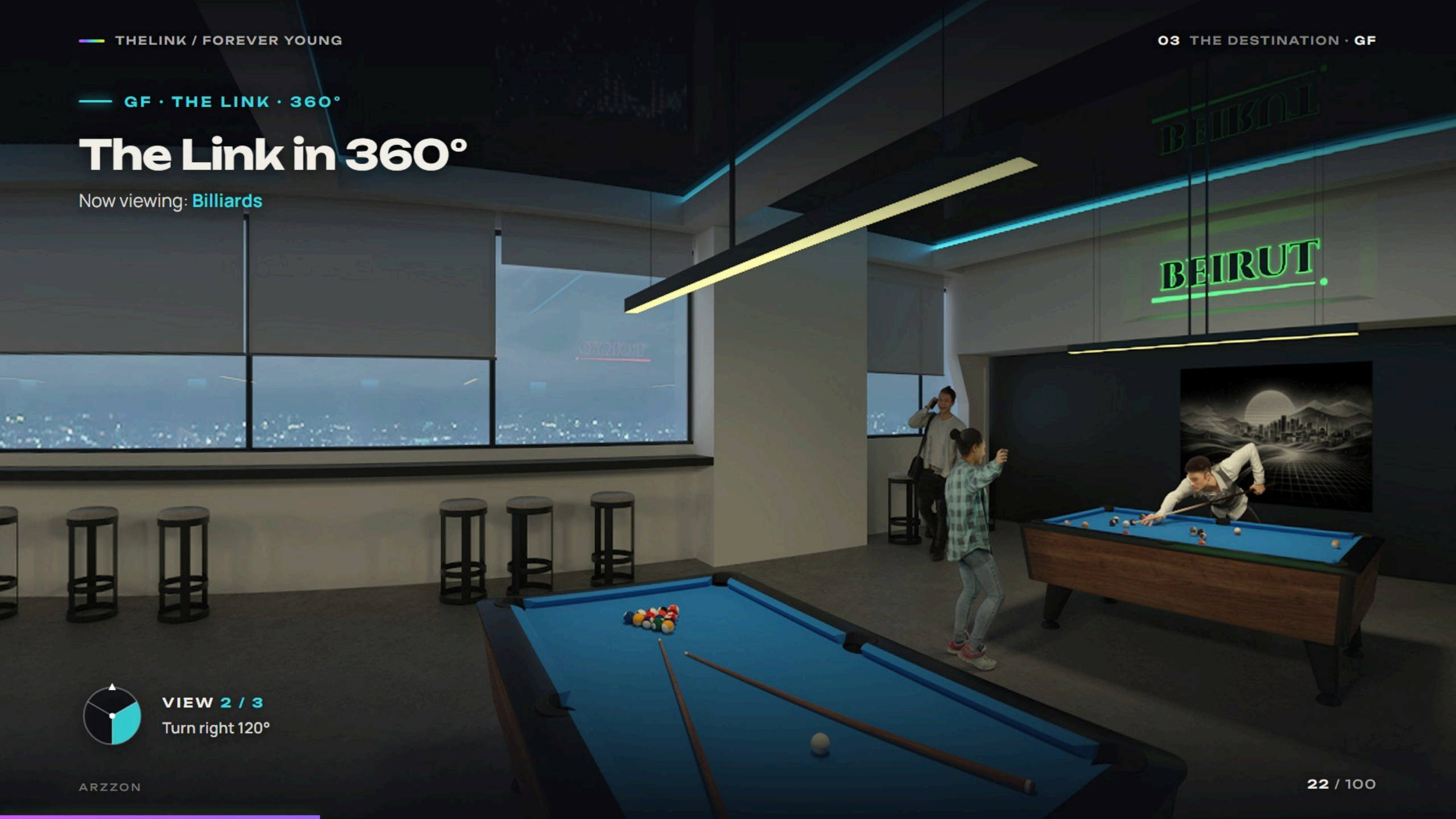
VIEW 1 / 3

Front

GF · THE LINK · 360°

The Link in 360°

Now viewing: **Billiards**



VIEW 2 / 3
Turn right 120°

The Link in 360°

Now viewing: Billiards

TOKYO

VIP
ROOM



VIEW 3 / 3

Turn left 120°

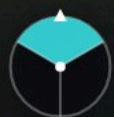


GF · THE LINK · 360°

The Link in 360°

Now viewing: Arcade & games

ONTO



VIEW 1 / 3

Front

GF · THE LINK · 360°

The Link in 360°

Now viewing: **Arcade & games**



VIEW 2 / 3
Turn right 120°

GF · THE LINK · 360°

The Link in 360°

Now viewing: Arcade & games



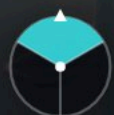
VIEW 3 / 3

Turn left 120°

GF · THE LINK · 360°

The Link in 360°

Now viewing: Bar & lounge



VIEW 1 / 3

Front

GF · THE LINK · 360°

The Link in 360°

Now viewing: Bar & lounge



VIEW 2 / 3
Turn right 120°

GF · THE LINK · 360°

The Link in 360°

Now viewing: Bar & lounge



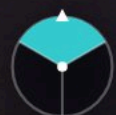
VIEW 3 / 3

Turn left 120°

GF · THE LINK · 360°

The Link in 360°

Now viewing: **Chill lounge**



VIEW 1 / 3

Front

GF · THE LINK · 360°

The Link in 360°

Now viewing: Chill lounge



VIEW 2 / 3
Turn right 120°

GF · THE LINK · 360°

The Link in 360°

Now viewing: Chill lounge



VIEW 3 / 3

Turn left 120°

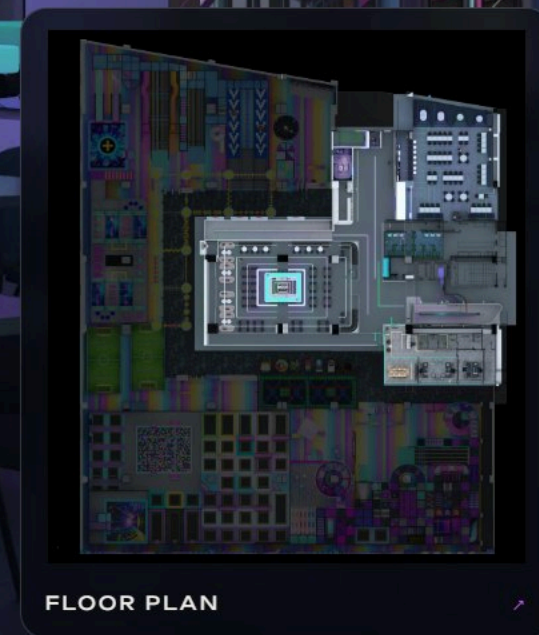
-1 The Link City

08 THE LINK CITY MEZZANINE

**Parents recharge.
Children remain
fully charged.**

The mezzanine keeps families connected through a central lounge, bar and views toward surrounding activities.

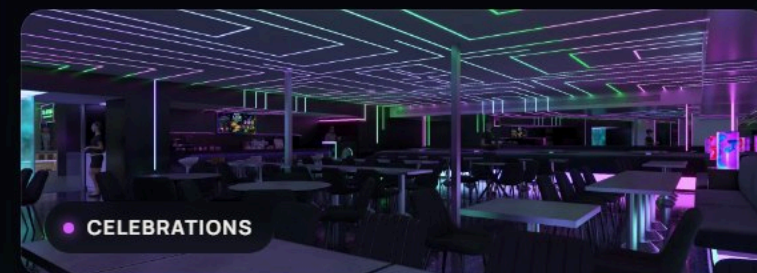
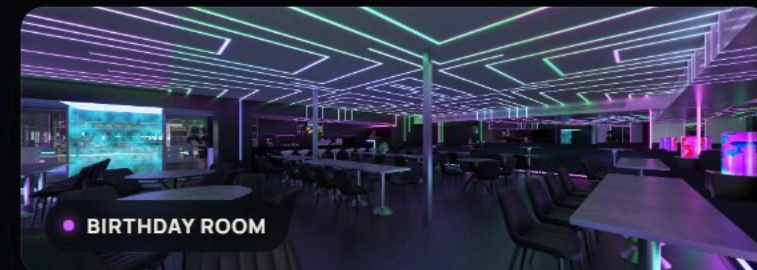
**The design balances excitement
with comfortable places to pause.**



FLOOR PLAN

-1 · THE LINK CITY · THE NODE

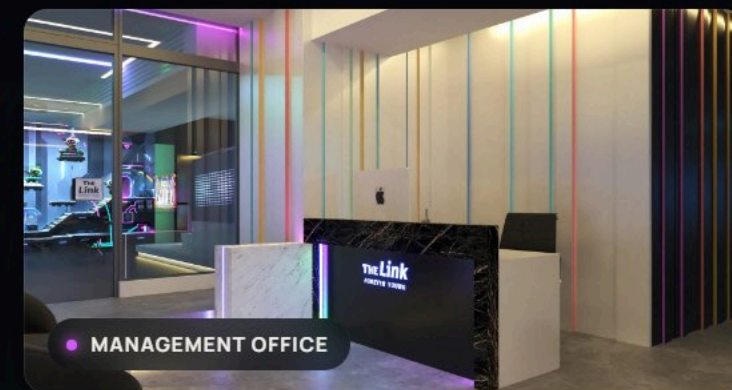
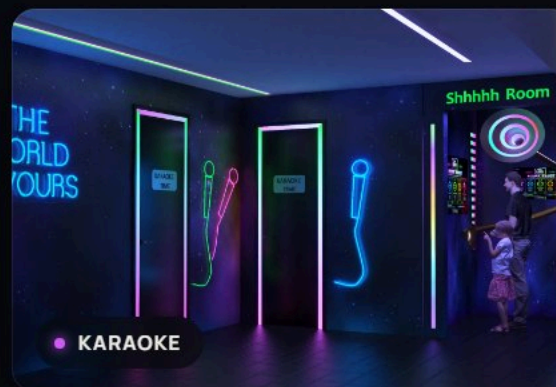
The Node brings music, lighting and alcohol-free party energy to birthdays and celebrations.



-1 · THE LINK CITY · EXPRESS & EXPLORE

Karaoke, the screaming room and the buzz-wire wall add different forms of expression and challenge.

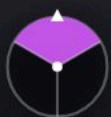
A merchandise corner lets guests take a piece of the world home, while the management office supports daily operations.



-1 · THE LINK CITY · 360°

The Link City in 360°

Now viewing: Merchandise corner



VIEW 1 / 3

Front

-1 · THE LINK CITY · 360°

The Link City in 360°

Now viewing: Merchandise corner

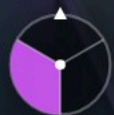


VIEW 2 / 3
Turn right 120°

-1 · THE LINK CITY · 360°

The Link City in 360°

Now viewing: Merchandise corner



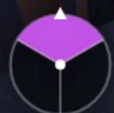
VIEW 3 / 3

Turn left 120°

-1 · THE LINK CITY · 360°

The Link City in 360°

Now viewing: **The Node**



VIEW 1 / 3

Front

-1 · THE LINK CITY · 360°

The Link City in 360°

Now viewing: **The Node**

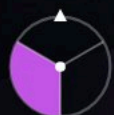


VIEW 2 / 3
Turn right 120°

-1 · THE LINK CITY · 360°

The Link City in 360°

Now viewing: **The Node**



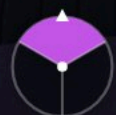
VIEW 3 / 3

Turn left 120°

-1 · THE LINK CITY · 360°

The Link City in 360°

Now viewing: The Node · bar



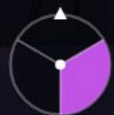
VIEW 1 / 3

Front

-1 · THE LINK CITY · 360°

The Link City in 360°

Now viewing: **The Node - bar**



VIEW 2 / 3

Turn right 120°

-1 · THE LINK CITY · 360°

The Link City in 360°

Now viewing: The Node · bar



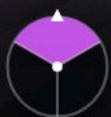
VIEW 3 / 3

Turn left 120°

-1 · THE LINK CITY · 360°

The Link City in 360°

Now viewing: Lounge



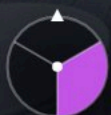
VIEW 1 / 3

Front

-1 · THE LINK CITY · 360°

The Link City in 360°

Now viewing: Lounge

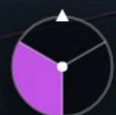


VIEW 2 / 3
Turn right 120°

-1 · THE LINK CITY · 360°

The Link City in 360°

Now viewing: Lounge



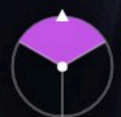
VIEW 3 / 3

Turn left 120°

-1 · THE LINK CITY · 360°

The Link City in 360°

Now viewing: Lounge & views



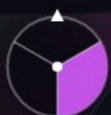
VIEW 1 / 3

Front

-1 · THE LINK CITY · 360°

The Link City in 360°

Now viewing: Lounge & views

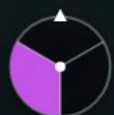


VIEW 2 / 3
Turn right 120°

-1 · THE LINK CITY · 360°

The Link City in 360°

Now viewing: Lounge & views



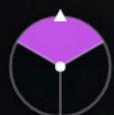
VIEW 3 / 3

Turn left 120°

-1 · THE LINK CITY · 360°

The Link City in 360°

Now viewing: Central lounge



VIEW 1 / 3

Front

-1 · THE LINK CITY · 360°

The Link City in 360°

Now viewing: Central lounge



VIEW 2 / 3

Turn right 120°

-1 · THE LINK CITY · 360°

The Link City in 360°

Now viewing: Central lounge



VIEW 3 / 3

Turn left 120°

-1 · THE LINK CITY · 360°

The Link City in 360°

Now viewing: Bar & dining



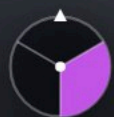
VIEW 1 / 3

Front

-1 · THE LINK CITY · 360°

The Link City in 360°

Now viewing: Bar & dining



VIEW 2 / 3
Turn right 120°

-1 · THE LINK CITY · 360°

The Link City in 360°

Now viewing: Bar & dining



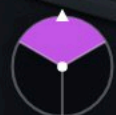
VIEW 3 / 3

Turn left 120°

-1 · THE LINK CITY · 360°

The Link City in 360°

Now viewing: [Shop & lounge](#)



VIEW 1 / 3

Front

The Link City in 360°

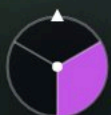
Now viewing: **Shop & lounge**

The JOY Link
TAKE A PECK OFF THE STORY HOME

THE
WORLD
IS YOURS

Shhhhh Room

Fresh Start



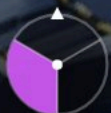
VIEW 2 / 3

Turn right 120°

-1 · THE LINK CITY · 360°

The Link City in 360°

Now viewing: [Shop & lounge](#)



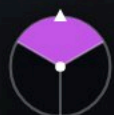
VIEW 3 / 3

Turn left 120°

-1 · THE LINK CITY · 360°

The Link City in 360°

Now viewing: **Game wall**



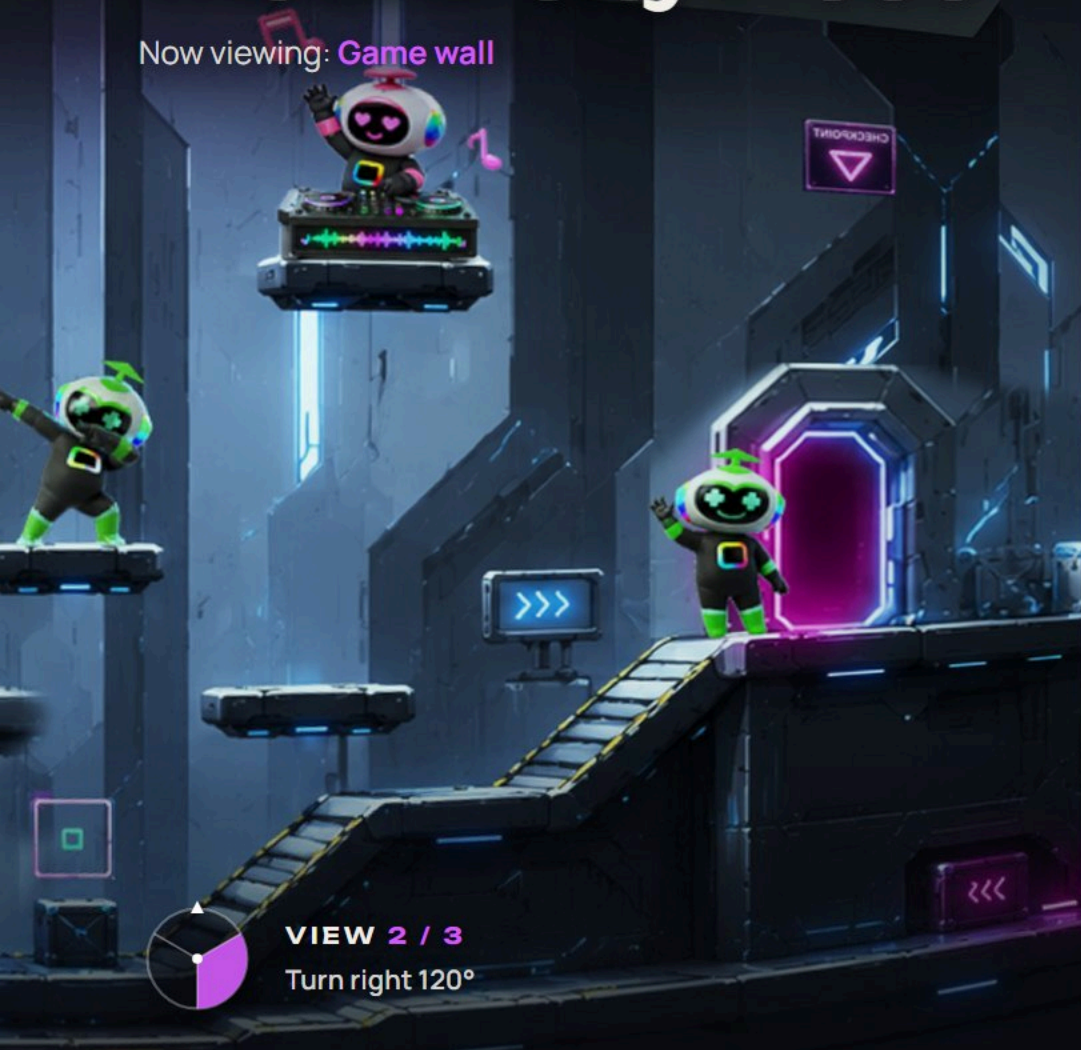
VIEW 1 / 3

Front

-1 · THE LINK CITY · 360°

The Link City in 360°

Now viewing: Game wall



-1 · THE LINK CITY · 360°

The Link City in 360°

Now viewing: **Game wall**



VIEW 3 / 3

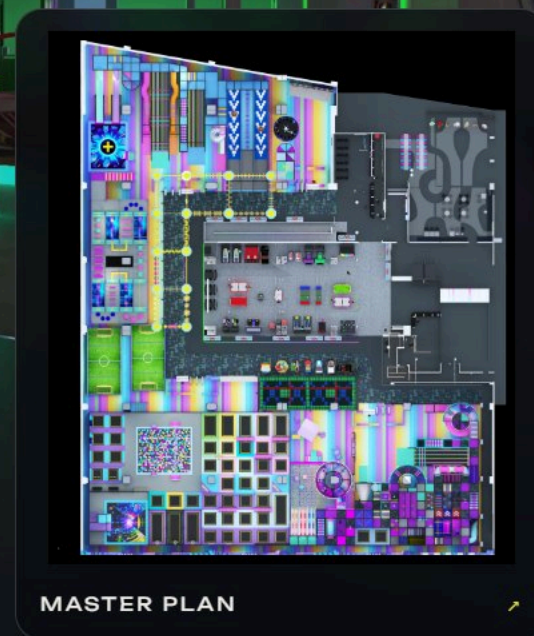
Turn left 120°

-2 The Linkverse

09 THE LINKVERSE

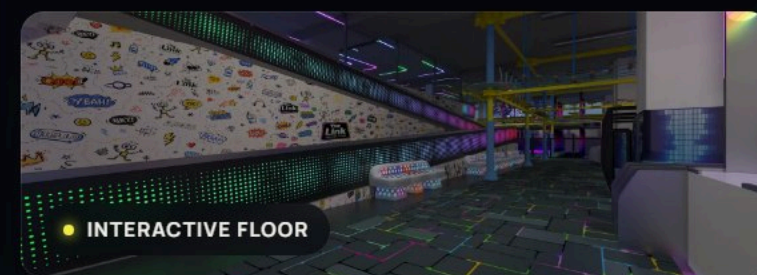
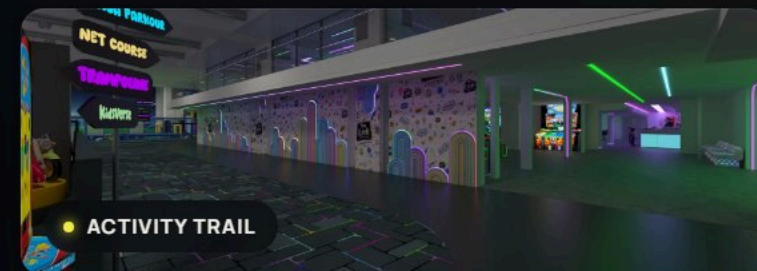
Big adventures for small explorers.

Approximately **2,000 m² of playground space** brings together trampolines, soft play and active discovery.



— -2 · THE LINKVERSE · PLAY

Interactive walls and floors connect movement with imagination.



— -2 · THE LINKVERSE · THEATER

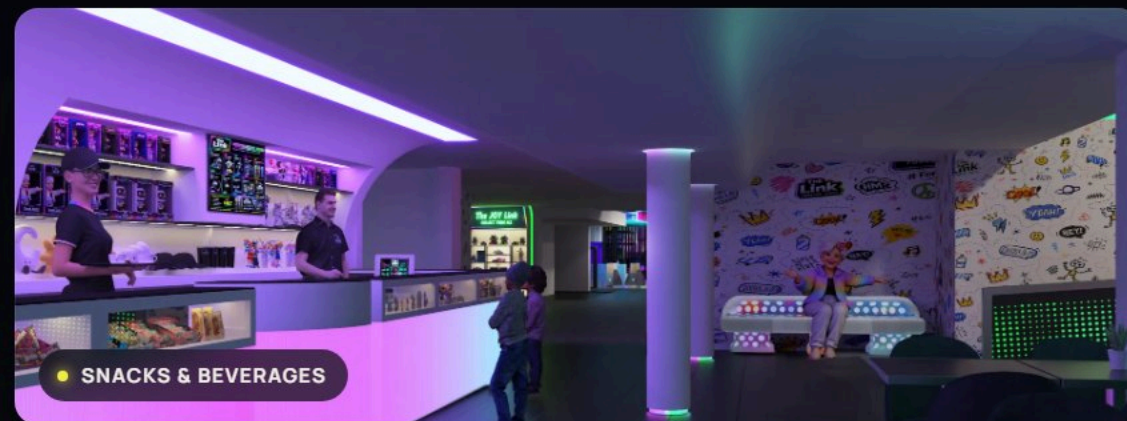
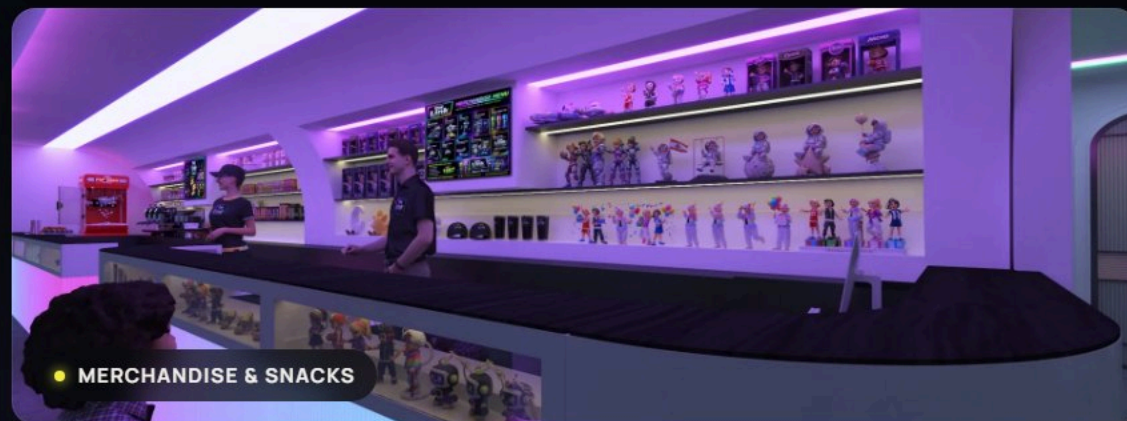
A 360° projection-mapping theater transforms birthdays into themed adventures shaped by our characters and stories.

Every celebration can open a different world.



— -2 · THE LINKVERSE · AT ITS CENTER

At its center: arcades for different ages, kiddie rides, snacks and beverages.



— -2 · THE LINKVERSE · 360°

The Linkverse in 360°

Now viewing: **Play structure**



ARZZON

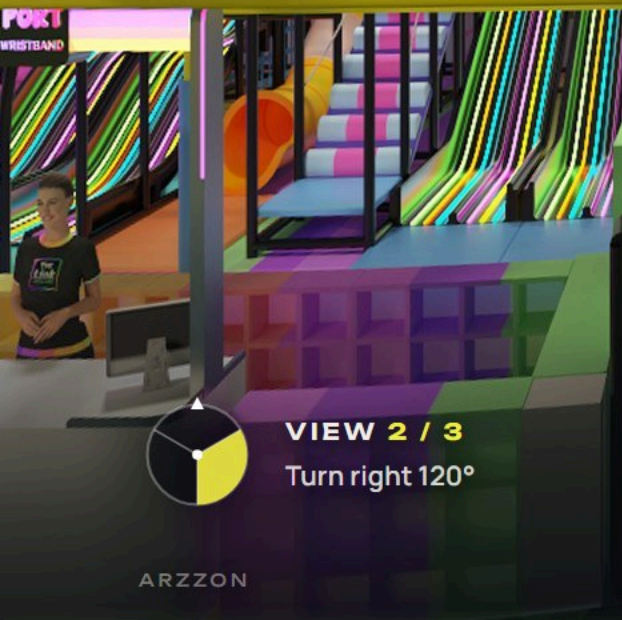
VIEW 1 / 3

Front

-2 · THE LINKVERSE · 360°

The Linkverse in 360°

Now viewing: Play structure



VIEW 2 / 3

Turn right 120°

— -2 · THE LINKVERSE · 360°

The Linkverse in 360°

Now viewing: **Play structure**



VIEW 3 / 3

Turn left 120°

— -2 · THE LINKVERSE · 360°

The Linkverse in 360°

Now viewing: **Play Port**



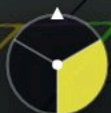
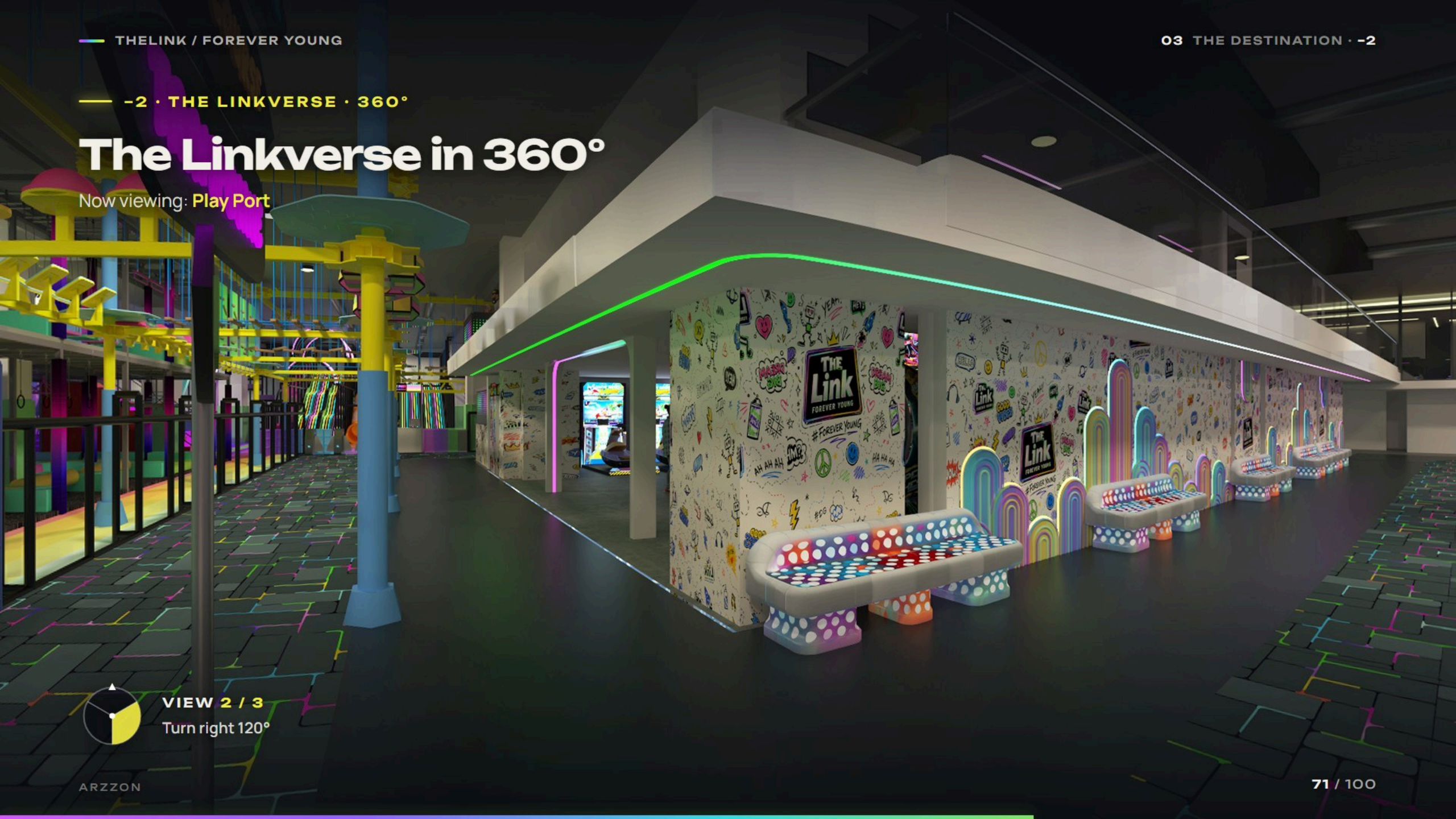
VIEW 1 / 3

Front

-2 · THE LINKVERSE · 360°

The Linkverse in 360°

Now viewing: Play Port

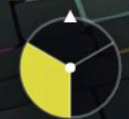


VIEW 2 / 3
Turn right 120°

-2 · THE LINKVERSE · 360°

The Linkverse in 360°

Now viewing: **Play Port**



VIEW 3 / 3

Turn left 120°

PLAY PORT
TICKETS & WRISTBAND

— -2 · THE LINKVERSE · 360°

The Linkverse in 360°

Now viewing: **Arcade arch**



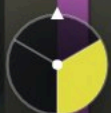
VIEW 1 / 3

Front

-2 · THE LINKVERSE · 360°

The Linkverse in 360°

Now viewing: **Arcade arch**



VIEW 2 / 3

Turn right 120°

-2 · THE LINKVERSE · 360°

The Linkverse in 360°

Now viewing: **Arcade arch**

VIEW 3 / 3

Turn left 120°

-2 · THE LINKVERSE · 360°

The Linkverse in 360°

Now viewing: Activity trail

NINJA PARKOUR

NET COURSE

TRAMPOLINE

KidsVerse



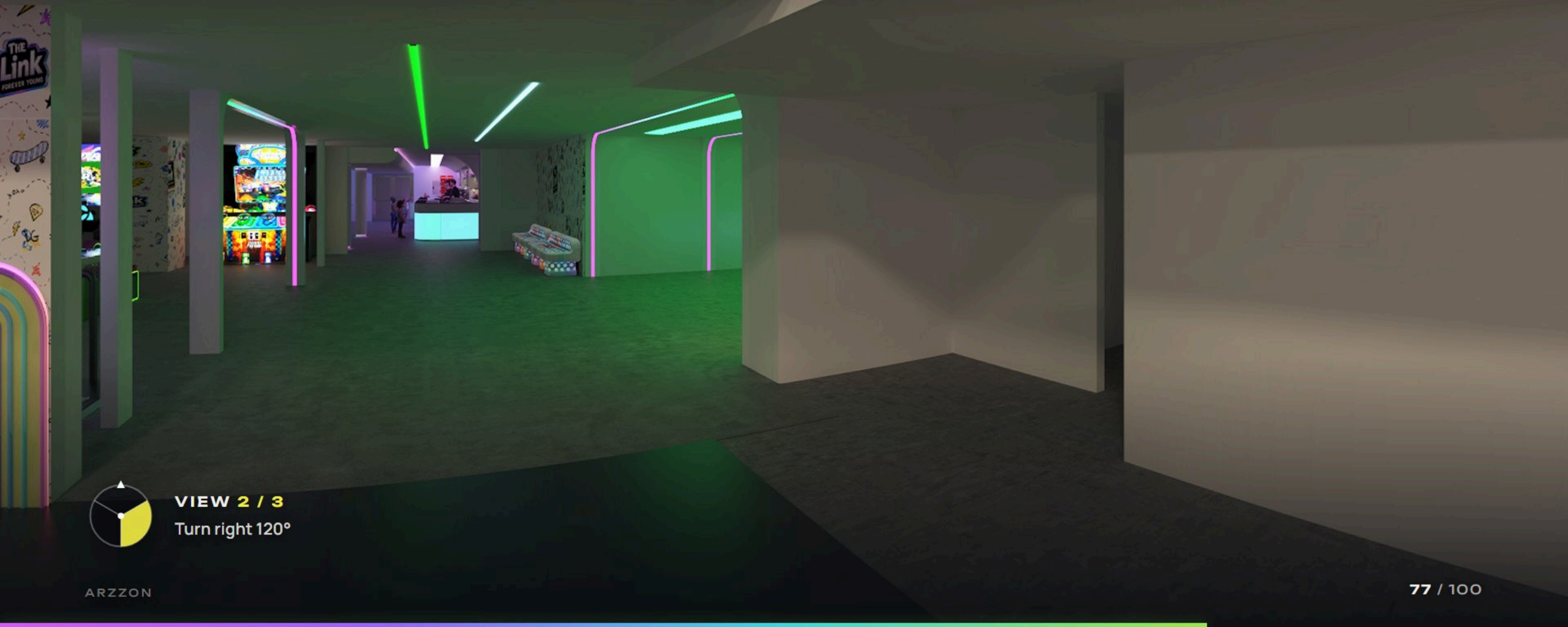
VIEW 1 / 3

Front

— -2 · THE LINKVERSE · 360°

The Linkverse in 360°

Now viewing: **Activity trail**



VIEW 2 / 3

Turn right 120°

— -2 · THE LINKVERSE · 360°

The Linkverse in 360°

Now viewing: **Activity trail**



VIEW 3 / 3

Turn left 120°

— -2 · THE LINKVERSE · 360°

The Linkverse in 360°

Now viewing: **Bridge entrance**

the JOY Link
COLLECT THEM ALL



VIEW 1 / 3

Front

— -2 · THE LINKVERSE · 360°

The Linkverse in 360°

Now viewing: **Bridge entrance**



VIEW 2 / 3

Turn right 120°

-2 · THE LINKVERSE · 360°

The Linkverse in 360°

Now viewing: Bridge entrance



VIEW 3 / 3

Turn left 120°

-3 Arzzon



10 ARZZON

Play the game. Then learn to build it.

Arzzon connects esports, education and immersive entertainment.

**Curiosity brings them in.
Progress brings them back.**



10 ARZZON · TRAIN & COMPETE

Four team training rooms support classes of five players, with a coach and assistant coach.

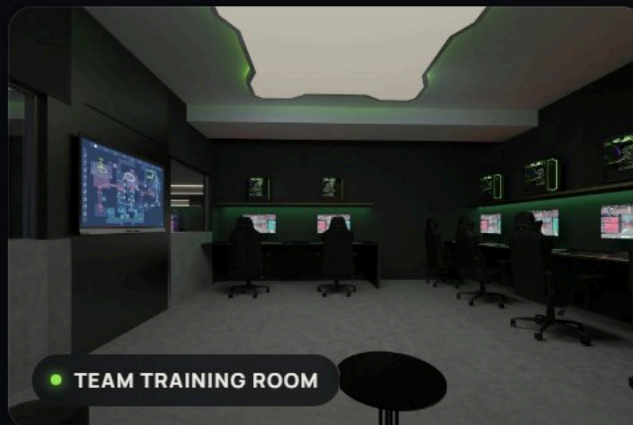
Programs develop game sense, mechanics, teamwork and competitive skills.

Monthly tournaments, a stage, mobile gaming and smoking gaming lounges, memberships and a room with three PlayStation consoles build the community around that training.

Our ambition is to develop talent in Lebanon and create pathways toward regional and international opportunities.

4

team training rooms



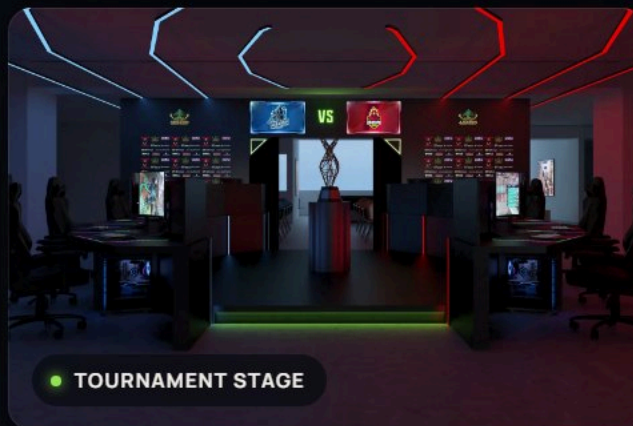
5

players per class + coach & assistant



3

PlayStation consoles



10 ARZZON · MASCOTS

The Arzzon mascots

A separate ambassador for players, creators and future champions.



11 LEARNING THROUGH CREATION

“I made this” is a powerful sentence.

Two coding and programming rooms support game development and practical digital learning.

A build-your-PC room and store connect students with the technology behind the screen.

Robotics courses follow a complete journey:



Our proposed Transformers Game course adds another route into creative learning.

At the annual showcase, students see their projects come alive—and share what they have built.

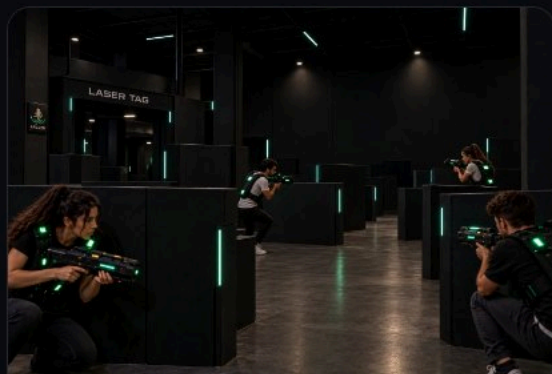


Robotics
FROM SKETCH TO WORKING BOT

12 ARZZON ATTRACTIONS

Different skills. Same competitive spark.

The immersive program includes:



800 m²

An 800 m² laser tag + VR hybrid arena.



Free-room

A dedicated free-room VR room.



6

Six racing simulators for structured competition.



Mission Room

An Arzzon Mission Room with multiple challenges and a final score.



Solo and duo coaching spaces, a streaming room, and commentary and guest facilities support performance and production.

From a first attempt to a personal best, every experience gives players something to work toward.

13 ARZZON CREATIVE STUDIO

We create the worlds people play in.

Arzzon Studio is the creation engine behind TheLink's expanding universe.

We develop **VR, mobile and other game formats across different genres**, using our characters, stories and environments as foundations for original experiences.

Our capabilities connect:

01 Game design and development

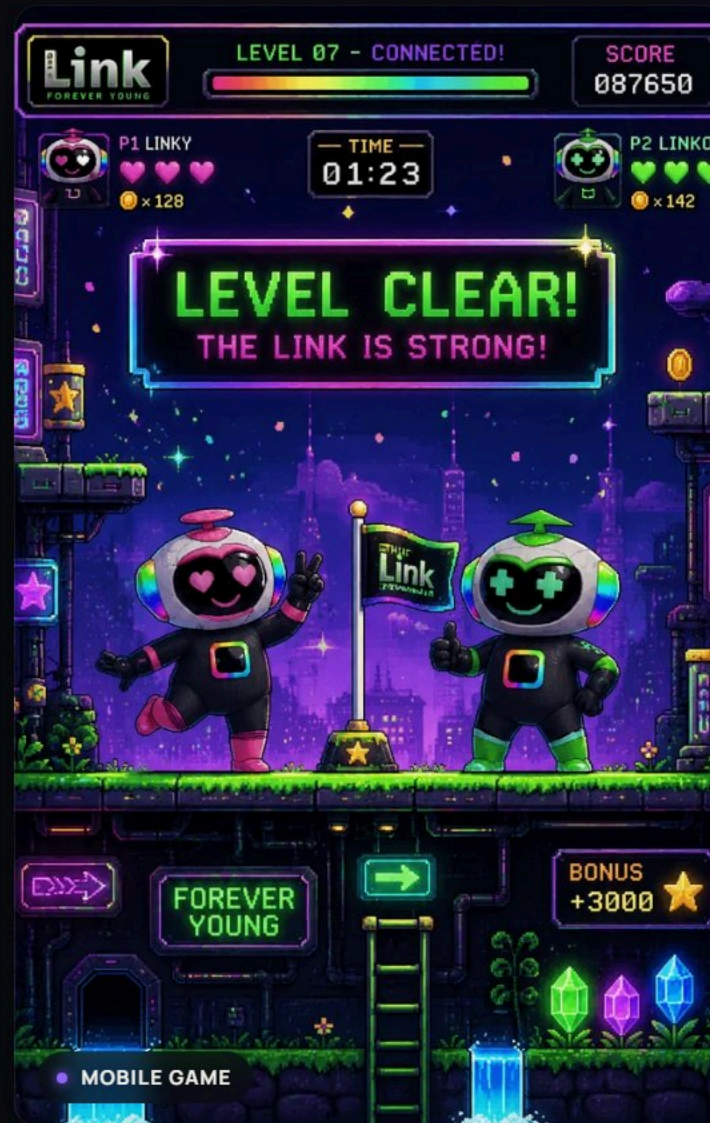
02 VR/XR experiences and applications

03 Branding, mascots and world building

04 Entertainment and interior experience design

05 Architectural visualization

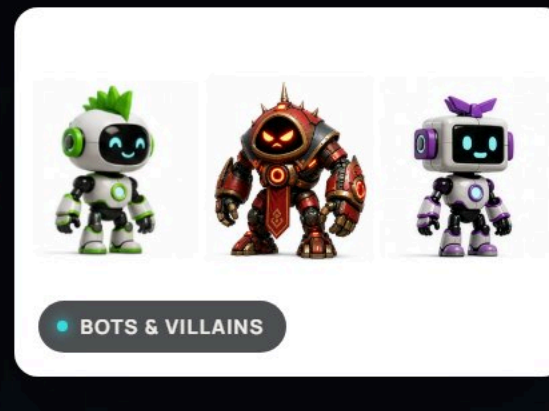
06 Animation, video and digital production



13 ARZZON CREATIVE STUDIO · PLAYABLE WORLDS

One story can become many playable possibilities.

The same world can inspire a family adventure, a racing game, a cooperative VR mission, a mobile challenge or an educational experience.



14 FROM STORY TO SCREEN TO SPACE

A character should have somewhere to go.

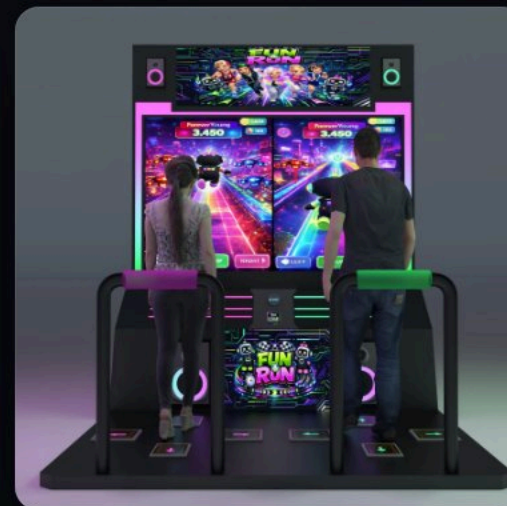
Our creative process connects the world across formats:



01 Characters & stories



02 Games & media



03 Physical experiences



04 New adventures

A mission introduced in a mobile game could inspire an attraction. A birthday adventure could become a VR experience. A familiar character could guide guests through both.

Each format should offer an experience suited to its audience and setting. This gives us room to develop original games, attractions, animation, collectibles and future collaborations **within one recognizable universe.**

15 ROOFTOP: TETA ARZÉ

Some roots are best remembered around a table.

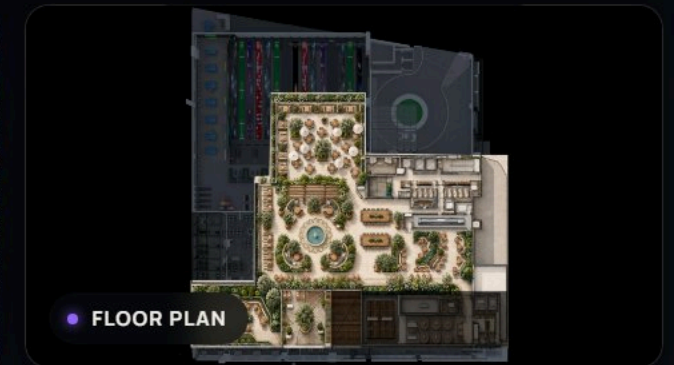
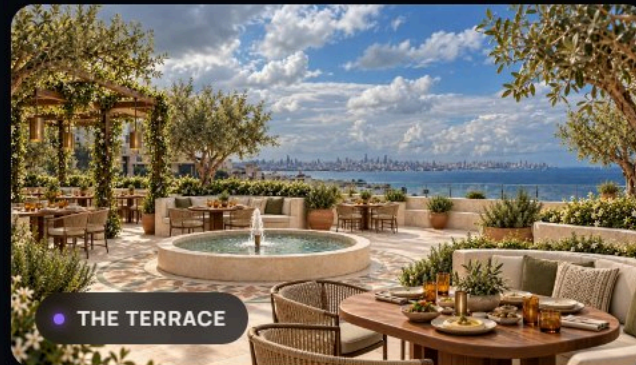
The rooftop brings the journey back to Lebanese hospitality.

Teta Arzé is a boutique Lebanese restaurant with a view: warm, personal and connected to the spirit of family.

It offers a slower rhythm within the destination—a place to eat well, reconnect and put the day's stress down.

After exploring new worlds, there is still something special about feeling at home.

+1 Rooftop



16 THE OUTDOOR WORLD

More adventure. More breathing room.

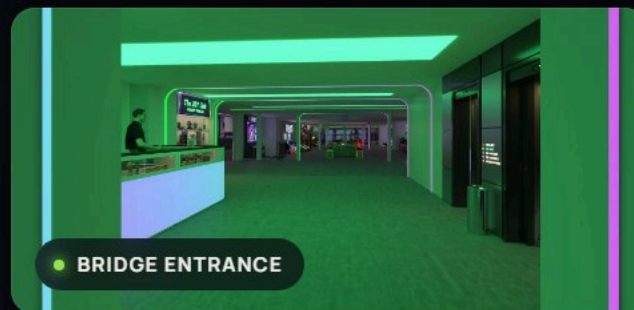
A bridge connects the building with approximately **2,000 m²** of outdoor family activities.

The outdoor destination balances active play with shade, seating, landscape and comfortable gathering places.

Children explore. Families reconnect. The visit has room to unfold.

The final attraction mix will follow the outdoor design, with one clear goal:

**Make adventure and
relaxation work together.**



2,000m²

of outdoor family activities

17 THELINK MOBILE APP

The visit ends. The connection continues.

The proposed mobile app brings TheLink into everyday life.

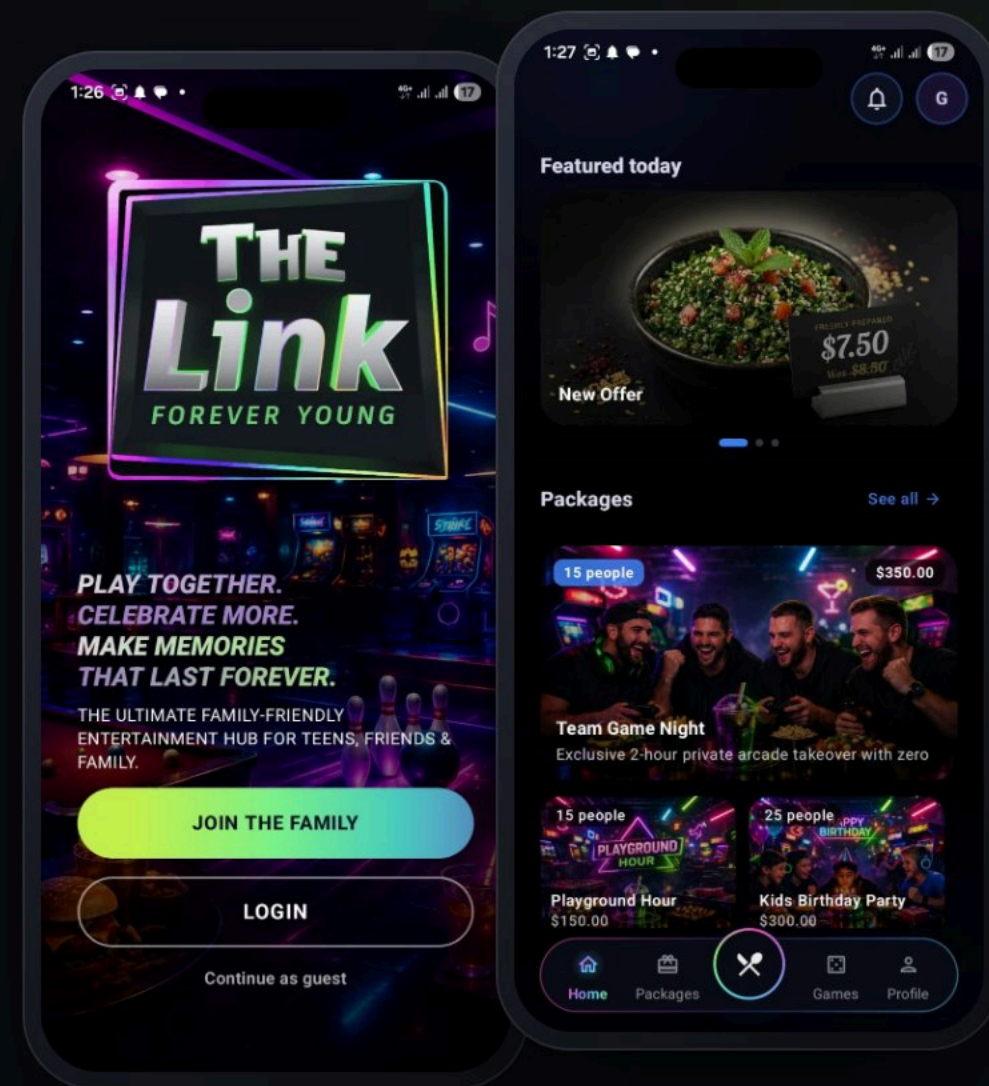
Its direction includes:

- Membership, QR check-in and loyalty rewards.
- Events, tournaments and academy information.
- Character stories, missions and discoveries.
- Activity bookings and birthday requests.
- Scores, leaderboards and friendly challenges.
- Promotional experiences and relevant updates.

Linky, Linko and Teta Arzé can make the experience feel familiar and playful.

The app connects guests to the destination.

Original mobile games developed by Arzzon can take the world further.

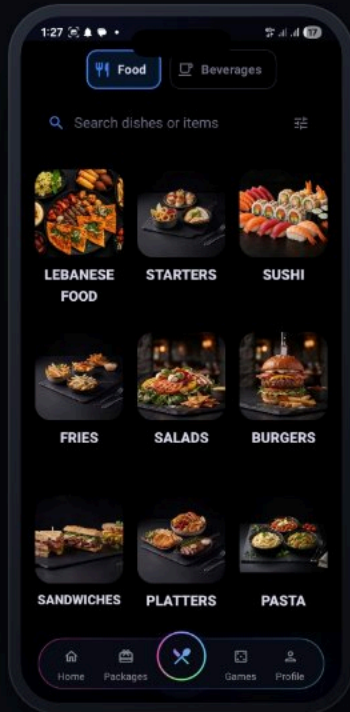


SCREENS FROM THE APP

17 THELINK MOBILE APP · SCREENS

The app, screen by screen.

Screens from the app



01 · FOOD MENU

Food and beverages by category, with search.



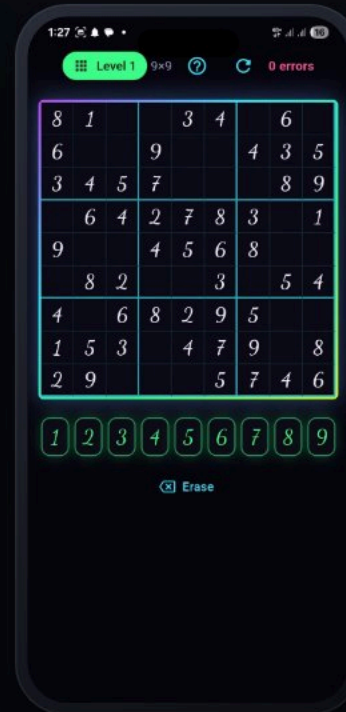
02 · DISHES

A photo, price and description for each dish.



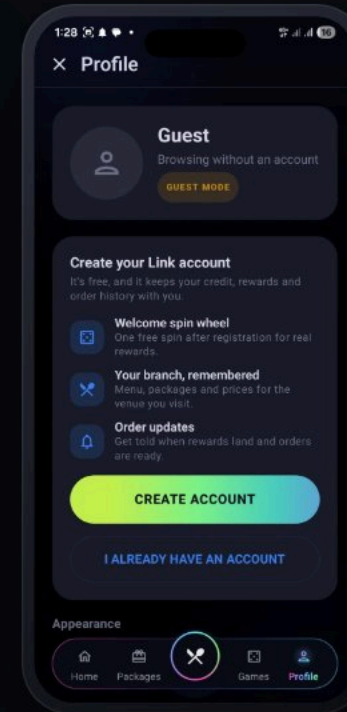
03 · POCKET ARCADE

Quick games for short breaks.



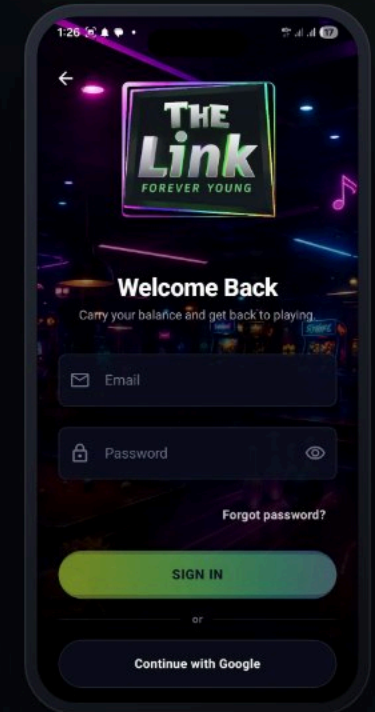
04 · CHALK SUDOKU

One of the games, in play.



05 · PROFILE

A free account keeps credit, rewards and order history.



06 · SIGN IN

Email or Google, then back to playing.

18 DESIGNED AS ONE WORLD

Different moods. A shared identity.

TheLink's visual language connects Lebanese warmth with contemporary technology.

Welcoming materials, friendly forms, architectural lighting and meaningful character details create continuity.

Every area should support clear circulation, family comfort, practical operations and its own distinctive atmosphere.

The brand carries through signage, uniforms, menus, merchandise, digital experiences and events.

Guests should feel the connection before they need it explained.



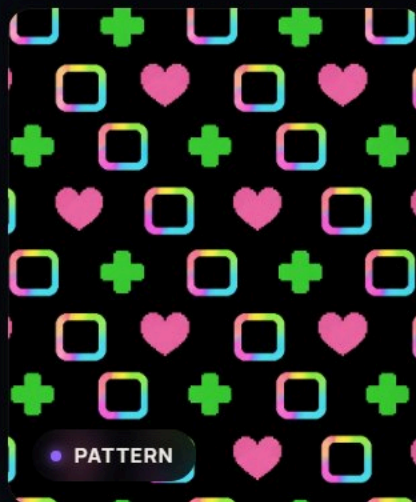
● SNACK BAR



● GAME WALL



● THE JOY LINK



● PATTERN



● SOCIAL



● MERCH

19 BEYOND LEBANON

Lebanese roots. Worldwide possibilities.

The flagship establishes the world. Its next chapters can reach people through different paths:



Destinations & Franchises

Adaptable locations built around TheLink's family promise and experience standards.



Games & Digital Worlds

Original VR, mobile and other games that introduce our characters to audiences beyond the venue.



Stories & Products

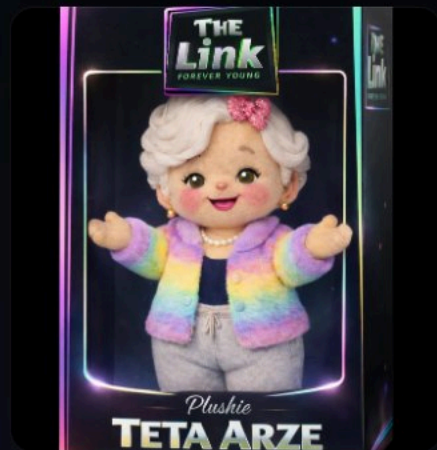
Animation, collectibles, merchandise and collaborations that extend the universe.

These are opportunities to develop progressively. Each should preserve the identity that makes TheLink meaningful.

The world can travel while keeping its roots.

19 BEYOND LEBANON · STORIES & PRODUCTS

Animation, collectibles, merchandise and collaborations that extend the universe.



— 20 A FRANCHISE THAT CARRIES THE STORY

Repeat the promise. Let the place have personality.

Future locations can adapt their size, attraction mix and hospitality offer to their market.

The shared foundation remains:

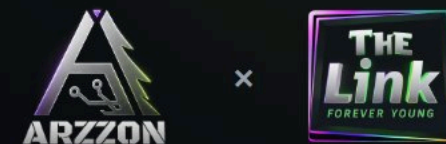
- ✓ **FOREVER YOUNG** and the family legacy since 2005.
- ✓ The characters and original story world.
- ✓ Recognizable design and hospitality standards.
- ✓ Consistent guest experiences.
- ✓ Evolving games, events and creative content.

The flagship becomes our reference for building the brand, design and operating guides needed for expansion.



21 OUR SHARED DIRECTION

Many teams. One world to build.



Arzzon and TheLink align around three priorities:

01

Make it coherent.

Connect the brand, stories, spaces and technology.

02

Make it meaningful.

Give every generation reasons to play, learn and belong.

03

Make it expandable.

Build a foundation that supports new content, experiences and future locations.

Every decision should strengthen the experience we deliver today and the possibilities we create for tomorrow.

— 22 CONCLUSION

A legacy with its next chapter wide open.

TheLink began by bringing families together.

Now, we are giving that legacy a world of its own—rooted in Lebanon, brought to life by our characters, experienced across the destination and expanded through Arzzon's games and creative work.

Our ambition reaches beyond one building: toward new stories, new audiences and future destinations around the world.

The promise stays close to home:

Bring the whole family together. Keep curiosity alive.





Rooted in Lebanon.
Open to the world.

The next chapter starts here.

PRESENTED BY



arzzon.gg