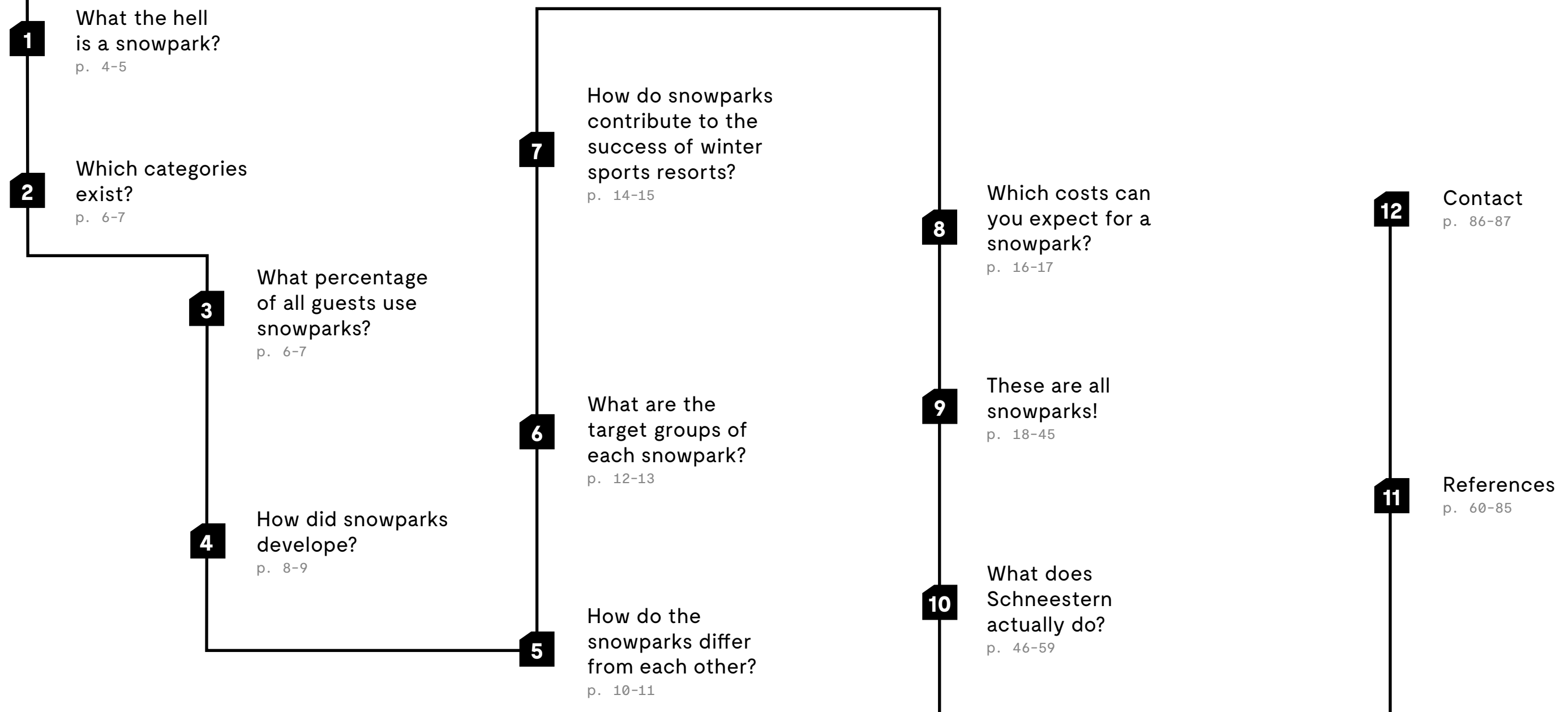


WHAT THE HELL IS A SNOW PARK?

SI / IOW
PARKS

The answers to your questions



What the hell is a Snowpark

What is a snowpark? Seems to be a pretty easy question, but with countless possible answers.

Basically for us snowparks are „infrastructures“ made out of snow, but with a focus on action sports. With this definition we do not limit

ourselves to the stereotype of „free-style parks“, we knowingly offer our products to a broad group of guests. Precisely classified by target groups and strategic objective we have visualized our understanding which kind of snowparks do exist.

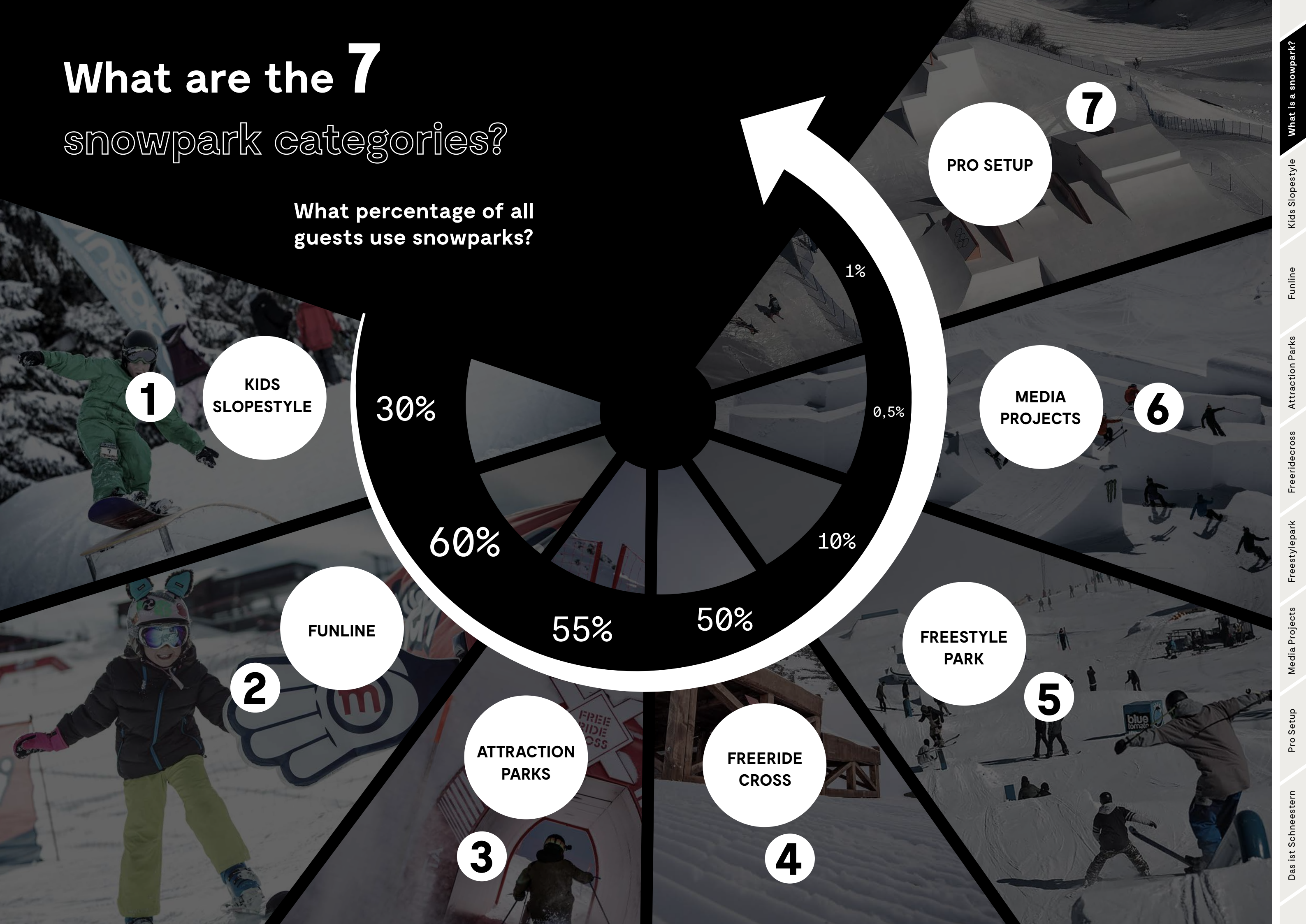
Pro Setup Snowpark
Kidsland Slope Style
Area Pro Park Terrain Park Funline
Cross Easypark Funline Medium
Cross Halfpipe Freestyle Park Pro
Snowpark Funline Funarea Big Air
Slope Style Freestyle Area
Park Terrain Park Skicross Easypark
Boarder Cross
Pro Setup Snowpark
Kidsland Slope
Area Pro Park Terrain
Easypark Funline
Cross Halfpipe
Snowpark Funline
Slope Style Pro
Park Terrain Park
Funline Medium
Halfpipe Freestyle
Funarea

Boarder
Pro Setup Snow
Kidsland Slope
Pro Park Terrain
Easypark Funline
Halfpipe Freestyle
Funarea

Find the answer on the next page.

What are the 7 snowpark categories?

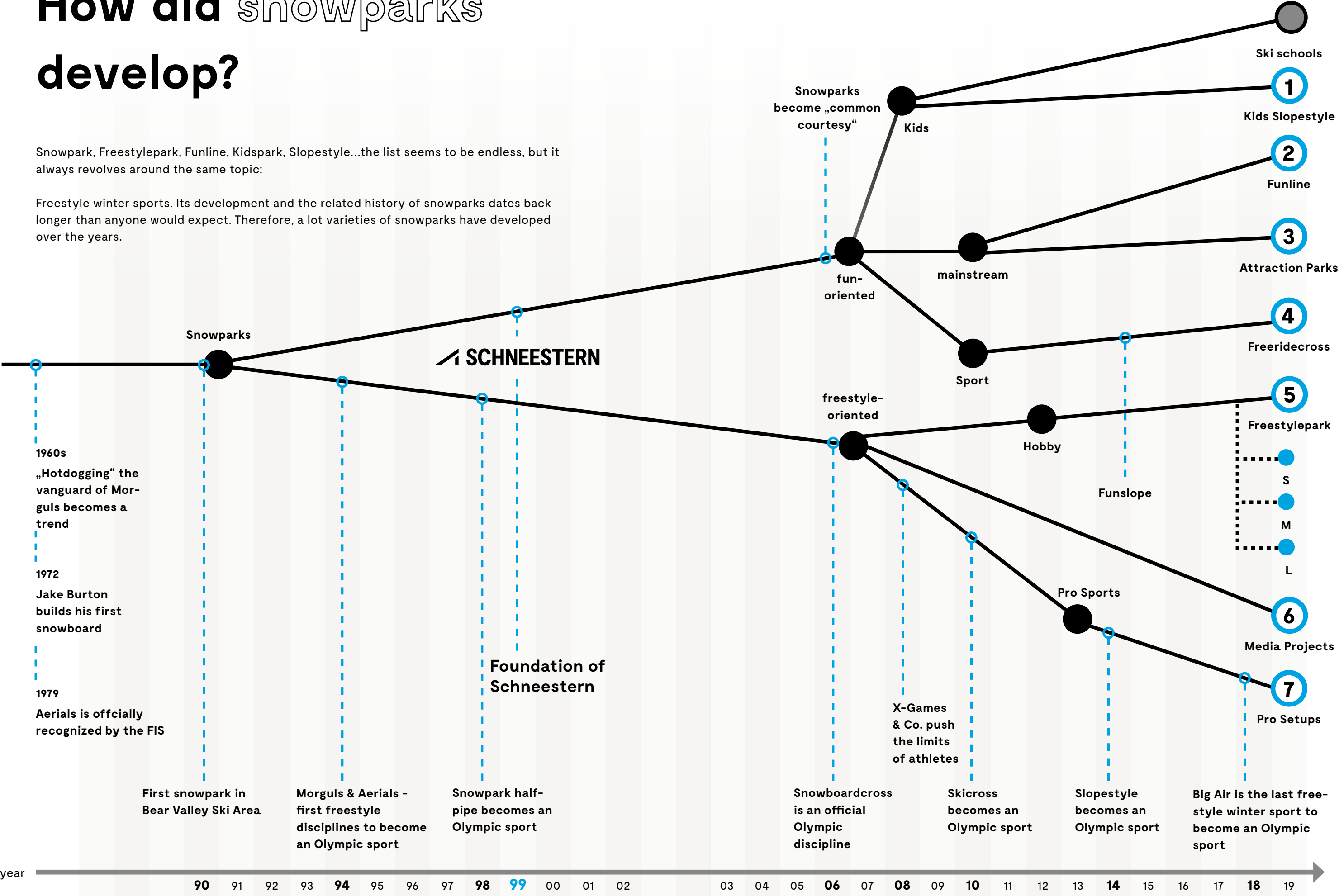
What percentage of all guests use snowparks?



How did snowparks develop?

Snowpark, Freestylepark, Funline, Kidspark, Slopestyle...the list seems to be endless, but it always revolves around the same topic:

Freestyle winter sports. Its development and the related history of snowparks dates back longer than anyone would expect. Therefore, a lot varieties of snowparks have developed over the years.



How do the snowparks differ from each other?

One snowpark is not like another. We already know that, but what exactly are the differences? For us it first and foremost is the impact it has on the guests.

You want to have as many guests as possible using your snowpark? Then we have the right park for you in order to reach the widest possible target group! Or do you want to be featured in the news with a freestyle event? Together we realize a spectacular setup for you! We offer you a media highlight that sets you apart from the competition.

Of course, there are also snowparks for the whole range of guests. And a holistic concept for your resort with different snowparks is also possible.

The more unique the product, the higher the media value

National/global

the „broader“ the product, the wider the target group

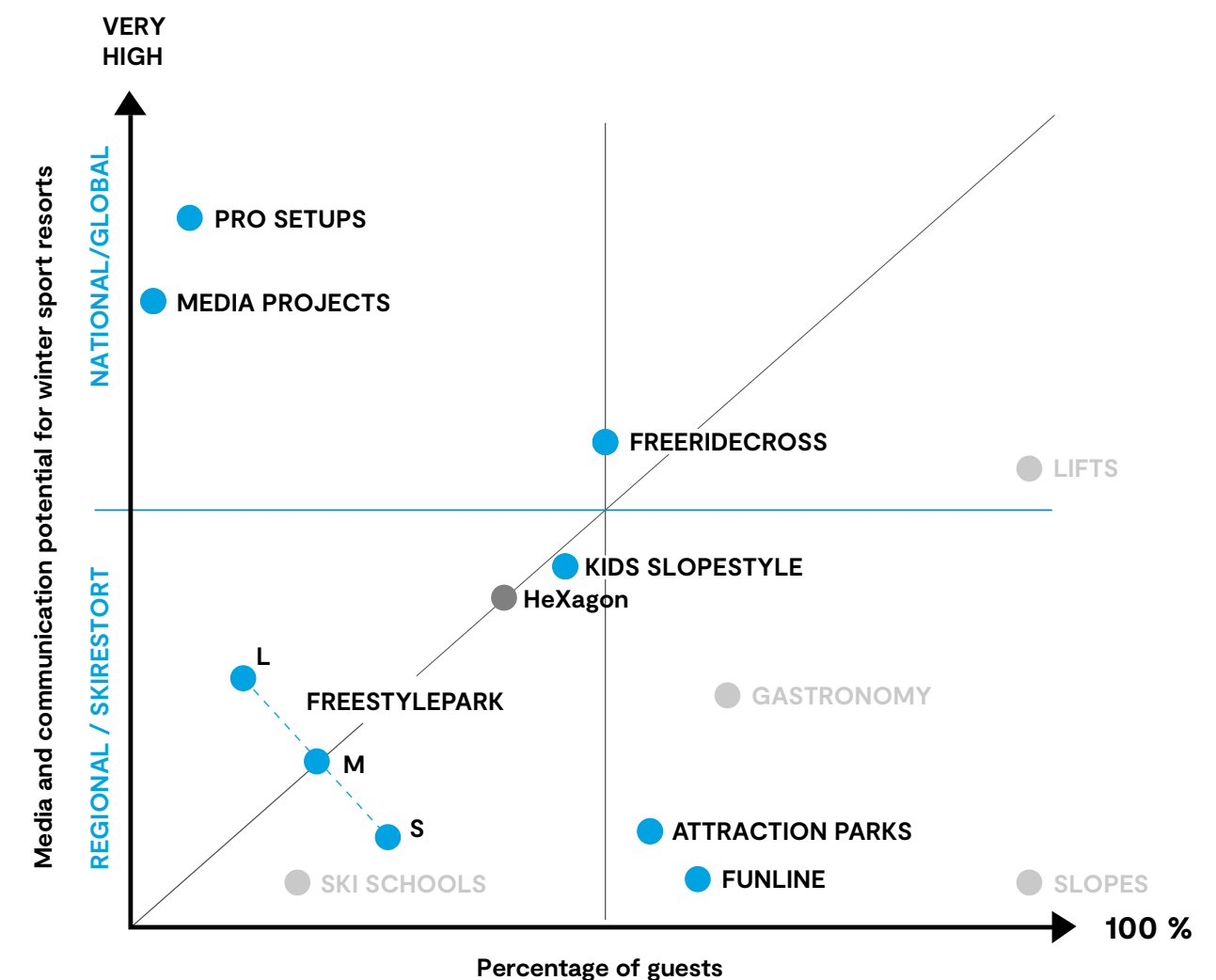
Regional

“The strategic objective of the snowpark and the intended impact on the guests are the basis for deciding which snow park to build.”

Dirk Scheumann
Founder & CEO, Schneestern GmbH & Co. KG



media potential of the different snowpark categories



What are the target groups of each snowpark?

Snowparks are a key factor (page 14-15), if winter sport resorts want to position themselves permanently in today's market. We have categorized the different kind of snowparks and their specific target groups neatly. With our know-how we support you when it comes to the question "Which snowpark for our guests?"

1 KIDS

The new generation of winter sports. Grown up with snowparks and inherently very curios, the "regular" slope is too boring. For this target group you need variety and entertainment adapted to the learning curve.

2 WINTER SPORT BEGINNERS

The first turns in the snow are the hardest. With beginners it has to be priority #1 to thrill them for winter sports with a low difficulty level and diversity.

3 RECREATIONAL SKIER / SNOWBOARDER

Priority #1 is the recreational value, vacation and leisure time alike. Experienced riders are looking for new possibilities to "test" their skills in a risk-free environment.

4 ALPINE RIDERS

Experienced in winter sports and physically fit, this target group is looking for sporty challenges and seeks a substitute for black diamond slopes.

5 FREERIDER

Ecofriendly and sporty ambitious, this target group usually seeks their „fun“ far away from slopes and huts. However, freeriders are always looking for a suitable alternative on „powder-free“ days.

6 FREESTYLE BEGINNERS

Skilled in skiing or snowboarding, this target group wants to discover the „action“ in winter sports. Action Sport is not „raison d'être“, but is an important part of the whole „winter sports experience“.

7 FREESTYLE INTERMEDIATES

For this target group action sports are not only part of winter sports, but rather the key element. This kind of guest can only be attracted with an exciting snowpark.

8 FREESTYLE PRO ATHLETES

Action sport is not just the underlying idea of the leisure activities, but rather the profession. From the early beginnings of amateur freestyle winter sports the target group of competitive athletes has developed, athletes that have the need for the right training environment for the Olympics, World Cups and Co.

9 NON-SKIERS

Non-skiers are a growing and prospectively extremely important target group for Winter sports resorts. This can range from course participants in the lunch break to the hikers in winter or to grandma & grandpa with the grandson, there are many non-skis for whom a nice winter's day truly is a highlight – even without skiers or snowboard. With the right snowpark such as the HeXagon you can activate this target group and draw them into the center of your winter sports resort.



80%
These target groups equal 80% of the whole guest structure

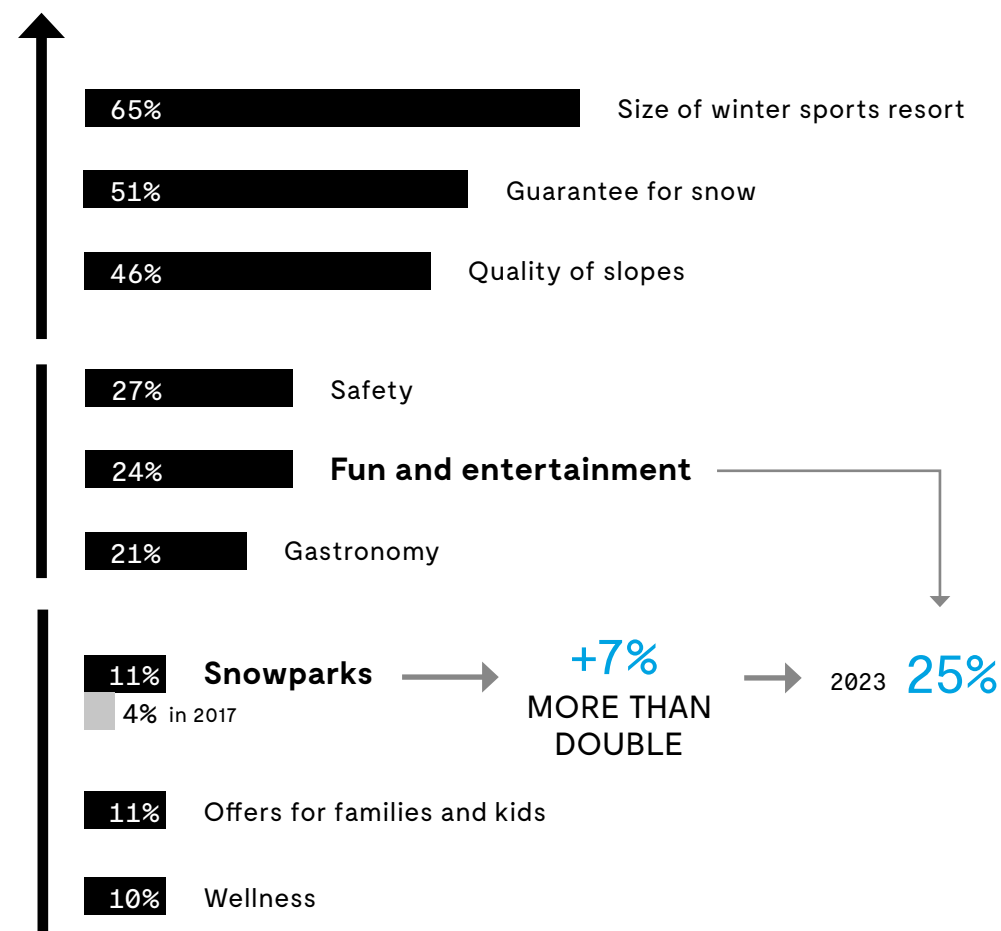
For you we have categorized which type of snowpark and which type of winter sport guest fits perfectly.

		PARK					
		KIDS SLOPESTYLE	FUNLINE	ATTRACTION PARKS	FREERIDE CROSS	FREESTYLE PARK	MEDIA PROJECTS
TARGET GROUP	1						
	2						
	3						
	4						
	5						
	6						
	7						
	8						
	9						

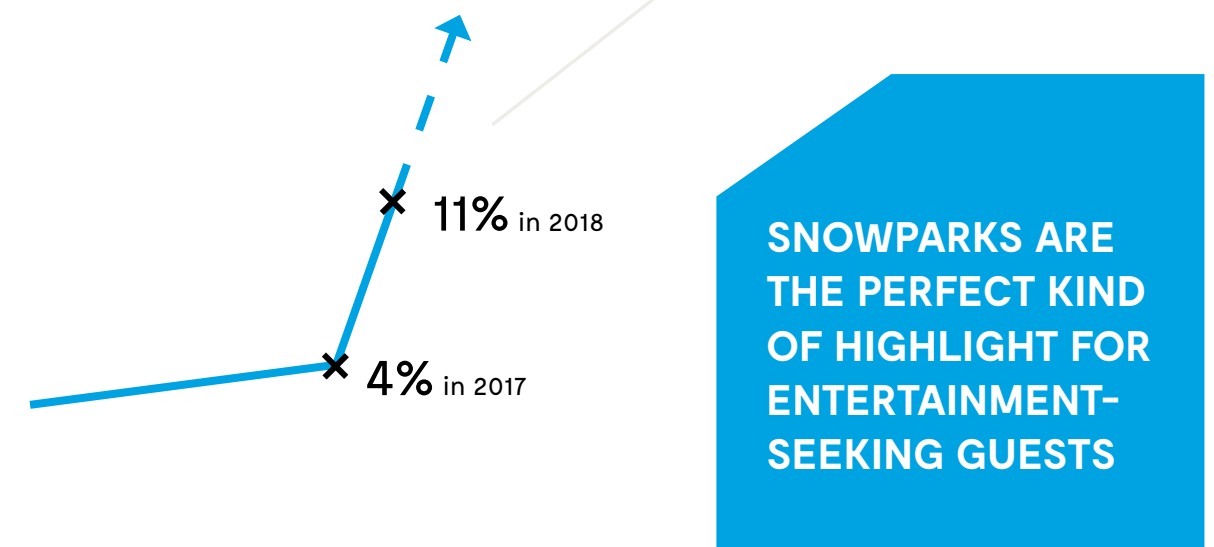
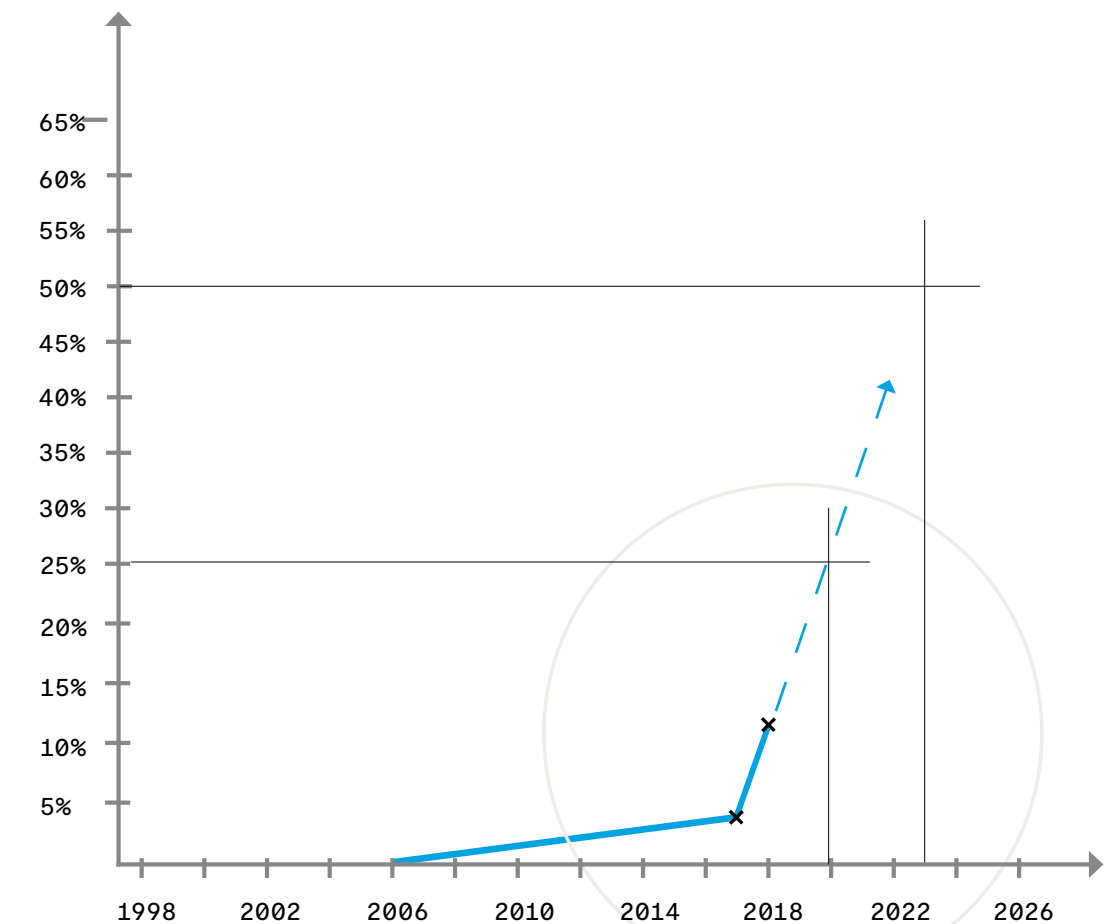
How do snowparks contribute to the success of winter sports resorts?

The answer to this question depends on many influencing factors. Or rather, there are many different answers. Numerous studies have already addressed this complex

topic and presented their latest results about the success factors of winter sports areas in the alps in 2018.



Source: Mountain Manager 8/2018 - Criteria for the choice of winter sport resorts



For us a clear signal: Action sport is gaining popularity within winter sports, continues to grow and is becoming a crucial factor for success. An oversupply with various sports and leisure activities increases the competitive pressure on winter sports areas. Destinations have to „offer something“

in order to attract new guests. This is exactly where all seven snowparks categories bring to bear. Funline, Freestylepark, Freeridecross and Co. provide exactly the right entertainment for a wide audience. The numbers show that guests want a „wow effect“.

Which costs can you expect for a snowpark?

As much as the individual snowparks differ from each other as big is the difference regarding the effort to realize them. From a simple 2-day job to the „large construction site“ everything is possible. With the costs it is exactly the same. For your better understanding we have broken down our basic costs and put them into the right relation to the total cost of a snowpark project.

Your investment in our know-how is just one important cost factor, if you want to offer your guests „the right“ snowpark. Together with you, we do not only keep an eye on the details, but also have the „bigger picture“ in mind when it comes to your snowpark.

Sample calculation of a medium Funline:



Medium Funline

Length: approx. 250 meters
Width: 12 - 25 meters
Number of elements: 16
Required snow amount:
20.000 - 40.000 m³

The experience of the guest and wrong budget cuts are directly related

Matter of expenses with the biggest impact on the experience of the guests

38%

Work of Schneestern

37%

snow production

23%

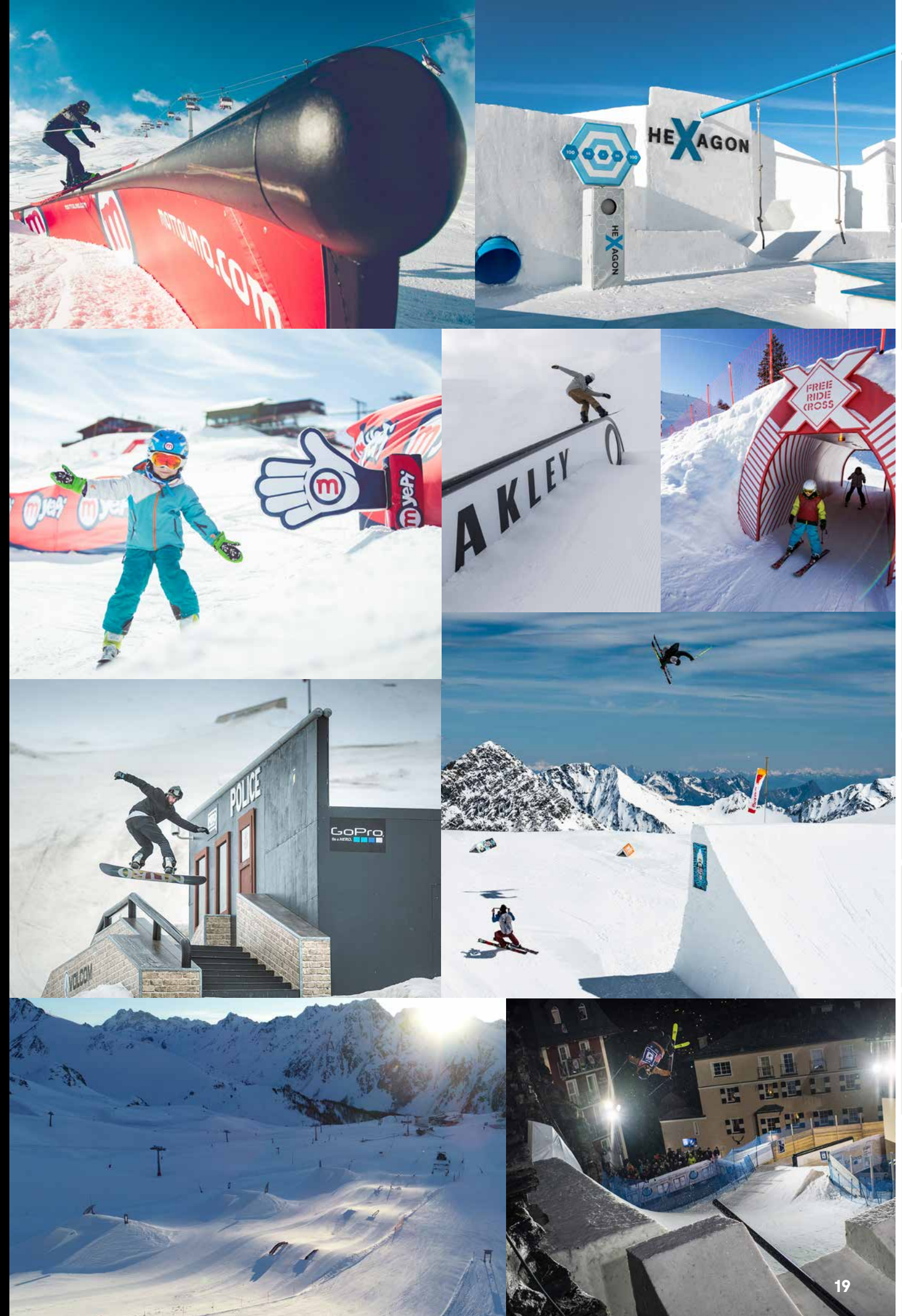
Machines

2%

Additional costs eg. Marketing

	5	25	50	100	price in tsd.
SST consulting and product choice	1,0%				2.500,00 €
SST design, planning, feasibility, cost preview	1,9%				5.000,00 €
SST project realization, coordination, reporting	1,0%				2.500,00 €
SST equipment incl. maintenance / anual average over 4 years		8,7%			22.500,00 €
SST build-up		5,8%			15.000,00 €
SST training and controls		3,8%			10.000,00 €
SST full maintenance package over 4 months - optional					50.000,00 €
snow production / 40.000 m³ at 3€ per m³			46,2%		120.000,00 €
machine hours at 150 € per h / 100 operating days incl. build-up			28,8%		75.000,00 €
Additional costs: marketing, staff, administration etc.			2,9%		7.500,00 €
Total					260.000,00 €

These are all snowparks!



What is a snowpark?

Kids Slopestyle

Funline

Attraction Parks

Freeridecross

Freestylepark

Media Projects

Pro Setup

That is Schneestern

1 Kids Slopestyle

What is a Kids Slopestyle?

The idea for the Kids Slopestyle was born during the planning of the slopestyle course for the Olympic Winter Games. Why not build an equivalent set-up for the Olympic stars of tomorrow? And so the concept of the Kids Slopestyle was born - It's all about fun and kids, together with their parents they can taste some fresh "freestyle air". A snowpark, inspired from the Olympics, but built for kids and families and is also perfect for freestyle beginners.

- All jumps & obstacles at kids-level
- Ideal training environment for kids and freestyle beginners
- Top-to-bottom on a wide variety of Freestyle obstacles
- Inspired by the design of the Olympic courses

What are the target groups of a Kids Slopestyle?

30% of all guests



- Kids
- Recreational skier/snowboarder
- Alpine riders
- Freestyle beginners

20/100
communication power

How much does a Kids Slopestyle cost?

Example:
Costs of a realized project

	5	25	50	100	price in tsd.
SST consulting and product choice	1,9%				2.500,00 €
SST design, planning, feasibility, cost preview	2,3%				3.000,00 €
SST project realization, coordination, reporting	1,1%				1.500,00 €
SST equipment incl. maintenance / anual average over 4 years	9,6%				12.750,00 €
SST build-up	7,6%				10.000,00 €
SST training and controls	5,7%				7.500,00 €
SST full maintenance package over 4 months - optional					40.000,00 €
snow production / 15.000 m³ at 3€ per m³			34,0%		45.000,00 €
machine hours at 150 € per h / 100 operating days incl. build-up			34,0%		45.000,00 €
Additional costs: marketing, staff, administration etc.			3,8%		5.000,00 €
Total					132.250,00 €

28,2%

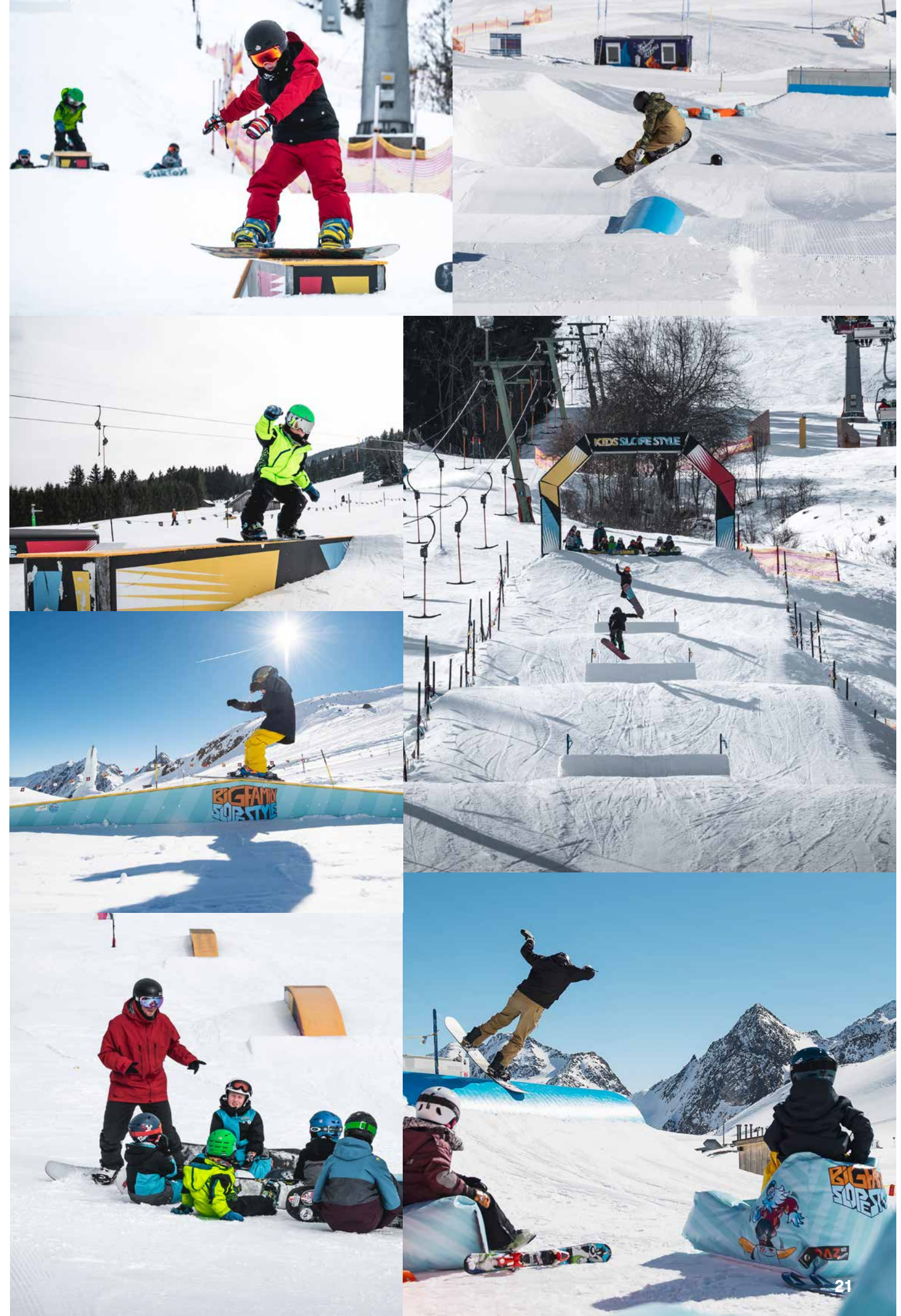
Work of Schneestern

34,0%

snow production

34,0%

Machines



What is a snowpark?

Kids Slopestyle

Funline

Attraction Parks

Freeridecross

Freestylepark

Media Projects

Pro Setup

That is Schneestern

2 Funline

What is a funline?

The name says it all – the Funline is all about fun. The combination of various obstacles such as modular snow tunnels, Sound High Five, Funline Rainbow Bridge & Co. make sure that every meter of the course is pure fun. The course is always designed like a Cross course – a clear line but in a way that you get your money’s worth of fun. There is hardly an easier and more fun way to get from top to bottom in a winter sports resort.

What are the target groups of a Funline?

60%

of all guests

→

- Kids
- Recreational skier/ snowboarder
- alpine riders
- Freestyle beginners

10/100

communication power

How much does a Funline cost?

Example: Costs of a realized project

	5	25	50	100	price in tsd.
SST consulting and product choice	1,0%				2.500,00 €
SST design, planning, feasibility, cost preview	1,9%				5.000,00 €
SST project realization, coordination, reporting	1,0%				2.500,00 €
SST equipment incl. maintenance / anual average over 4 years	8,7%				22.500,00 €
SST build-up	5,8%				15.000,00 €
SST training and controls	3,8%				10.000,00 €
SST full maintenance package over 4 months – optional					50.000,00 €
snow production / 40.000 m³ at 3€ per m³	46,2%				120.000,00 €
machine hours at 150 € per h / 100 operating days incl. build-up	28,8%				75.000,00 €
Additional costs: marketing, staff, administration etc.	2,9%				7.500,00 €
Total					260.000,00 €

22,2%

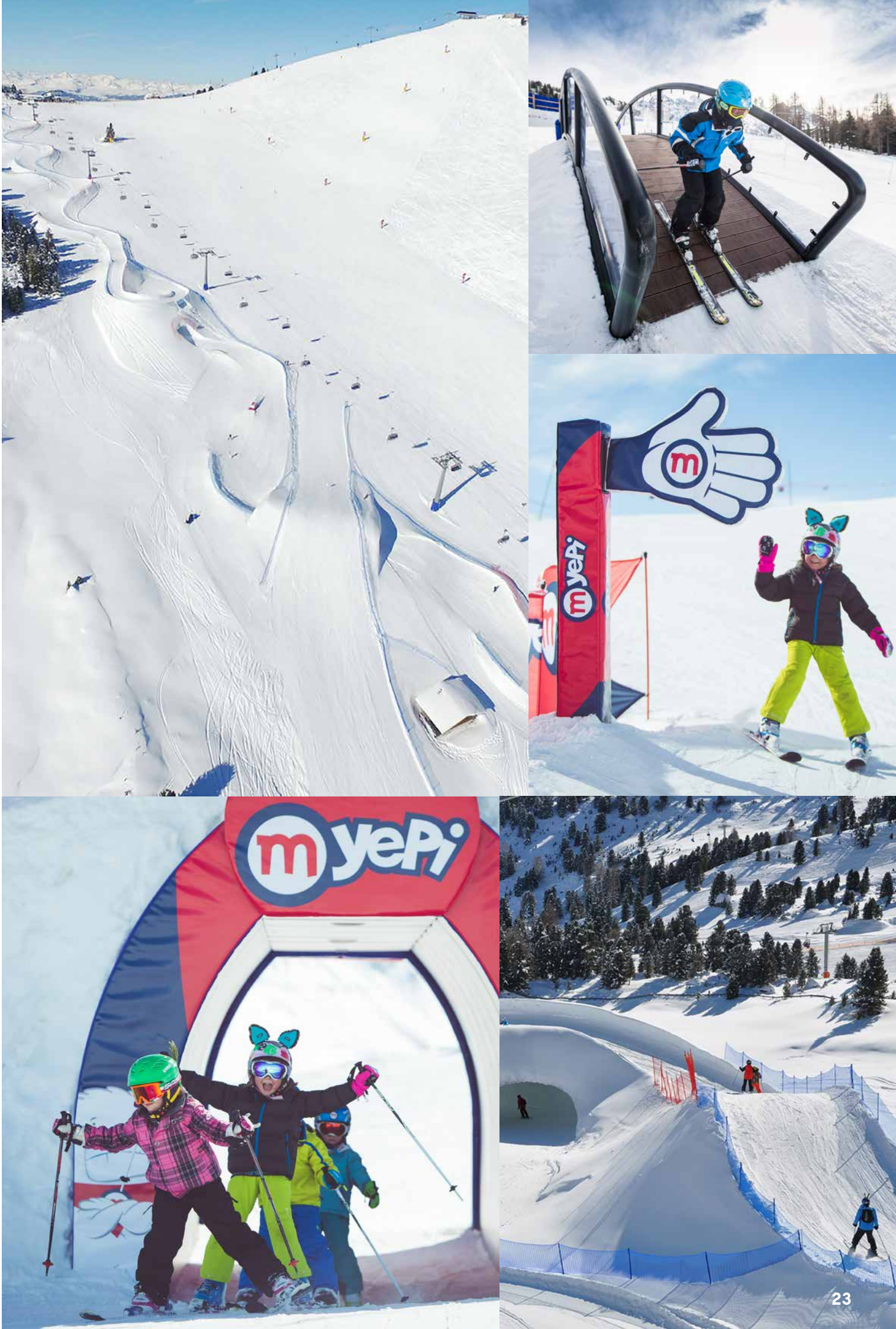
Work of Schneestern

46,2%

snow production

28,8%

Machines



What is a snowpark?

Kids Slopestyle

Funline

Attraction Parks

Freeridecross

Freestylepark

Media Projects

Pro Setup

That is Schneestern

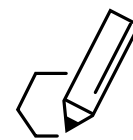
3 Attraction Parks

What is an Attraction Park?

If there is one park that is likely to attract any kind of guest, it is the „Attraction Park“. Lots of highlights such as slides, tubing, bag jump and completely redesigned toboggan runs attract any guest. And that completely independent of any winter sports equipment. The Attraction Park is the perfect snowpark for any winter sports enthusiasts as well as the growing target group of the non-skiers. In short, this snowpark is perfect for those who

want to enjoy a „cool“ day in the snow. An area for young and old which makes winter sports a modern and entertaining experience for the whole family, is an extremely low-threshold snowpark and independent of a lift connection.

Target group specific designs like Hexagon, Speedcheck or for Non Skiers possible



What are the target groups of an Attraction Park?

55% of all guests



- Kids
- Recreational skier/snowboarder
- Freestyle beginners
- Winter sport beginners
- Non-Skiers

20/100
communication power



3 Attraction Parks

Hexagon

What is a Hexagon?

You put a snow castle in front of kids and the first thought is: „Girls can only be princesses and every boy automatically is a knight?“

We think: „Nonsense!“ In our snow playgrounds there is no role allocation, but only two things: a lot of action and fun! These themes are manifested

in our DNA and that is why in our Hexagon kids will not find dragons or butterflys but halfpipe slides, snowskates, airbags and a lot more.

Kids want to have variation and in the HeXagon they will find action (sport)...knights and princesses will be found in the carnival again.

What are the target groups of a Hexagon?

25%

of all guests

→

Kids & Families:

- Kids
- Recreational skier/ snowboarder
- Freestyle beginners
- Winter sport beginners
- Non-Skiers

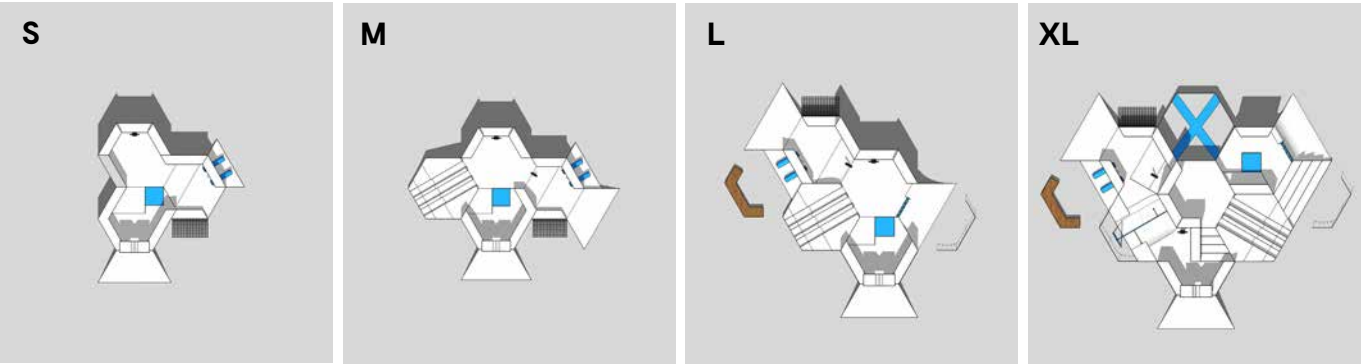
20/100

communication power

How much does a Hexagon cost?

Example: Costs of a realized project

	5	25	50	100	price in tsd.
Hexagon S	<div></div>				15.000,00 €
Hexagon M	<div></div>	<div></div>			20.000,00 €
Hexagon L	<div></div>	<div></div>	<div></div>		33.000,00 €
Hexagon XL	<div></div>	<div></div>	<div></div>	<div></div>	40.000,00 €



3 Attraction Parks

Speed Check

What is a Speed Check?

Higher, further, faster – sport is often driven by the pursuit of superlatives. Same applies for action sports. That being said doesn't mean that your guests have to engage in high risk tricks in order to achieve their sporty ambitions. With the Speed Check we offer, as the name implies, an Attraction Park, which gives your guests a „speed rush“ but within a safe environment. A specially created and secured area, for skiers and snowboarders of all ages and skill levels, where they have the chance to see how fast they they can go. The Speed Check does work as a standalone concept, but of course can also becombined with other parks.

What are the target groups of a Speed Check?

40%

of all guests

→

- Kids
- Recreational skier/snowboarder
- Freestyle beginners
- Winter sport beginners
- Alpine riders

20/100

communication power

How much does a Speed Check cost?

Example: Costs of a realized project

	5	25	50	100	price in tsd.
SST design, planning, feasibility, cost preview	5,4%				1.500,00 €
SST project realization, coordination, reporting	1,8%				500,00 €
SST equipment incl. maintenance / anual average over 4 years		26,8%			7.500,00 €
SST build-up		10,7%			3.000,00 €
SST instruction		1,8%			500,00 €
SST service charge		5,4%			1.500,00 €
snow production / 2.000 m³ at 3 € per m³			21,4%		6.000,00 €
machine hours at 150 € per h / 100 operating days incl. build-up			26,8%		7.500,00 €
Total					28.000,00 €

51,8%

Work of Schneestern

21,4%

snow production

26,8%

Machines



SPEED CHECK

Order-Nr.: SPEEDCHECK

9.590,-

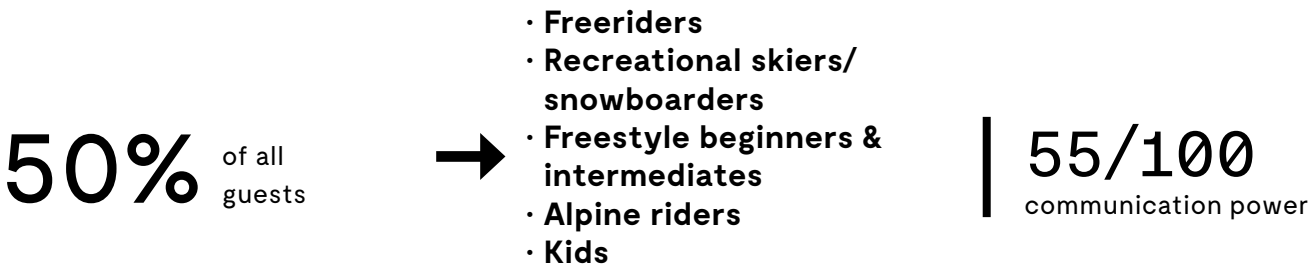
Find out more in our equipment catalogue

4 Freeridecross

What is a Freeridecross?

The sporty guests in winter sport resorts, who are always looking for a new challenge, should definitely pay the Freeridecross a visit. An exciting and sporty experience on a perfectly shaped cross course with freeride and freestyle oriented obstacles. This includes not only the right staging, but also the right entertainment character with a Speed Check, light & sound effects and sporty challenges like waves and banked turns. This is the perfect combination of action and sports for all target groups.

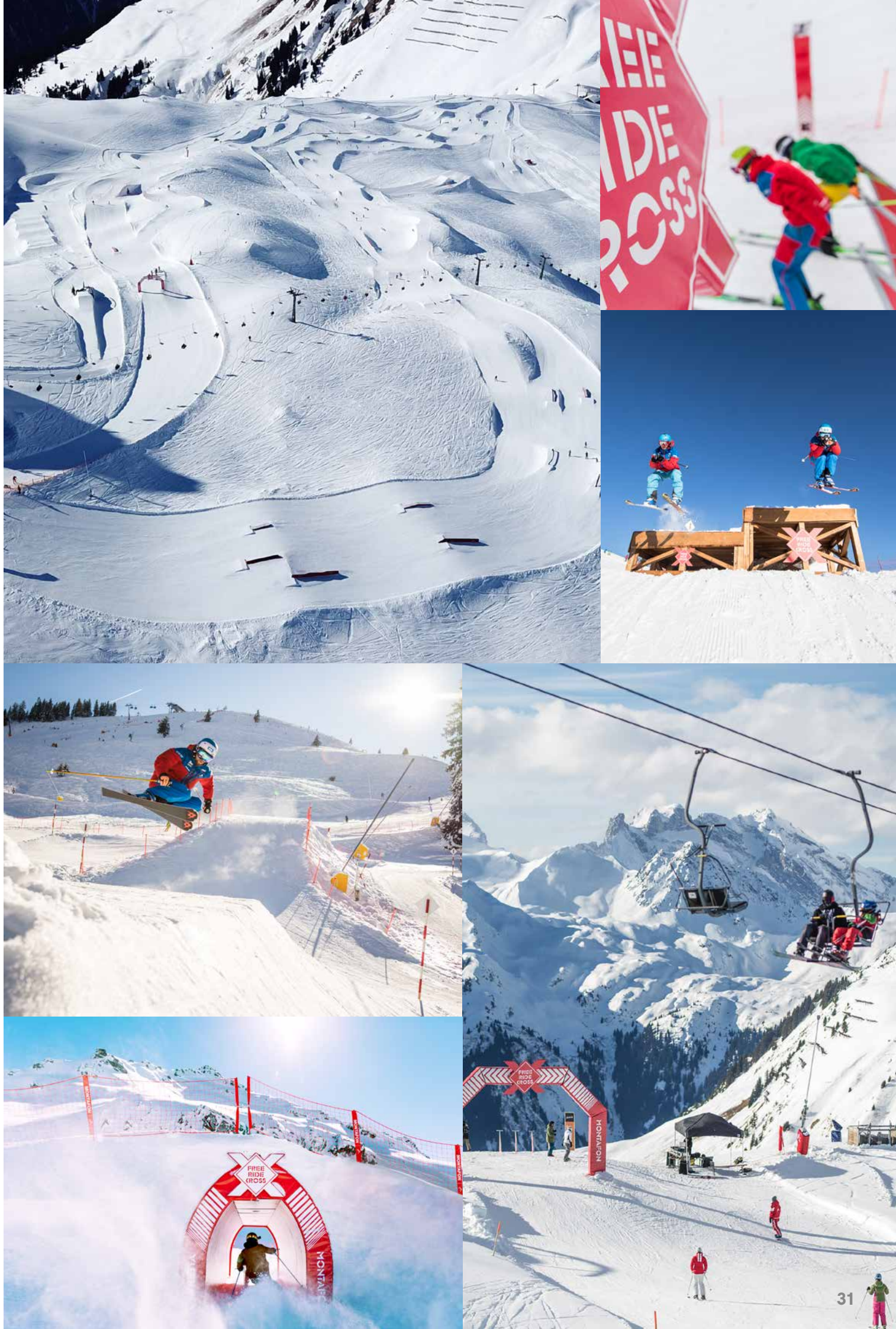
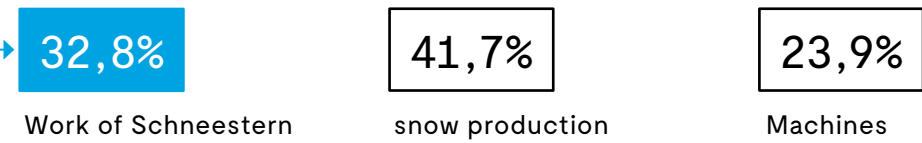
What are the target groups of a Freeridecross?



How much does a Freeridecross cost?

Example: Costs of a realized project

	5	25	50	100	price in tsd.
SST consulting and product choice	0,8%				2.500,00 €
SST design, planning, feasibility, cost preview	1,5%				5.000,00 €
SST project realization, coordination, reporting	0,8%				2.500,00 €
SST equipment incl. maintenance / anual average over 4 years	8,1%				26.250,00 €
SST build-up	6,2%				20.000,00 €
SST full maintenance package over 4 months	15,4%				50.000,00 €
snow production / 45.000 m³ at 3€ per m³	41,7%				135.000,00 €
machine hours at 150 € per h / 100 operating days incl. build-up	23,2%				75.000,00 €
Additional costs: marketing, staff, administration etc.	2,3%				7.500,00 €
Total					323.750,00 €



5 Freestylepark

What is a Freestylepark?

As the „oldest“ park concept among the snowparks, the Freestylepark has developed into a variety of specific course designs. Depending on the size of the target group and the specific type of “Freestyler” you want to address the design of the Freestylepark should accordingly be adopted. Main concerns are not primarily the difficulty of the park, but rather the size and the focus on a certain freestyle discipline.

- **Small:** As an additional offer to other snowparks or if the potential target group of freestylers is very small, a small snowpark is the perfect choice with an attractive cost/performance ratio.

· **Medium:** The golden mean: This design concept offers a good price/performance ratio, but is at the same time regional appealing. It a managable invest that brings some regional „freestyle charisma“.
- **Hard:** Here we usually talk about the biggest freestyle parks. However, the focus is to challenge the freeskiers and snowboarders, and that can be done, to a certain degree, independently from the size of the park.

· **Jibs / Jumps:** This snowpark design focuses on the obstacles and the sporty challenge that comes with them. More jibs or more jumps?

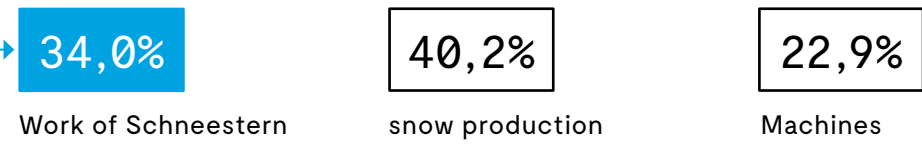
What are target groups of a Freestylepark?



How much does a Freestylepark cost?

Example: Costs of a realized project

	5	25	50	100	price in tsd.
SST consulting and product choice	1,0%				2.500,00 €
SST design, planning, feasibility, cost preview	1,5%				4.000,00 €
SST project realization, coordination, reporting	1,0%				2.500,00 €
SST equipment incl. maintenance / anual average over 4 years	5,7%				15.000,00 €
SST build-up	5,7%				15.000,00 €
SST full maintenance package over 4 months	19,1%				50.000,00 €
snow production / 35.000 m³ at 3€ per m³	40,2%				105.000,00 €
machine hours at 150 € per h / 100 operating days incl. build-up	22,9%				60.000,00 €
Additional costs: marketing, staff, administration etc.	2,9%				7.500,00 €
Total					261.500,00 €



What is a snowpark?
Kids Slopestyle
Funline
Attraction Parks
Freeridecross
Freestylepark
Media Projects
Pro Setup
That is Schneestern

6 Media Projects

What is a Media Project?

To have many guests is one thing but be known far beyond your region is the other. If you want to leave a lasting impression in the winter sports scene you have to offer / show something spectacular. Only really innovative media projects make sure of that.

Basic requirements for such a project are not just the right athletes and the right media partners, but first and foremost a creative and exciting setup. A setup that amazes all of your guests.

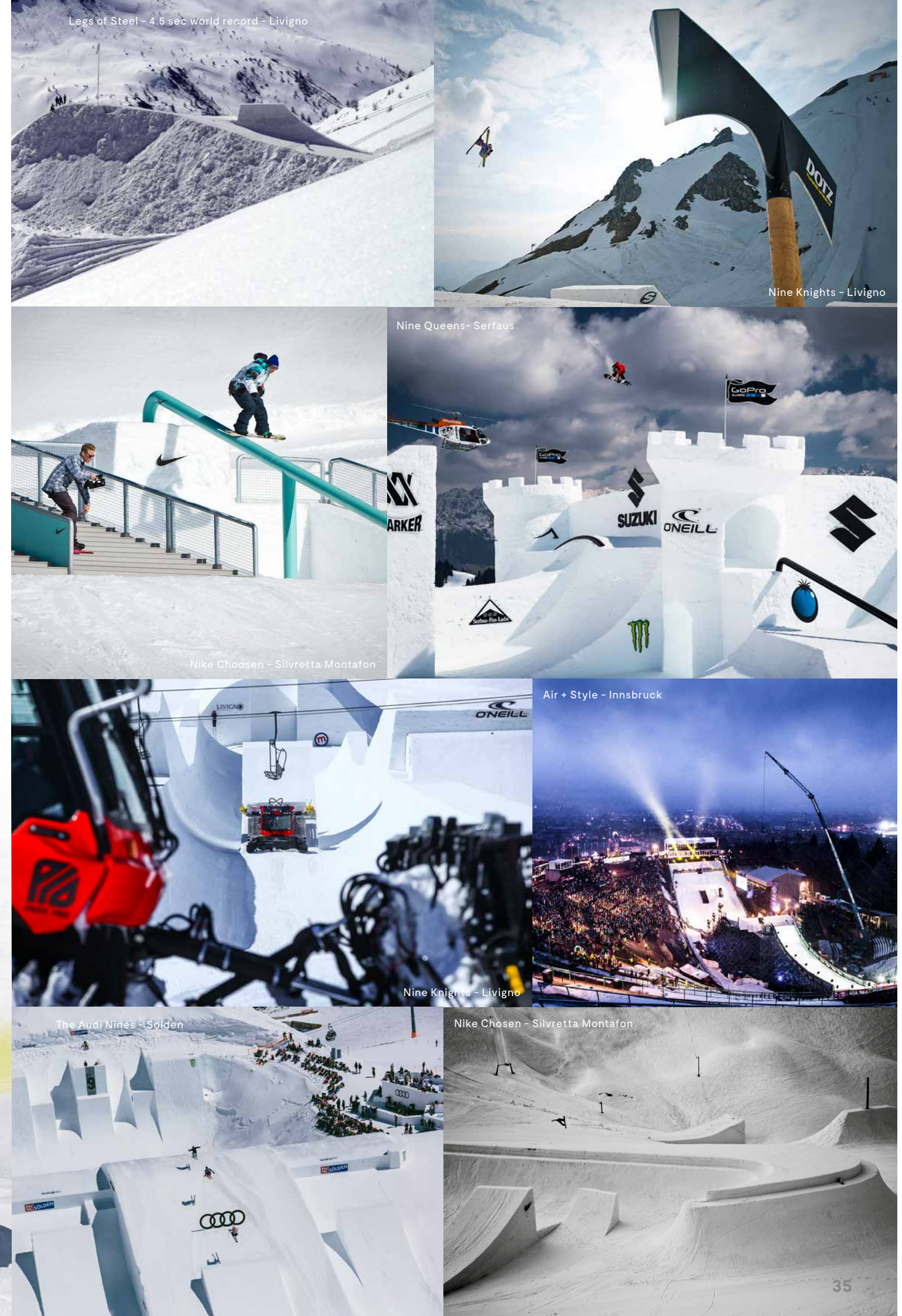
What are the target groups of a Media Project?

0,5% of all guests



· Freestyle pro athletes

90/100
communication power



Best Practice: Audi Nines 2018

The Audi Nines is a unique media event, featuring some of the world's best skiers and snowboarders on extraordinary features created to progress the sport while offering rare film and photo options. We are responsible for the technical realization of this event and want to show you what is possible media- and setup-wise when it comes to Media Projects. The Audi Nines raise the bar.



730 mio
social
impressions

139 mio
online news
reach

991 mio
cross media
contacts

3,1 mio
print readers

43 mio
online video
views

583 k
out of home
contacts

77 mio
TV viewers

10.000.000€
total media value



7 Pro Setups

Slopestyle

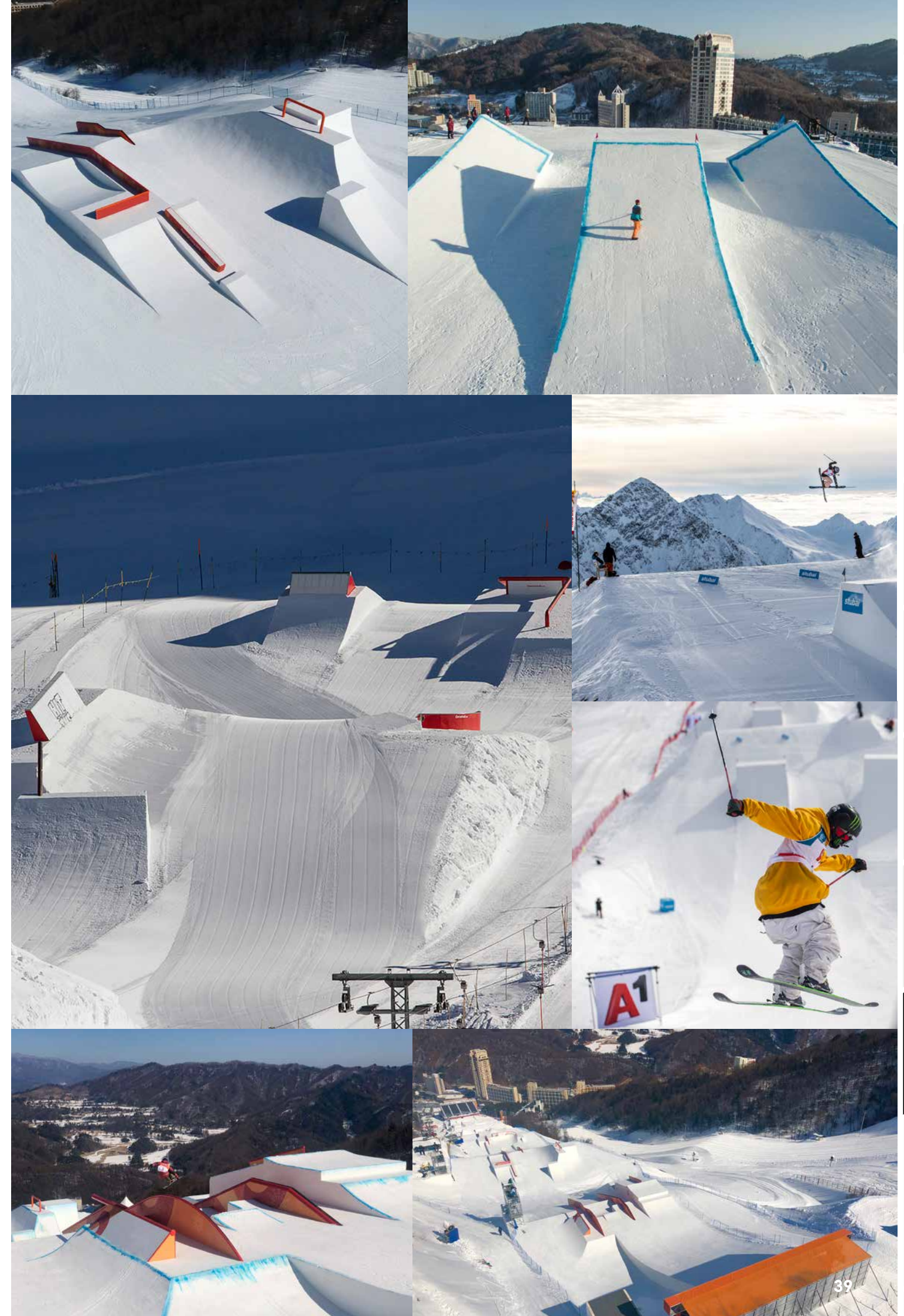
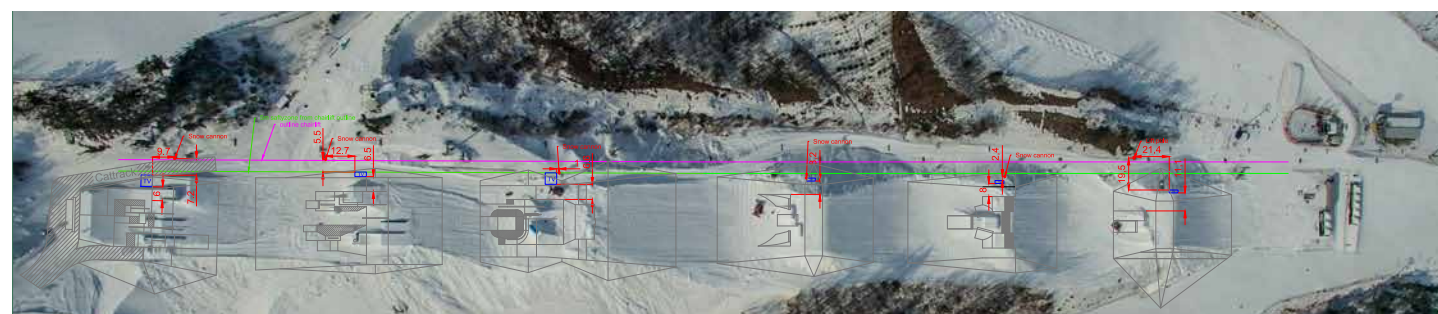
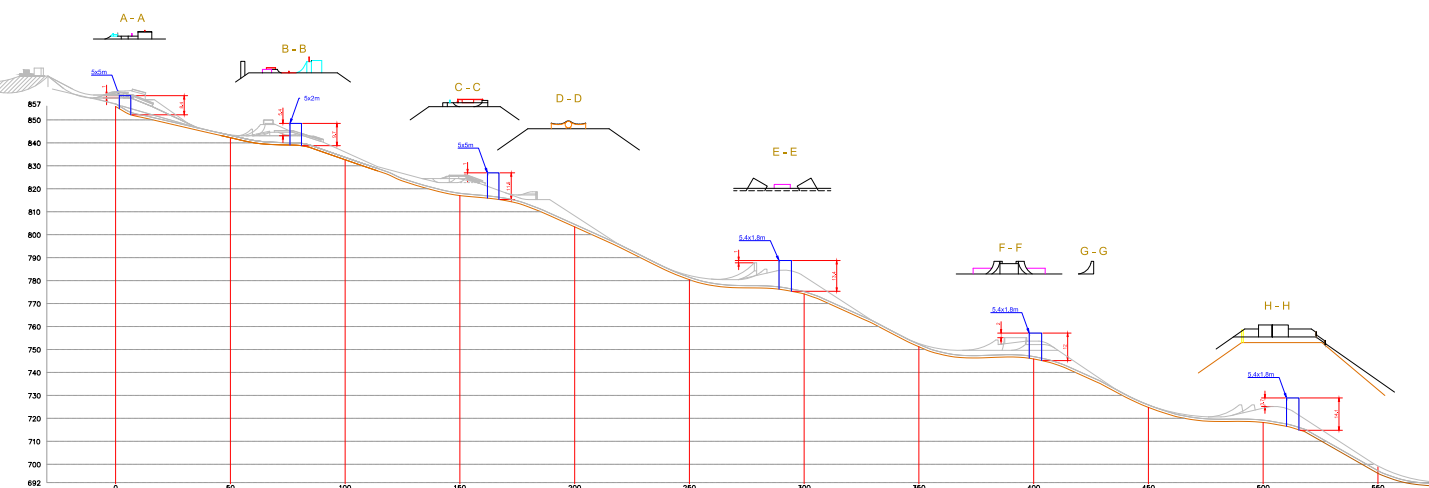
What is a Slopestyle?

In 2014 Slopestyle became an Olympic Sport. Since then this discipline can't be "ignored" any longer. Historically evolved from skateboarding & BMX, the slopestyle course is divided into several „sections“ from top-to-bottom with a variety of snowpark obstacles. This form of competition is established

as THE contest format worldwide. Official slopestyle competitions aren't held in any other way. For all destinations that want to present themselves as winter SPORT destinations and show up on the map of big winter sport events a Slopestyle course / event is a must-have.

What are the target groups of a Slopestyle?

1% of all guests → Freestyle pro athletes | 100/100 communication power



7 Pro Setups

Big Air

What is a Big Air?

When it comes to freestyle winter sports you hardly can get any higher: The Big Air is the name of the game. Freeskiers and snowboarders „throw“ themselves over a massive kicker and into the air. A discipline which is now an Olympic sport since 2018 and regularly sets new records.

A great characteristic of this sport: it does not just take place on the mountain, but thanks to giant ramps and artificial snowmaking it is regularly held in cities. Famous examples are events like the Air + Style or the X-Games Oslo.

What are the target groups of a Big Air?

2% of all guests → Freestyle pro athletes | 100/100 communication power



7 Pro Setups

Ski & Snowboard cross

What is a Ski & Snowboardcross?

Speed and adrenaline, those are probably the two most important keywords when you think about the ski or snowboard cross. A group of four riders

rushes at breakneck speed down on a course spiked with obstacles. Since their Olympic premieres in 2006 & 2010 the two disciplines have become increasingly popular. At least for spectators, because classic cross courses are only for professionals.

What are the target groups of Ski & Snowboard cross?

2% of all guests



· Freestyle pro athletes

100/100
communication power

Halfpipe

What is a Halfpipe?

The halfpipe is certainly one of the most impressive infrastructures in all of freestyle winter sports. It isn't called a supreme discipline of snowboarding for nothing. Especially the so-called Superpipes

with lengths of around 160 meters and widths of up to 20 meters can be extremely intimidating at first sight. And so it is even more spectacular when you see some athletes riding these "beasts".

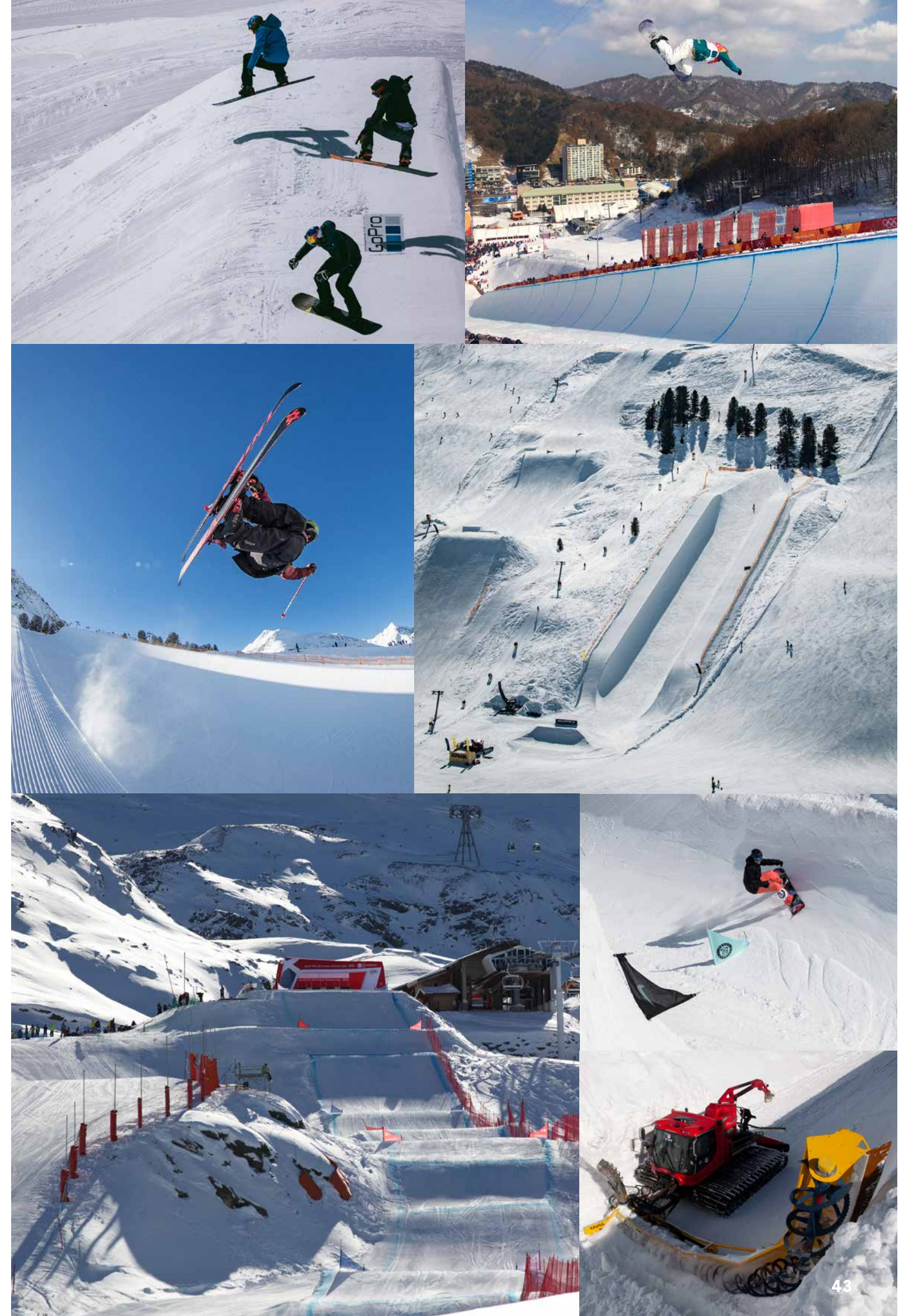
What are the target groups of a Halfpipe?

1% of all guests



· Freestyle pro athletes

100/100
communication power



7 Pro Setups

Training venues

What are training venues?

Everyone who knows freestyle disciplines like halfpipe, slopestyle, is well aware of their status / difficulty as a sport. Not only do millions of followers worldwide celebrate the freestyle winter sports, but all disciplines are now officially “olympic” So no question then, that the top athletes have to

train like everyone else in the professional sports world. The right training requires the right training facilities, in order to provide the necessary conditions to prepare the athletes for the international competitions.

What are the target groups of a training venue?

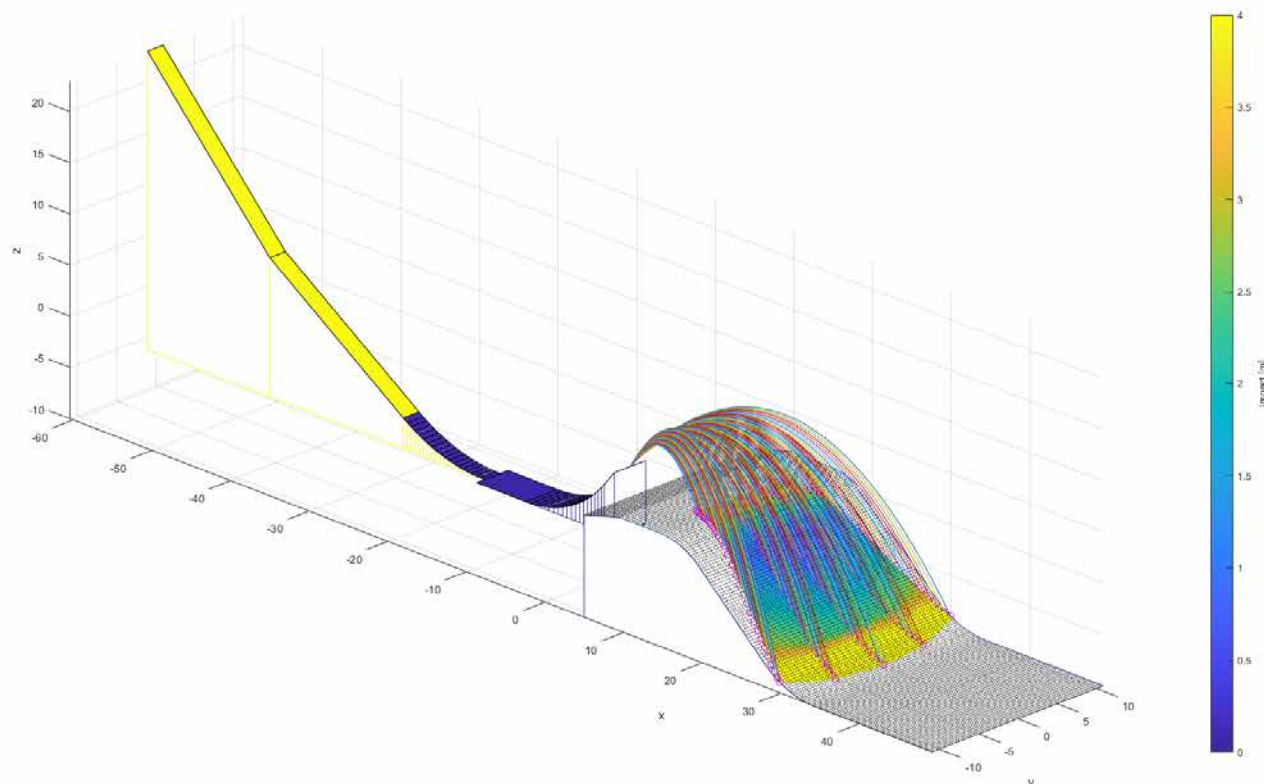
0% of all guests



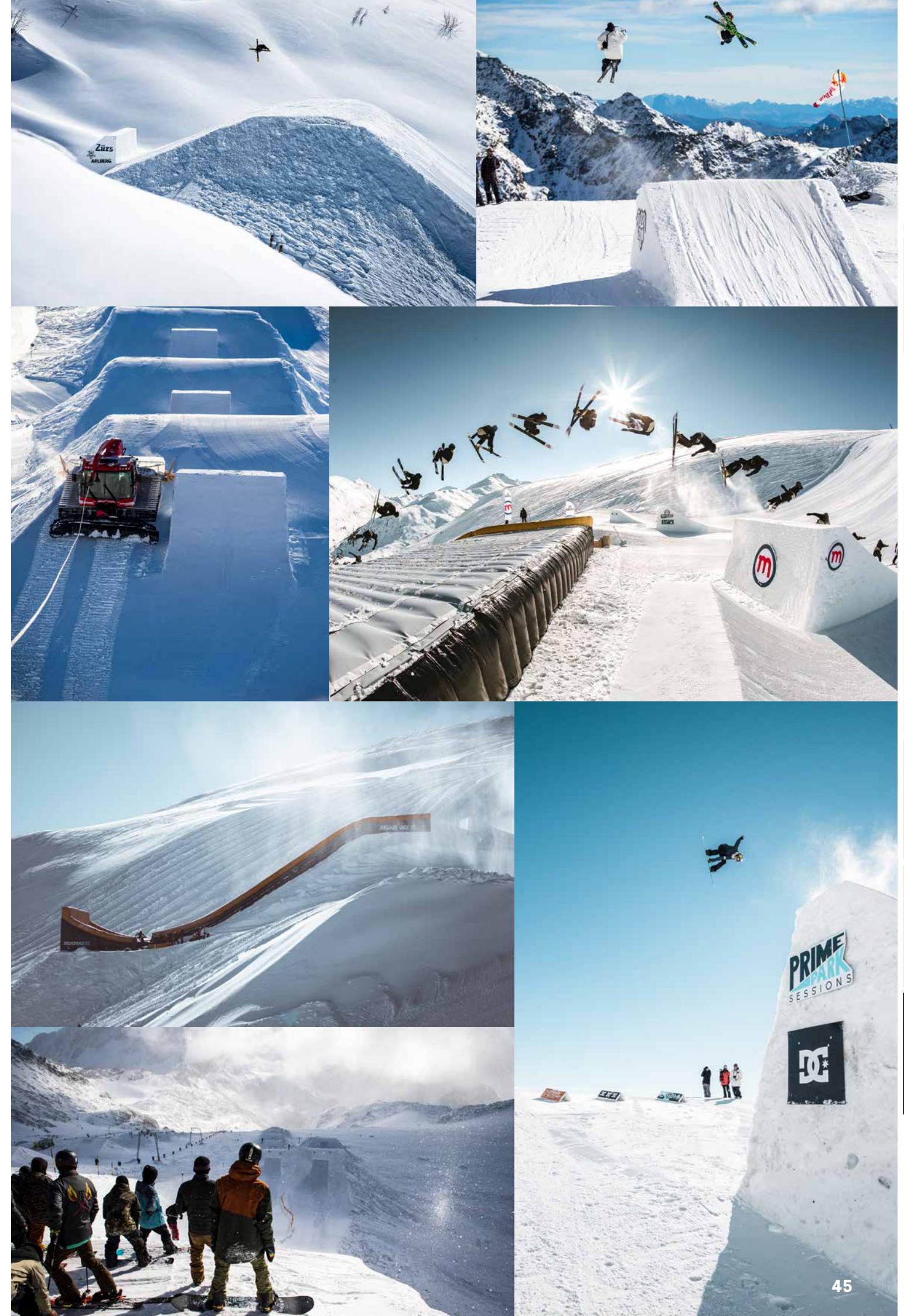
Freestyle pro athletes

80/100

communication power



These are all snowparks



What is a snowpark?

Kids Slopestyle

Funline

Attraction Parks

Freeridecross

Freestylepark

Media Projects

Pro Setup

That is Schneestern

What does Schneestern actually do?

Schneestern has more than 20 years of international experience in planning, building and maintaining snowparks. We know exactly what the modern winter sport guests wants, because we and our families also belong to that target group. But we also see things from your perspective and know about the challenges around climate change, worldwi-

de declining skier days or the staff shortages in the winter sports industry. As a business we are continuously growing and 2019 marks the year where we, thanks to our new subsidiary in Scandinavia, have now more than 100 employees. This growth and the experiences & know-how coming from that, are not only helping us to support you better,

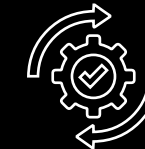
but we are also well aware of the general challenges when running a business. Things we take into account when we prepare strategies, products or projects. We see ourselves as experts for snowparks and of course we think a target-oriented portfolio is mandatory. With our services we want to give you the full support for your snowpark project.



Planning



Individualization



Realization



Service



Equipment

What does Schneestern actually do?



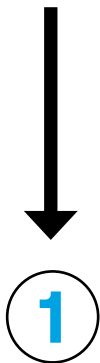
Planning



Planning means for us first of all, that we help you to orient and to decide. That is why our first step is to talk about the right product selection. From there we lay the necessary foundation for your decision-making. In further consequence we will work out all essential documents like:

- technical blueprints
- 3D project visualisations
- project and build-up timings
incl. staff and machine planning
- cost planning

For the entire project, we provide you with a personal contact person focusing on all task and topics and is always available for you.



1 PRODUCT SELECTION IN ONLY 45 MINUTES

The right product selection is the foundation for the success of the whole project. For a clear and lean process, we have clearly defined 7 categories of snowparks including the relevant target groups. With a few questions and a requirement profiles we can give you a clear product recommendation in less than 45 min. Here we already take your „framework“ like terrain, snow situation, personnel, machines and budget into account.



2 LOCATION

Once you have selected your snowpark and the framework is set, we talk about the location. Depending on the snowpark, the location has to meet certain requirements such as sun orientation and terrain slope. Here we also take into account the existing infrastructure like lift connection and snow production.



3 ENGINEERING

As engineers and landscape architects we have the right know-how in order to create the necessary planning documents – no matter how difficult or complex the project is. This includes:

- earthworks
- technical build-up plans
- detailed plans for the installation of entrance solutions
- trajectory and speed calculations



4 REALISTIC CALCULATION OF COSTS

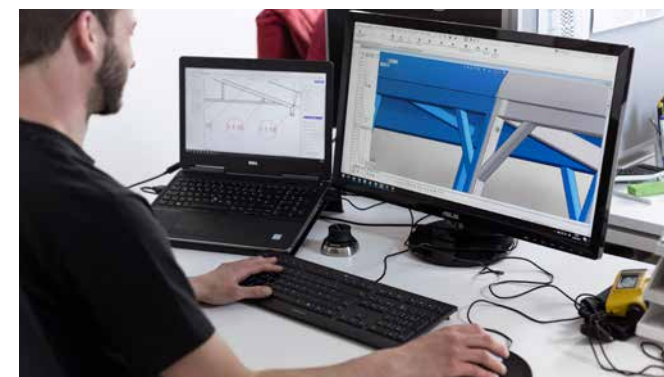
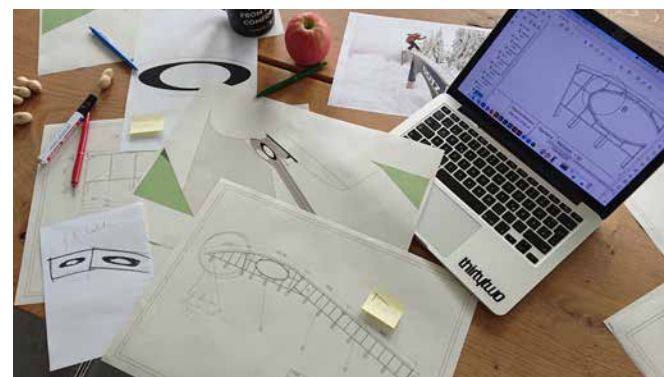
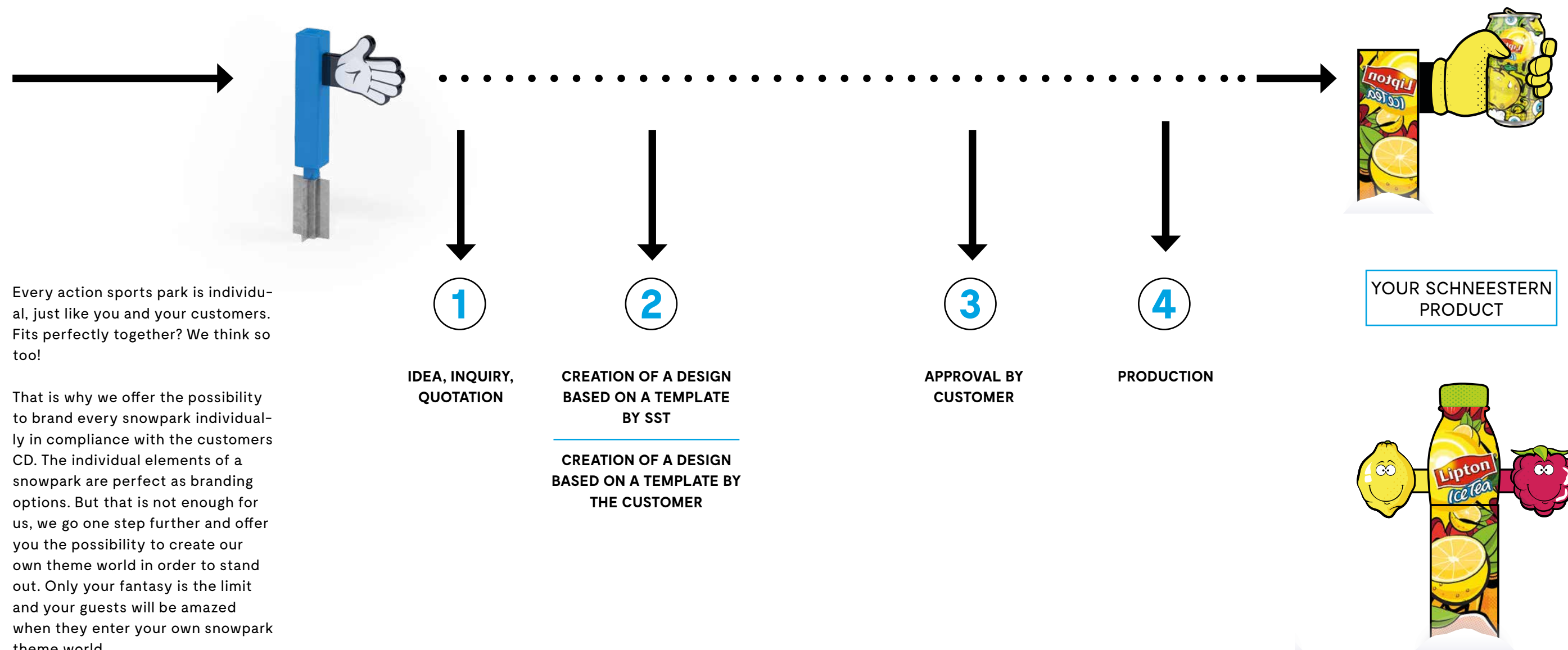
When it comes to quality our aspirations are high and not only visible in our cost calculation.

We want to be as clear and transparent as possible. Therefore, do not only take our own services into account, but also keep an eye on all other costs which may come up during the project.

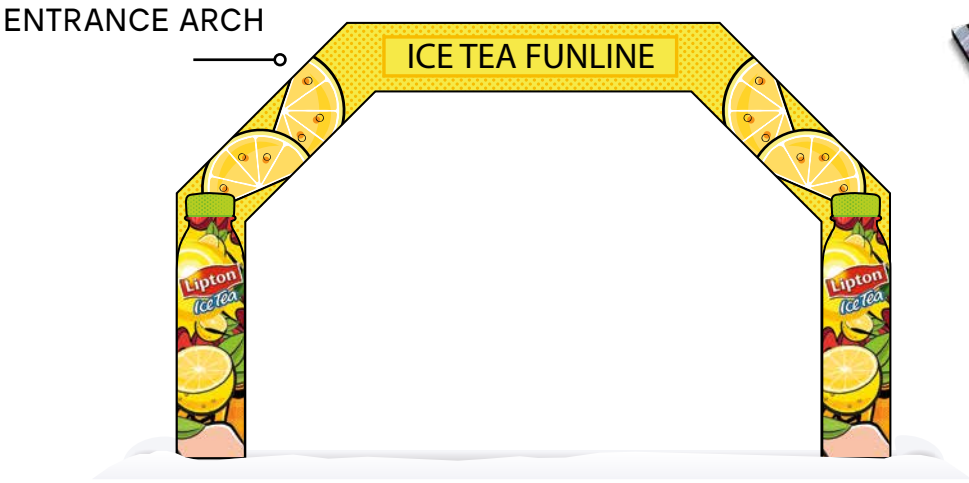


What does Schneestern actually do?

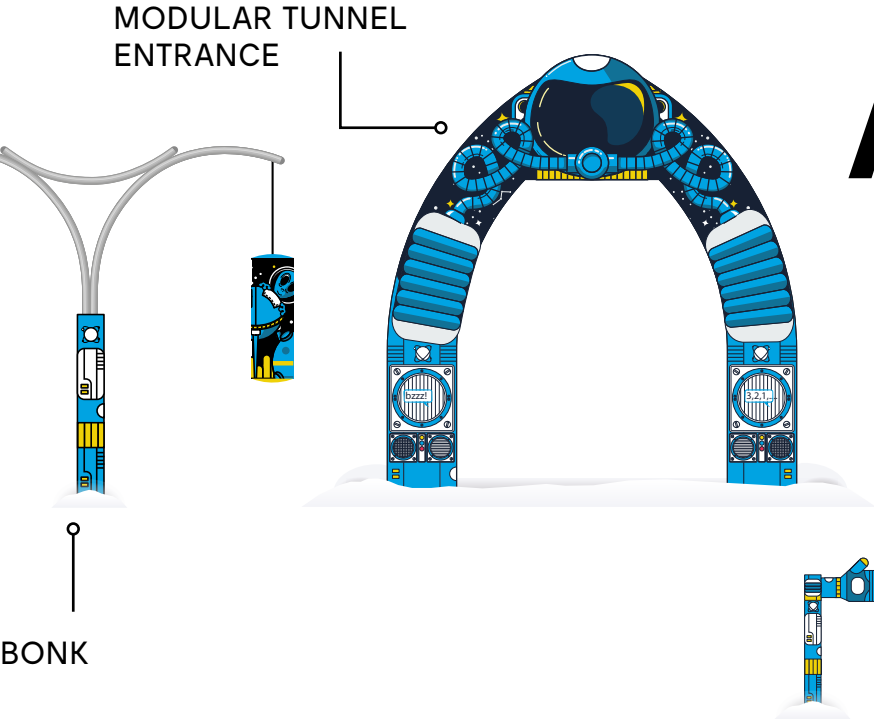
Individualization



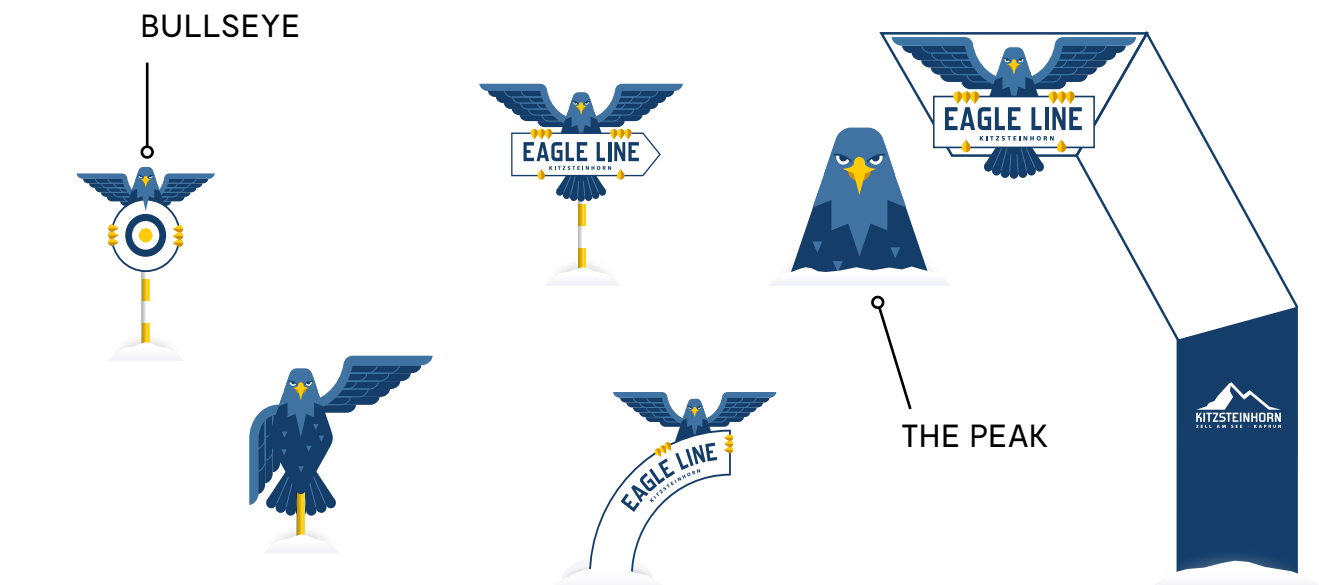
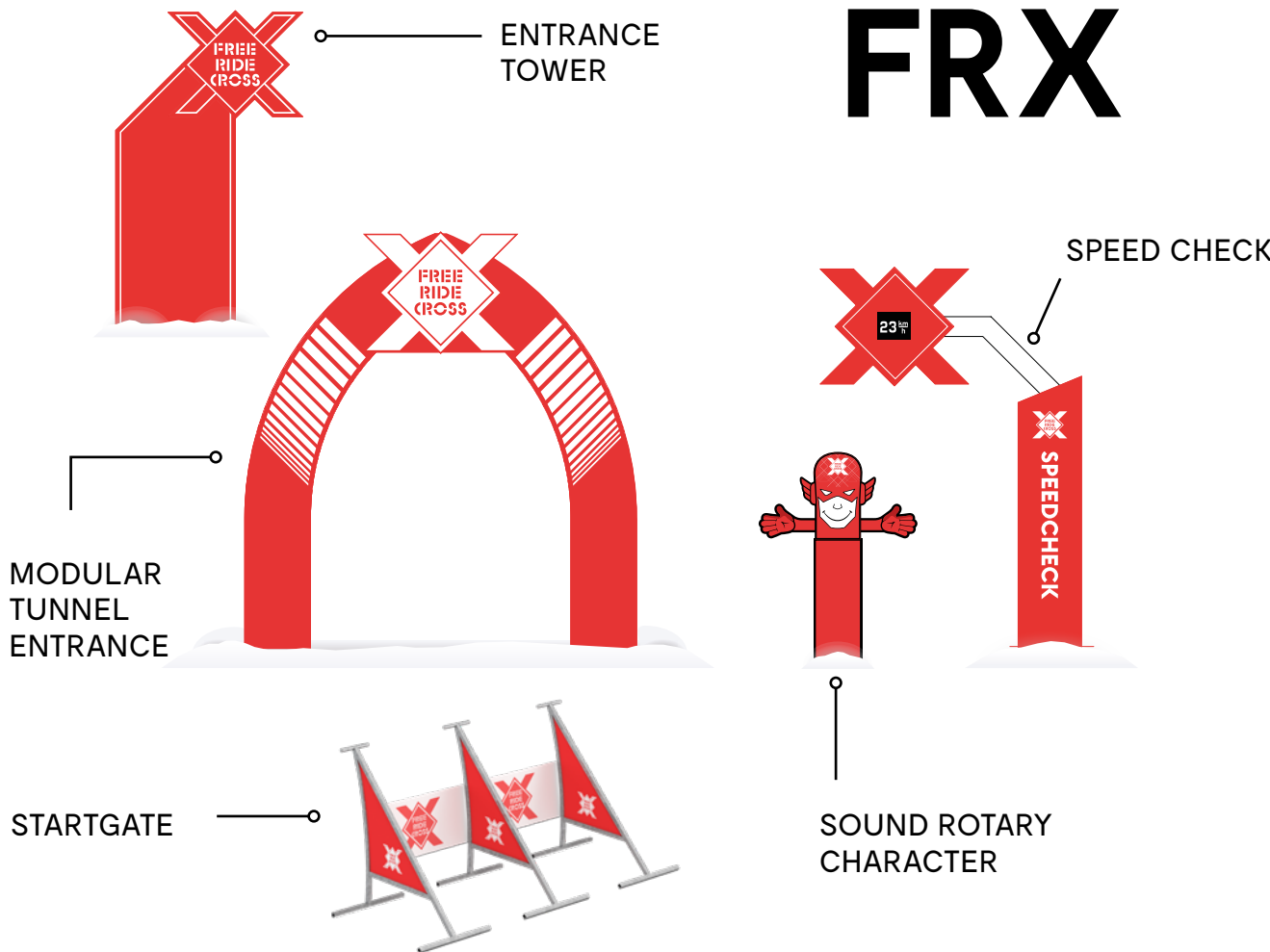
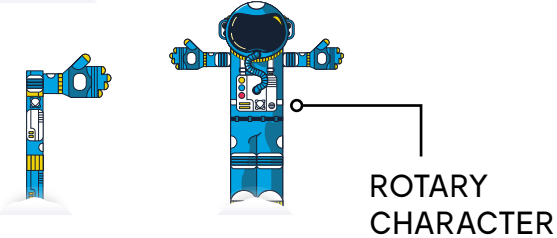
Individualization examples



Ice Tea



Astro

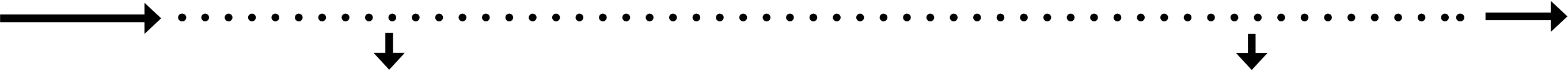


Eagle

What does Schneestern actually do?

Realization

Of course we are with you during your whole project and make sure all milestones are realized and the whole project runs smoothly. We are on site to guarantee the best possible quality. We offer two different concepts to realize your project.



1. Full project support

- **Complete project management**
 - **Skilled project team:**
 - o project and key account manager
 - o construction supervisor and on-site manger
 - o machine operator (incl. deputy)for build-up and maintenance
 - **100 % available and highly skilled permanent crew**
 - **Technical customer service**
 - **Success measurement**
polls and guest census - all analysis and recommendations free of charge
 - **By request we organize all necessary snowcats** our Partner: Kässbohrer
 - **Access to more construction machines** our Partner: Zeppelin Rental
- projects in full support:
Stubaiier Gletscher, Ischgl, Silvretta Montafon, Skiparadies Sudelfeld, Kaunertaler Gletscher, Kühltai, Savognin Bergbahnen

2. Assisted project support

- **Strategic consulting and snowpark planning**
- **build-up or build-up support by our team**
- **Regular check-ups of your snowpark**
- **maintenance and re-building**
- **Trainings for machine operators and snowpark managers**
- **Technical customer service**
for all purchased products

Select your services individually

You know your resort. We know Snow parks. Let's work together!

What does Schneestern actually do?

Service

Planning

Individualization

Realization

Service

Equipment

We see ourselves as experts for snowparks and we think a good service is mandatory. Therefore, we look forward working with you at your snowpark project. To guarantee the success of every project we offer a variety of services.

CONSULTING

Within our services we not just combine the knowledge and the passion from 20 years of building snowparks, but also the know-how of various engineering disciplines, as well as the experiences of a fast-expanding company. With this skillset we want to support you in the product selection and help you with your strategies and projects.

TRAININGS

We do not have to explain winter sports resorts how to handle snow. However, building a snowpark is a whole different story. But we are happy to share our knowledge and experience with you. As experts for snowparks we can offer you trainings and help you getting the know-how on how to handle low-level snowpark projects inhouse on the long-term.

ANALYSIS

Intuition arises from the sum of the experiences we make. In order to make important decisions or recognize trends we use data and analysis as our basis for decision-making. Therefore we offer you three different "tools" for the evaluation and optimization of your snowparks:

1. Exact cost and resource tracking
2. Data collection: number of guests, weather data, injury rate
3. Surveys (individual guest survey over the season)

Together with you we analyze our collected data in connection with guest numbers, future investments, market and climate trends.

CUSTOMER SERVICE

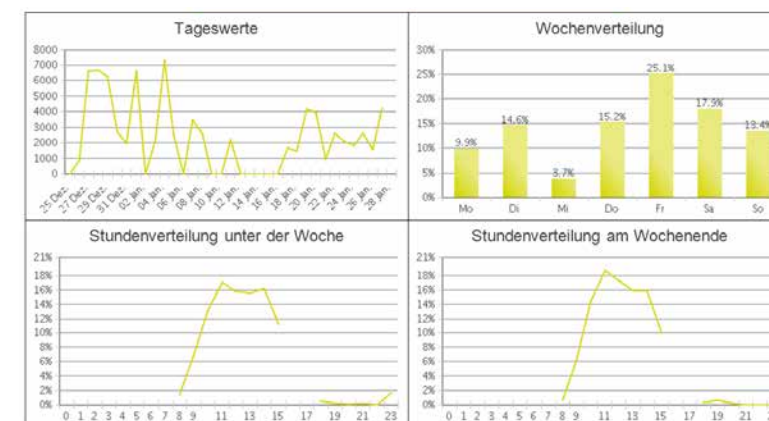
A holistic support of our customers is very important to us. That is why we initiated the world's first technical customer service in the action sports industry. It is the last piece of our 360 degree service concept. **24h-hotline** and an **on-site service** incl. stocktaking, maintenance and repair ensure a consistent product quality no matter how much the complexity and usage of our products may increase.



24h Hotline

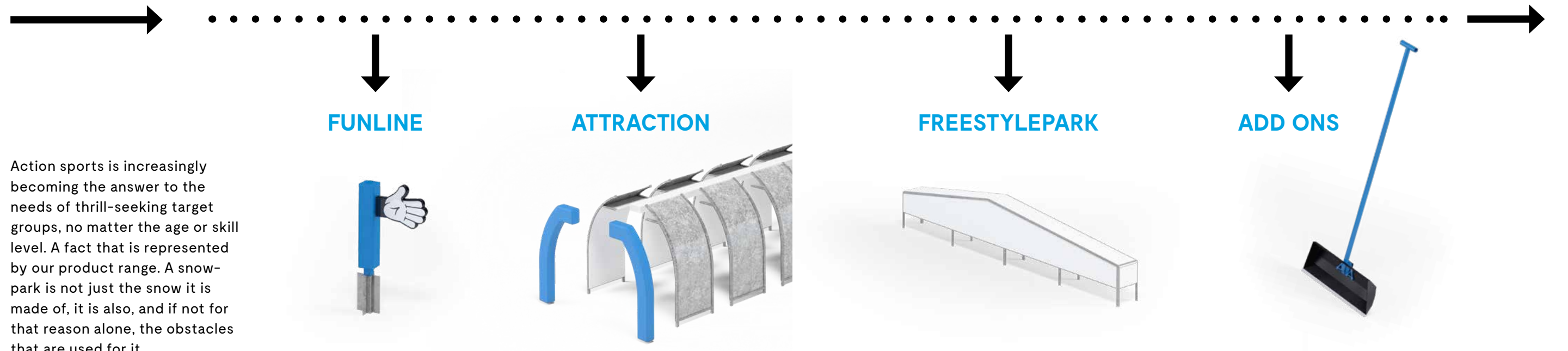


On-site service



What does Schneestern actually do?

Equipment



Action sports is increasingly becoming the answer to the needs of thrill-seeking target groups, no matter the age or skill level. A fact that is represented by our product range. A snow-park is not just the snow it is made of, it is also, and if not for that reason alone, the obstacles that are used for it.

We produce professional snow-park equipment in Germany since 1999. However we produce for the global market and that is how already more than 15.000 obstacles were produced here. From a downrail for freeskiers to the High Five with sound for "the normie" - we offer modern action sports products for winter sports. We not only produce state of the art, but also high-quality obstacles. This aspiration and the desire to be pioneers have made us the world market and innovation leaders. A position that we secure by regular TÜV tests, a technical customer service and as an official training company.



Use our product selection, know-how and many years of experience to bring the thrills, the entertainment and the fun of action sports with our high-quality obstacles into your region.

since 1999
over 15.000
Obstacles

Planning

Individualization

Realization

Service

Equipment

TÜV

Better safe than sorry! In addition to the Schneestern quality checks, by the way we are the only action sport company who does that - our products, as well as our production site undergo an independent quality and safety inspection by the TÜV since 2008. But before we even think about putting the Schneestern quality and the TÜV badge on our products, we have three separate quality checks.

Made in Germany

We bank on Germany as a production location! In our 5000 m² production hall, located in Bavaria, we produce action sports equipment up to the highest quality standards. Of course, we rely on reliable and a predominantly regional supplier network.

Product tests

For our customers this is nothing new: products in winter sports resorts often have to endure harsh and extreme conditions. May it be because of high wear by the guests or nature itself. For that reason and because safety is our top priority, we leave nothing to chance and test our products intensely before we ship them to you. How we do that? With our own test laboratory incl. a cooling chamber!

Product development

The times, you put a „simple rail“ in a snowpark and the job was done, are long gone. Just like in „regular“ engineering industries we also rely on a standardized and sustainable product development. This is ensured by our in-house engineering team, which designs all products precisely with AutoCAD and SolidWorks and leaves nothing to chance.

Customer Service

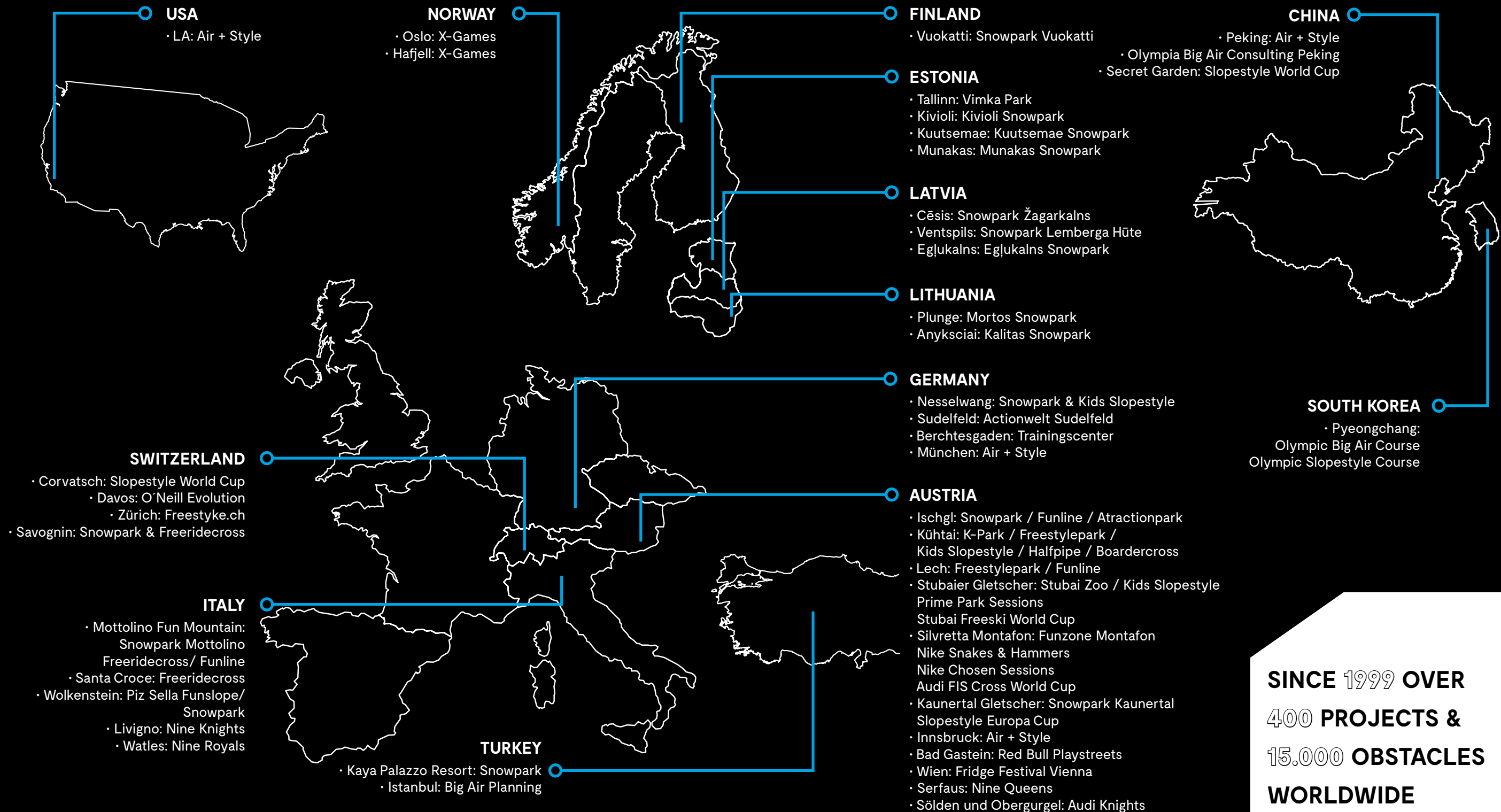
360 degree concepts play a vital role in our company philosophy. A holistic support of our customers is very important for us. That is why we have the world's first customer service in the action sports industry. It is the last piece in our service chain. 24h-hotline and an on-site service guarantee a consistent quality, even if the usage and complexity of our products increase.

Worldwide delivery

Whether your resort is in China or on a glacier in the alps. Just by our projects and the demands of our customers in the last 20 years we for our part have become logistics experts. That is why we deliver all of our products worldwide. You want to have snowpark obstacles in your resort? We and our selected logistics network deliver directly on the slopes.

References

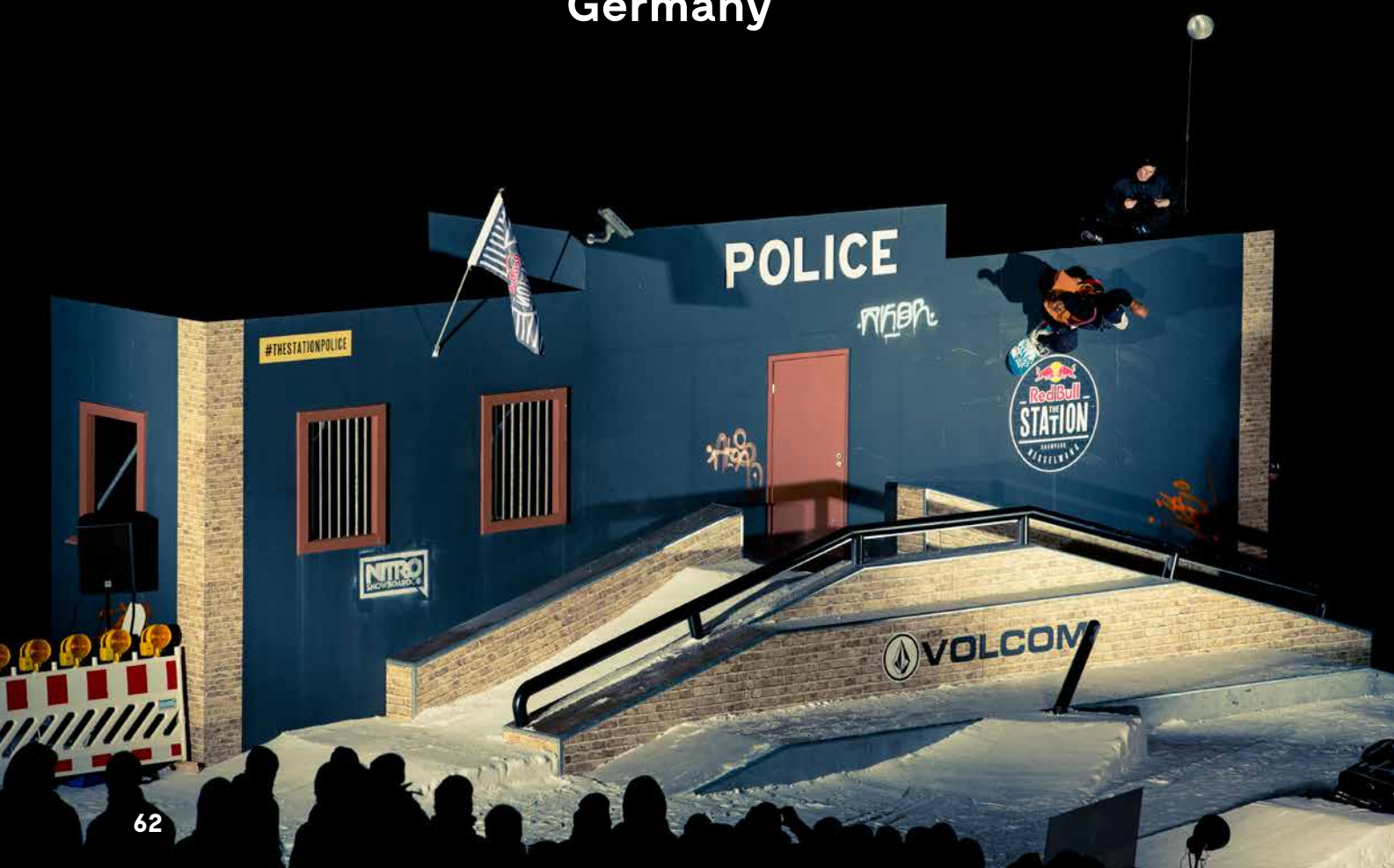
20 years of Schneestern



**SINCE 1999 OVER
400 PROJECTS &
15.000 OBSTACLES
WORLDWIDE**



The Station
Alpspitzbahn Nesselwang,
Germany



**Red Bull
Playstreets**
Bad Gastein, Austria



Air + Style
Innsbruck, Austria

**We bring
action sports
to the city**



Sosh Big Air
Annecy, France

Audi Nines

Sölden, Austria



We are the nightshift



Nine Knights
Livigno, Italy



Nine Queens
Serfaus-Fiss-Ladis, Austria



Nine Knights
Serfaus-Fiss-Ladis, Austria



Nine Knights
Livigno, Italy



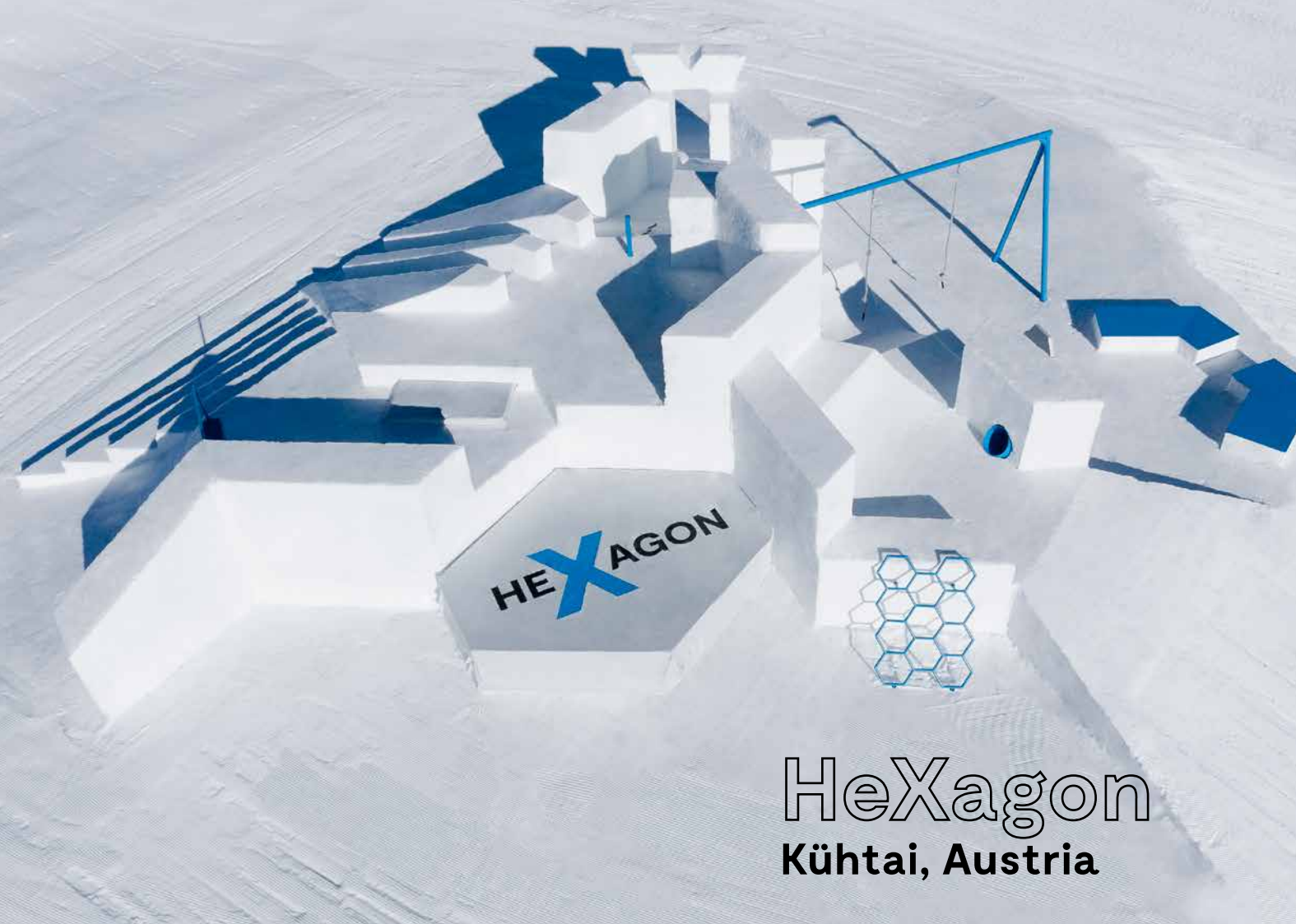


Nine Royals
Watles, Italy



Nine Knights
Watles, Italy







Snowpark Ischgl
Ischgl, Austria



Snowpark Mottolino
Mottolino Fun Mountain, Italy



LOS - World Record
Mottolino Fun Mountain, Italy

An aerial photograph of a vast, snow-covered mountain slope. The terrain is marked with numerous ski tracks and features several large, groomed areas. Numerous small figures of skiers are scattered across the slope, particularly in the lower half. The sky is a clear, deep blue. The overall scene conveys a sense of a well-maintained and active ski resort.

**We have
snowparks
for everyone**

Funzone Montafon
Silvretta Montafon, Austria



Slopestyle WC

Phoenix Park, South Korea



If you can dream
it we can build it

Nike Chosen
Silvretta Montafon, Austria



Stubai Zoo
Stubai Gletscher, Austria



Snowpark Kaunertal
Kaunertaler Gletscher, Austria



network of partners

We rely on a strong network to take advantage of synergies and promote action sports together. Therefore we are proud members and networkers of the following partnerships.

MEMBER OF:

VDS: Verband Deutscher Seilbahnen



HWK: Handwerkskammer für Schwaben



IHK: Industrie- und Handwerkskammer



COOPERATIONS:

Pistenbully



Zeppelin Rental



Festool



Helly Hansen



contact



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action sports engineered